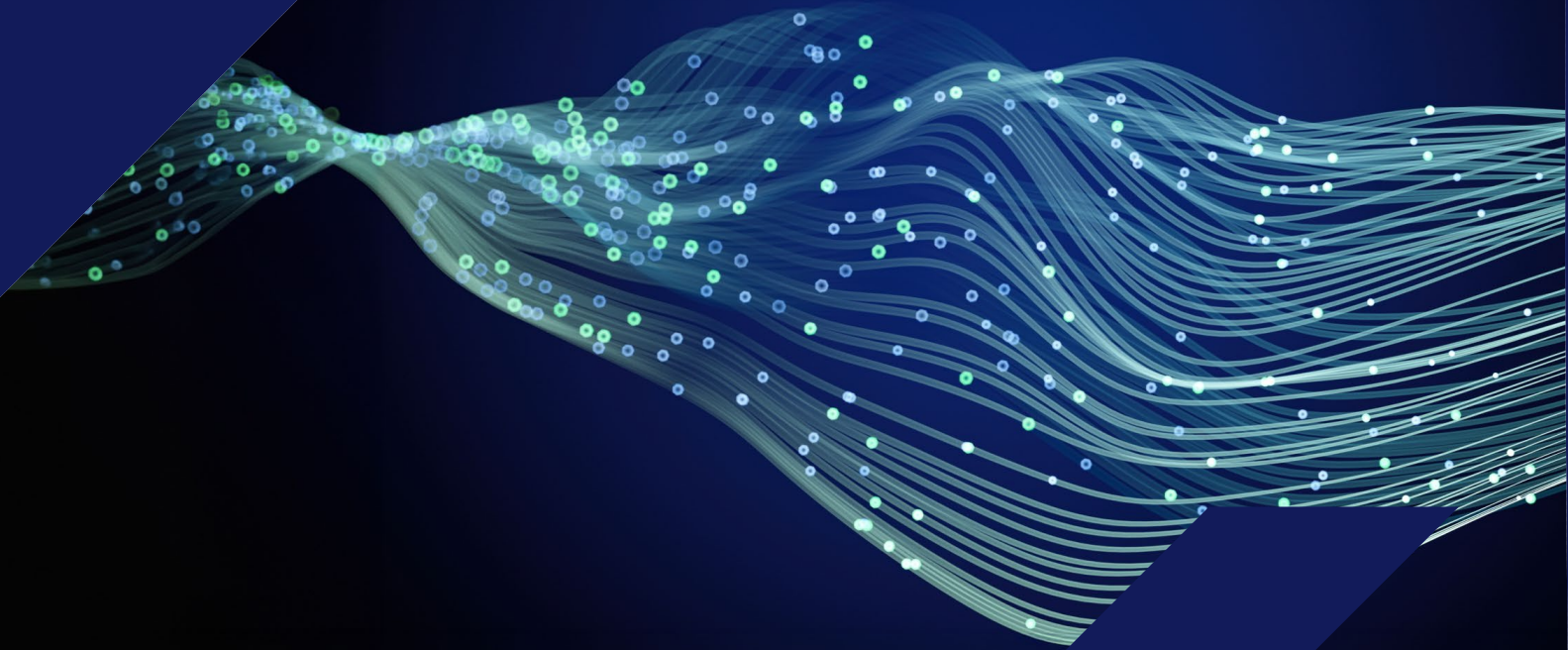


AUGMENTED IPSOS: FOR YOUR AI NEEDS

AI- Powered Solutions

Helping you make
better decisions



Augmented Ipsos – delivering deeper understanding and better decisions



More than ever, our clients need reliable and timely information to understand their markets and make the right decisions.

Ipsos' strengths are unique: talented and highly engaged teams, a global presence, deep multi-specialist expertise, access to high-quality data, and strong capabilities in technology and artificial intelligence. I am proud to launch our new corporate campaign.

*This is what we call **Augmented Ipsos**.*

Kelly Beaver

CEO, Ipsos



Why partner with Ipsos for AI?

Artificial Intelligence + Human Intelligence

Combining the best of both

Unparalleled data assets

Built on access to real people and extensive first-party data, meaning trusted foundations

Scientific rigour you can trust

World-class, proven research methodologies, and rigorous quality standards

Scale

Breadth, depth and capabilities to deliver where others cannot

Speed

Turning insight into action faster, in a rapidly evolving world

... helping you make better decisions

More generally, leading organisations work with us because ...

We meet end-to-end needs

Through our multi-specialist services – across research methods, domains, sectors and geographies

Our heritage

We've been doing this for more than 50 years

Global scale and local reach

The breadth and depth to deliver anywhere in the world – 20,000 professionals across 90 countries

Access to real people

Providing trusted foundations

Award-winning innovators

'Most Innovative' large market research company, globally, 2019-2021, 2023-2025

True thought leaders

Leading thinking on the issues that matter most to understand society, markets and people





Meeting your end-to-end needs with solutions backed by Artificial & Human Intelligence



"Our Suite of AI Solutions doesn't just generate more data — **it enables better decisions.**"



Meeting your **end-to-end needs** with solutions backed by **Artificial & Human Intelligence**

SOCIETY

SIGNALS GENAI

Transforms social signals into insights in less than 60 seconds

VISION AI

Turns images into insight

IPSOS PERSONABOTS

Brings targets (consumers, customers, patients ...) to life

IPSOS CO-MODERATOR BOTS

Get breadth and depth of qualitative insight

Communities

DYNAMIC DIGITAL TWINS

Blends simulation with human voices in communities

CONVERSATION BOT

AI-enhanced conversation embedded in communities

CENSYDIAM MOTIVATION AI

Connect brand decisions to the motives that really drive people

MARKET & BRAND

IPSOS SYNTHESIO AI VISIBILITY

Track and optimize your brand visibility in ai search results

AI UX BRAND IMPACT AUDIT

Measures UX impact on brand desire

INNOVATION

Innovation

COLLECTIVE INNOVATION

End-to-end framework to discover, define and develop successful innovations

INNOEXPLORER AI

Generates ideas, concepts, products, packages, and predicts their potential

INNOPREDICT AI

Predicts future potential of early-stage concepts

PRODUCT TESTING WITH

SYNTHETIC DATA

Augments human samples with synthetic twins

PRODUCT VIEW AI

Product testing observation at scale via image uploads

PRODUCT TRANSFER

Predicts how products transfer across markets

PRODUCT STUDIO

AI-native product testing platform - empowers businesses to build products that win

Innovation-Pack

AI PACK SUITE

Bringing the best of AI with pack expertise

CREATIVE & MEDIA

CREATIVE|SPARK AI

Evaluates ad effectiveness in a matter of minutes

CREATIVE|LABS

Real time exploration into early-stage ideas

EXPERIENCE

Experience - UX

AI-MODERATED USABILITY TESTING

AI-moderated usability testing trained by Ipsos UX researchers

AI-MODERATED USER INTERVIEWS

AI-moderated user interviews trained by UX researchers

AI UX HEURISTICS AUDIT

Same day UX optimisation guidance

AI UX BENCHMARK AUDIT

Benchmarks UX against best practices

AI UX COMPETITIVE AUDIT

Identifies UX strengths, weaknesses and market gaps vs. competitors

Experience - CX

IPSOS CX SIGNALS

Accesses unfiltered customer sentiment of social media

IPSOS CX PERSONABOT

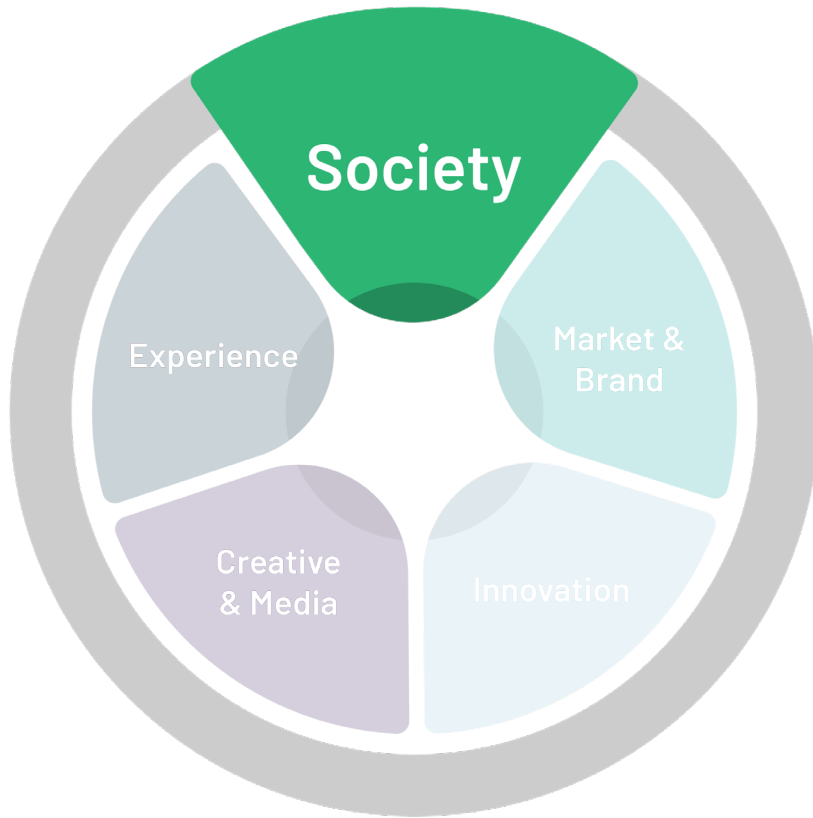
Brings customers to life

FORCES OF CX AI

Turns unstructured feedback into roadmap for experience improvement



Society AI-Powered Solutions



The Business Questions

1. How to uncover emerging trends and shifting attitudes and needs?
2. What are the categories, brands and whitespaces to inform strategies?
3. Are we capturing an accurate picture of what products consumers are using, and doing?
4. How to tap into the insights on hard-to-reach or hard-to-engage audiences?
5. What are AI chatbots telling millions of consumers about my brand right now?
6. Are you connecting your brand decisions to what really drives people?

Why Ipsos ?

Trusted expertise

Built by insight professionals and powered by proven frameworks.

Speed without compromise

Real-time, AI-enabled insights with precision and authenticity

Business Impact at Scale

Richer understanding of consumers to guide growth, innovation and activation

SIGNALS GenAI

Transform social signals into actionable insights in less than 60 seconds



THE CHALLENGE

Want to uncover emerging trends and shifting attitudes and needs?

Explore categories, brands and whitespaces to inform strategies?

Generate ready-to-action ideas grounded in consumer insights?

THE SOLUTION

Discover and explore in just three clicks, using our library of 40+ prebuilt and validated GenAI insight prompts.

Signals GenAI transforms millions of real-time consumer signals into actionable insights, in less than 60 seconds.



Digital touchpoints integrated into **one platform**



Consumer intent from **search**, actions through **social** and experience from **reviews**



Research-grade intelligence at your fingertips – grounded and validated

WHY SIGNALS GenAI?



Real-time

Impactful insights at the click of a button



GenAI insights at scale

Designed to democratise insights, with competitive pricing and easy setup



The best of social, tech, data science and insight expertise

Developed by and for insight professionals

Ready to put social insights to work?

Contact us at synthesio-info@ipsos.com to get started

For more information:

[Ipsos Signals GenAI](#)

VISION AI

Leverage AI to fully capture product usage quickly and accurately



THE CHALLENGE

Are you capturing an accurate picture of what products consumers are using, and doing?

THE SOLUTION

Understand the products people use, to guide your decision making.

From respondents' image uploads, **Vision AI** captures product usage and behaviour, so you can identify opportunities, target the right moments and drive marketing impact.



Delve into **consumption moments/ situations and product repertoires**



Reduce survey length and respondent effort



Large-scale, rich insights – capturing those nuances that consumers may not

WHY VISION AI?



Speed, precision and authenticity
Via simple image uploads



Enhanced insights
Ideal complement to U&As, consumption trackers, segmentation and shopper research



HI+AI
Ipsos' behavioural measurement expertise, powered by AI

Need to understand what people are using and doing?

Contact Lawren.Alexander@Ipsos.com

For more information:

[Ipsos Vision AI](#) | [Ipsos](#)

IPSOS PERSONABOT

Bring your personas to life

THE CHALLENGE

Imagine you could ask your targets any questions you want, whenever you want ... what would you ask?

Are you putting your personas to work to better ignite innovation, shape brand positioning, create communications, design experiences ... ?

THE SOLUTION

Transform static segments into dynamic, interactive personas.

With **Ipsos PersonaBot**, chat with your personas - consumers, customers, patients - as if they were 'real' people.



Empathy at scale - move beyond data points and understand the human stories



Enable all stakeholders to **engage directly with your target audiences**



Test and refine at pace - get instant feedback to make faster, smarter decisions

WHY IPSOS PERSONABOT?



Leverage your research

Personas grounded in real-world data



The best of human and artificial intelligence

With access to Ipsos' global research expertise



Unlock insights

Engage with personas to ask questions, test ideas, and

Ready to bring your personas to life?

Contact Steven.Naert@ipsos.com

For more information:

[Ipsos PersonaBot](#) | [Ipsos](#)

IPSOS CO-MODERATORS BOTS

Get breadth and depth of insight, cost effectively



THE CHALLENGE

Need answers but tight on time?

Ipsos Co-Moderator Bots blend Ipsos expertise with AI efficiency. Meaning you can ask questions and get trusted answers within hours.

Human moderators provide depth for exploration, while AI moderation brings unparalleled speed and efficiency.

Ipsos Co-Moderator Bots ensure you get the best of both - Quick, quality insights you can trust.

THE SOLUTION

Transform your qualitative research to meet your organisation's needs in the way you need it to.

Ipsos Co-Moderator Bots fuse multi-agent AI with the expertise of 1,200 qualitative experts across the world.

 Human – for **truly deep understanding**

 AI – **for speed, scale and always on**

 **Best of both** – end to end

Ready to get the breadth and depth you need?
Contact Ajay.Bangia@ipsos.com

WHY IPSOS CO-MODERATOR BOTS?



#1 for qualitative research

World's largest agency, #1 GRIT innovator, award-winning thought leaders in AI in Qualitative



HI+AI

Access to Ipsos' human and artificial intelligence



Underpinned by proven frameworks

Meaning more nuanced moderation and insights

For more information:

AI-powered moderator bots:
Enhancing empathy or eroding
connection? | Ipsos

DYNAMIC DIGITAL TWINS

Scale fast-evolving insight from your most valuable audiences



THE CHALLENGE

Need insights but facing hard-to-reach or hard-to-engage audiences?

Dynamic Digital Twins sourced from online communities blend AI efficiency with human authenticity. Meaning you get realistic, grounded and updated insights fast.

Enhance samples, accelerate research, get rapid feedback on multiple scenarios and supercharge ideation.

THE SOLUTION

Dynamic Digital Twins fuse multi-agent AI with authentic human voices through living communities.

Dynamic Digital Twins blend AI-powered simulation with authentic human voices from living communities.



Human – for authenticity and grounding



AI – for speed, scale and expert-like guidance



Best of both – multiply insight with less recontact

WHY DYNAMIC DIGITAL TWINS?



Depth & breadth over time

Built from a rich & up-to-date body of knowledge on each individual over time.



HI+AI

AI adds a layer of creative thinking and expert-style guidance.



Rapid deployment

24h turnaround for twins' development and output

Ready to expand the limits of insight?

Contact Maya.Ilic@ipsos.com

For more information:

Our [ongoing research on research](#) pinpoints where AI Twins excel and fall short.

CONVERSATION BOTS

Turn community tasks into real conversations

THE CHALLENGE

Human-moderated discussions are powerful, but it's hard to keep them going at scale across busy weeks and multiple missions. Real-time engagement is uneven: people log in at different moments, moderators can't be everywhere at once, and promising threads often stall before they're fully explored.

As a result, rich longitudinal stories and in-the-moment experiences are left on the table.

THE SOLUTION

ConversationBot is an AI conversation partner embedded in your community, designed to enrich discussions through sustained, personalised interactions over time.



Boost engagement. Typically delivers around 3x more interaction by keeping conversations alive with timely, tailored follow-ups.



Probe beyond words. Can respond to and dig into images, screenshots and other visual input to surface richer context.



Make communities feel live. Turns asynchronous forums into more natural, real-time exchanges that unfold smoothly over days or weeks.

Ready to make your communities feel truly alive?

Contact Emma.Grand@ipsos.com

WHY CONVERSATION BOT?

Keeps discussions going over time, revealing patterns, evolution and real-world context you can't capture in a single session.

Uncovers the why behind behaviours, surfacing evolving motivations, tensions and real-life context with greater agility.

Ideal for diary studies, sequential missions and multi-week journeys where you need structured, yet flexible, follow-up.

CENSYDIAM MOTIVATIONAL AI

Connect brand decisions to the motives that really drive people

THE CHALLENGE

Communities are rich in stories, images and reactions, but it can be hard to move beyond “what they said” to clearly understand the deeper motivations driving those responses.

Standard tags and themes often stay at a surface level, making it difficult to compare findings across studies or turn community learning into robust brand positioning guidance.

THE SOLUTION

Censydiam Motivational AI is our built-in intelligence layer that reads community content through the lens of human motivations rather than just topics or sentiment.



Motivations through images

– Members pick photos that reflect how a brand or experience feels, which are read through the Censydiam needs framework.



Rigorously designed prompt

– A tested AI prompt codes images and comments consistently to motivational territories across studies.

WHY CENSYDIAM MOTIVATIONAL AI?

Go beyond what to why

– Reveal the underlying needs and motives driving reactions, not just the themes they talk about

Elevate brand and stimulus decisions

– Turn routine community feedback into clear motivational territories to guide positioning, messaging and innovation.

Track motivations over time

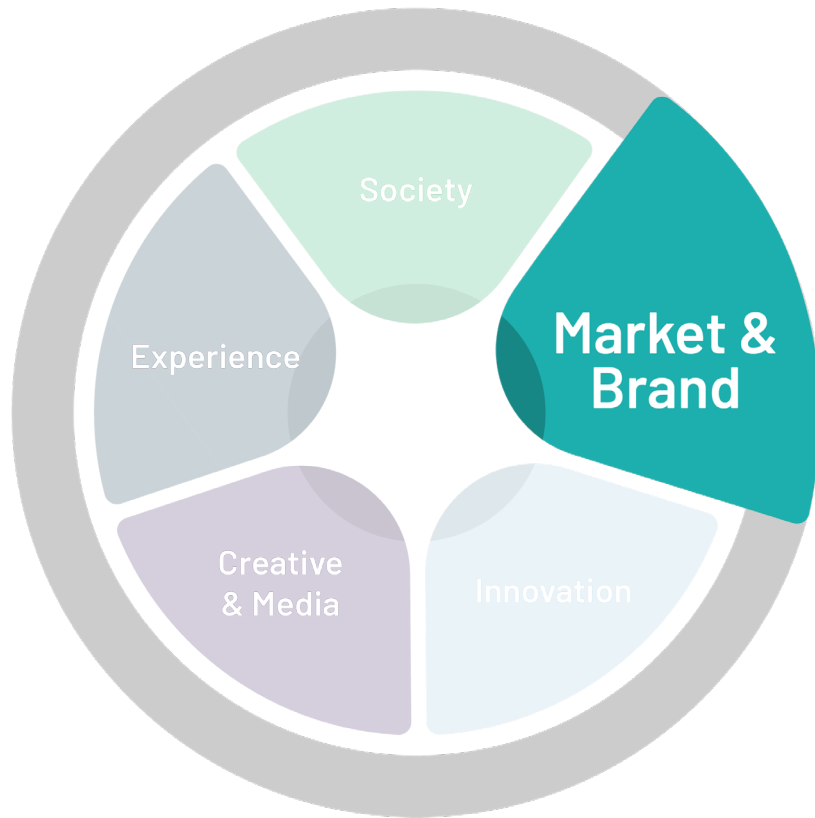
– See how underlying needs shift across waves, segments or markets using a consistent motivational lens.

Ready to map the deeper motives in your communities?

Contact Emma.Grand@ipsos.com



Market & Brand AI-Powered Solutions



The Business Questions

1. How can we know which creative will perform best **before spending millions on media**—and get that **answer in 15 minutes** instead of 2 weeks?
2. What if we could **test 100 creative variations for the cost of testing 5**, while still understanding the 'why' behind consumer reactions?
3. How do we **achieve a 48% lift in creative effectiveness** when our competitors are already in market and we need to move faster than ever?

Why Ipsos?

Brand Diagnosis Receive an upfront, evidence-based view of your brand's representation and ranking in AI answers

Maximise ROI

Prioritise UX improvements that have the **greatest impact on Brand Desire and business outcomes**

Increase market share

Outperform competitors by delivering digital interactions that **exceed customer expectations**

SYNTHESIO AI VISIBILITY

Track and optimize your brand visibility in ai search results

THE CHALLENGE

AI systems are rapidly transforming how consumers search for, discover, and choose brands and products. With an estimated 50% of online searches now involving an AI-generated response, it is critical for brands to appear in these responses to maintain visibility and market share.

Ipsos Synthesio AI Visibility answers:

What do consumers search for within your category or sector?

How and where does your brand appear in AI answers vs competitors?

What sources does AI leverage in their responses?

What can you do to optimize your visibility and positioning in AI answers?

THE SOLUTION

Ipsos Synthesio, in collaboration with MentionLab, help brands embrace this growing consumer touchpoint by tracking brand visibility, positioning, competitors and sources in AI search engines like ChatGPT, Gemini, AI Overviews and more. Receive ongoing access to a monitoring platform with optional strategic reporting.

Ipsos Synthesio

MentionLab



A unique AI Visibility Powerhouse

Always-on, always accurate monitoring

Confidence that our solution truly reflects what consumers search for and what they're exposed to.

Scale across your business

Global market, language and model coverage for enterprise brands.

Expert, strategic support

Search, consumer and digital insight expertise paired with tactical optimization.

Multi-model AI coverage



THE APPROACH

1. Prompt strategy



Turn real consumer searches into robust, relevant prompts.

2. Brand diagnosis



Receive an upfront, evidence-based view of your brand's representation and ranking in AI answers.

3. Monitoring design



Create a flexible prompt monitoring configuration built for your needs.

4. Ongoing intelligence



Get platform access to monitor visibility across markets, models and sources.

For more information:

synthesio.marketing@ipsos.com



AI UX BRAND IMPACT AUDIT

Expert UX Insights at the speed of AI

THE CHALLENGE

In today's digital-first world, **65% of customer touchpoints are now online**. Data shows brands struggle to align their website and app UX with customer expectations. In fact, **89% of customers have switched companies due to a poor digital experience**. Failing to deliver digitally puts both brand loyalty and market share at risk.

THE SOLUTION

Ipsos's UX Brand Impact Audit **combines user testing with consumer brand metrics** to show how your UX is impacting your Brand Desire. We identify opportunities to improve the UX and create a digital experience that enhances brand perception and drives business growth.

OUR THREE-STAGE PROCESS

1. Pre-Survey: Brand Assessment

Establish baseline **Brand Desire scores** by having online users rate the Brand Performance and Closeness of your competitive brand set.

2. UX Testing: Live Website Interaction

Conduct UX testing with the same users, **recording actions and feedback** as they try to complete common and critical tasks on one of the brand sites or apps.

3. Post-Survey: Measuring Change in Brand Desire

Users score Brand Performance and Closeness of the brand they tested to **quantify the impact of the site or app UX on overall brand perception**.

WHAT YOU'LL GET

Pre- and post-survey metrics for brand performance and closeness and UX scores from user testing to validate the impact of UX on brand desire and qualitative insights that illustrate user feedback along with actionable recommendations to fix the UX to drive brand growth.

POWER YOUR BRAND WITH UX



Enhance brand loyalty

Create **intuitive, user-friendly experiences** that strengthen emotional connection with your brand



Increase market share

Outperform competitors by delivering digital interactions that **exceed customer expectations**



Reduce customer churn

Address **pain points in your digital journey** to prevent user frustration, disappointment and abandonment



Maximise ROI

Prioritise UX improvements that have the **greatest impact on Brand Desire and business outcomes**

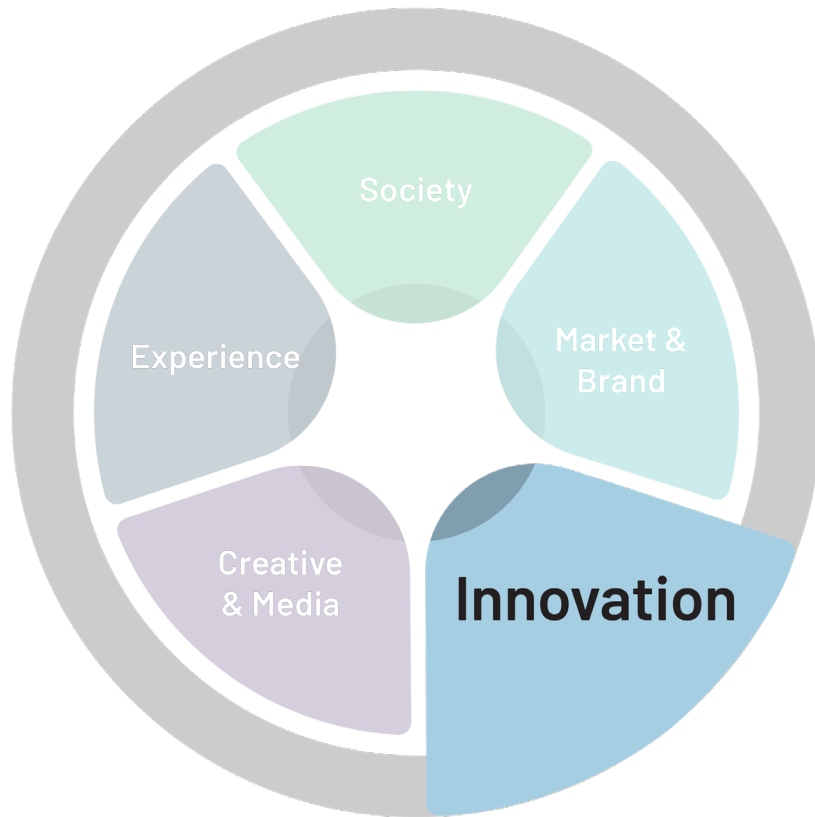
Contact

Yana.Beranek@ipsos.com



Innovation AI-Powered Solutions

Helping you make better decisions to fuel Innovation and accelerate adoption



The Business Questions

1. How can you **compress your innovation timeline** from 18 months to 18 days while actually **increasing your success rate**?
2. What if you could **predict with 85% accuracy** which innovations will succeed before spending millions on development and launch?
3. How do you **expand winning products to 10 new markets** without the cost and risk of testing in each one?

Why Ipsos for your Innovation needs ?

Extensive innovation expertise

+45 years of innovation know-how, distilled in engineered prompts

Innovation powerhouse

World's largest innovation research partner and #1 GRIT innovator

Access to vast databases

Validated metrics and sales volumetric forecasts from databases with 150,000+ concepts and 6 million+ verbatims

COLLECTIVE INNOVATION

Accelerate your innovation development
with higher success rates



THE CHALLENGE

Do you know where to start
your innovation journey?

Are you producing truly great
ideas for your business?

Do you know if they'll land in
the real world?

THE SOLUTION

**Ignite growth through innovation,
with our end-to-end solution.**

Collective Innovation leverages Ipsos' innovation services,
with the collective intelligence of trends and innovation
strategists, big data specialists, and the world's largest
qualitative practice, in a simple, three-step process.



Discover the most promising innovation domains



Define the most compelling ideas and concepts



Develop and launch the most successful products

Ready to ignite your growth?

Contact Elli.Slavitch@ipsos.com

WHY COLLECTIVE INNOVATION?



Innovation powerhouse
World's largest innovation
research partner and #1 GRIT
innovator



Global reach
World's largest global trends
programme



HI+AI
The collective intelligence of
Ipsos' human and artificial
intelligence

For more information:

[Collective Innovation | Ipsos](#)

INNOEXPLORER AI

Innovate for your consumers, with your consumers



THE CHALLENGE

Need to accelerate your innovation cycles from months to days?

Power your concepts with higher trial potential?

Boost your innovations with breakthrough potential?

THE SOLUTION

Part of Ipsos' Collective Innovation 'framework'.

Discover, generate and screen your ideas, concepts, products and packaging, directly from your consumers' unmet needs, and predict their potential.

Ipsos' secure generative AI sandbox, **InnoExplorer AI**, learns from fresh consumer data that is:



Relevant to your product category



Representative of your target audience



Timeless, always true, valid and applicable

WHY INNOEXPLORER AI?



Extensive innovation expertise
+45 years of innovation know-how, distilled in engineered prompts



Access to vast databases
Validated metrics and sales volumetric forecasts from databases with 150,000+ concepts and 6 million+ verbatims



Global footprint
Leading data scientists and category experts in 90+ markets

Ready to innovate with your consumers?

Contact Jiongming.Mu@ipsos.com

For more information:

[InnoExplorer AI | Ipsos](#)

INNOPREDICT AI

Predict the potential of your innovation ideas



THE CHALLENGE

Need an early-stage quick read of predicted success?

THE SOLUTION

Quickly screen ideas and concepts.

InnoPredict AI predicts the in-market potential of ideas and concepts, with AI machine learning, fresh consumer feedback and Ipsos' database of innovations.



150,000+ innovations, 6 million+ consumer verbatims



Validated KPI, proven behavioural science framework, seamless connection to late-stage testing, forecasting ready



Fast, cost-effective and highly accurate

WHY INNOPREDICT AI?



Innovation powerhouse
World's largest innovation research partner and #1 GRIT innovator



Global reach
Global and scalable



HI+AI
Avoids pitfalls of predictive analytics models built only on past data

Ready to predict the potential of your innovation ideas?

Contact Jiongming.Mu@ipsos.com

For more information:

[InnoPredict AI](#) | [Ipsos](#)

PRODUCT VIEW AI

Make invisible product experiences visible



THE CHALLENGE

Need actionable recommendations for product development?

Want to make better product decisions?

Striving for fewer product launch failures?

THE SOLUTION

Augment surveys with consumer videos to enrich product testing – surfacing unspoken rituals, hidden workarounds, and product friction – to discover hidden opportunities for product development.

Product View AI helps you see product experiences at speed and scale.



De-codes hidden emotions and behaviours to **unlock the 'why'**



Rapidly synthesises videos transforming observations into **actionable recommendations**



Learnings **enriched with interdisciplinary AI agents** – semiotician, anthropologist, neuroscientist and more

WHY PRODUCT VIEW AI?



Speed, scale and deep insights

Videos, observational techniques, Vision AI, and AI agents



Innovation powerhouse

World's largest innovation research partner and #1 GRIT innovator



HI+AI

Ipsos' research expertise, powered by AI

Ready to see the unseen?

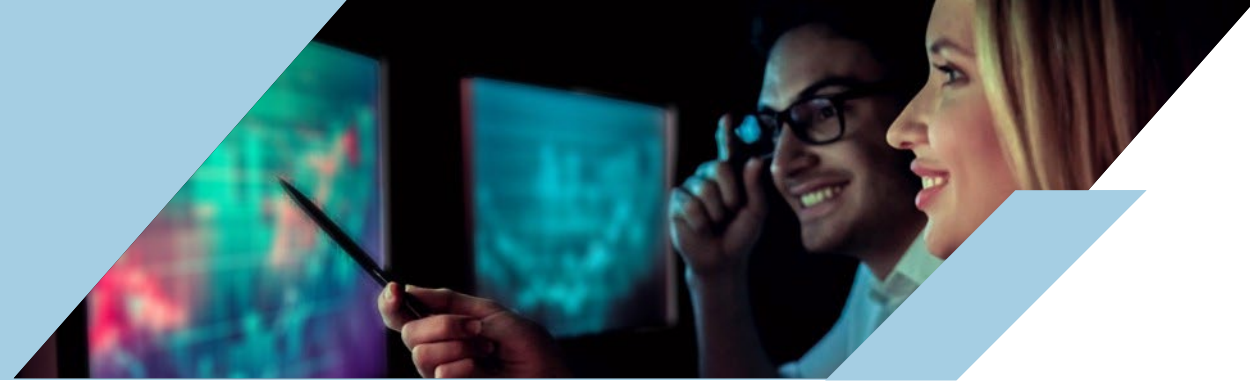
Contact Nikolai.Reynolds@ipsos.com

For more information:

[Product View AI | Ipsos](#)

WELCOME TO THE PRODUCT STUDIO

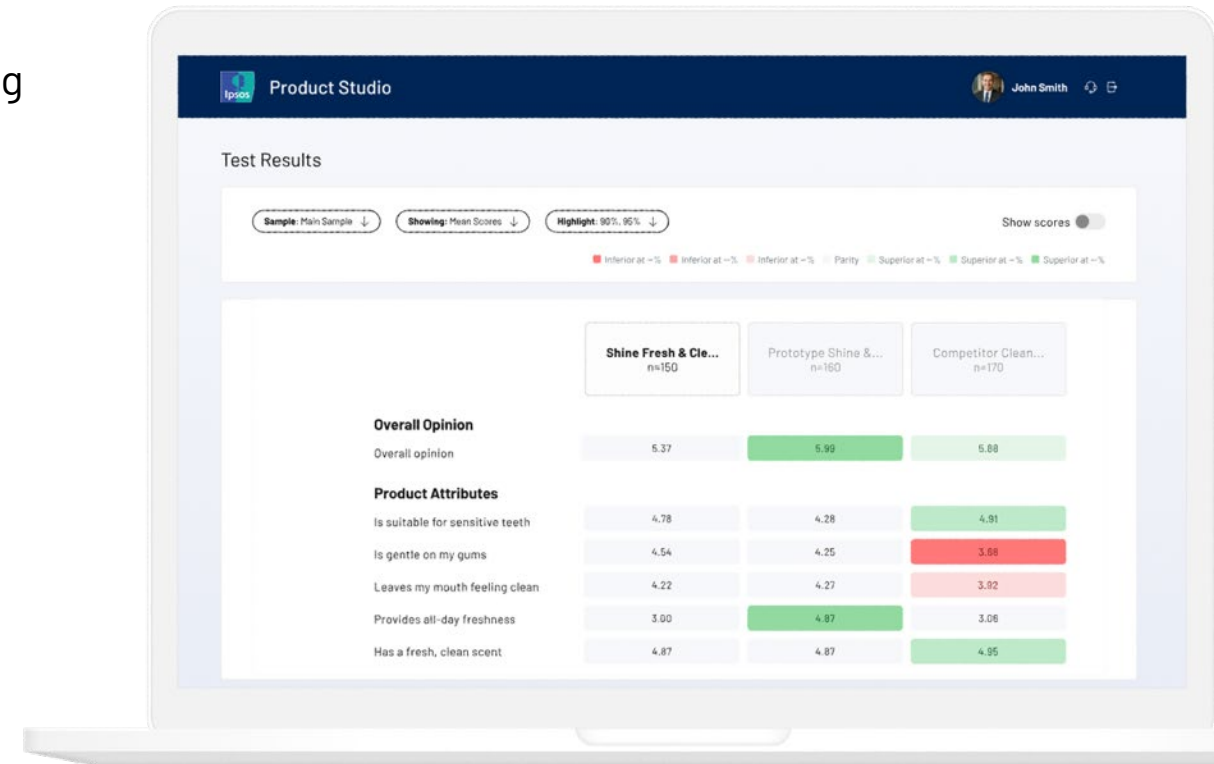
Accelerate your journey to **product superiority**



Ipsos' product testing platform empowers brands to achieve exceptional superiority, without sacrificing speed.

- Rapid fieldwork launch
- Instant questionnaire scripting
- Synthetic respondents
- Generative AI empowered
- Automated databasing
- Interactive early insights
- Meta analyses
- Advanced statistical testing

**Synthetic data augmentation and meta-analyses are optional features.*



For questions, **please contact your local Ipsos team.**

For more information:
[Product Studio | Ipsos](#)

PRODUCT TEST

SYNTHETIC RESPONDENTS

Go faster and further in product testing



THE CHALLENGE

Need to accelerate product testing, and drive cost-savings?

Need to test with hard-to-reach audiences?

Want access to richer sub-group insights?

THE SOLUTION

Augment human samples with synthetic twins.

With **Synthetic Product Testing**, Ipsos boosts human with synthetic samples, to supercharge agility, save time, drive cost savings and unlock richer insights into sub-groups.

 Human input, reflecting five senses, emotions, expectations and context, **augmented**

 Ipsos validates the quality and reliability of the model across more than 200 product tests

 **Strategic decision** to use as to whether to use synthetic data, considering risks and benefits

Ready to save time and money?
Contact Nikolai.Reynolds@ipsos.com

WHY SYNTHETIC PRODUCT TESTING?



Innovation powerhouse

World's largest innovation research partner and #1 GRIT innovator



Rigour and reliability

Ipsos' research expertise combined with Stanford University's world-leading AI capabilities



Validated model

Across 200+ product tests

For more information:

[Product Testing with Synthetic Data | Ipsos](#)



PRODUCT | TRANSFER

Expand product reach quickly and confidently



THE CHALLENGE

Need to streamline product formulations?

Accelerate time-to-market?

Reduce operation and production costs?

And increase profitability?

THE SOLUTION

Quickly understand how successful your product will be in another market, without having to retest.

Product Transfer identifies the best markets in which to lift and shift your best-performing products. Predictive AI model considers:



Similarities in **scale usage**



Sensorial preferences



Cultural and category drivers

WHY PRODUCT TRANSFER?



Significant time, money and effort savings

Minimising market expansion costs



Innovation powerhouse

World's largest innovation research partner and #1 GRIT innovator



HI+AI

AI modelling complemented by expert guidance for product optimisation

Going global?

Contact Nikolai.Reynolds@ipsos.com

For more information:

[Product Testing | Ipsos](#)

INNOTEST

SYNTHETIC RESPONDENTS

Quickly screen high volumes of ideas and concepts



THE CHALLENGE

Need to screen more ideas and concepts faster, for less?

Need accurate outcomes?

Need one partner for the full funnel?

Available for US, UK, and France
Food and Pet Food.

THE SOLUTION

Filter out weak ideas and concepts early, so you only invest in innovations that matter to your consumers and business.

With InnoTest, digital twins trained on real human data, specific to category and country, mimic how consumers would respond to new product concepts. Delivers trial index, relevance, differentiation, believability and archetypes.



Human-centric AI training philosophy,
simulating genuine decisions



Validated against human responses,
refreshed periodically



Efficient and cost-effective

Ready to power up your innovation screening?
Contact Jiongming.Mu@ipsos.com

WHY INNOTEST WITH SYNTHETIC RESPONDENTS?



Rigorous Training

Quantitative, normative testing with representative samples – no shortcuts.



Agile Platform

Results in minutes on Ipsos.Digital – at a cost that makes sense.



Extensive expertise

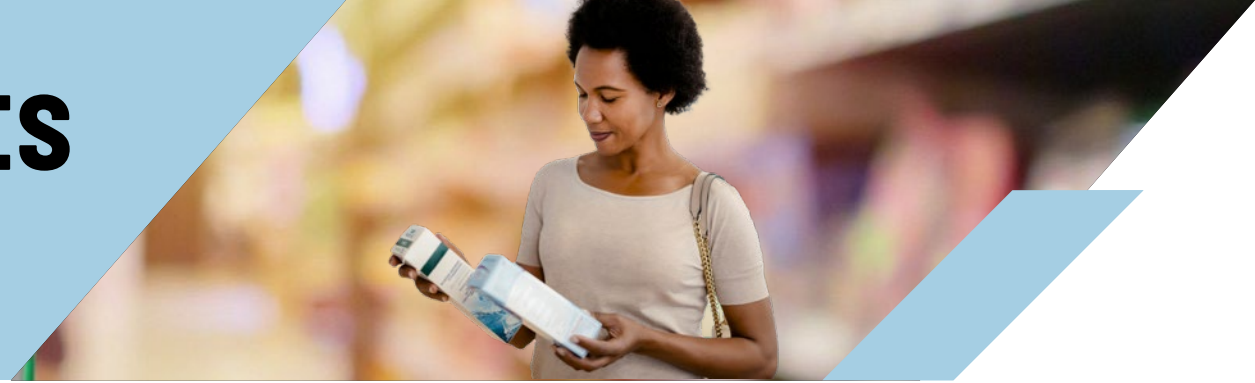
Powered by +50 years of innovation know-how.

For more information:

[InnoTest with Synthetic Respondents | Ipsos](#)

AI PACK SUITE OF SERVICES

Bringing the best of AI with  pack expertise



THE CHALLENGE

- Do you know how strong your proposed pack designs are across the KPIs that count?
- Are you able to assess them at speed with confidence?
- Do you feel that existing AI solutions only scratch the surface and can potentially lead you down the wrong path?

THE SOLUTION

Our suite of services combines cutting-edge AI with expert HI through 4 key tools:



AI PACK SPRINT

Screen and optimise a wide range of designs with specialised AI and HI from expert pack researchers



AI QUAL BOOST™

A qualitative add-on module to boost the 'why?' behind the buy



SMARTSEMIO™

AI-powered semiotic analysis to provide more nuanced cultural and design insights



AI PACK REVAMP™

Iterative AI design loop with generated pack design output

Want to improve your Pack performance?
Contact Carlos.Gallardo@ipsos.com

WHY PRS IN VIVO AI SUITE?



Speed and agility:

Fast pack screener backed by 30,000+ consumer records



HI+AI:

AI efficiency and expert analysis using our proven SPEED framework.

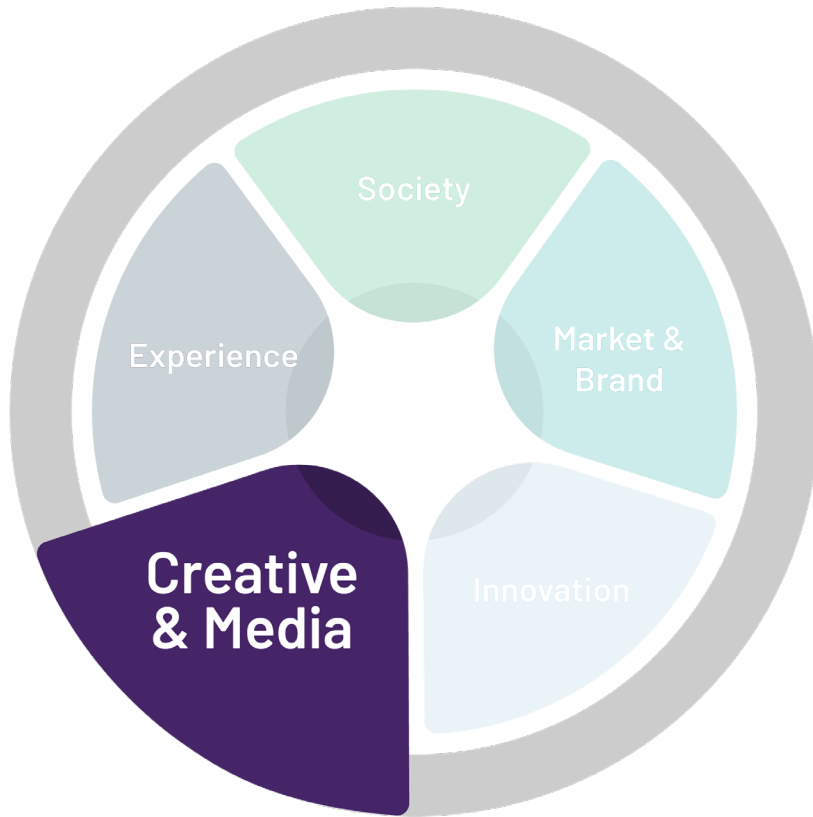


Proven in-market:

KPIs tied to real sales performance
- findability, purchase intent



Creative & Media AI-Powered Solutions



The Business Questions

1. How can we know which creative will perform best **before spending millions on media**—and get that **answer in 15 minutes** instead of 2 weeks?
2. What if we could test **100 creative variations for the cost of testing 5**, while still understanding the 'why' behind consumer reactions?
3. How do **we achieve a 48% lift in creative effectiveness** when our competitors are already in market and we need to move faster than ever?

Why Ipsos?

Real-time exploration into early-stage ideas, at speed, scale and depth - within half a day

Global expertise

Creative Excellence teams globally, to curate data with action-based reporting

Flexible modular services for different needs, timelines, and budgets

CREATIVE|SPARK AI

Unleash your creative effectiveness with AI-powered ad assessment



THE CHALLENGE

Need to quickly and cost-effectively assess and optimise high volumes of your assets to hit KPIs?

Identify the optimal creative expressions that best engage and resonate?

THE SOLUTION

Accurately predict human reactions to your advertising, from one to hundreds of creative, in as little as 15 minutes.

Creative|Spark AI – H1+AI engineered, with secure Analytical and Generative AI to power creative excellence.



Boosts creative potential with ad evaluation and optimisation in minutes



Trusted sales validations built on validated human response metrics



Creative AI Audit – benchmarks performance against competitors

Ready to unleash your creative effectiveness?

Contact Adam.Sheridan@ipsos.com

WHY CREATIVE|SPARK AI?



Fast, actionable and affordable
Results on Ipsos.Digital for fraction of time/cost of human response surveys



Designed for all ad formats, including static and fast-paced media
Linear video, YouTube Skippable, Instagram, Facebook. Short-form video for TikTok, Instagram reels, YouTube Shorts, out of home (OOH), print and online display



Global expertise
Creative Excellence teams globally, to curate data with action-based reporting

For more information:
[Creative|Spark AI | Ipsos](#)

CREATIVE|LABS

Uncover your big creative ideas
– at machine speed, with real human insights

THE CHALLENGE

Need to reveal the what, why and how behind your big creative ideas and routes – at speed?

Uncover the text manifestos, storyboards, mood boards, videoboards, animatics that resonate best with consumers?

THE SOLUTION

Explore early and iterate fast with **Creative|Labs**, now powered by AI-Augmented Moderation.

Brands that explore early ideas with Ipsos can see a **+48% creative effectiveness lift** versus those that skip this stage.



Explore and refine ideas, live with consumers, the moment they spark



Focus and direction from the quant to drive the qual discussion on what really matters



Uncover what truly lands with real people in 1-1 deep dives and iterate at speed

WHY CREATIVE|LABS?



Trusted by brands ready to move faster and create smarter



Real-time exploration into early-stage ideas, at speed, scale and depth – **within half a day**

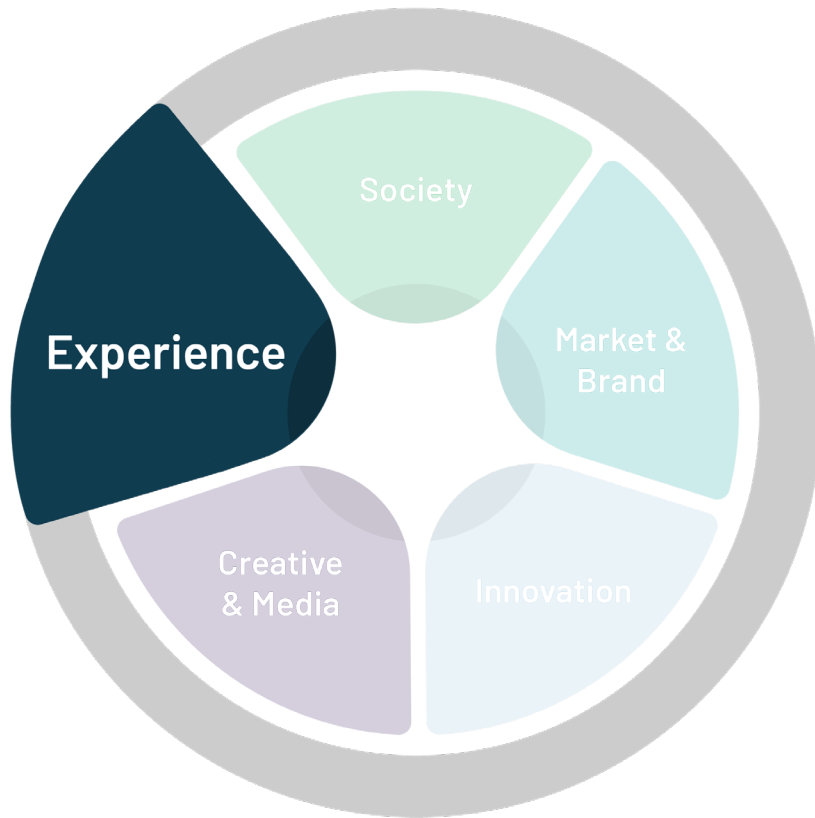


Flexible modular services for different needs, timelines, and budgets

Ready to uncover your big creative ideas, at speed?
Contact Arnaud.Debia@ipsos.com

For more information:
[Creative Development | Ipsos](#)

Experience AI-Powered Solutions



The Business Questions

1. What if you could understand exactly **why customers abandon your website** by combining real-time social sentiment analysis with UX testing—and then test fixes with your actual customer personas before implementing them?
2. How would your digital experience improve if you knew not just **where your UX fails**, but what customers are saying about those **exact pain points** on social media compared to your competitors—all in **real-time**?
3. Can you afford to **redesign your digital experience** without first understanding which **UX improvements** your specific customer personas value most, and what they're already telling the world about your brand online?

Why Ipsos?

Global Network of Experience Experts

Vast global network of experts with rigorous understanding of Customer and Employee Experience with local perspective

The Home of Experience

End-to-end insight ecosystem that empowers you to connect and unify employee, customer, and channel experience for business growth

Human-Centric Approach, driven by Tech

fuse human expertise with AI-moderated interactions and proprietary tools

AI UX AUDIT SUITE

Elevate your digital experience



THE CHALLENGE

How does your UX stack up against your competitors?
What will it take to beat them?

How do you compare to best practice?

Is your UX helping or hurting our brand?

THE SOLUTION

Evaluate and optimise your UX performance with Ipsos' AI UX Audit Suite:



AI UX BRAND IMPACT AUDIT

Measures UX impact on brand desire



AI UX HEURISTICS AUDIT

Same-day UX optimisation guidance – assessment against proprietary 60-point framework



AI UX BENCHMARK AUDIT

Measures UX against best practice



AI UX COMPETITIVE AUDIT

Identifies strengths, weaknesses and market gaps

WHY AI UX AUDIT SUITE?



Validated metrics

Proven framework/KPI and benchmark against 170+ sites



Actionable insights

Goes beyond measurement, with guidance to improve UX



HI+AI

Ipsos' UX research expertise, powered by AI

Want to improve your UX performance?

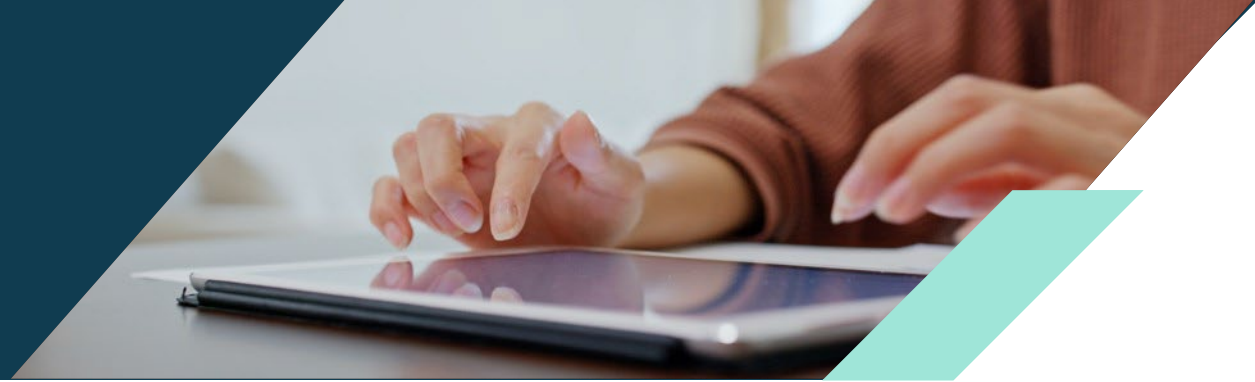
Contact Yana.Beranek@ipsos.com

For more information:

[User Experience | Ipsos](#)

AI UX HEURISTIC AUDIT

Expert UX Insights at the speed of AI



THE CHALLENGE

In today's digital-first world, your website isn't just competing against your category. **Users compare your website to the best-in-class** user experiences they encounter every day. But **what is best-in-class UX?** Wouldn't it be nice to be able to quickly assess if your UX is on target or missing the mark?

THE SOLUTION

Ipsos's AI UX Heuristics Audit deep-dive review of your website that **leverages Ipsos' proprietary UX heuristics** and the **speed of AI** to audit your website against best practices. Once issues are identified, we'll provide **a prioritised action plan to fix them**.

THE IPSOS UX FRAMEWORK

Focus on what matters to users

Operability: This website works well

Learnability: This website is easy to understand

Product fit: This website has what I need

Inspiration: This website inspires me

Design Appeal: This website looks good

Our AI-powered UX Heuristics Audit will help identify where your current design succeeds and where it falls short.

Unlock the power of exceptional UX

Contact:

Yana.Beranek@ipsos.com

Pantelis.Solomides@ipsos.com

Imogen.Brickman@ipsos.com

BETTER UX DRIVES RESULTS



Increase customer satisfaction
Create **intuitive, user-friendly experiences** that make it easy for customer to do business with you.



Improve customer loyalty
Inspire users with new features and content that make them want to **come back for more**.



Reduce support costs
Address **pain points in your digital journey** so users don't have to call your service center for help.



Prepare for redesigns
Identify violations of core UX principles quickly so you can make sure to fix them in your next redesign.

AI UX BENCHMARK AUDIT

Expert UX Insights at the speed of AI

HOW DOES YOUR UX STACK UP?

With our vast database of UX score benchmarks for websites and apps, we can show you how your experience performs with real users and compare it to the competition and best-in-class experiences.

Five attributes to evaluate digital experiences:

1. Operability: Works well
2. Learning: Easy to understand
3. Relevance: Has what I need
4. Inspiration: Inspires me
5. Design Appeal: Looks good

Example outputs



Score and comparison with competitors

Findings by attribute

Actionable recommendations

WHAT YOU'LL GET



Pinpoint UX issues

Get a detailed report identifying **key UX issues and areas for improvement**.



Know exactly where to invest

We show you precisely how you **perform against competitors** on the drivers that matter, so you can **focus your resources on improvements that will have the greatest impact**.



Get Concrete Solutions

Receive expert **design solutions to address the problems** and opportunities revealed by your users.

Want to improve your UX performance?

Contact Yana.Beranek@ipsos.com

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AI UX COMPETITIVE AUDIT

Expert UX Insights at the speed of AI



THE CHALLENGE

You know your user experience is critical, but you don't know **why it underperforms** or **how to improve it**. You suspect competitors are outperforming you, but you're not sure **where you fall short** or what to do about it. How can you uncover the issues that hurt your UX and make it harder to compete?

THE SOLUTION

We have real users test your website or app against your competitors on the most critical tasks. This uncovers what works and what doesn't, allowing us to evaluate your UX with our **proprietary UX Score framework**. We'll show you exactly how you perform on the key attributes that **drive NPS® and intent to return** so you know precisely where to focus to win.

WHAT YOU'LL GET



Understand your performance

Get a findings report describing **what works and doesn't work** in your UX and that of your competition.



Gain a clear path to winning market share

You'll receive a **prioritised, actionable plan with concrete design solutions** to close the gap with competitors and capitalise on their weaknesses



Unlock the power of exceptional UX

Contact:

Yana.Beranek@ipsos.com

Pantelis.Solomides@ipsos.com

Imogen.Brickman@ipsos.com

THE FIVE ATTRIBUTES OF A GREAT USER EXPERIENCE

1

Operability

This app works well

2

Learnability

This app is easy to understand

3

Product fit

This app has what I need

4

Inspiration

This app inspires me

5

Design Appeal

This app looks good

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IPSOS CX SIGNALS

Unlock insight by accessing the unfiltered customer sentiment of social media



THE CHALLENGE

Ipsos CX Signals uses advanced analytics and GenAI to make sense of social data - understanding customer sentiment and identifying CX opportunities

THE SOLUTION



The power of social media is undeniable, but, unfortunately, too often, it's a forgotten source of unsolicited, unfiltered, unbiased customer feedback



Ipsos CX Signals uses **advanced analytics and GenAI** to make sense of social media data - understanding customer sentiment and identifying CX opportunities



Built on our **Ipsos Synthesio platform**, CX Signals GenAI offers a market leading approach to CX social analytics

WHY IPSOS CX SIGNALS?

Ipsos CX Signals offers a **valuable source of feedback to:**

- Bring relationship or transactional survey results to life
- Get market insights by seeing what competitor customers are saying online
- Understand how survey themes compare to social discussion themes
- Use social data to provide depth on survey topics and associated trends
- Keep a pulse on new trends, evolving social drivers and sentiment, as an input to survey design

Ready to put social insights to work?

Contact us at CustomerExperience@ipsos.com to get started

For more information:

[Ipsos CX Signals](#)

IPSOS CX PERSONABOT

Bring your personas to life



THE CHALLENGE

As AI-driven representations of your customers, CX PersonaBots go beyond traditional static personas to provide a dynamic and engaging way to understand your customers' needs, goals, frustrations, and aspirations.

Leverage your research data and first-party insights to build comprehensive persona profiles that accurately reflect your customer base, **providing rich customer understanding.**

THE SOLUTION

Ipsos' CX PersonaBot empowers you to:



Build customer centricity across your stakeholders and employees



Spark CX inspiration and bring in new ideas



Design your Customer Experiences to meet the needs of your customers



Refine your CX innovations and Experience Design ideas before testing

WHY IPSOS CX PERSONAbot?

Rich customer understanding:

Crafted from qualitative and quantitative research and first-party data, your CX PersonaBots represent your real customers.

Activation across your business:

All stakeholders and employees can interact with CX PersonaBots, either one at a time or as a group. They can be used for training, CX ideation and testing.

Ready to bring your personas to life?
Contact CustomerExperience@ipsos.com

For more information:
[Ipsos CX PersonaBot | Ipsos](#)

EX ESSENTIALS

Employee insight that makes sense

THE CHALLENGE

SME organisations know their people are their greatest asset, but unlocking meaningful employee experience insights has historically meant enterprise budgets, long lead times and dedicated internal resource.

There's a better way.

Introducing EX Essentials.

THE SOLUTION

EX Essentials delivers structured, expert-designed employee research specifically designed for SME.

Built on Ipsos' proven Employee Experience (EX) Framework, it gives you the methodology and rigour of a full enterprise programme: focused, scoped, and ready to run without the overhead.



AI-powered questionnaire builder, drawing from Ipsos' validated EX Framework



Reveals **key themes, sentiments & competitive positioning**



Pinpoints **key drivers of engagement** for your organisation so you can act on the things that matter

Ready to improve the employee experience?
Contact us at EX@ipsos.com to get started.

WHY EX ESSENTIALS?



Competitor benchmarking

Shows performance against Global EX benchmarks comprising 3.6+ million responses



Actionable insights

Goes beyond monitoring to guide people and communication strategies



Automated, strategic reporting

Instant access to fully editable, leadership-ready PowerPoint reports and an online dashboard

For more information:
AnaMaria.Tizu@ipsos.com

FORCES OF CX AI

Turn unstructured feedback into a roadmap for stronger customer relationships

THE CHALLENGE

Every day, your customers tell you exactly what they need, through surveys, call centre conversations, emails, social posts and more.

But in most organisations, that wealth of unstructured data remains untapped.

The insight is there. The opportunity is waiting. You just need to unlock it.

THE SOLUTION

Forces of CX AI turns your existing text data – in any language, from any source – into a clear roadmap for experience improvement. Powered by GenAI and grounded in Ipsos' behavioural science-based Forces of CX, it identifies **six Forces that shape every customer relationship**.

Quantify: Our language-agnostic Large Language Model scans your data and identifies which of the six behavioural science-based Forces (Enjoyment, Belonging, Certainty, Fair Treatment, Control, Status) matter most at key journey moments.

Diagnose: We cross-reference text analytics with the Forces framework to pinpoint concrete experiences driving each Force -revealing strengths, pain points, and gaps.

Ideate: AI-powered insights fuel action planning, supported by workshops and expert advisors.

Ready to improve the experience you're delivering?
Contact us at CustomerExperience@ipsos.com

WHY FORCES OF CX AI?

- Understand how customers feel at different moments of the experience/journey
- Diagnose what is driving positive and negative sentiment at these key moments
- Design and deliver the actions to better meet customers' needs
- Optimise the experience you deliver to your customers

Choose your depth: a quick diagnostic overview (quick, cost-effective snapshot) or a comprehensive deep-dive into your customer experience (comprehensive diagnostic with targeted action planning).

**Stop Measuring.
Start Transforming.**

AI-MODERATED USABILITY TESTING

Usability testing that keeps pace with your agile product development



THE CHALLENGE

Traditional usability testing research can be quite slow, expensive and resource-intensive.

Teams spend a lot of time on recruiting, moderation and analysis, especially for large-scale research.

Geographic and time-zone constraints limit your ability to gather user feedback when product decisions need to be made quickly.

AN EXPERT-TRAINED SOLUTION

AI-moderated usability **testing powered by conversational AI trained by Ipsos UX researchers** who understand how to get the most out of AI research tools.

- AI model is trained to know your users and your research objectives.
- Probing instructions and depth are fit for purpose to gather deep insights.
- Conversational AI moderator engages with users at any hour.
- Generates real-time insights as sessions are completed.
- Global reach and 40+ languages makes localisation seamless.
- Handles large samples so you can make decisions with confidence.

How It Works:

1. We collaborate you with on the discussion guide and probes.
2. Bring your own sample or we can recruit from our embedded panels.
3. Our UX-trained AI moderator automatically conducts usability testing with qualified candidates.
4. The research platform uses AI to quickly analyse responses and identifies UX issues for further investigation.
5. You receive insights and recommendations faster than traditional methods.

WHY IPSOS AI-MODERATED UX?

Built based on our vast UX expertise: We know how to get the most out of AI moderation including how to design user tasks and build probing instructions to get the most actionable insights.

Access to quality users: Our panels and user communities connect you with real users experienced with your digital tools and competitor products.

Proven AI training: Conversational AI specifically trained by Ipsos UX experts to understand best practices for human-computer interaction.

Insight traceability: Our 4-step validation loop ensures that you get insights grounded in real user feedback, not hallucinations.

Global scale: Worldwide research capabilities without time zone limitations.

AI-MODERATED USER INTERVIEWS

Gather user insights at scale to inform new product design and product enhancements

THE CHALLENGE

Traditional user interviews can be resource-intensive, expensive, and limited in scale.

Human-to-human dynamics can inhibit honest feedback in sensitive categories.

Teams struggle to balance the need for continuous user insights with budget and time constraints, creating gaps between data collection and strategic decision-making.

ACCESS QUALITATIVE INSIGHTS AT SCALE

Access **AI-moderated user interviews** powered by **conversational AI, trained by Ipsos UX researchers**, who know how to get the most out of AI.

- Quick set up and quick recruiting from our integrated panels
- We train the conversational AI on your research goals.
- Probing levels and focus are set to ensure insights are actionable.
- AI-enabled synthesis helps with rapid insight generation
- Handles large samples for high-confidence decisions.

How It Works:

1. We work with you to see if AI moderation is a good fit for your research objectives.
2. We can invite your users or recruit from our validated user panels.
3. Our UX-trained AI moderator conducts in-depth interviews automatically when it's convenient for participants
4. Our UXRs check the AI-generated insights to ensure they are valid.
5. You'll receive comprehensive insights faster than traditional methods

Stop guessing. Get quick, budget-friendly insights that let you involve users more often as you build.

WHY IPSOS.DIGITAL FOR UX?

Sample flexibility: We'll design right-sized qualitative studies based on your research goals. From N=10 to N=100, we can advise you on sample size you need to get the insights to take action.

Verified user access: Rigorously screened and validated panels ensure you're talking to real, engaged humans - not bots or professional respondents.

AI trained by experts: Our conversational AI is specifically trained by Ipsos UX researchers to make sure it focuses on your research objectives.

Always on: We can keep studies running over time to gather longitudinal insights and save time in set up for ongoing programmes.

Traceable insights: We'll make sure the insights are backed by real participants, not AI hallucinations.

Global research leaders: Backed by Ipsos' worldwide reputation and decades of research excellence.

FOR MORE INFORMATION, PLEASE CONTACT:

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Yana.Beranek@ipsos.com

**CONNECT WITH YOUR
IPSOS REPRESENTATIVE
TO LEARN MORE**