

IPSOS CUSTOM PANELS

CLASSIC

Using an Ipsos Classic Custom Panel ensures that the client has their own proprietary platform with sole access including customized portal features.

Core Features

- At least one year in contract length
- Full panel set up and includes a customizable templated portal design
- All research activities are available as needed on an ad hoc basis
- Ipsos Client Service is the lead research consultant – however the client may still create questionnaires and do their own analysis if desired
- ICP provides project management support for research activities, fitting to panel scope of work
- Full direct access to reporting and data tools
- Includes extended panel management support services and activities:
 - Panel Strategy
 - Panel Set Up and Recruitment
 - Metrics and Health Reporting
 - Panelist Support
 - Incentive Management

Benefits of a Classic Panel



Customization of the panel portal and communication templates to meet each client's individual branding needs – look, feel, and tone and imaging



Quarterly member engagement activities, fully managed by ICP



Includes customizable research packages at a discounted pre-paid rate



Ideal solution for either client-supplied sample **or** externally recruited sample **or** combination of both



Option to add **panelist mobile app** capability

Log in to our demo site to see our Capabilities! • <http://ipsoscustompanel.com>

IPSOS CUSTOM PANELS

ENHANCED

Our most intensive offering, Ipsos Enhanced Custom Panels provide a client with their own proprietary platform with sole access and our highest levels of portal customization and member engagement.

Core Features

- ✓ At least one year in contract length
- ✓ Full panel set up and includes a customizable templated portal design
- ✓ All research activities are available as needed on an ad hoc basis
- ✓ ICP is the main client liaison for full coordination of all panel and research activities
- ✓ Ipsos Client Service provides research consulting as needed to produce research deliverables such as data tables, charts and data visualization
- ✓ Includes extended panel management support services and activities:
 - Panel Strategy
 - Panel Set Up and Recruitment
 - Metrics and Health Reporting
 - Panelist Support
 - Incentive Management

Benefits of an Enhanced Panel



Increased customization of the panel portal and communication templates to meet each client's individual branding needs – look, feel and tone and imaging



Monthly member engagement activities managed by ICP, which can include panel-wide discussions



Includes customizable research packages at a discounted pre-paid rate



Can include Facebook and other **social media integration** as well as the inclusion of outside links



Includes **panelist mobile app** capability



Offers the production of **customized deliverables** such as data tables, charts and data visualization (ICP)

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IPSOS CUSTOM PANELS

EXPRESS

An Ipsos Express Custom Panel is built on a shared platform. It has the benefits of being proprietary to a single client but provides cost savings through infrastructure that is shared between other Ipsos panels.

Core Features

- ✓ Can be active within one month
- ✓ Uses existing panel portal templates, with limited custom branding
- ✓ Primarily survey-focused, with opportunities for added point-in-time qualitative activities
- ✓ All research activities are available as needed on an ad hoc basis
- ✓ Full direct access to reporting and data tools
- ✓ Best suited for non-client, ICP- sourced sample
- ✓ Includes the standard ICP panel management activities:
 - Panel Set Up and Recruitment
 - Metrics and Health Reporting
 - Panelist support
 - Incentive management

Benefits & Uses of an Express Panel



Reduced panel platform cost, as the fee is shared by multiple parties



Can be active within **one month** as it is built within existing templates



Ideal for **short term panels** (6 months or less), but can also accommodate longer term needs



Includes customizable research packages at a discounted pre-paid rate



The perfect solution for a client with a **short term or project-specific need** such as a proof of concept



Best solution for clients with a **limited budget** or **when several clients would like to share the costs** of building a panel focused on a low incidence target

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