



Press Release

Ipsos Launches Simstore Virtual Solutions

An online, highly-automated platform offering a suite of virtual shopper and packaging solutions

New York, NY, April 2, 2019 — To successfully compete in today’s omnichannel world, marketers need faster and more agile shopper marketing tools. As such, Ipsos has launched Simstore, an online, highly-automated platform offering a suite of virtual shopper and packaging solutions. With Simstore, our clients can get to the root of how shoppers make decisions, improve navigation, and optimize retail conditions and package designs.

Supported by a team of seasoned shopper and packaging design experts, Ipsos Simstore offers realistic, highly accurate scenario testing, including 2D and 3D shelf views, 360° store views and e-commerce views. Unique to Simstore is its ability to provide:

- World class virtual environments of an expansive array of in-store and online shopping channels
- A validated approach that has proven to be highly predictive of in-market sales
- A suite of automated solutions to drive agility at every stage
- Truly global execution through Ipsos’ presence in 89 countries

According to Alison Chaltas, Global Solution Leader, Shopper & Retail, “Simstore is helping our clients answer their most pressing business questions related to today’s ‘phygital’ shopper environment. Simstore is fast, streamlined and validated — the perfect capability for evaluating and optimizing shopper marketing and category management in realistic re-creations of the normal shopping environment.”

Ian Payne, Global Solution Leader, Pack, adds, “Simstore is an ideal approach for assessing package designs in the context of a realistic shelf and e-commerce setting. Both efficient and highly flexible, this virtual tool lets clients evaluate a myriad of package designs before they even build prototypes.”

Simstore is the latest solution in a series of new product launches from Ipsos that aim to better address today’s most pressing Shopper and Innovation needs. Other recent launches include LIFE Path to holistically map the path to purchase, iDNA to optimize online channel strategy and brand conversion, and Fast Pack Screener to rapidly test packs using a mobile, behavioral approach.

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About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.
The company is part of the CAC Mid & Small index
and is eligible for the Deferred Settlement Service (SRD).

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