



## PRESS RELEASE

### IPSOS.DIGITAL, THE FULLY AUTOMATED RESEARCH PLATFORM EXPANDS INTO 11 NEW COUNTRIES

Paris, December 5<sup>th</sup>, 2019 – As part of Ipsos' ongoing commitment to deliver fast, high-quality data while bringing the best of science, technology and know-how to its clients, Ipsos today announces the expansion of its self-service research platform, [Ipsos.Digital](https://www.ipsos.digital), to 11 new countries, bringing clients a fast and simplified access to global research capabilities and insights.

Ipsos.Digital's intuitive end-to-end platform provides access to Ipsos' fully integrated online panels of consumers and other publics. Users first identify their sample – either targeted at a specific audience, or representative of the general population – from Ipsos' high-quality online samples. Then, they can launch their study in just a few clicks, receiving automated reports within a matter of hours. Ipsos.Digital offers fully automated online and exportable reports including dashboards, native PowerPoint, PDF and a cross tabulation tool.

The platform has been operating since November in the US, the UK, France, Germany, Italy and Spain. Today, Ipsos.Digital expands to 11 new countries (Australia, Brazil, Chile, Canada, Netherlands, South Africa, Sweden, Denmark, Norway, Russia and Poland) with FastFacts, its do-it-yourself (DIY) research tool allowing users to build their own questionnaire. Clients can also choose from over 700 pre-defined sample targets or create their own.

Ipsos.Digital is now live in 17 countries with the target to be available in 60 countries by the end of 2020.

Ipsos has built this tool to seamlessly provide clients with the best of technology and the best professional expertise, providing as-needed access to our expert teams across the world. *"Ipsos.Digital reflects our commitment to outstanding research quality and turning data into actionable truth. In an ever-growing DIY market, we bring a unique alternative that combines technology with state-of-the-art knowledge and applies our principles of Security, Simplicity, Speed and Substance,"* says Didier Truchot, Ipsos Chairman and CEO.

*"The beauty of Ipsos.Digital and the global footprint we are reaching is offering the client a truly end to end fully automatic solution. In each of the 17 integrated countries we offer seamless access to the Ipsos i-Say panel and when needed automatic access to other fully integrated panel partners. Clients can now access insights in hours rather than days or weeks in 17 countries. Platform users can work on their own or obtain assistance from relevant Ipsos experts around the world."* said Andrei Postoaca, CEO Ipsos.Digital.

For more information please visit [www.ipsos.digital](https://www.ipsos.digital) or contact Andrei Postoaca, CEO Ipsos Digital at [andrei.postoaca@ipsos.com](mailto:andrei.postoaca@ipsos.com)



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### ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” –our tagline –summarises our ambition to help our 5,000 clients navigate with confidence our world of rapid change.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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