



## PRESS RELEASE

### Maria Perez will lead Fast-Response DIY Platform Ipsos.Digital in North America

Late last year, Ipsos [launched](#) its innovative market research tool, Ipsos.Digital– a fully automated self-service research platform, which functions as a Do-it-yourself (DIY) or Do-it-together tool for clients. Ipsos.Digital streamlines processes and enables clients to access global insights and research within hours, instead of weeks. Clients can work independently or in partnership with Ipsos experts around the world.

This intuitive end-to-end platform provides access to Ipsos' fully integrated online panels of consumers. Clients can use Ipsos' high-quality online samples to target as broadly or narrowly as needed. They then can launch their own study in just a few clicks and receive 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 Ipsos.Digital platform contains a range of solutions:

**Fast Facts:** Allows users to build their own questionnaire and collect fast and reliable data

**Duel:** A fast, agile and behavioral screening solution for simple marketing stimuli, such as claims, varieties, names and visuals

**InnoTest:** An innovation solution to test and evaluate ideas, concepts or anything in between

**Creative|Spark:** An assessment tool used to quickly learn, evaluate and optimize video creative

By the end of 2020, Fast Facts will be available in 40 countries, while Duel, InnoTest and Creative|Spark will be in 15 countries.

Ipsos has named Maria Perez as Head of Ipsos.Digital in North America. Ms. Perez joined Ipsos in 2010, during the acquisition of OTX, and most recently held the position of Senior Vice President for Ipsos Observer.

“Ipsos’ total commitment to deliver fast, high-quality data, while bringing the best of science, technology and know-how to its clients is the very embodiment of Ipsos.Digital,” said Ms. Perez. “With Ipsos.Digital, we have built world-class automation tools that enable our clients to help themselves – in a highly supported environment, where needed. It is also being offered at the industry’s most competitive price points.”



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Pierre Le Manh, Ipsos global deputy CEO and Ipsos North America CEO, said : “Giving our promising talents an opportunity to contribute to the transformation of our industry is a priority for Ipsos. Maria will bring to the fast development of our Ipsos.Digital platform her energy, her deep knowledge of project execution and her commitment to client satisfaction.”

For more information on Ipsos.Digital, please contact

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### About Ipsos

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

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide 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 – summarizes our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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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[www.ipsos.com](http://www.ipsos.com)

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