



PRESS RELEASE

Ipsos introduces the Question Library, a solution to help clients build better questionnaires

By combining cutting-edge research expertise and AI technology, Ipsos fast-tracks smart questionnaire creation.

The solution is now available in Ipsos.Digital, a DIY research tool offering clients fast, simplified access to global research capabilities and insights.

Paris, October 2020 — Ipsos, in partnership with AI experts [Peltarion](#), announced today the creation of the Question Library, a new feature built within the [FastFacts](#) solution of Ipsos.Digital to ensure clients prompt the optimal phrasing when building their questionnaires.

As businesses seek to understand the rapidly changing customer habits, behaviours and attitudes that result from the pandemic, the Question Library provides valuable insights to help clients and researchers best capture what consumers think, want and feel.

Powered by Ipsos' leading expertise in market research, the Question Library suggests optimal wording for questions and provides guidance on answer options. It has over 250,000 pre-existing questions in its database, resulting from in-depth natural language processing (NLP) of over 90,000 Ipsos surveys, covering 600,000 unique questions in English. Through AI learning, the Question Library continually makes the construction of insightful research projects a more efficient process.

Andrei Postoaca, CEO, Ipsos.Digital, said, "Question Library instills users with confidence that they are using the very best phrasing and answer options for their questions to deliver optimal results. It also helps to alleviate the moments of uncertainty at the survey-build stage that market researchers often feel."

Ipsos is currently working on additional functionality and rolling out Question Library in other languages in 2021.

About Ipsos.Digital

Ipsos.Digital provides users with a full end-to-end DIY platform to define the sample, build the survey, and collect answers from our high-quality, well-profiled and engaged respondents. Data can be accessed through automated reports (dashboard, native PPT, PDF, SPSS, Excel and cross-tabulation/chart-builder tools) and users also have the option to tap into Ipsos' global network of experienced researchers in 90 markets.





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About Ipsos

Ipsos is the world's third largest market research company, 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. We serve more than 5000 clients across the world with 75 business solutions.

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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