



PRESS RELEASE

Ipsos' mystery shopping practice honored for third time

2021 MSPA Americas Shoppers' Choice Awards winners announced

August 4, 2021 — Ipsos is one of the winners of the 2021 MSPA Americas Shoppers' Choice Awards, the third time the market-research giant has been recognized by [MSPA Americas](#), a trade organization made up of mystery shopping companies.

MSPA Americas first launched the Shopper's Choice Awards in 2015 to celebrate companies that independent contractors most enjoy working with on projects.

"On behalf of the board of directors of MSPA Americas, I would like to congratulate this year's winners of the Shoppers' Choice Award," said MSPA Americas President Sam Hersey. "So many of our members received votes in a close race, which really reflects well on the state of our industry, but these companies were at the top of the list."

Ipsos in early 2020 became the first mystery shopping provider to launch a large-scale shopper safety initiative, quickly and safely getting [mystery shoppers](#) back to work as retail faced massive disruptions during COVID-19. Since 2020, Ipsos' iShopSafe program has educated shoppers on the latest safety information from the CDC and certified shoppers' understanding in a quiz.

"This award is a recognition of the quality of Ipsos' mystery shopping and iShopSafe initiative, especially during the uncertainty of the pandemic," said Carey Medina, Senior Vice President of Mystery Shopping Operations, U.S. Channel Performance. "Receiving this award for a third time is an honor and a recognition of Ipsos' value as retailers adapt to a changing landscape."

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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, 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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