



## PRESS RELEASE

### Ipsos wins mystery shopping award for fourth year in a row

Ipsos is one of the winners of the 2022 MSPA Americas Shoppers' Choice Awards

**Chicago, May 23, 2022** — Ipsos Channel Performance has been named as a winner at the 2022 [MSPA Americas](#) Shoppers' Choice Awards, marking the fourth consecutive year it has been recognized as a leader in mystery shopping.

Though the award is presented by the trade organization MSPA Americas, it is voted on by contractors, who nominate the firms they prefer to shop for. This indicates the first-rate experience offered by Ipsos, which features rapid payments and a modern, comprehensive app platform.

“What makes this award so special to us is that it's given by some of the most knowledgeable shoppers in the industry,” says Carey Medina, Senior Vice President of Mystery Shopping Operations, U.S. Channel Performance. “We're deeply honored by this recognition and are committed to being the premier mystery shopping provider year over year.”

Ipsos has continued to distinguish itself in a competitive landscape thanks to successes like [iShopFor Ipsos NEXT](#), a user-friendly app that enables new and seasoned mystery shoppers to easily find new opportunities, get certified on different programs and in different industries, and submit reports from anywhere.

“Our company members all work with over a million-plus independent contractors who sustain our industry, and so it is a tribute to these winners to earn this distinction from those contractors in a very crowded field,” MSPA Americas President Stan Hart said in a statement.

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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 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 from our surveys, social media monitoring, and qualitative or observational techniques. “Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

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

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