



PRESS RELEASE

Synthesio rebrands to Ipsos Synthesio, strengthening its position as a global leader in AI-enabled consumer intelligence

Paris, March 15th, 2023

Synthesio, a social listening pioneer and AI-enabled consumer intelligence leader, today announced its new brand name, Ipsos Synthesio. The change reflects the completion of the company's merger with Ipsos, now offering a combination of its award-winning consumer intelligence platform and expert consulting services in over 15 countries, with a team of 200 people. The rebranding comes as the company expands its capabilities to help brands turn consumer-generated data into actionable insights by combining human and machine intelligence – as recognized by Forrester Research.

"Ipsos Synthesio is so much more than a new name; it reflects the power of the hybrid offering we have been building since 2018 – to provide companies, brands, and agencies with the most complete, accurate, and predictive picture of their markets and buyers," said Andrei Postoaca, CEO of Ipsos Synthesio. "Our solution combines social, search, and survey data from more than 800 million data sources in 80+ languages across 195+ markets, activated by industry and local expert consultants to provide best-in-class market research. By bringing together our AI-powered platform, data science capabilities, and global research teams, we're uniquely positioned help brands make better, faster business decisions."

Ipsos Synthesio's AI-enabled consumer intelligence platform goes beyond social listening to deliver actionable insights from online and offline data sources, leveraging Ipsos' decades of research expertise and award-winning analytical frameworks. The platform is powered by the most advanced AI algorithms, ensuring clients receive the most accurate, actionable insights.

Ipsos Synthesio's global network of consultants bring industry expertise, local context, and market research rigor to enable brands to make business decisions with speed, agility, and confidence. The company offers a suite of strategic insight and consultancy services to address key business questions, from market exploration, brand intelligence, trend detection and prediction to front-end innovation insights.





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About Ipsos Synthesio

Ipsos Synthesio is a pioneer in social listening and global leader in AI-enabled consumer intelligence. We help brands turn consumer-generated data into strategic, actionable insights by combining a best-in-class platform, the latest advancements in AI, Ipsos frameworks, and expert consultants.

Our platform combines social, search, and survey data from more than 800 million data sources to provide the most complete, accurate picture of markets and consumers. Global consulting teams bring industry expertise, local context, and market research rigor to enable brands to make business decisions with speed, agility, and confidence.

www.synthesio.com

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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