



PRESS RELEASE

Ipsos.Digital makes its fully automated research platform available in Japanese

Paris, 20th April 2023 — Ipsos.Digital, a self-service research platform that offers clients fast, simplified access to global research capabilities and insights, today announces that it is available in Japanese.

Since its launch in 2019, [Ipsos.Digital](#) has grown tremendously to enable clients in over 40 markets to uncover insights in hours rather than days or weeks. Now, Japanese-speaking users will be able to use the entire platform in their local language. This release follows the Chinese Mandarin version of the platform that was made available to clients in Q4 2022. Moving forward, users have the option of using the platform in English, Japanese, or Chinese Mandarin, with additional languages currently in development.

“To meet our clients’ needs, the Ipsos.Digital and Ipsos Japan teams have translated and optimized the entire application. We know the importance of making our tools accessible and simple to use in our clients’ native languages, so we are thrilled to announce this launch,” said Ipsos.Digital CEO, Andrei Postoaca.

The intuitive end-to-end platform provides access to Ipsos’ fully integrated online panels of consumers. Users first identify their sample – either targeted at a specific audience, or representative of the general population – from Ipsos’ high-quality online samples. Then, they can launch their study in just a few clicks, receiving automated reports within a matter of hours.

Ipsos.Digital offers a range of solutions including [FastFacts](#), the do-it-yourself research tool that allows users to build their own questionnaire and get fast answers in over 40 markets, and [Creative|Spark](#), a Creative Assessment solution that helps advertisers and agencies to quickly learn, evaluate, and optimize creative to power brand growth.

Shunichi Uchida, CEO of Ipsos Japan added, “The launch of the Japanese version of Ipsos.Digital clearly shows Ipsos’ commitment to the Japanese market. We are looking forward to working with our clients in Japan to leverage this great platform to offer faster, automated, and reasonably priced services which is needed more than ever under the situation that the global economy is facing.”

To learn more about how Ipsos.Digital can help you make better business decisions with real-time, self-service consumer research, [request a demo](#) with our team today!





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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 20,000 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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