



PRESS RELEASE

Ipsos wins sixth consecutive MSPA Americas Shoppers' Choice Award

Honor serves to recognize the exceptional quality of Ipsos Channel Performance's iShopFor Ipsos capability

Chicago, IL, July 22, 2024 – Ipsos, one of the world's leading market research companies, is proud to announce that its mystery shopping panel, iShopFor Ipsos, has earned the MSPA Americas Shoppers' Choice Award for the sixth consecutive year.

This distinction — awarded by the Mystery Shopping Providers Association (MSPA), but determined based on feedback from independent contractors — attests to iShopFor Ipsos' reputation as a best-in-class service and Ipsos Channel Performance's success in cultivating an exceptional community of mystery shoppers.

"To be recognized by the MSPA and the mystery shopping community for the sixth straight year is an incredible honor," said Carey Medina, senior vice president of field operations with Ipsos Channel Performance.

"Our shoppers are the heart of our business, and this award is a testament to the hard work and dedication our team pours into creating a supporting and rewarding experience for them."

This honor precedes the 2024 [Talking Shop with iShopFor Ipsos](#) workshop, which will be held virtually and in-person in Los Angeles, CA on September 14, 2024. At this exclusive all-day event, now in its third year, contractors and partners from across the mystery shopping industry will convene for a day of hands-on learning, workshops, networking opportunities, and community-building.

"Many of our company members work with over a million-plus independent contractors who sustain portions of our customer journey industries, and so it is a tribute to these winners to earn this distinction from those contractors in a very crowded field," MSPA Americas President Sam Hersey said in a statement.

To learn more about Talking Shop with iShopFor Ipsos, please visit: us.ishopforipsos.com

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 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, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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