



PRESS RELEASE

Ipsos wins its seventh MSPA Americas Shoppers' Choice Award

With stellar community feedback, iShopFor Ipsos is recognized for the seventh consecutive year

New York, NY, June 11, 2025 - [Ipsos](#), one of the world's leading market research and polling companies, today announced that its mystery shopping panel, [iShopFor Ipsos](#), has been recognized as a [MSPA Americas Shoppers' Choice Award](#) winner for the seventh consecutive year.

This honor reflects Ipsos Channel Performance's industrywide reputation as a trusted retail insights provider, and the strong positive feedback given by contractors from the iShopFor Ipsos community.

"We are thrilled to accept the MSPA Americas Shoppers' Choice Award for the seventh year in a row," said Carey Medina, senior vice president of field operations with Ipsos Channel Performance.

"This award validates our ongoing efforts to listen to and act on the feedback from our iShopFor Ipsos panelists. By empowering our mystery shoppers with industry-leading tools, education, and support, we ensure our clients have the accurate and actionable data that they need to make informed business decisions."

As the largest provider of mystery shopping services globally, iShopFor Ipsos is known throughout the industry for actionable and impactful insights on the customer experience. The service is bolstered by Ipsos' rigorous and precise research methodologies, which contributed to its ranking as the No. 1 Most Innovative Supplier in the [latest GRIT Business & Innovation Report](#).

iShopFor Ipsos is also recognized for the strong community it has fostered through initiatives like the [Talking Shop with iShopFor Ipsos workshop](#), which will be held virtually and in-person in Richmond, Va. on Sept. 5, 2025. This annual event, now in its fourth year, brings together contractors, partners, and newcomers from for a day of networking, training, and knowledge sharing.

"Seven years of Shoppers' Choice Awards is a testament to the strength and dedication of the Ipsos Channel Performance Team," said Craig Bradley, global head of Ipsos Channel Performance.

"We are proud to be recognized once again by the mystery shopping community, and we remain focused on fostering an environment where our mystery shoppers can thrive and enable us to deliver game-changing insights to our clients."

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GAME CHANGERS





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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, and is eligible for the Deferred Settlement Service (SRD).

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