

# IPSOS.DIGITAL

Ipsos' Research Platform for  
Fast Answers You Can Trust

Oct 2025

# Ipsos.Digital in a Nutshell

## Your Destination for Agile Research



### Agile & Intuitive

#### Research at your fingertips

- Automated End-to-End process (scripting, data collection, quality check, results & deliverables)
- Reach many markets from a single country
- User friendly: no programming skills required
- Access to Ipsos proprietary consumer panels
- Reach complex and specific targets (not just general population)
- Once defined, forever yours: the target can be duplicated for further use
- No paperwork: launch your study as soon as you agree the T&Cs on the platform
- Intuitive account set-up, in a matter of minutes
- No software installation or licenses required. A system not based on credits.
- As many as 1,500 respondents per study, nationally representative
- With up to 30% rural coverage

### Investment-friendly

#### Saves you time & money

- Access to high-quality respondents and results included
- Large value for little money
- No subscription fee, no upfront payment
- Build your own bundle of services: not only inexpensive, but also discounted!
- Fast results you can trust
- Overnight and agile: run your surveys in hours, not days
- Fast data collection: from 3 hours

### Instant results for fast decisions

#### From platform to boardroom: facilitates decision-making process, including fast reactions for Crisis Management

- Tailor-made servicing modes: Do-It-Yourself, Do-It-Together, or Do-It-For-Me
- Assistance from local experts/ usual Point of Contacts
- Interactive dashboard
- Downloadable, editable PowerPoint report
- Excel cross-tabs with native significant testing
- Filters applicable in the dashboard
- Validated solutions for innovation and communication testing, available on the platform with best-in class-deliverables

### Safe environment

#### Allowing you to sleep well at night

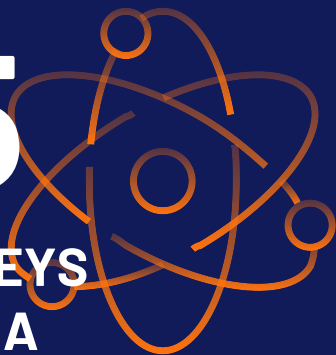
- Our data protection systems are industry-leading, and we regularly benchmark them against peers
- Stringent multi-factor authentication and ID verification processes, ensuring that our quality standards for online research consistently surpass those of sample aggregators and most independent sample providers
- Full GDPR compliance
- Access to real respondents, not synthetic ones
- Processes you can trust (Quality Control, Fraud/ Bots detection etc.)
- Work-in-Progress: client-supplied sample

# Ipsos.Digital – Key Numbers for Romania



145

NO. OF SURVEYS  
IN ROMANIA



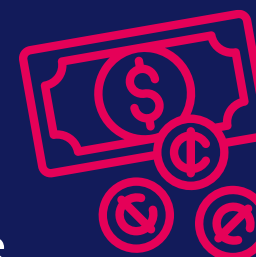
95

ACTIVE USERS



60

COMPANIES



960 EUR

LEAST EXPENSIVE  
STUDY



27,000

INTERVIEWS IN 2024



570

COMPLETES PER PROJECT,  
ON AVERAGE



3h 13min

FASTEST DATA  
COLLECTION

# What Clients in Romania Say About Ipsos.Digital

*Not only did Ipsos Digital meet these expectations, but it so exceeded them. Through rapid online surveys and advanced analytics capabilities, we were able to collect detailed feedback, which helped with the identification of opportunities to enhance the customer experience and to optimize our products and services. The platform is easy to use, it has an intuitive interface, and it provides extensive customization options for sampling, for advanced filtering and data analysis. All in all, it provided us with fast valuable support for making informed strategic decisions.*

*In a competitive market, such a tool is essential for business agility and success. Ipsos has proven to be a reliable partner, significantly contributing to the strengthening of our business strategies.*

**- Marketing Director, international retailer** 

*Ipsos.Digital promised fast data collection & streamlined reporting – and delivered fully. We used the ad-hoc option which allows for building a survey from scratch (quickly and intuitively); data collection completed within 48 hours and the automated dashboard was generated immediately after. It's the fastest turnaround of a research project we have had so far and we're looking forward to integrate it into our future plans.*

**- Head of Insights, global FMCG manufacturer** 

*The Ipsos Digital platform gave us exactly what we needed: speed, cost efficiency and valid data. We obtained results in less than 24 hours, which enabled us to make quick and informed decisions that we implemented immediately. The interface is intuitive, and access to a relevant consumer panel provided us with valuable insights. It has become an essential tool in evaluating ideas and validating campaign directions.*

**- Lorena Cristea, Expert Market Trend & Customer Behaviour Expert,**   
**ENGIE Romania S.A.**





# Key Benefits

when using the Ipsos.Digital platform



## **SPEED and SIMPLICITY**

**Cost & time efficiencies**

- Simple 3 steps process
- Results in as little as a few hours\*
- No subscription fees
- Access to predefined samples
- Access to questionnaire templates
- Intuitive easy to use platform

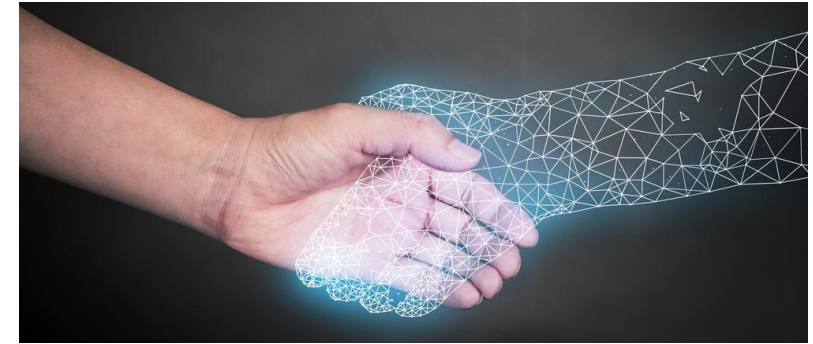
*\*For incidence > 50% and sample < 500*



## **SUBSTANCE**

**Complete platform**

- End-to-end service
- From early stage to market understanding solutions
- User-friendly dashboard & additional tools (cross tabulation tool & chart builder)
- Access to Ipsos indicators, sciences and know-how, GenAI
- Large coverage – 60+ markets



## **SECURITY**

**Expertise, Quality, Assistance**

- Robust and proven survey solutions
- Ipsos high quality respondents
- Tailor-made servicing
- Assistance from local experts

Platform in continuous improvement: coverage, functionalities, solutions.

# Tailormade servicing to your specific needs

Flexibility and responsiveness to match your needs and preferences

## Do-It-Yourself Full autonomy



When you want to build, launch & analyze your own survey.

## Do-It-Together Semi-autonomy



When you want some support from an expert researcher.

## Do-It-For-Me Full client service



When you want a research expert fully manage your project on the platform.

# Ipsos.Digital Suite of Solutions

Win consumers' hearts and minds

Ipsos.Digital, our cutting-edge platform, grants direct access to our exclusive suite of innovation, creative, or custom research products.

**With flexible packages from DIY to full service, you're in control.**

Experience unparalleled speed and unwavering precision with Ipsos.Digital – unlocking unmatched value.



**InnoTest**



**Duel**



**FastPack**



**Creative|Spark**



**Creative|Spark  
Digital**



**Creative|Spark  
Early**



**Creative|Spark  
AI**



**FastFacts**



**FastFacts  
OpenReach**



# Ipsos.Digital Platform Bundle Offer

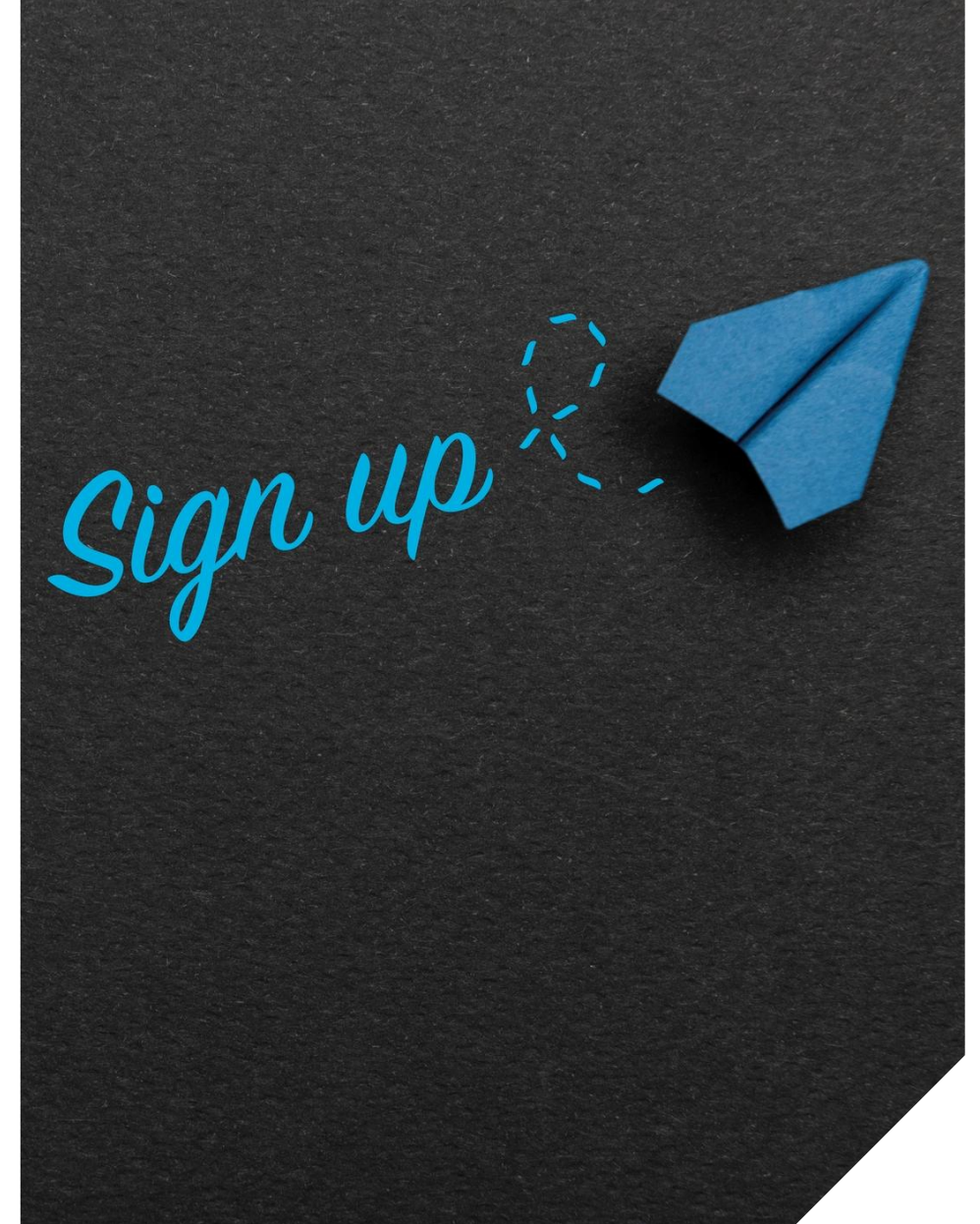
Value of Service	Discount Level	Details
EUR 0 – 5,000	No discount	2 support hours for DIY (Do-It-Yourself) Extra 4 support hours for DIT (Do-It-Together)
EUR 5,001 – 10,000	1%	
EUR 10,001 – 20,000	3%	Dashboard and crosstabs available inside platform for DIY & DIT
EUR 20,001 – 30,000	4%	.ppt with conclusions and recommendations for DIFM (Do-It-For-Me)
EUR 30,001 – 50,000	5%	
EUR 50,001 – 100,000	7,5%	Additional tabulations and analysis by request for additional costs
EUR 100,000+	8%	

## Illustrative investment for an Ipsos.Digital Platform test

- [Fast Facts](#), DIY, 100% incidence, N=800, LOI 5 min. **~EUR 2,750**
- [Fast Facts](#), DIT, 100% incidence, N=200, LOI 5 min. **~EUR 1,160**
- [Fast Facts](#), DIFM, 100% incidence, N=800, LOI 10 min. **~EUR 6,690**
- [InnoTest](#), DIFM, 3 concepts, monadic, 50% incidence, N=150/ concept, 20 ad-hoc questions. **~EUR 11,800**
- [CreativeSpark](#), DIFM, 2 stimuli, monadic, 50% incidence, N=150/ stimulus. **~EUR 11,100**

## Bundle Offer Terms & Conditions

- The Bundle Offer is valid for 12 months from commissioning the bundle.
- Bundle Offer suits the following services: InnoTest, CreativeSpark, FastFacts surveys (omnibus/ ad-hoc surveys etc.)
- DIY projects will have the discount manually applied once fieldwork is completed.
- Current Ipsos.Digital clients qualify for discounts. Please discuss with your Client Service representative.





# THANK YOU

VISIT OUR PLATFORM &  
CREATE YOUR FREE ACCOUNT:

<https://www.ipsos.digital/>