



## PRESS RELEASE

### Ipsos launches concept-product testing solution on Ipsos.Digital

**Paris, September 30, 2025** – Ipsos, one of the world's leading market research companies, announces the launch of [InnoCPT](#), a **consumer-centric concept-product testing solution**, now on Ipsos.Digital, **delivering results three times faster compared to traditional research methods**.

To succeed in a dynamic consumer landscape, brands must develop concepts and products which seamlessly align to influence repeat purchases. However, Ipsos research reveals a critical gap: 40% of innovations fall short, because products do not perform as promised<sup>1</sup>.

**InnoCPT** bridges this gap, helping marketing, insight and R&D professionals quickly measure their concept-product fit through [Ipsos.Digital](#), Ipsos' DIY platform.

*"The launch of InnoCPT on Ipsos.Digital is a key milestone towards our mission to accelerate the innovation journey with agile testing solutions,"* said Virginia Weil, Ipsos Global Service Line Leader, Innovation, *"Combined with our suite of AI-enabled innovation and product testing services, InnoCPT helps businesses develop and launch innovations with unparalleled speed and substance."*

More than any concept-product testing solution, InnoCPT predicts consumer trial and repeat purchases in innovations with flexible modules, including sales forecasts, source of volume, and incrementality, designed to support brands in their growth journeys.

This is achieved through Ipsos' highly consumer-centric methodology, which is consistent across its suite of innovation solutions:

- **Real behaviour.** Behavioural science principles, including prospect theory and loss aversion, to capture authentic consumer behaviour.
- **Real context.** Products evaluated against competition defined by consumers, offering predictions on whether consumers will switch from their current solutions.
- **Real confidence.** Concepts tested in Ipsos' relational database of over 200,000 innovations, which factors evolving competition, overlapping categories, and individual consumer experiences.

Brands leveraging InnoCPT enjoy 20%<sup>2</sup> higher success rates compared to isolated concept and product tests. Now available on Ipsos.Digital in the United States and United Kingdom, with market expansions ongoing, brands can use InnoCPT to innovate for growth in record time.

For demos and enquiries, contact Ipsos support teams on the [Ipsos.Digital](#) platform.

1. (2025) Ipsos concept testing database with 200,000 innovations. Forty percent of concepts are not relevant enough to cause behaviour change compared to consumers' most often purchased products.
2. (2025) Ipsos concept testing database with 200,000 innovations. Concept-product tests with Ipsos' InnoCPT achieve 20% higher success rates compared to isolated concept and product tests.



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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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