

IPSOS.DIGITAL

Get fast answers you can trust
with Ipsos' DIY technology platform

<https://www.ipsos.digital>



OUR VALUE PROPOSITION



SPEED

Set up your research in minutes. Access the answers within 24 hours (For incidence > 50% and sample < 500)



SIMPLICITY

Select your target, design your questionnaire, launch and get automatic results. Expert assistance is available at any stage(s)



SECURITY

Benefit from the cost and time efficiencies of automation without compromising on quality



SUBSTANCE

Design your own survey, or opt for specialized Ipsos solution

FULL SUITE OF DIGITAL SOLUTIONS

Build your own survey or tap into our expertise with Ipsos solutions

Duel INNOVATION	InnoTest INNOVATION	Creative Spark COMMUNICATION	Creative Spark Digital COMMUNICATION	Omnibus MULTI CLIENT survey vehicle	FastFacts PURE ADHOC
32 Markets	34 Markets	38 Markets	24 Markets	6 Markets	41 Markets
Fast, agile and behavioural screening solution For simple marketing stimuli such as claims, varieties, names and visuals	Innovation evaluations from idea to full concept For ideas, pre-concepts and full concepts	Creative assessment Quickly learn, evaluate and optimize video creative	Creative assessment Quickly learn, evaluate and optimize video creative <u>in live digital platform</u>	Multi-client survey tool Access fast answers from a robust, nationally representative sample	Full DIY research tool Unlock insights about your specific target market

SERVICING TAILORMADE TO YOUR SPECIFIC NEEDS

Flexibility and responsiveness to match your needs and preferences

Do-It-Together
via the Digital platform

Full client service
via our local experts

A fast, cost-effective service for clients wishing to build their online surveys themselves, with as much or as little support from our expert teams as required.

This option is for clients wishing for guidance and full support throughout the life cycle of their DIY research project, from survey design to insights delivery.

For more information, please contact:
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GAME CHANGERS

