

IPSOS.DIGITAL - FASTFACTS

CONNECTING INSIGHTS UNLOCKING THE BIGGER PICTURE

New questions pop up everyday.

You need to base your decisions on CONSUMER HARD FACTS rather than guesstimates, without jeopardizing QUALITY and SPEED.

WHAT IS FASTFACTS?

FastFacts is an end-to-end Ad Hoc survey vehicle, which provides users with an easy and agile way to build and launch a survey by YOURSELF (DiY) or TOGETHER with an Ipsos Researcher (Do it Together). FastFacts empowers you to define the sample, build and launch the survey, as well as collect answers from our high-quality, well-profiled and engaged respondents. Data can be accessed in a customizable user-friendly dashboard, in addition to standard data exportable formats (PDF, native PPT, Excel, SPSS) or you can use our custom cross-tabulation and chart builder tools. What's more, our local experts remain available to support you every step of the way.

WITH FASTFACTS YOU CAN:

- Create your own device agnostic survey and get fast answers from our quality sample
- Get your results online in a user-friendly customizable dashboard which includes a range of exportable file types
- Get a quick pulse on consumer sentiments
- Explore usage, behavior, consumer opinions
- Collect and understand spontaneous reactions to a statement, event or crisis
- Inform proposals or business decisions
- Power strategies or defend investments
- Deep dive into findings from traditional full-service research
- And generally, get fast answers to any business question



HOW TO SET UP A FASTFACTS SURVEY?

Only 3 simple steps, you can build and launch a survey, and to access data of the highest quality

1. DESIGN YOUR STUDY

- Specify your field country, survey duration and target audience
- Costs and timeline are updated automatically

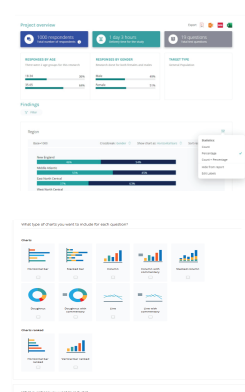


2. ENTER YOUR QUESTIONS AND LAUNCH

- Use the questionnaire builder, a survey template or copy previous study
- You can choose from: single answer questions, multiple answer questions, drop-downs, sliders, single answers per row (grids), multiple answer per row (grid), open-ended questions.
- Approve the test survey, pay and launch

3. ACCESS RESULTS VIA THE DASHBOARD

- Upon completion of fieldwork, you will have immediate access to the data
- Export online dashboard in PPT, PDF, Excel, SPSS, etc
- Create your report using Chart Builder and many chart options available
- Create additional cross tabulation using Table Builder for deep-dive analysis
- Custom banners and weightings (on demand)



SERVICING TAILOR-MADE TO YOUR SPECIFIC NEEDS

Flexibility and responsiveness to match your needs and preferences

DO-IT-YOURSELF FULL AUTONOMY

For clients wishing to build and launch their online surveys themselves.

Users interact directly with the Digital platform. Experts remain available at any moment.

DO-IT-TOGETHER SEMI-AUTONOMY

For clients looking for support at certain moments of their DIY survey.

Support from our local experts is agreed with the clients. It can be on the questionnaire, scripting part, reporting, analysis...

DO-IT-FOR-ME FULL CLIENT SERVICE

For clients wishing for guidance and support throughout the life cycle of their research project.

Our teams will use the Digital platform for increased time efficiencies.

DELIVERING BUSINESS BENEFITS TO YOUR ORGANIZATION

| SPEED

Cost and time efficiency

- 24hrs turnaround on average
- Set up in around one hour.
- Data available straight after field completion
- No subscription fees

| SUBSTANCE

Complete platform

- End-to-end service
- From early stage to market understanding solutions
- Full set of deliverables: dashboard, Cross tabulation tool, Chart builder
- Access to Ipsos know-How: indicators, sciences, consultancy
- Large coverage – around 50 markets

| SIMPLICITY

3 steps process

- Intuitive platform and easy learning
- Access to templates: target screeners and questionnaires

| SECURITY

Expertise, Quality, Assistance

- Robust and proven survey solutions
- Ipsos high quality respondents
- Tailor-made servicing – DIY or in Together mode
- Assistance from local experts/usual Point of Contacts
- IT security and compliance



CASE STUDIES

PURE DIY

GATHERING FAST INSIGHTS FROM A SPECIFIC TARGET AND COST EFFECTIVELY

BUSINESS ISSUE

A retail client specialized in footwear needed to quickly and within very limited budget understand what its targeted audience would consider paying for certain shoes part of a premium fitness wear line about to be launched in various markets around the world.

FASTFACTS SOLUTION

The client was able to launch their survey in two representative field markets (United States and Germany) in a matter of hours, with fieldwork completed overnight and results available next morning in their client's inbox, ready to be interpreted.

CLIENT BENEFITS

- Set up their survey by choosing an already built-in screening question matching their target audience (purchasers of Fitness Wear in the past 6 months)
- Save money by leveraging their research expertise in designing the survey and analyzing the results on their own
- Begin their analysis immediately after two representative fielding completed, within 24 hours of launching, via the automated dashboard
- Share results and recommendations with their leadership team via the dashboard exports

DO-IT-TOGETHER

RUNNING A PROFILING STUDY AMONG SPECIFIC TARGETS

BUSINESS ISSUE

A pharmaceutical client needed to quickly gather insights to answer urgent questions from key stakeholders within their company. The purpose of the research was to create profiles of cough, cold and flu sufferers who are interested in a potential new product, as well as better understand how and when they might use the product.

FASTFACTS SOLUTION

Exceed client's budgetary and timing expectations by delivering the interactive dashboard within 24 hours of launching the project.

CLIENT BENEFITS

- Set up their survey using a custom screener (built by Ipsos in advance) in their company-specific audience database
- Ensure the sample was representative by gender, age group and region
- Begin their analysis immediately after fielding completed, within 24 hours of launching, via the automated dashboard
- Investigate various subgroup differences by using the Table Builder (with built-in significance testing)
- Share results with their leadership team via the dashboard exports

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GAME CHANGERS

