

# AGILE QUALITATIVE LEARNING

Quick Qual Insight starting at \$12-15k

# Ethno Essentials: How is your target feeling today?

Get a quick read on the 5 things you should be asking your target on a regular basis



## Led by our award-winning ECE

- Our ethnographers design the 5 questions and tasks to gather insight and supporting videos
- Our editors create flash video edits, giving you fast answers via rich and engaging video outputs – within a week of field



## 5Q Pulse Check

1. What's worrying or delighting them today?
2. How do they feel about their finances today?
3. What's influencing them in the category today?
4. How does the category fit in their life today?
5. What's catching their eye in the category today?



## Assumptions & Investment

- Mid-High incidence recruit
- **20 Target Perspectives for \$12,500**
- 2 weeks start to finish

*Assumes incidence of 25%+/ no B2B targets; 5 demographic + 5 screening questions seeking an audience like "beverage drinkers of XYZ and purchased a few times P3M". Timing accounts for business days.*



# AI Why Dive: Add a Convo to your Quant

Efficiently dig into the “whys” behind quant responses

1

## Align priority respondents and design

We align on a discussion guide and set of respondent criteria that meets your goals.

2

## Respondents automatically receive invite upon quant completion

Those who meet criteria and consent are invited to an AI-moderated interview

3

## Respondent chats with AI moderator

Our AI-moderator leverages Ipsos best practices to probe their responses and reactions

4

## You receive integrated findings

- Video Clips
- Transcripts
- Findings Integrated into Quant report

Note: Quant responses can be used to screen respondents or steer them into a leg.  
Some simple integration of quant responses is available for limited interview questions.

## Assumptions and Pricing

- Base package assumes one discussion guide
- Ipsos designs and uploads guide, context, and IP to improve bot performance
- Ipsos provides AI-generated qual report with light touch human elevation to bring “whys” into quant report
- 15-20-minute interviews with AI Co-Moderator bot
  - 30 respondents \$12,000
  - 50 respondents \$14,000
  - 75 respondents \$16,000



# InstaQual: From Brief to Topline in 5 Days

## No longer sacrifice Depth & Rigor for Speed & Agility

InstaQual is designed for in-the-moment **consumer insight into new ideas, claims, concepts, packaging, copy/campaign**. Your Ipsos moderator expertly probes consumers to ensure your objectives are achieved, **providing you with the confidence to move forward – fast!**

Depending on your stimuli, targets and objectives, Ipsos will recommend either:

## 6, 45-min IDIs or 2, 90-min Quads

Research is conducted virtually on a secure, tech enabled platform with a private backroom for your team to observe and chat with the Ipsos moderator in real-time.

Immediately after research, your **Ipsos moderator facilitates a team debrief to align on key learnings and action items.**

The next day, Ipsos delivers a **Topline Report of 6-8 slides in PPT**, AI-Boosted to identify themes, with **Human Intelligence to provide critical thinking and strategic recommendations.**

## Investment: \$12,500



# Business Insights Collective

Your source for fast answers from a B2B Audience



**Senior leaders in  
all departments  
that impact  
decision-making**

- 300+ business decision-makers
- Finance, Technology, Sales, Marketing, Insights, Advertising, Product, Procurement, Operations, and HR
- Pre-vetted and highly engaged

**Get a quick steer on  
questions like**

- What features do customers want?
- Who is involved in the buying process for my product category?
- Does my messaging resonate?
- What trends are keeping my business leaders up at night?
- How is digital transformation being implemented across departments?
- What do companies need to offer to attract employees?
- Feedback on stimulus

**Investment starts at \$15,000**

