

INNOEXPLORER AI

Innovate **for** your consumers,
with your consumers



CONSUMERS BUY PRODUCTS BECAUSE THEY ARE HUMAN

Consumers' decisions are complex, emotional, contextual, and often irrational. With InnoExplorer AI, you can generate and screen ideas, concepts, products and packaging, directly from consumers' unmet needs, in any product or service category, using generative and analytical AI.

THE CHALLENGE

An AI model's output is only as good as its input. Off-the-shelf AI models can misrepresent consumers' real needs, which can affect your innovation goals

THE SOLUTION

InnoExplorer AI powers AI models with fresh consumer data, to enhance the speed and success rates of innovation development, for better in-market performance



ACT
SMARTER

Human-centric AI models, trained with relevant, representative and traceable consumer data. Finetuned with Ipsos' expert prompt-engineering and 45 years of innovation know how.



MOVE
FASTER

Creates innovations in minutes and accelerates development cycles from months to days. Transforms the innovation process with AI, from unmet needs generation to global expansion strategies.



GO
FURTHER

The best-in-class AI models, tailored for innovation business questions, and validated against Ipsos' vast database of over 170,000 innovations. Globally available across categories in 90 countries.



BE
SURE

Forecast-ready, validated metrics for actionable innovation generation and prediction. A safe and confidential system using the best-in-class AI models which protect all proprietary data.

FOR MORE INFORMATION, PLEASE CONTACT:

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