

IPSOS RISE

A first of its kind, AI-powered insight platform designed for modern brand, risk and reputation management



Artificial Intelligence Meets Corporate Affairs Expertise

Powered by AI and perfected by Ipsos' world-class Corporate Reputation and Public Affairs experts, Ipsos RISE (Reputation Intelligence for Strategic Evaluation) is designed to guide organizations with confidence as they navigate today's complex and fast-moving corporate risk landscape.

TOTAL UNDERSTANDING OF KEY STAKEHOLDER & ISSUES

Combining the speed and efficiency of digital data solutions with the analytical rigor of survey-based research, Ipsos RISE delivers a unique and focused solution for the evolving needs of corporate and communications leaders, risk managers, and public affairs teams. From a single, easy-to-navigate interface, Ipsos RISE synthesizes traditionally disparate sets of data – including news, social media, survey and regulatory data, and more – into a single source of truth, equally useful for high-level insights and granular analysis.

IPSOS RISE PRODUCT SUITE | SOLUTIONS THAT SCALE ALONGSIDE BUSINESS NEEDS



QUICK-HIT DIAGNOSTICS

Quick-turn (less than 48hrs) point-in-time diagnostics on issues, organizations and campaigns



ALWAYS-ON INSIGHT PLATFORM

Real-time, customized dashboards with GenAI overlay to support DIY insight building and reporting



HYBRID MANAGED SERVICES OFFERNG

Compliment platform access with Ipsos analyst, reputation and public affairs expertise and reporting

Going above and beyond traditional digital listening tools, RISE offers the opportunity to integrate custom survey data and emerging risk and opportunity signals across social media, news, and regulatory data, and build context through hand-selected first- and third-party data like Ipsos' political polling, trends, and a client's own organizational KPIs. With custom-trained Ipsos LLMs at work, clients can rely on RISE to flag and summarize emerging risks and opportunities for the business, run ad hoc reports between reporting periods to explore the impact of marketing and brand comms on reputation and risk, and more.

	SOCIAL LISTENING TOOLS	IPSOS RISE
Custom data visualization		✗
Online news and earned media	✗	✗
Print and broadcast	✗	✗
Social media	✗	✗
Inclusion of Ipsos proprietary data (e.g. polling)		✗
Regulatory dialogue & bill tracking		✗
Elite audience tracking (e.g. policymakers, investors)		✗
Highly accurate automated audience & sentiment coding	✗	✗
Emerging brand and reputation risk identification		✗
Custom automated alerts with GenAI summaries		✗
Digital data conditioned by survey data		✗

IPSOS RISE | KEY USE CASES



**STAKEHOLDER
MAPPING &
NICHE AUDIENCE
INSIGHTS**



**REGULATORY
RISK & ISSUES
MONITORING**



**COMPETITIVE
INTELLIGENCE**



**TREND
EXPLORATION &
TRACKING**

**Contact us today for
more information or
to demo Ipsos RISE.**

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