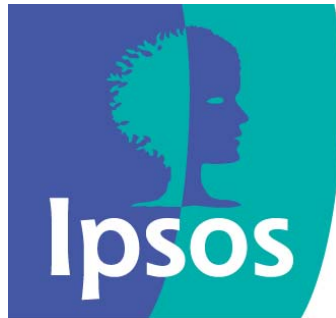


# Ipsos Observer Combines Social Listening with Market Research Data Collection

*New 'Social Observer' Research Solution Taps into the Best of  
Both Worlds*

Public Release Date: Wednesday, August 10, 2011, 6:00 AM EDT



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# **Ipsos Observer Combines Social Listening with Market Research Data Collection**

## ***New 'Social Observer' Research Solution Taps into the Best of Both Worlds***

**New York, NY, August 10, 2011** – Ipsos Observer is integrating the online world of social listening with the power of market research data collection. The survey management, data collection and delivery division of Ipsos is launching Social Observer, a powerful new research solution aimed at giving clients the best of both worlds.

“Conversations within the social web are powerful indicators of consumer trends, market insights and brand reputations,” says Paul DePinto, Senior Vice President of Business Development with Ipsos Observer. “Social Observer provides a rich platform for listening to and analyzing social media, allowing our clients to know what, why and where discussions are taking place surrounding their brand and market.”

Social Observer is a versatile and customizable research solution that can be used independently or integrated with traditional market research. As a research tool, Social Observer allows users to conduct a variety of research functions including:

- Pre-survey investigation and questionnaire development
- Concept development, discovery and ideation

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- Supplement research data to providing greater depth and dimension to research findings
- Tracking data to measure consumer trends, topics as well as sentiment
- Ad planning to optimize spend by understanding media trends
- Post-survey analysis to further explore and confirm research results

“By working with our clients to build Social Observer, we developed a powerful capability to ‘social-ize’ research data in many applications,” adds DePinto. “We also designed Social Observer to be cost-effective, enabling our clients to easily take advantage of this solution for their custom research and tracking projects.”

Social Observer is available immediately through Ipsos Observer’s business development and account management team. Additional information on this product can be found online at <http://www.ipsos-na.com/research/observer/>.

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