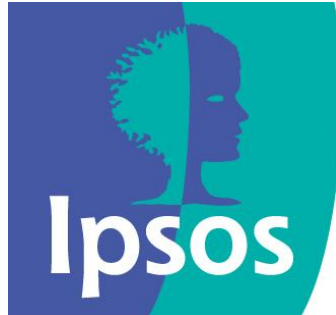


Independent Research Firm Cites Ipsos MMA as a Leader in Marketing Mix Modeling

For Second Time in a Row, Ipsos MMA Rated among Top Vendors

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Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company. With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,789 billion (\$2.300 billion U.S.) in 2012.

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New York, NY – Marketing Management Analytics (Ipsos MMA), Ipsos’ highly specialized team of predictive analytics experts, remains a leader of the marketing mix modeling field. For the second time, Forrester Research Inc. has named Ipsos MMA as a leader in the marketing mix modeling category in their review of the nine key firms in the sector. In their May 2013 report, “The Forrester Wave™: Marketing Mix Modeling, Q2 2013,” Forrester cited Ipsos MMA as a leader after evaluating nine vendors across 63 evaluation points, spanning data cleansing and management, predictive modeling, technology/software and services.

“In an era offering an immense supply of information and data, businesses are much more in tune with and reliant on in-depth analysis of the data to drive their marketing decisions. The Ipsos MMA team helps to make sense of all this information, allowing companies to move forward with strategies focused on the most relevant and valuable information,” says Pierre Le Manh, Ipsos Deputy CEO and CEO North America. “At Ipsos, we’re delighted to know that our clients value the insights, forecasting skills and services of our Ipsos MMA team. We believe this recognition from Forrester is a testament to the high quality of their expertise and knowledge.”

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Ipsos MMA is focused on helping companies apply predictive analytics to plan, execute, forecast and optimize their brand portfolios, marketing, pricing and product innovation investments. Ipsos MMA was recognized as “a leader” by Forrester, citing Ipsos MMA’s “highly consultative approach to mix modeling, with a strong emphasis on change management.” For its solution in marketing mix modeling MMA recorded among the highest marks across all vendors in the study for its services, data cleansing and management, methodology, analysis, corporate strategy and strength of management team. Forrester recognized Ipsos MMA’s data integration and processing and marketing optimization software (Avista).

“We are pleased to once again be recognized as a leader by Forrester,” said Pat Cummings, CEO of Marketing Management Analytics. “As more and richer sources of consumer, market, operational and media/marketing data streams are available we are incorporating them into our predictive analytic solutions in order to answer questions being raised by executives across the organizations with whom we work. By starting with the problems that keep our clients up at night and shaping our analytics to solve those problems wherever possible, we are able to provide deep and granular reads into both historical and future media performance and how it can be leveraged to drive improved revenues and profits,” said Cummings.

For more information on Ipsos MMA, its team and suite of highly-evolved predictive, forecasting and analytic services, visit <http://www.mma.com/>.



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