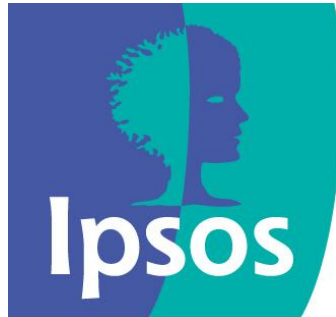


# Ipsos and I-Behavior Team Up to Help Marketers Reach America's Affluent

**I-Behavior to On-Board Ipsos Affluent Survey USA Data for Greater Online, Digital, and Video Success**

**Public Release Date: Monday, December 9, 2013, 9:00 AM EST**



*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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## **Ipsos and I-Behavior Team Up to Help Marketers Reach America's Affluent**

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**New York, NY and Denver, CO** – Reaching America's affluent can be a challenge. However, thanks to a new arrangement between Ipsos and I-Behavior, Inc., marketers now have a richer and more robust way to access and assess their campaign capabilities when targeting this desirable segment. I-Behavior, the premier provider of behavioral targeting services, across virtually any channel, will now be able to on-board and distribute digital audience segments based on the Ipsos Affluent Survey USA. This will allow greater targeting for marketers trying to reach and connect their products, services and brands with America's affluent population.

"The relationship we've forged with I-Behavior provides marketers with the digital campaign capabilities of I-Behavior backed by the media insights of the Ipsos Affluent Survey USA," says Evan Borak, Senior Vice President with Ipsos MediaCT in the U.S and Head of the Audience Measurement Group (AMG). "Like many of the partnerships we engage in, the result is a targeted, solution-driven opportunity for marketers to make the most of their advertising budget."

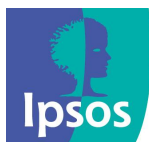
For the past 37 years, the Ipsos Affluent Survey USA has been recognized by advertisers, agencies and media companies as the standard for reaching affluent consumers across a

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variety of media. Now, this rich consumer data is available for use in targeting affluent American consumers anonymously through digital media distributed through I-Behavior's Zipline DMP™, Data Management Platform.

"We're excited to partner with Ipsos to make this highly desirable universe of consumers available to digital marketers. For marketers, aiming their brand at this affluent, savvy and engaged target is exactly what our partnership with Ipsos is all about," says I-Behavior Interactive General Manager, Keith Johnson. "By distributing the audience segments through Zipline DMP, we're also able to help advertisers track campaign performance and calculate ROI."

According to the 2013 Ipsos Affluent Survey USA, released in September, the affluent population in the U.S. is growing and they are spending more time online. In a typical week, Affluents spend an average of 41.6 hours online, up from 37.4 a year ago. And Affluent Millennials are even more engaged with online spaces, spending 52.7 hours online per week in 2013, compared to 42.2 hours per week in 2012.

"Audiences, media and technology are changing and we are continually developing ways to enable our clients to measure and reach consumers across platforms," adds Evan Borak.

"With our suite of audience measurement solutions, ranging from kids and families to the affluent, our clients are able to better engage their target consumers."



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