



Press Release

Ipsos Launches Product Intelligence: Socialised Product Evaluations via User Ratings and Reviews

New York, NY - Combining its expertise in social intelligence with its strong heritage in product testing, Ipsos has launched a new Product Intelligence solution that enables marketers to evaluate products faster and more efficiently than traditional product testing.

Using online user ratings and reviews, the new Product Intelligence approach gathers consumer feedback on in-market products and uses a product testing lens to analyze the social data. The approach uses leading-edge text analytics, bolstered by human intelligence, to provide in-depth product performance insights based on unfiltered consumer feedback. Marketers learn which product features drive satisfaction, gain an understanding of their product's strengths and weaknesses, and uncover how their product performs versus real-world competition.

According to Virginia Weil, President of Innovation & Product Testing at Ipsos, "Product Intelligence leverages the latest technology to not only offer timing and cost efficiencies but also richer consumer-centric data. With Product Intelligence, our clients gain deep insights into how consumers express their opinions about their products in real life and in real-time – giving them a significant competitive advantage in developing superior products and finding innovation opportunities."

Product Intelligence is part of Ipsos' suite of product and package testing solutions, which includes leading-edge approaches across the product life cycle such as device agnostic surveys, video analytics, online eye-tracking, non-conscious measurement, and virtual reality for testing in realistic environments.



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About Ipsos

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. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; 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.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist - NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

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