



PRESS RELEASE

Ipsos wins fifth consecutive MSPA Americas Shoppers' Choice Award

Chicago, July 10, 2023 – Ipsos, one of the largest market research and polling companies globally, has been recognized by the MSPA Americas Shoppers' Choice Awards for the fifth year in a row, affirming Ipsos' reputation as a best-in-class provider within the highly competitive mystery shopping space.

Since 2018, the Mystery Shopping Providers Association (MSPA) has named Ipsos Channel Performance's iShopFor Ipsos capability as leader in terms of quality, innovation, influence, and impact.

This recognition comes shortly before Ipsos' second annual mystery shopping workshop, [Talking Shop with iShopFor Ipsos](#), which will be held August 26, 2023 in Austin, Texas. Experienced shoppers and newcomers alike will come together for a day of hands-on learning, program-specific certifications, and networking.

"It's always an honor to be selected by our mystery shoppers as their favorite mystery shopping provider," said Carey Medina, Senior Vice President of Mystery Shopping Operations, U.S. Channel Performance.

"We take great pride in our community of mystery shoppers and look forward to helping them grow their business at our annual Talking Shop workshop. This year, we're thrilled to welcome some of our trusted partners to the event – Wordsmith Pros, Shopmetrics and Sassie Live Shopper – to offer an even deeper dive into the industry, open new networking opportunities for our panelists, and expand our skill-sharing network."

Where many other awards are selected by industry professionals, the MSPA Americas Shoppers' Choice Awards are based on input from independent contractors — meaning this honor reflects both the trust Ipsos has built with its contractors and the value it brings to partners and clients.

"Many of our company members work with over a million-plus independent contractors who sustain portions of our customer journey industries, and so it is a tribute to these winners to earn this distinction from those contractors in a very crowded field," MSPA Americas President Stan Hart said in a statement.

For more details on Talking Shop with iShopFor Ipsos, please visit: us.ishopforipsos.com.



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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques. “Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and the Mid-60 indexes and is eligible for the Deferred Settlement Service (SRD).

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