



Interactive Custom Panels powered by IAF

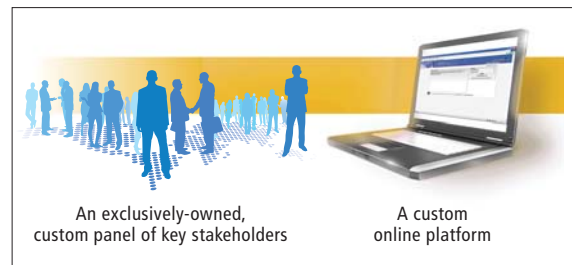
Experience fast, cost-effective research with your own, proprietary, custom sample population using an Ipsos *Interactive Custom Panel*. A custom panel is a strategic investment that will provide ongoing benefits to your marketing and research teams.

Powered by Ipsos' innovative Interactive Forum (IAF) software, custom panels are one of the fastest research methodologies with most research taking from only a few days to a couple of weeks. Offering online, 24/7 access to real-time survey data and a range of quantitative and qualitative research options, custom panels have the flexibility required by today's quickly-changing and competitive marketplace.

Conduct research with customers, prospects, thought leaders, suppliers, associations, or employees.

Ipsos' tailored full-service approach means your panel database is customized to suit your business needs, owned exclusively by you, yet managed by us to give you peace of mind and save time and resources.

Experienced leaders in the research industry, Ipsos experts recruit and manage panels all over the world. Custom panels can be set up to conduct studies anywhere, in any place with internet connectivity and virtually in any language.



Use custom panels to gather insights on:

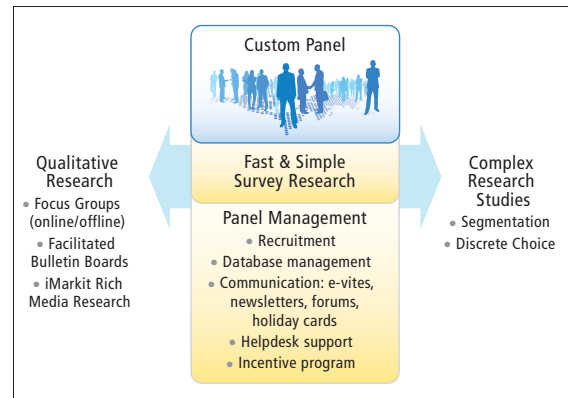
- **Real-time data on "hot issues"**—surveys often launch within 24 hours and offer almost immediate results online with direct access to data, allowing you to react quickly to marketplace changes.
- **Product innovation and development**—gather rich and insightful qualitative and quantitative data to support idea generation and brainstorming for new initiatives and programs.
- **Track customer satisfaction**—gain knowledge on satisfaction with specific products and services, at a particular point in time or over an extended period.
- **Add power to your marketing**—test your creative ideas quickly and cost-effectively to make better decisions, launch successful campaigns and minimize your risk while maximizing investment dollars.
- **Provide answers to your internal clients**—answer ad-hoc questions posed by internal departments, senior executives and board members.
- **Add value to current research**—extend your understanding with quick surveys and forum questions that explore specific issues uncovered through more complex and/or extensive research.
- **Create a community of your customers**—pool your customers into an interactive community allowing them to not only answer your questions, but also exchange ideas and react to others feedback, providing you with deeper insights.





How it Works

Ipsos custom panels are managed by research and panel experts using time-tested processes. Having access to dedicated resources means our team's sole focus is managing your custom panel, leaving you to focus on the strategic goals of your research. With our full-service solution Ipsos researchers work with you to design research that meets your information needs, then script and launch the questionnaire using IAF software. As soon as the study is in-field, you will have access to online results as they come in.



The Interactive Forum is a customized, interactive online software platform offering:

- Fast turnaround with integrated survey scripting and reporting features
- Custom survey sampling based on profiling data or survey responses
- Real-time, 24/7 access to topline results and raw data exports
- Branded survey portal with custom web domain and look and feel
- In-language with multilingual capabilities for both panelist and client users

Ipsos custom panels are integrated with our other methodologies and analytical capabilities. For example, custom panels can incorporate information learned from past research such as a customer segmentation, or the panel sample be used for additional research, such as discrete choice analysis. Product ideation, feedback on existing ideas, or rich-media analysis. Custom panels can also incorporate the latest in online qualitative research.

Ipsos in North America

Ipsos is one of the fastest growing market research companies in the U.S., market leader in Canada, and among the most trusted research brands in North America. With more than 1,500 professionals and support staff in the U.S. and Canada, Ipsos offers a suite of survey-based services—guided by industry experts and bolstered by advanced analytics and methodologies—in advertising, customer loyalty, marketing, media and public affairs research, as well as forecasting, modeling, and consulting. Ipsos companies offer a complete line of custom, syndicated, omnibus, panel, and online research products and services.

Visit www.ipsos-na.com to learn more about Ipsos' offerings and capabilities.

For more information about Interactive Custom Panels, please contact:

Julie Paul, Senior Vice President, Interactive Custom Panels Global
778.373.5002 • julie.paul@ipsos.com

Julie Christine Marchand, Associate Vice President, Interactive Custom Panels
514.904.4329 • juliechristine.marchand@ipsos.com