

Welcome to Ipsos



Ipsos is the only leading independent market research company controlled and managed by research professionals. In October 2011 Ipsos acquired Synovate and the combination formed the world's third largest market research firm.

With Synovate we not only acquired a company, but embraced a team of talented people with ideas, expertise, and approaches who greatly enrich our environment and our partnerships. Ipsos and Synovate are two research agencies with shared values, with huge amount of synergies and a sound understanding of our industry.

For our clients this translates into more and more varied research possibilities. Our talented professionals are working together to implement a widened portfolio of analytic solutions, leverage an advanced operational infrastructure and offer a deeper level of insight in more countries than ever before.

Our shared ambition: to make market research a primary means to understand contemporary society and economy. And to make Ipsos a strategic partner for those who wish to better understand the world and play an active part in it with lasting success.

One activity, six specialisations

Our activity consists of asking the right questions of the right people. It also consists of observing, listening and analysing; this is what our experts in qualitative and quantitative research do every day. Ipsos implements this know-how allied with new technologies in its six specialisations – advertising, customer loyalty, marketing, media, public affairs research, and survey management.

We explore market potential and market trends. We test products and advertising. We help our clients build long term relationships with customers. We study audiences and their perceptions of various media and measure public opinion trends around the globe.

Working both on a global scale and in local markets, our expert teams give our clients the benefit of high value-added business solutions including qualitative, forecasting, modelling, market knowledge and consumer insights.

Ipsos is committed to working with clients to identify the right solutions to their specific challenges. It is a belief that enables us to ask and probe, to subject our hypotheses to rigorous analyses and, finally, to deliver reliable data and the most effective recommendations in the shortest possible time. It also inspires us to innovate, initiate and continuously improve to meet the challenges our clients face.

And with only one aim: providing our clients with the best service, using qualitative or quantitative methods, at local, regional, and international levels. We go beyond the numbers to identify a course of action that will lead to stronger market results.

Our goal is simple: to be our clients' preferred research partners in our areas of specialisation.

More About Us

Founded in France in 1975, Ipsos now has around 16,000 employees with offices in 84 countries. Ipsos has the resources to conduct research wherever in the world our clients do business.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (\$1.9 billion U.S.) in 2011.

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

