

SOCIAL INTELLIGENCE ANALYTICS POWERED BY IPSOS AND SYNTHESIO

HARNESS THE POWER OF CONSUMER-DRIVEN CONVERSATIONS

Our Social Intelligence Analytics (SIA) solution enables and elevates the discovery of real-time consumer-driven social insights by integrating best-in-class social listening technology with the latest advancements in data science and analysis. Through a combination of Synthesio's world-class platform and Ipsos' global research expertise, we enable the transformation of unstructured data into strategic and actionable business insights, enabling you to move forward with speed, agility, and confidence.



TECHNOLOGY PLATFORM

Market-leading social media intelligence suite with the world's widest data coverage including 600+ million sources, 80 languages, 190+ countries.



INSIGHT SERVICES

Teams around the world providing in-depth global expertise across categories, local context, and cultural nuance.



ADVANCED ANALYTICS

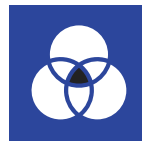
Dedicated data science team leveraging cutting-edge AI-powered data-mining algorithms and advanced analytical frameworks.

Addressing Key Business Questions:



MARKET EXPLORER

A comprehensive landscape mapping of motivations, attitudes, needs and habits that drive consumer behaviors, preferences and decisions in your category.



INNOVATION SPACES

Uncover new innovation spaces and unlock future growth territories from emerging unmet consumer needs and lead user innovations.



TREND RADAR

A consumer-led trend approach designed to deliver critical insights on change drivers and foresight the future impact of macro and micro trends in your category.



BRAND SONAR

Authentic and context rich brand and campaign performance insights designed to surface critical emotions, brand experiences and distinctive brand associations.



PRODUCT INTELLIGENCE

Unlock your full potential with in-context product performance insights and the critical satisfaction driving product features from unfiltered consumer reviews.



DIGITAL PERSONAS

A new era of audience insights on lifestyle patterns, interests, digital touchpoints or media habits through a unique behavioral and conversational data ecosystem.

CONTACT YOUR IPSOS OR SYNTHESIO REP TODAY TO LEARN MORE

