

Ipsos

Ipsos is the biggest international market research company, headquartered in Paris, France. The company specializes in marketing polls, sociological and media opinion surveys, as well as client and partner relations.



Region: **Europe, Asia, North and South Americas**

Projects: **50 major projects a year**

Industry: **Research and consulting**

Staff size: **6 530**

Income: **\$2 billion annually**

Countries: **90**

Ipsos leverages YouScan's capabilities for conducting market research projects for their clients, in order to collect and analyze data about consumer preferences and expectations, find thought leaders in relevant fields, and measure potential collaboration opportunities and outcomes.

The ask:

- Reveal key social media discussion trends in the "Shampoo" category.

- Reveal key discussion themes around the coronavirus pandemic.

- Identify thought leaders in the medical field for potential collaboration.

Key results:

- ✓ Collected 20 million relevant posts;
- ✓ Conducted automatic analysis of mentions and revealed user-generated themes from user mentions;
- ✓ Created a prioritized list of trends on the topic of "Shampoo": coconut oil, dry shampoo, argan oil, sulfate-free shampoo.

- ✓ Collected 28 million relevant posts;
- ✓ Revealed 7 major themes and approximately 40 related subtopics;
- ✓ Conducted automatic analysis of mentions and revealed key discussions;
- ✓ Created a list of recommendations for appropriate crisis responses in communications;
- ✓ Outlined discussion points that should be avoided.

- ✓ Collected 1.5 million posts with discussions of certain health issues;
- ✓ Identified thought leaders by professional specialization;
- ✓ Analyzed roles and engagement of authors in individual topics;
- ✓ Generated a list of thought leaders with expertise in specific topics.



"Comprehensive topic analysis on social media allows us to examine many research questions from a different perspective. With YouScan's help, we can increase the scope of our research, geographically and by platform. Additionally, we can reach people we wouldn't otherwise be able to reach with traditional opinion poll methods - for example, those who live in remote areas or ignore surveys for other reasons (social status, attitudes toward survey topic, etc.) Everyone participates in social media, so we can see a much wider and diverse cross-section of the population." - **Andrei Brezhnev, social media analytics team lead at Ipsos Russia.**