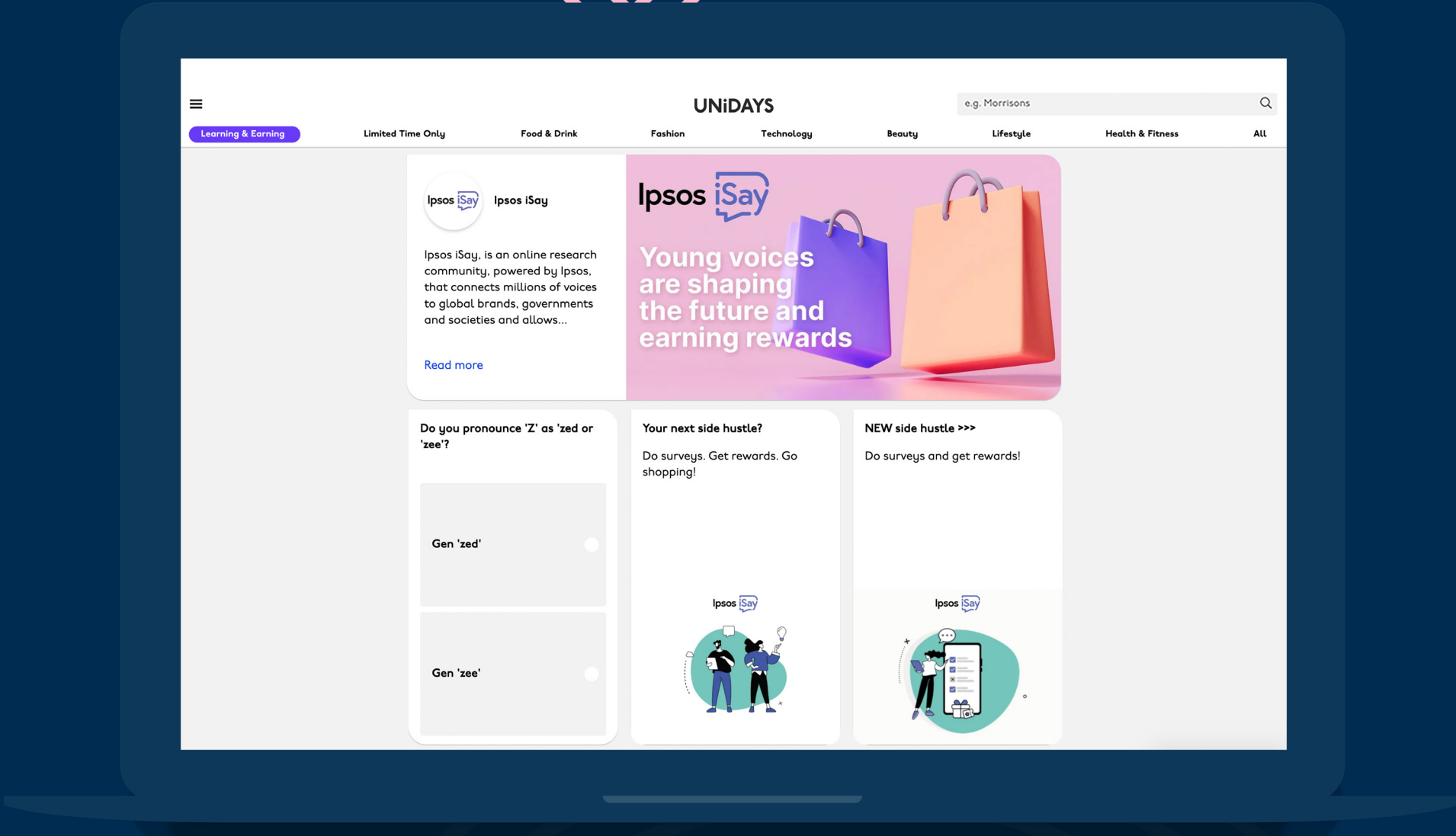


Ipsos iSay unlocks Gen Z insights and generates an 899% uplift in impressions with a UNiDAYS partnership

## The Challenge

Ipsos, a renowned player in the market research sector, faced the challenge of expanding its reach to a previously elusive demographic: 18-34 year olds, particularly men. Ipsos had the goal of finding new and innovative ways to capture the attention of this specific audience, in order to expand its insight reach.

Recognising the need to unlock this market, it sought a partnership with a platform already trusted by this key demographic to build brand awareness and acquire new customers.



## The Solution

UNiDAYS created the unique opportunity to connect Ipsos with Gen Z students. Launching the partnership in May 2023 in the UK and US, UNiDAYS helped this market research leader to build brand awareness. by working together across a sponsored promotion campaign.

By leveraging personalisation and segmentation solutions, Ipsos benefited from unparalleled exposure to a highly-engaged student audience through prime placements across the UNiDAYS network including email, push notifications and in-app.

## The Results

+889%	Impressions, +8% post-campaign growth
+97%	Engagements
1k	Engagements every day, post-campaign
+25%	Redemptions
69%	Conversion rate on launch

