

# Ipsos ProductQuest

## The World's Largest Product Testing Advisor

As the world's largest product testing advisor, Ipsos ProductQuest has successfully launched 20,000+ products under its product testing framework. Our team of experts is well-versed in all of the touch points that go into developing and launching successful products – **with specialized expertise in Sensory Testing and Product Optimization.**

### Leading-Edge Analytics

- Profiling and Preference Mapping
- Simulators for Creating Virtual Prototypes

### Descriptive Sensory Panel

- Trained by Ipsos according to ISO standards
- Provides highly-sensitive product attribute descriptions

### Sensory Testing Facilities

- State-of-the-art kitchens
- Sensory booths for testing in neutral environments

### Global Team of Experts

- Dedicated team of product testing experts to ensure best-in-class practices around the world

### For More Information:

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**GAME CHANGERS**

