Synovate strikes global panel partnership with GMI

Issued by Ipsos

20 Apr 2007

Global market research company Synovate has entered a worldwide partnership with GMI (Global Market Insite, Inc.), one of the world's leading panel and market research software providers. This partnership gives Synovate access to over six million panellists across the globe. Combined with its existing ViewsNet panels, this partnership now enables Synovate to offer panel research in more than 50 markets.

Synovate global CEO Adrian Chedore said: "GMI will provide us with consumer and specialty panels at the best possible rates, so clients can benefit from our ability to control costs by not building proprietary panels in markets with lower frequency of use. Along with the assured sample quality that is a hallmark of Synovate and GMI's services, this moves our global panel offerings to the next level."

"Online research provides terrific opportunities for our industry. While it accounts for just over 15% of total custom research today, the growth rate is phenomenal, not just in the most developed markets of the world, but also in many emerging economies too."

Chedore noted that Synovate is a major investor in this methodology: "We were one of the early pioneers, converting our mail panel to online as early as 2001. We will continue to invest in our own ViewsNet panels and our online expertise. Until now, however, many global research groups have attempted to follow the old model of access panels whereby each company attempts to 'own' their respondents, claiming panel size or response rates as competitive advantages. But the Internet is not about ownership – it's about free access."

"Our strategic partnership with GMI is designed to provide our clients with the best possible sample of online respondents at the best possible price and speed. The parts of the process we want to 'own' are the skill sets, best practice and intellectual property that ensure we provide the best possible research and insight from all sources of data."

"We are delighted that Synovate chose GMI as their global panel provider," added Lowell Ricklefs, interim chief revenue officer for GMI. "Our extensive on-demand global consumer panel, combined with our ability to recruit specialty panels at short notice and our leading-edge market research software, will provide Synovate with a single-source solution to deliver the timely market insights its clients need to remain agile in today's highly competitive global marketplace."

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