Ipsos iris
Footprints

From awareness to purchase: understand the complete digital journey.

The Opportunity

How well do you understand the specific motivations and triggers that drive consumers to make online purchases or content choices in your industry?

Are there any blind spots or key touchpoints that present an opportunity to engage or disrupt consumers in their online journey?

Are you actively monitoring and adapting to changes in consumer online behaviour as technology evolves?

How do consumers begin their digital journey in your category, and how does search evolve at different stages of the purchase journey?

The Solution

Ipsos iris is a rich source of passive, behavioural clickstream data sourced from a high-quality panel, revealing insights into the online consumer ecosystem. Our custom project team will provide the in-depth data analysis to help you:

- Witness the digital journeys of your key audiences and understand their motivations by following their click-by-click path through the online world, uncovering the crucial moments that drive decisions and purchases.

- Analyse second-by-second customer interactions with your brands, your partners and your competitors to see what truly resonates with your target audience and how competing forces influence their online behaviour and choices.

- Pinpoint crucial digital touchpoints to understand each stage of the journey, from initial awareness to post-purchase activities.

- Explore the role of search and the interests or topics that fuel online decisions. Uncovering customer motivations can help to position your brand to win attention at the moments that matter most.

Ipsos iris launched in Australia in January 2023. It is the IAB endorsed digital measurement system delivering accurate audience measurement and competitive insights for Australia's leading digital publishers and global platforms.

Based on rigorous methodology that captures digital behaviour 24/7 from a panel of 4,000 people with 8,000 devices, Ipsos iris provides an accurate view of Australians' digital activity across all websites and apps. Ipsos iris is available as a 500,000 synthetic population database accurately scaled to match the ABS population of P14+ for integration with CDPs and custom applications.

The interests and attitudes of the panellists, as well as their socio-economic and demographic profile, provide a depth of insight to brands and advertisers that goes beyond simple measurement of audience.

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