

How to Better Manage Candidate Relationships

Ipsos has been in the Employee Relationship Management (ERM) business for 15 years and has been conducting brand research for close to 40 years. In addition to employee engagement surveys, we offer a full range of recruitment-related research solutions. We have worked with some of the world's most admired employers to help them optimize their talent attraction strategies, both globally and locally.

Our portfolio of capabilities includes:



Employee Value Proposition design



Recruitment campaign testing



Employer brand tracking



Candidate experience optimization

We collect and aggregate data:




As a market research leader, we can reach out to your talent pools in the most professional and most innovative ways. Our experts always ensure client companies define the relevant KPIs and make the best use of all available information by cross-analyzing research data.

About Ipsos

Ipsos is the world's third largest market research company. With offices in 84 countries, we have the resources to conduct research wherever our clients operate. Ipsos professionals deliver insightful expertise across six research specializations: customer and employee relationship management, advertising, marketing, media, public affairs research as well as survey operations.

Free Consultation

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Let us find the most appropriate approach for you...
to improve both your employer brand health and your recruitment practices