DataTile expands access to Ipsos Global Influentials with new capabilities for analysis, reporting and activation

Wednesday 29 April, 2026

Under a new agreement with Ipsos, eligible Ipsos Global Influentials (IGI) subscribers can work with IGI data in DataTile, with access to capabilities including crosstabs, dashboards, PowerPoint generation, automation and connected insight delivery

London – 23 Apr 2026 – DataTile today announced a new agreement with Ipsos under which eligible subscribers of Ipsos Global Influentials (IGI) can now work with IGI data in DataTile.

Ipsos Global Influentials (IGI) is one of Ipsos' flagship global syndicated studies, focused on the top 20% of household incomes and company leaders: decision-makers, big spenders and trendsetters whose opinions strongly influence the buying decisions of others. Covering 43 markets, 1,500 products and services and over 800 media brands, IGI helps media owners, agencies and advertisers understand these influential audiences and how they think, spend and engage with media and brands across markets.For many subscriber organisations, the challenge is no longer simply accessing high-quality syndicated data. The greater challenge is unlocking its full value across the business – making it easier to analyse, share, activate, and connect to commercial and strategic decision-making.

DataTile addresses those needs by providing an additional analytical environment with capabilities that support how research is used in practice across modern organisations.

> ***Jerome Schalkwijk, Audience Measurement COO at Ipsos*** *said: "At Ipsos, we look to work with partners who help clients get more value from our syndicated data, and DataTile enables clients to analyse and make confident decisions from IGI data."*

With DataTile, IGI subscribers can work with capabilities such as crosstabulation, dashboarding, automated reporting, PowerPoint generation, and connected insight delivery. This gives teams a faster route from raw data to decision-ready outputs, while making it easier for research, strategy, sales and management teams to engage with the insight in formats suited to their needs.

For insight teams, this reduces repetitive production work and frees up more time for interpretation, consultation and impact. For subscriber organisations, it creates a clearer path to broader commercial, strategic and operational value from IGI.

DataTile also enables subscribers to extend the value of IGI beyond a single syndicated source. Alongside IGI, teams can upload and analyse their own ad hoc studies, trackers, campaign effectiveness research and other survey datasets within the same environment. This helps organisations create a stronger single source of truth for audience intelligence, while opening up new opportunities for automation, integration and ongoing insight delivery.

> *"IGI is an exceptionally valuable dataset, and our goal is to help subscribers unlock as much value from it as possible," said A**lex Chilingaryan, Founder & CEO of DataTile.** "With DataTile, teams can move more quickly from data access to activation — exploring the data more flexibly, sharing insight more widely, automating routine delivery and connecting IGI with their broader research ecosystem."*

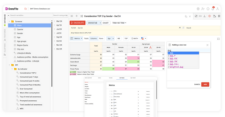
> *"High-value data delivers its greatest impact when it is easier to use across the organisation," **Alex Chilingaryan** added. "By making IGI easier to analyse, report and activate, we help subscribers extend the reach of that insight well beyond the specialist analyst. That means less manual effort, broader access to insight and ultimately more value from the same world-class dataset."*

DataTile's capabilities can support a wide range of IGI workflows, from audience exploration and stakeholder dashboards to recurring reports, presentation generation and integration with internal systems. For organisations looking to maximise the return on their IGI subscription, this creates a practical new way to operationalise syndicated insight.

Media:












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Related Keywords:

Ipsos :: Ipsos Global Influentials :: IGI :: Market Research :: Syndicated Data :: Audience Intelligence :: Audience Measurement :: Survey Data ::

Notes to editors

- Under this agreement, eligible Ipsos Global Influentials subscribers can use IGI data in DataTile.
- DataTile is an approved supplier under its agreement with Ipsos.
- DataTile provides an additional environment for the analysis, reporting and activation of IGI data. Ipsos remains platform-agnostic in its approach to working with clients and suppliers.
- In DataTile, subscribers can extend the value of IGI by combining it with other survey datasets, including trackers, ad hoc studies and campaign effectiveness research, where appropriate.

Scan Me:

Company Contact:

DataTile

T. +44 7870 697798
E. sumran.kaul@datatile.eu
W. https://www.datatile.eu/

Additional Contact(s):
Sumran Kaul
Commercial Strategy Director
https://www.linkedin.com/in/sumran-kaul/

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