

# IPSOS IRIS INTERESTS

March 2026



Access **~2,000** granular **Ipsos iris Interests** to seamlessly layer rich interest-based behaviours, delivering an unparalleled view into the specific online content people consume.

Moving beyond demographics and web/app visitation to understand what topics audiences are engaging with for more relevant and timely targeting.



## Enhance Target Creation

Build richer segments using specific Interests and online behaviour (websites/apps), for answering specific client questions standard demographics can't solve.



## Maximise Campaign Planning

Identify which media, categories, or interests your bespoke target over-indexes on, and explore unduplicated reach to maximise campaign impact.



## Faster Audience Understanding

Utilise Audience Builder to access instant audience size and reach estimates, allowing you to refine your targeting criteria on the fly.

## AUDIENCE BUILDER TOOLKIT



Within the Ipsos iris UI we have developed the Audience Builder Toolkit to allow easy interrogation of the Interests data.

Quickly combine demographics, and interests and get an instant dashboard summary of the online behaviour of your audience through Widgets/Data Tiles.

## IPSOS AUDIENCE ACTIVATION



Identify and build high-quality audiences based on UKOM endorsed Ipsos iris panel tailored to your exact campaign needs.

Utilise these audience segments within ad platforms to close the loop between planning and activation.

## CONTACT



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Using Ipsos iris audiences to build interest-based audience segments tailored for your strategic needs.

## INTERESTS USE CASES



### Targeted Advertising

By identifying audiences with an interest in Mortgage content have a high index for your content, you can offer premium ad placements based on audience interest profiles, commanding higher CPMs



### Audience Growth

Identifying that your brands currently underserve Jewellery content to interested audiences allows for content to be tailored to resonate with this group.



### Personalised Content Strategy

By identifying your brand's Football audience also over index against veganism, tailored content during the World Cup could appeal.



### Partnerships

By using the music interest, sales teams can understand which events index highly and could be used for sponsored content.

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