

BEHAVIOR, IMPLICIT AND EXPLICIT

SHOPPER EXPERIENCE RESEARCH

IMPROVE THE SHOPPING EXPERIENCE WITH SIMPLIFIED PURCHASING PROCESSES AND ATTRACTIVE PRODUCTS

Psychological insights inform on how to best use the right triggers to reach consumers at exactly the right time.

We offer innovative technologies and tailored solutions to measure your brand's impact throughout the customer journey with all its digital and analog touchpoints.

We explain both unconscious (implicit) and conscious (explicit) experiences, motivations, needs and beliefs of shoppers.

SOME OF OUR CLIENTS

Nestle
P&G
Carrefour
METRO

FERRERO
Bacardi
Heineken
SONY

Samsung
Intel
Bosch
Swarovski

Lego
Audi
Porsche
Bridgestone

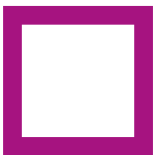
EYE SQUARE OFFERS

a unique live & implicit approach to detect the decisive signals in the digital now.

eye square is the only market research company to test LIVE on mobile phones allowing companies to test their mobile and desktop content, ads and e-commerce in the consumers' own environment. Our technology, which allows for in-depth analysis of live shopping experiences, both online and in-store, is being used by many Fortune 500 companies around the globe.

eye square is one of the global leaders in market research with a focus on psychological methods. Since 1999 eye square has been one of the leading innovators of implicit research technologies and continues to be an industry leader with its newest office in New York and further expansion into the US.

EYE SQUARE TESTS & PREDICTS



**BRAND & MEDIA
EXPERIENCE**



**USER
EXPERIENCE**



**SHOPPER
EXPERIENCE**



OUR NEWEST PRODUCT LIVE E-COMMERCE A/B TEST

Our newest study solution offers invaluable insights into how consumers interact with products in a live test environment and it only takes 5 minutes to complete. Key elements of the product tile such as visuals, prices, promotions and descriptions can be tested live on mobile alongside competitors' products.

Find answers to these questions:

- / How do new products perform in a competitive environment?
- / What impact do prices and promotions have on conversion?
- / Which pack images trigger shoppers to interact?
- / How do reviews influence product choice?

SHOPPER RESEARCH SOLUTIONS

OUR EXPERIENCE RESEARCH METHODS GO BEYOND SURVEYS AND ENABLE DEEPER INSIGHTS INTO WHAT DRIVES SHOPPERS AND WHAT THEY EXPERIENCE:



E-COMMERCE A/B TEST

Pre-test your product live on e-commerce sites



IN-STORE MARKETING TEST

Test which emotional cues and visual designs activate your customers



DIGITAL SHOPPER INSIGHTS

Understand the digital path to purchase



SHELF TEST

Provide customer centric category layouts



ORIENTATION STUDY

Ensure easy navigation of your marketplace



FLYER TEST

Pre-test variations of flyers to ensure effective product communication



SHOPPER FLOW STUDY

Understand in-store foot traffic and direct shoppers right to your product



PACK TEST

Create emotional product designs and ensure product communication



YOUR EXPERTS



Gareth Tuck
Director UK

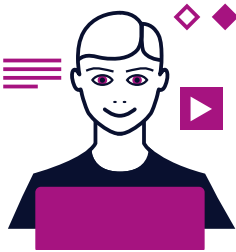
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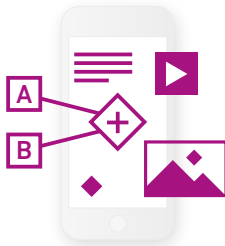


TESTING IN REAL LIFE CONTEXT LIVE IN CONTEXT RESEARCH



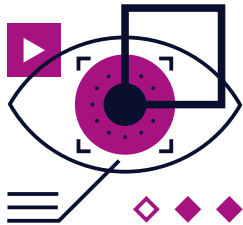
LIVE CONTEXT

Ads are always shown in a dynamic, authentic context which results in the most realistic reception and valid insights.



LOW INVOLVEMENT

The respondent is in a normal surfing session with no emphasis on advertising.



HIDDEN TRIAL

Let respondents browse the platform as they normally would and get detailed performance metrics for injected ads.

TESTING ACROSS DIFFERENT PLATFORMS:

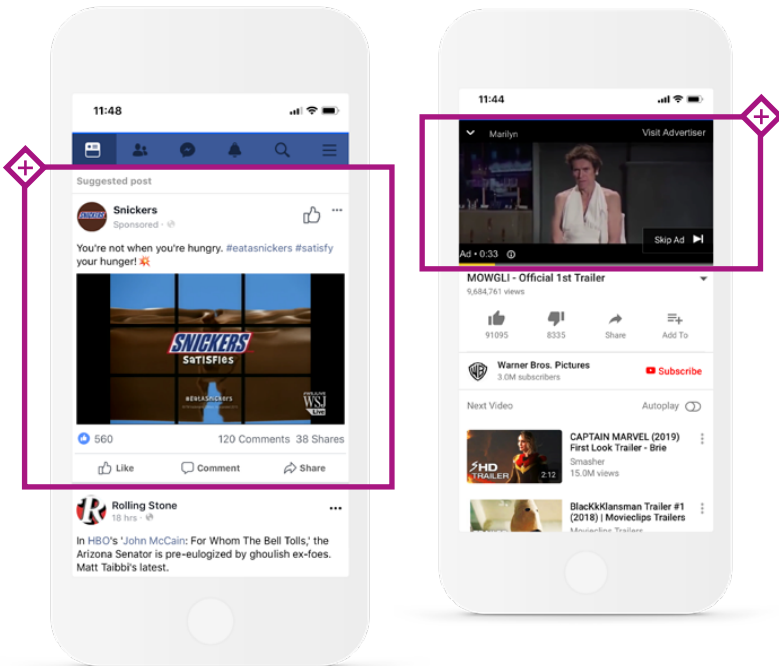


HOW DOES LIVE IN CONTEXT TESTING WORK?

INSERTING ADS INTO A LIVE ONLINE ENVIRONMENT

With the consensus of the participant, an online survey loads the live website through the **eye square** mobile app or desktop browser extension. The app/ browser extension modifies the website and inserts the test ad. The software can also optionally remove other ads. The modified live website is then only visible to the survey participant.

While the original content remains fully functional all parts, formats and (ad) placements on the website can be controlled.



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