



UNSEEN IS UNSOLD:

DRIVE ATTENTION TO YOUR CONTENT

CHALLENGES

.....● Understand customer behaviour: access to insights not reachable with traditional methods as questionnaires and interviews

.....● Going beyond the simple opinion that often is influenced by bias

.....● Offering to the market a communication strategy that is compliant with commercial objectives

.....● Identifying distracting elements for the perception that endanger the effectiveness of the message delivery

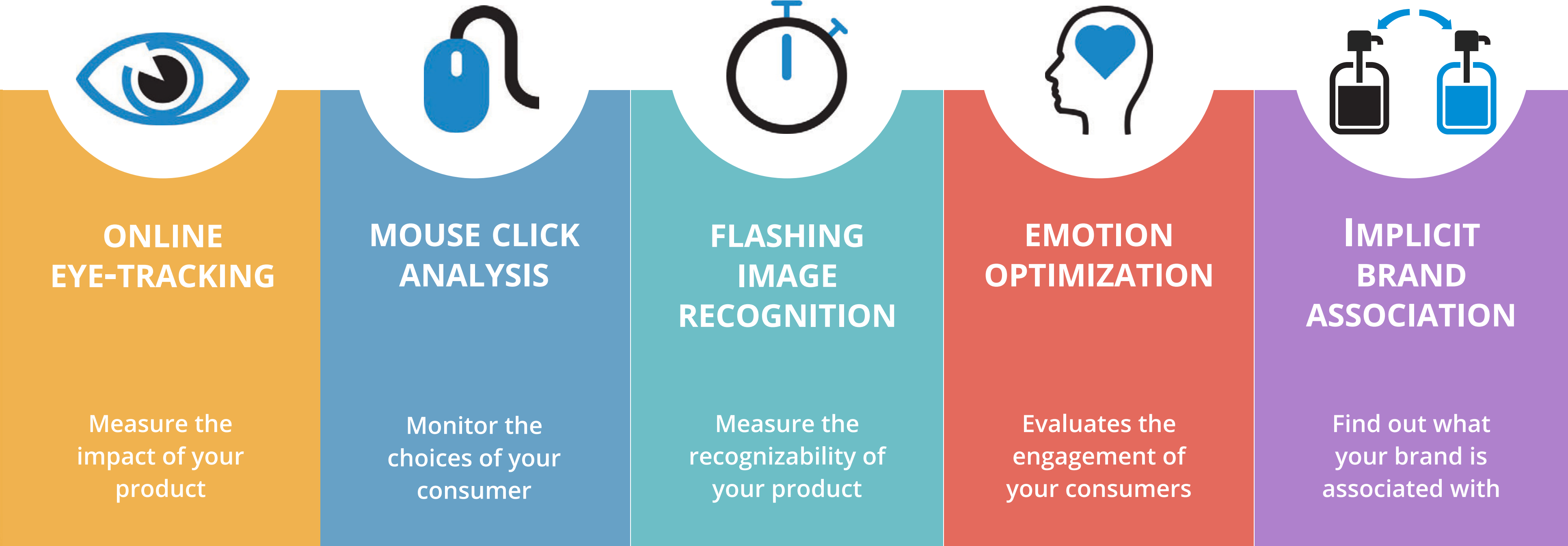
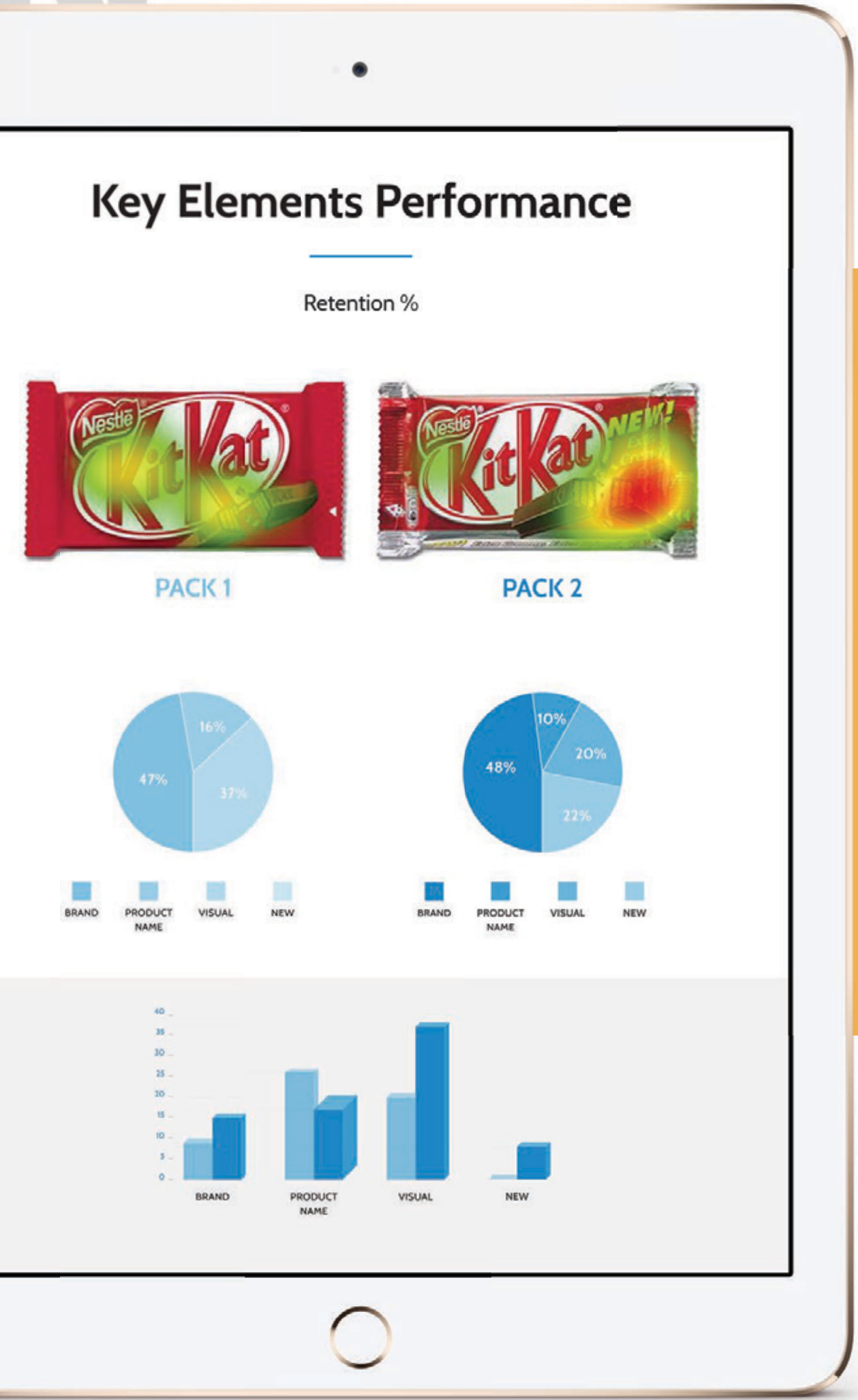
.....● Verifying objectively the good visibility and graphical representation of key elements

**«WITHOUT DATA YOU'RE
JUST ANOTHER PERSON
WITH AN OPINION»**

W.Edwards Deming – data scientist

SOLUTION

EyeSpot is the first web-based platform that integrates online survey with a range of innovative tools based on the human perception.



- As **standard PC** and a **Webcam** are sufficient and your panelist can start responding.
- You can monitor in **real-time** the progress of your survey

SOLUTION

It is fast and easy to create your own project:



CONFIGURE YOUR PROJECT

What type of content
do you want to
analyse: Web page,
Packaging, Advertising
or a Shelf?



CHOOSE YOUR PANEL

Choose your target:
Whom do you want to
reach out to?



REACH YOUR PARTICIPANTS

Start the project,
send out the
invitation and reach
your Participants
immediately.



GET THE RESULTS

Follow in real-time
the project progress
and response rates,
download the report
with optimization
recommendations.

BE N E F I T S

BENEFITS

LOW COST

EASY TO PARTICIPATE

Respondents can participate from home, only using PC and Webcam

BROAD TARGET

Reach respondents anywhere in the world

HIGH PARTICIPANTS NUMBER

High number of respondents, high response rate, statistically significant data

UNIQUE INSIGHTS

Perception based Insights, difficult to obtain with other methods

TIME SAVING

Results within short time



BENEFITS



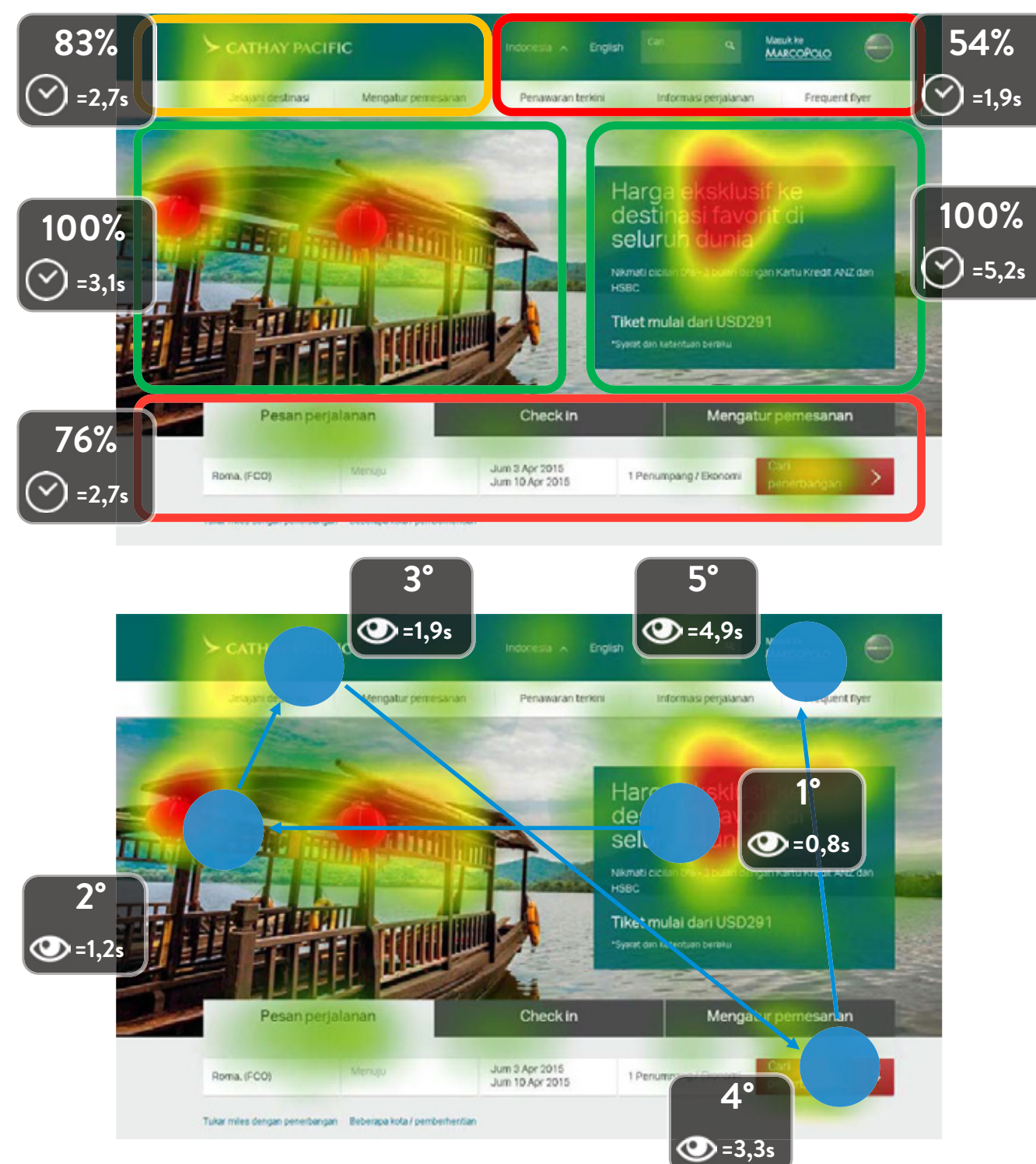
YOU ALREADY USE YOUR OWN SURVEY PLATFORM

EyeSpot can be integrated into any existing platform. The interface can be customized freely. The experience of the user is fluid and not disruptive in the transition from one platform to another.

RESULTS

SUPPLIED METRICS:

- % SEEN** The percentage of participants that has looked at an object.
- TIME ON** The average time that participants have looked at an object.
- TIME TO (first fixation)** The average time until participants looked for the first time to an object.



ONLINE EYE-TRACKING

Measure the Visual Impact and understand how consumers attention is distributed over the scene.

DELIVERED INSIGHTS

Does your Customer see your Product?

What you don't see cannot be chosen.

Does your Webpage work?

Does the layout support your communication strategy?

Verify the execution.

Are the key elements understandable and clear or inefficient?


The first impact counts.

Products with a high level of impact are those more often taken into consideration and in consequence more chosen.

RESULTS

SUPPLIED METRICS:

 **SUBJECTS** N° = 120 sbjs






 **MOUSE = CHOOSING TIME**



MOUSE CLICK ANALYSIS

Measure the visibility and the recognisability of an Element on a Webpage or Product.

DELIVERED INSIGHTS

-  Find out if your product **can be seen**.
-  **Measure the performance of your product** compared to competing products.
-  What is the **most efficient positioning** of your product?
-  **What characteristics** are perceived and associated with your product?
-  What is the **performance** of a Planogram compared to an alternative Design?

RESULTS



PRODUCT NAME	Banner A	Banner B
RECOGNITION RATE	88%	79%
REQUIRED TIME FOR RECOGNITION	500ms	400ms
ERRORS	12%	21%
ERROR TYPES	8% TEXT RELATED ERRORS 4% OTHERS	14% TEXT RELATED ERRORS 7% OTHERS

FLASH IMAGE RECOGNITION

Measure the ability of a message or product to quickly communicate a value or attribute.

DELIVERED INSIGHTS

- Does a Customer recognise also in a time pressure situation your **product** or **Logo**?
- Are there any elements creating **distraction** or **false recognition**?
- What **mistakes** are done in the decodification of your message? What are they related to?
- After a restyling does your product **maintain the values** and recognisability that distinguish it?

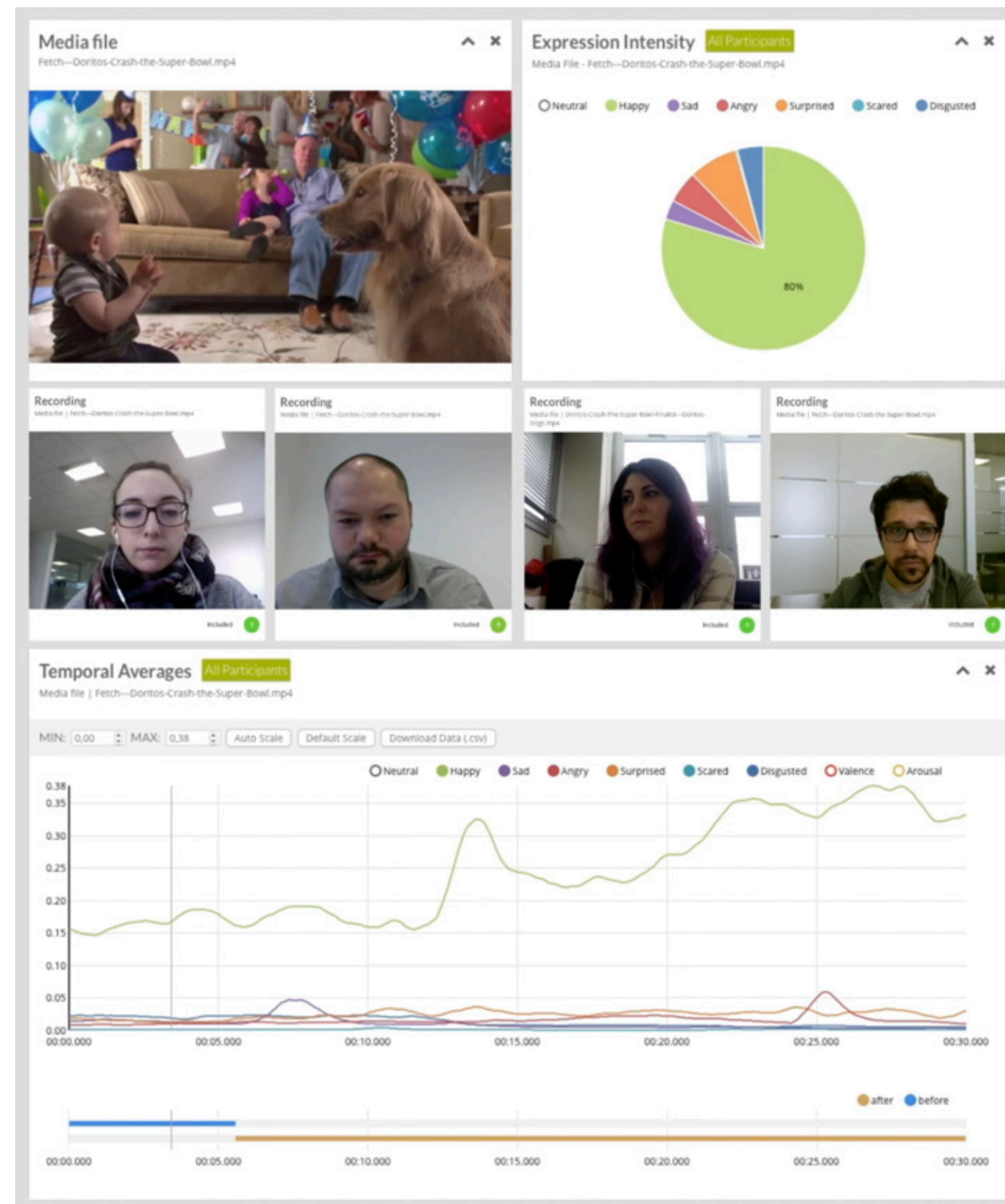
RESULTS

SUPPLIED METRICS:

☹️ ACTIVATION VS INDIFFERENCE

👤 APPROACH VS AVOIDANCE

📊 PERCENTAGE AND INTENSITY OF THE EMOTIONS
(Happy - Sad - Angry - Surprised - Scared - Disgusted)



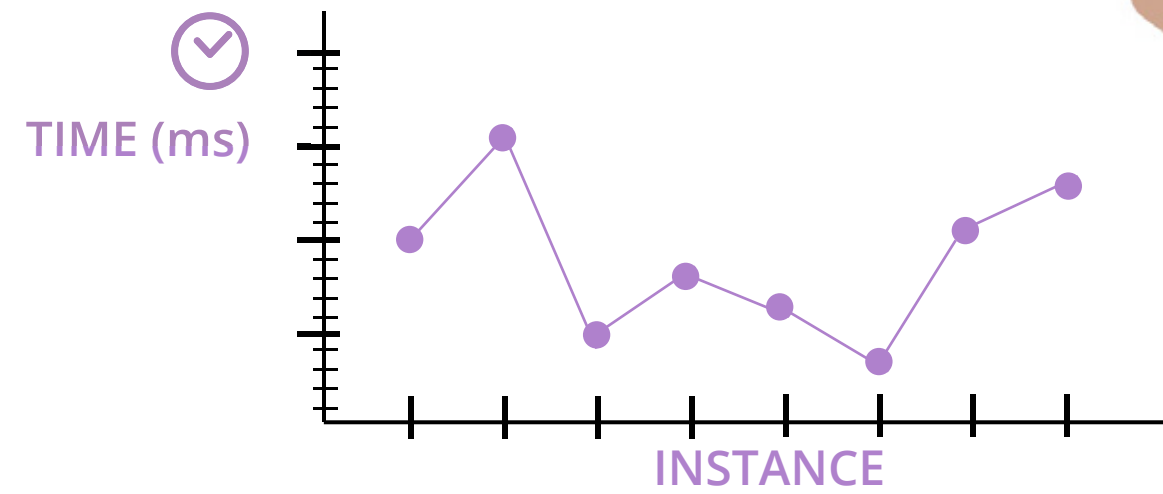
EMOTION OPTIMIZATION

Evaluates the engagement of your consumers.

DELIVERED INSIGHTS

- Has the communication raised an **emotional reaction in the consumer** or has it left him unresponsive (with a «neutral» emotion)?
- Which **specific element or moment** has produced the emotion?
- Is the emotional reaction classifiable as positive or negative? **Does it promote an attitude of approach or avoidance?**
- Is it a light or strong reaction? Temporary or extended?

RESULTS



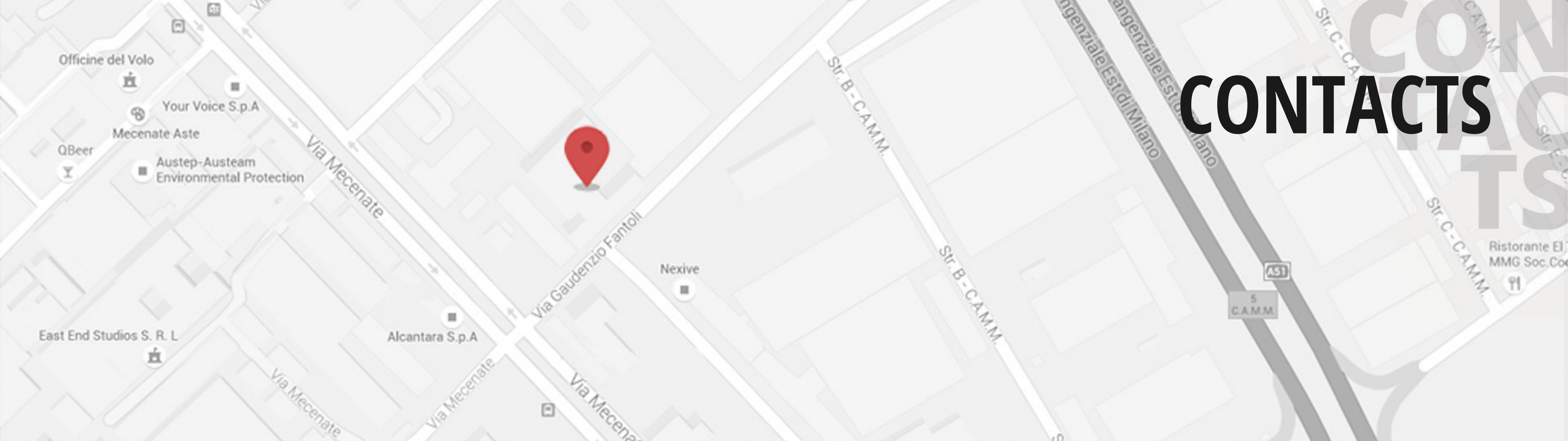
IMPLICIT BRAND ASSOCIATION

Measure the strength of implicit consumer associations in relation to your brand

DELIVERED INSIGHTS

- ● **What does your brand image evoke** in consumers?
- ● **What are the concepts / attributes** that are most associated with your brand?
- ● **Compare your brand** with your competitor's brand or compare two versions of your brand.
- ● **How consumer attitudes change** in relation to your brand after seeing an advertisement?

CONTACTS



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