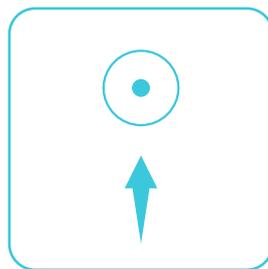


Better understand shopper behaviour by means of technology to allow a strategic instore optimisation based on real customer expectations and experiences.

From the conception of the research design and data collection across all European countries to data analysis, reporting and presentation we offer eye-tracking studies to you as a full package as well as modular. Our research expertise involves capturing of visual focusses, path tracking, shop window analysis, packaging studies and advertising research.



Ø SECONDS  
PER PRODUCT



CATCHING  
OF SPOTLIGHTS



Ø IMPRESSIONS  
PER MINUTE

## TO SEE AND TO BE SEEN



# WITH EYE-TRACKING DECISION MAKING PROCESSES CAN BE INVESTIGATED AND UNDERSTOOD

## Eye-Tracking studies answer the following questions:

- How does the customer capture and process the visual information in the store, in which order and how long?
- Which elements catch the focus of the customer before his purchasing decision and how relevant are they for decision making at the POS?
- Which effects (in numbers) do single visual elements or whole areas in the store have?
- How strong is the interest of single customers or customer groups for a certain product or product group?
- In particular, what can be improved in the store or at the shelves in order to achieve a specific cognitive effect?
- How does the relationship between visual behaviour, remembrance, interest and concrete actions of the customers at the POS look like?



## IWD Eye-Tracking offers you key benefits:

- Investigation of the visual customer behaviour during the decision making process at the POS
- Identification of store zones, products and POS materials, which cause customer awareness
- Observation of spontaneous customer reactions at the shelf, unaffected by the consciousness
- Support for optimising the store design and shelf arrangement
- Direct comparison of various store designs, shelf arrangements and product offers
- Visualisation of analysis through heat maps

