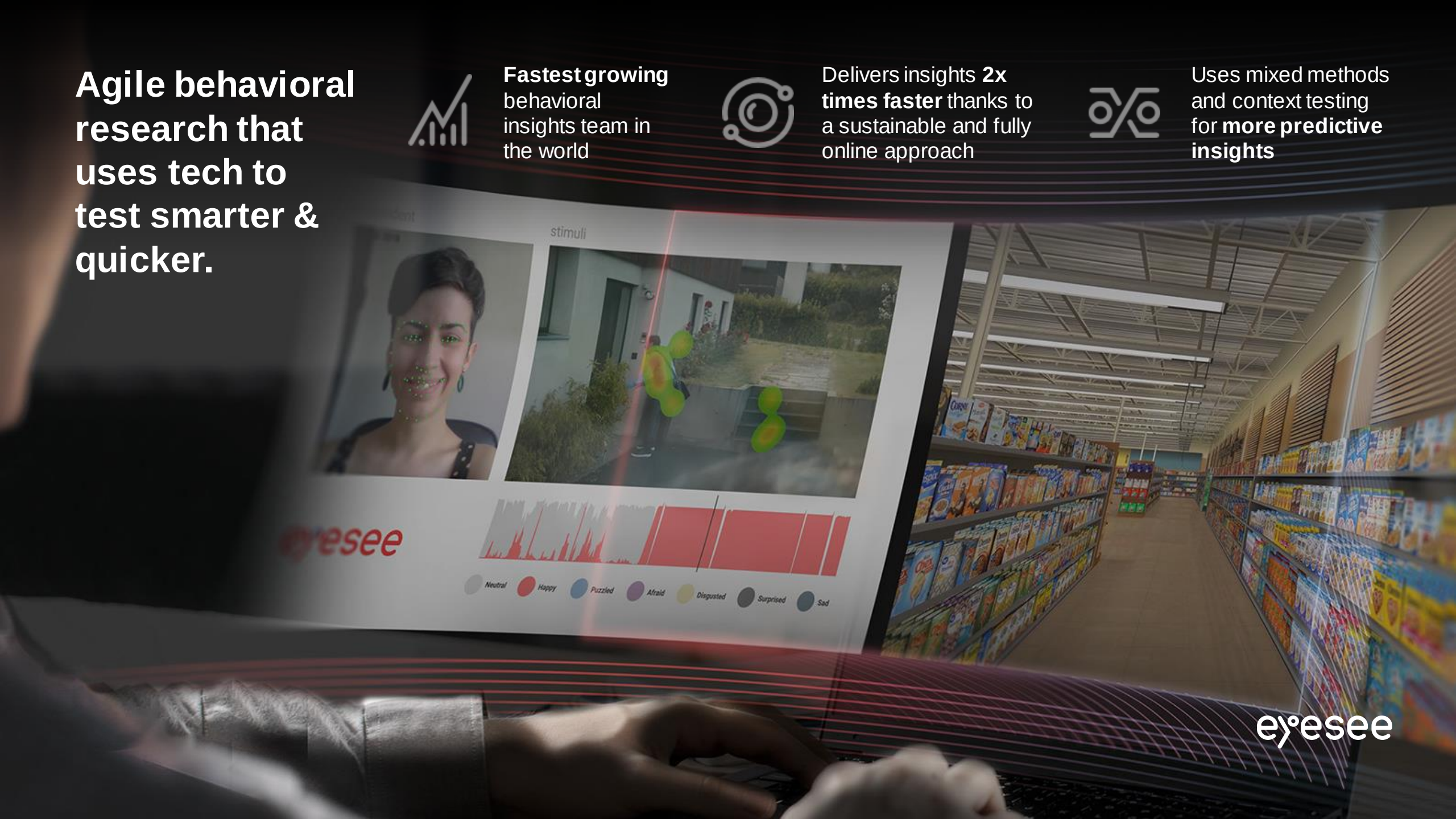
eyesee
Unlock unique customer journey insights.
LVMH
2021 Innovation Awards
Omnichannel & Retail customer experience

Agile behavioral research that uses tech to test smarter & quicker.

Fastest growing behavioral insights team in the world

Delivers insights **2x times faster** thanks to a sustainable and fully online approach

Uses mixed methods and context testing for **more predictive insights**



eyesee

With selected footholds, our online approach scales research to 40+ countries.

Over the years, we've garnered industry recognition…

eyesee

The Marketing Research and Insight EXCELLENCE AWARDS powered by QUIRK'S

2020 | **Market research supplier Award** (revenue under $10 mil)

Advertising research project Award (with Twitter)

2019 | **Global MR project Award** (with Microsoft)

Deloitte. Technology Fast 50

2020 | **Most Sustainable Growth Award**

2019 | **Fastest-growing Tech company 4 years in a row**

2018

2017

QUIRK'S MEDIA

2019 | **12 Top Non-Conscious Research Companies**

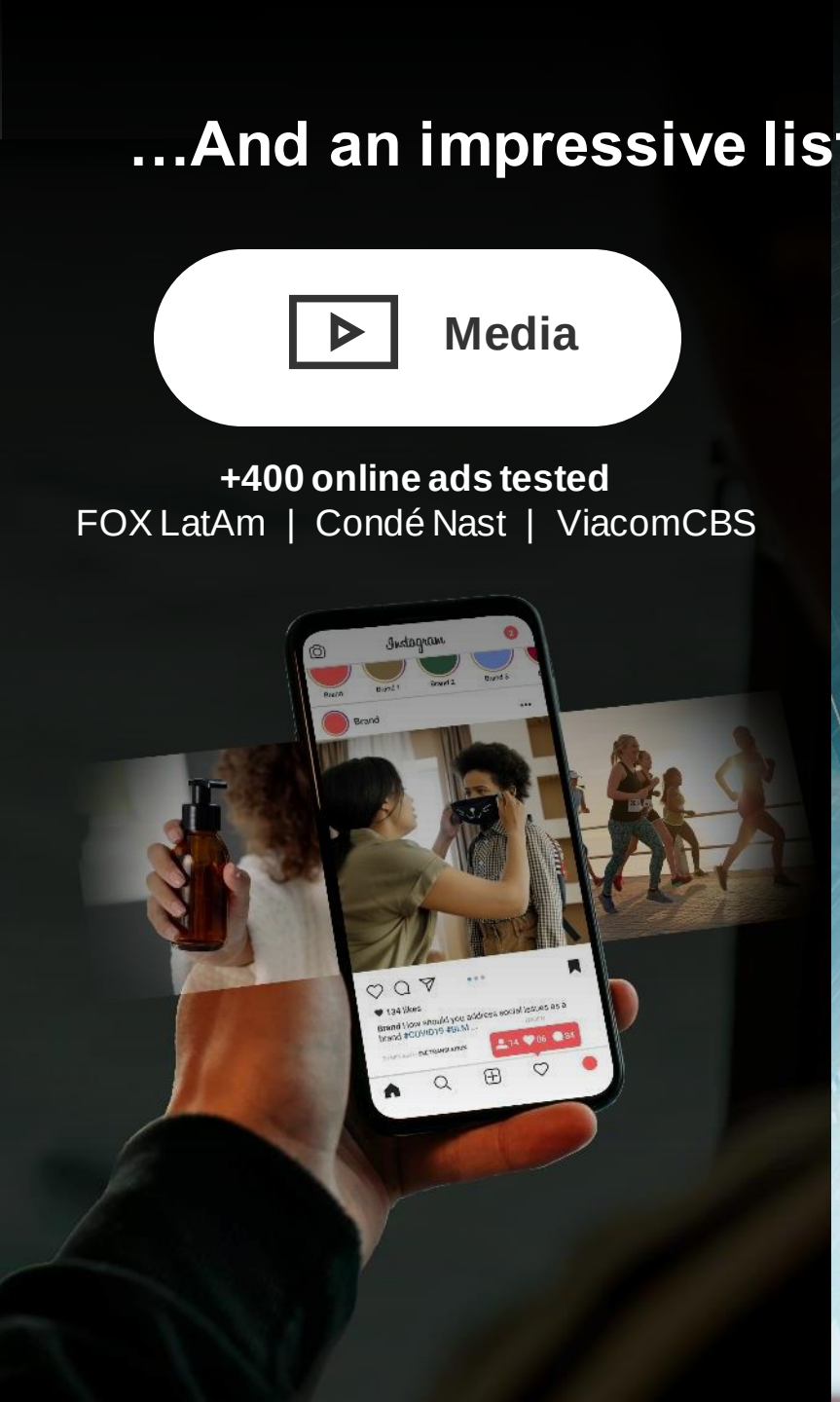
…And an impressive list of clients across industries

eyesee

Media

+400 online ads tested

FOX LatAm | Condé Nast | ViacomCBS



Tech

Behavioral + conventional methods

Twitter | Microsoft | Google

FMCG

1/3 of top 30 CPG companies

Coty | Johnson&Johnson | Nestlé

Our research advances customer journey excellence

eyesee

1

Full-service behavioral testing framework

taps into the intangible feeling of desirability with more precision

2

Simulated environments for omnichannel test

simulate any shopping experience, thus providing rare and sophisticated optimization insights

3

Comprehensive online shop innovation research

works out winners for remarkable online shopping experience and product concepts at any stage of development

1

Behavioral as a superior alternative to traditional research

The key challenge for strong brands is **to capture that unique and highly desirable feel – an implicit, non-rational quality.**

So, why do so many companies still revert to traditional (focus groups, interviews) and **ask consumers to verbalize the intangible?**

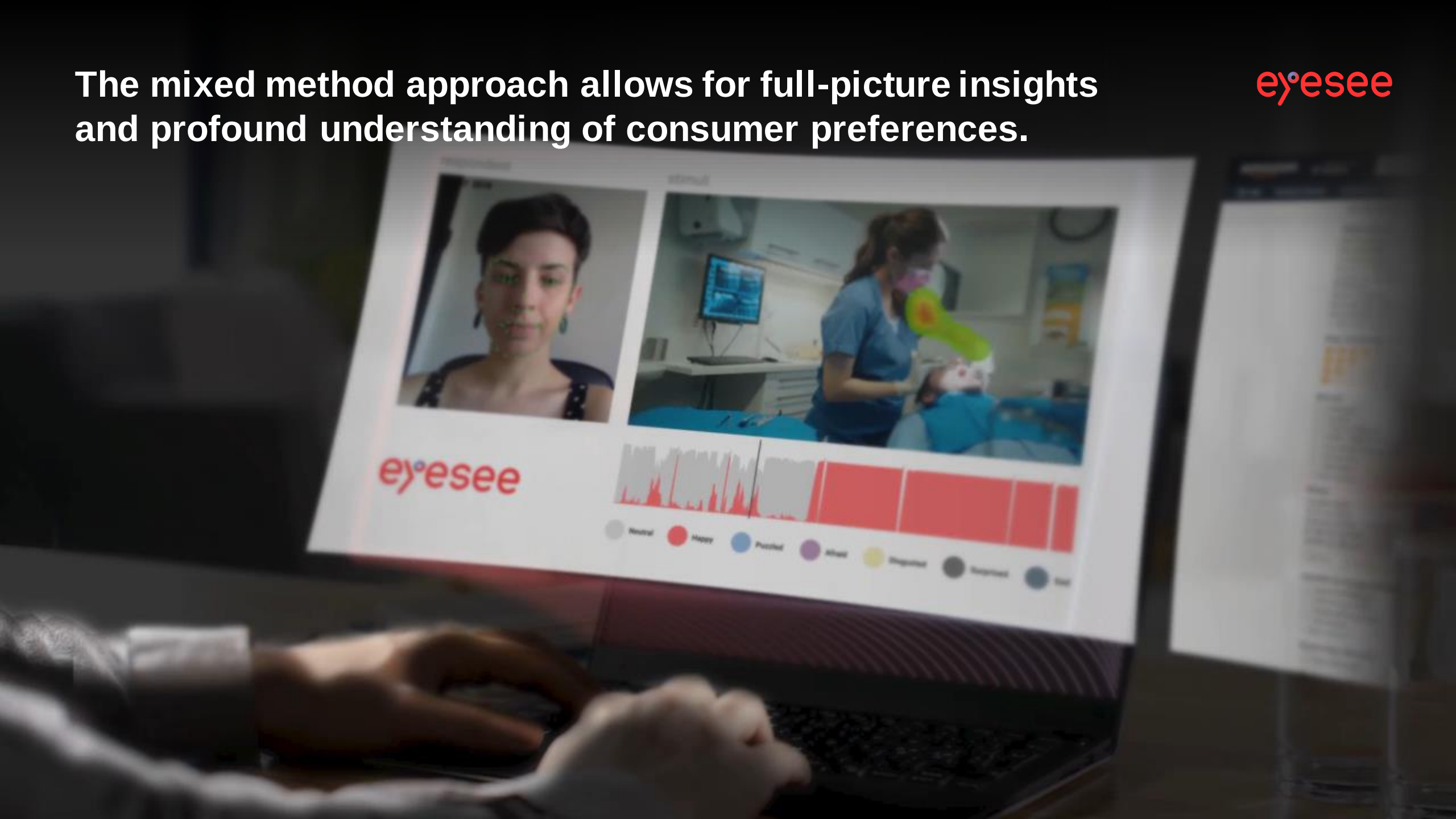
No wonder that this research method is **only successful in 6 out of 10 times** when predicting consumer purchase decisions (a little better than tossing the coin!)

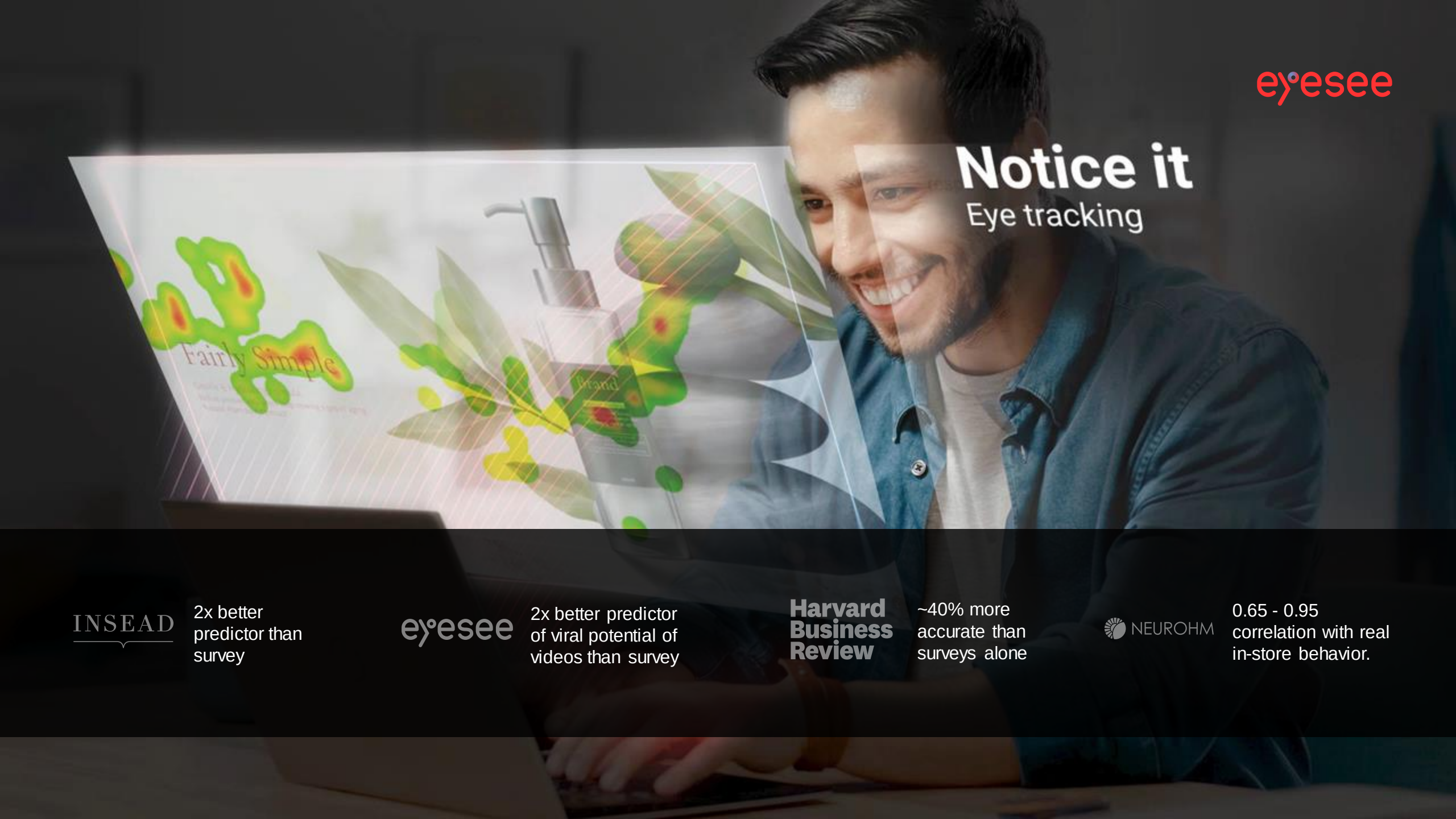
eyesee

A superior research alternative?

Combination of behavioral (eye tracking, virtual shopping, facial coding and RTM) methods and questionnaire.

The mixed method approach allows for full-picture insights and profound understanding of consumer preferences.





INSEAD

2x better predictor than survey

eyesee

2x better predictor of viral potential of videos than survey

Harvard Business Review

~40% more accurate than surveys alone

NEUROHM

0.65 - 0.95 correlation with real in-store behavior.

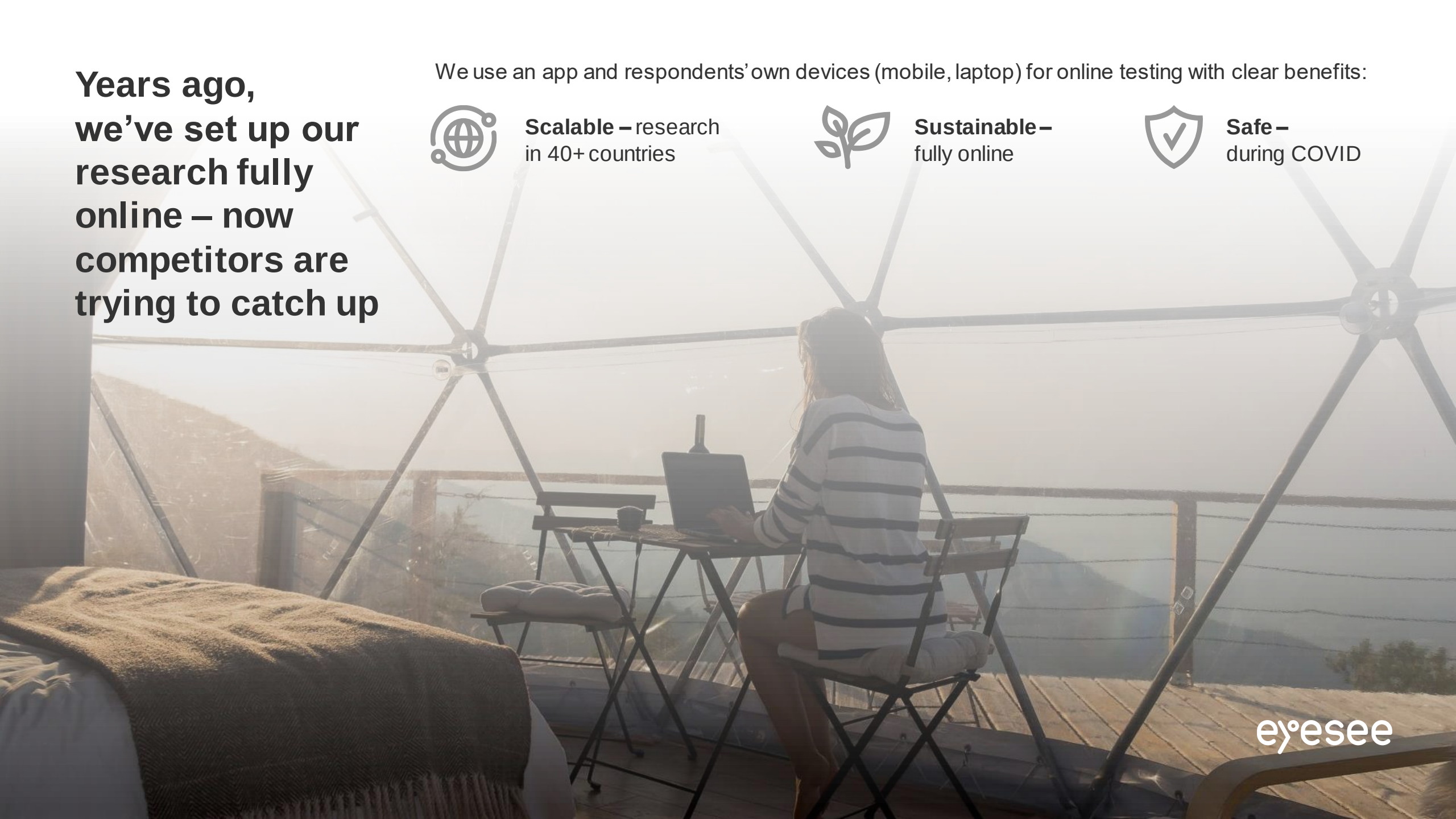
Years ago, we've set up our research fully online – now competitors are trying to catch up

We use an app and respondents' own devices (mobile, laptop) for online testing with clear benefits:

Scalable – research in 40+ countries

Sustainable – fully online

Safe – during COVID



eyesee

2

Simulated environment for any (exclusive) shopping experience

Context testing allows brands to explore the changing culture and consumer behavior in real time and with fine nuance

Value-based brand building

- Do COVID-19 and BLM social media posts impact brand equity?
- Is there any difference across industries?

We looked into it in one of the largest mobile behavioral studies done in a simulated Instagram feed.

Link to the full study

Tactical rituals & experiences

- Which retail experience elements can be optimized?
- How should brands approach understanding which in-store activations make a difference?

By testing any experience or activation in a virtually simulated environment with tailormade interaction options, brands can understand what and why it works.

New categories on the shelf

- Which planogram layout is the most effective for a newly launched product?
- What is the right way to highlight new luxury segments in a retail environment?

With stimulated store setting, we help brands redefine their planograms, and make spots on the shelf for the new category of products for better turnaround.

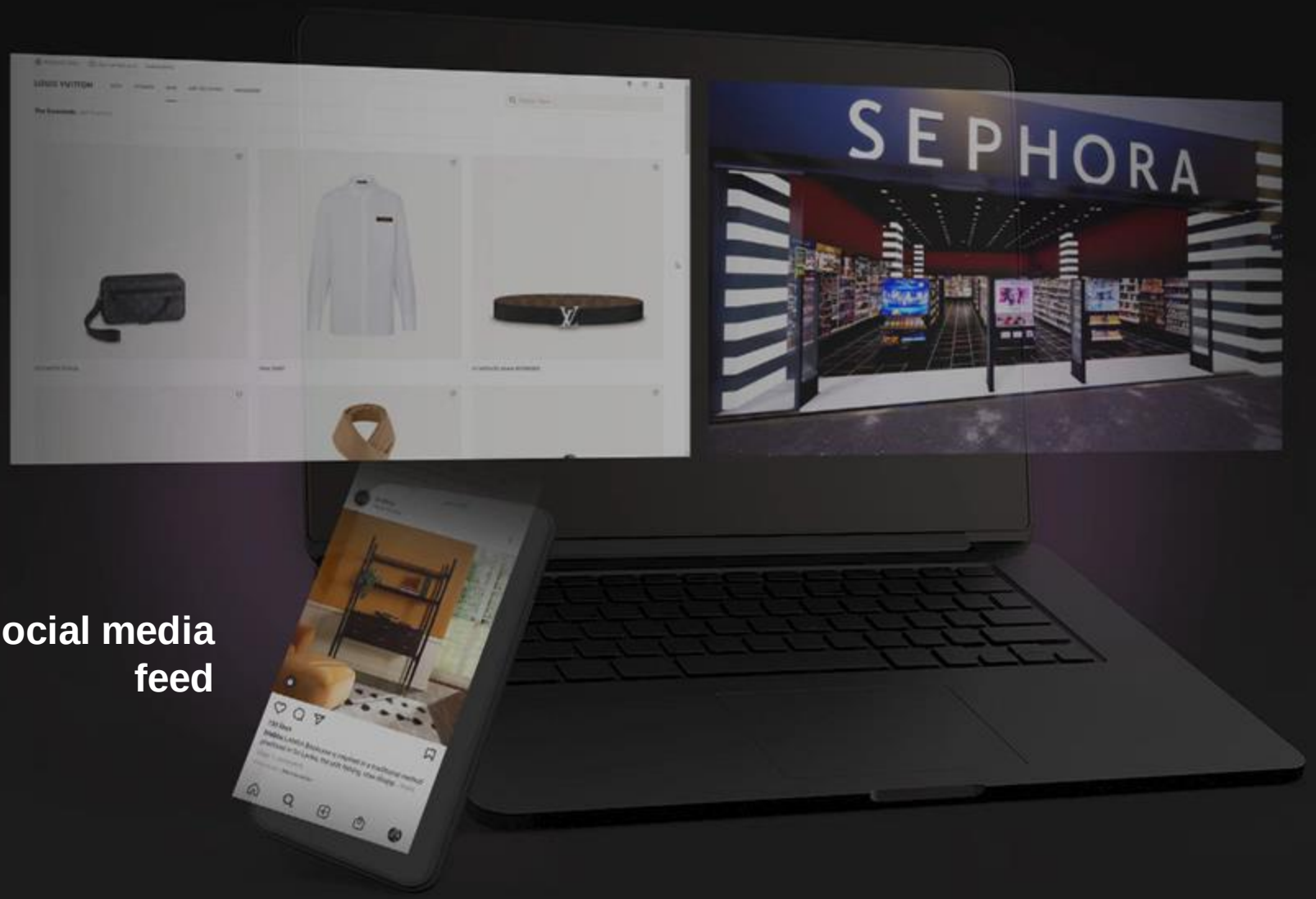
Touching upon every step of consumer journey

eyesee

Online store

Brick & mortar

Social media feed



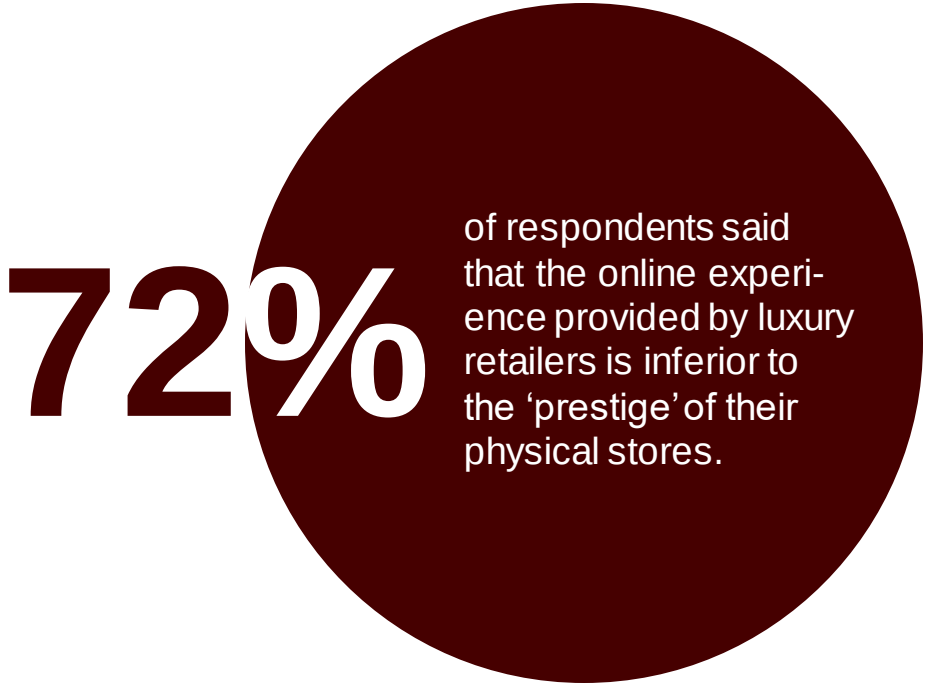
3

Making online shopping experience on par with brick-and-mortar

eyesee

Due to pandemic, lots of time spent at home results in the abrupt shift to online purchasing.

However, online stores are not quite there yet for consumers…



Source Forbes

Award winning e-commerce testing framework

eyesee

1 **Online strategy**

WHO are online shoppers?

WHY are they shopping online?

WHERE do they shop?

HOW do they shop online?

2 **Shopper behavior**

SEPHORA

TESCO

Carrefour

BVLGARI

3 **Tactical impact studies**

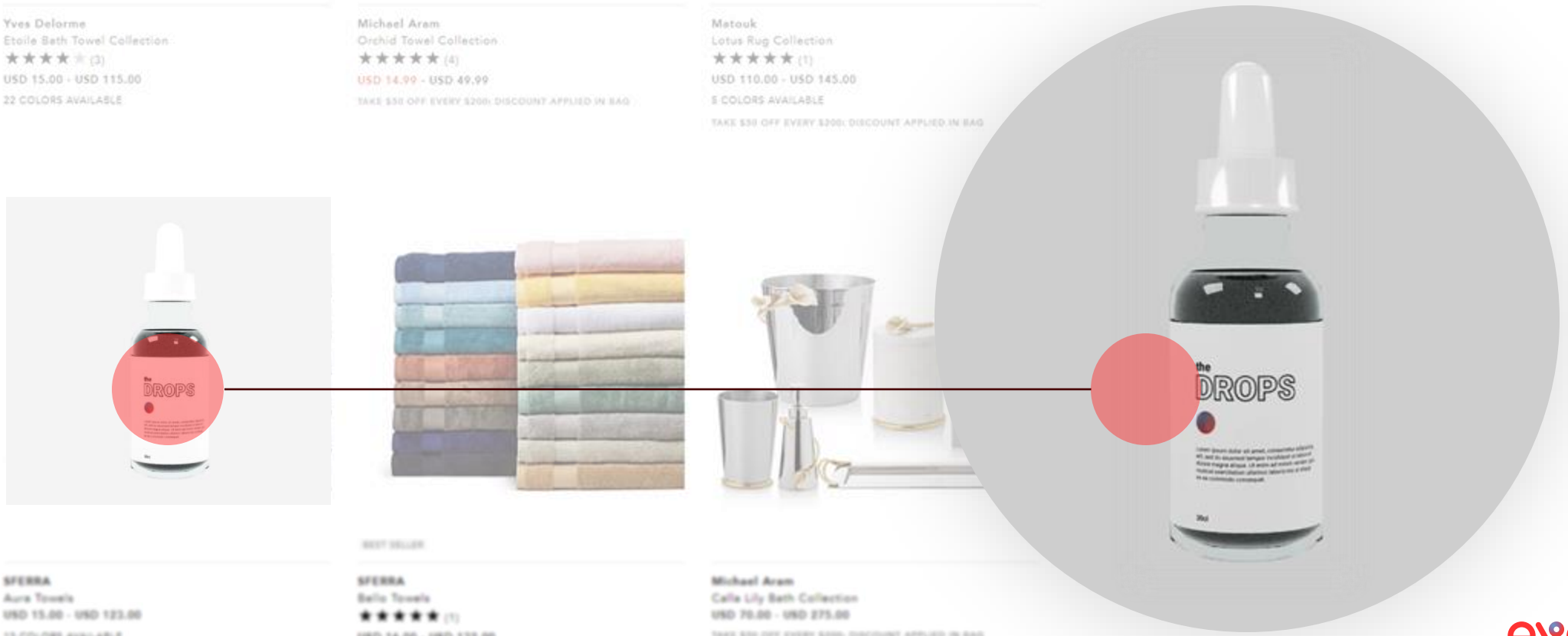
Importance of each element

Product detail page | Online pack | Ads | Ad location | Reviews | Check out | Overall experience

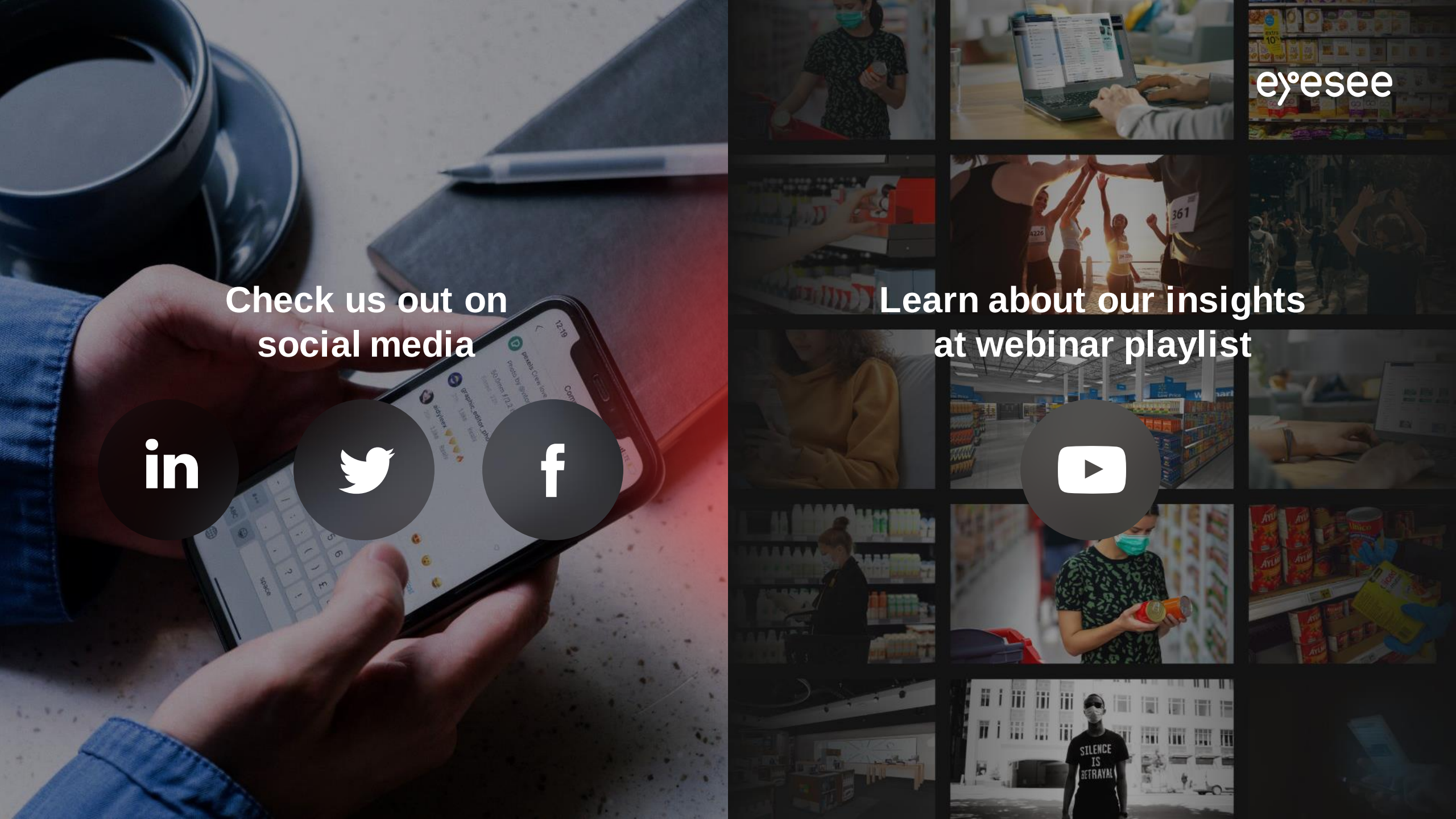
Innovation example: fully interactive 360 product view

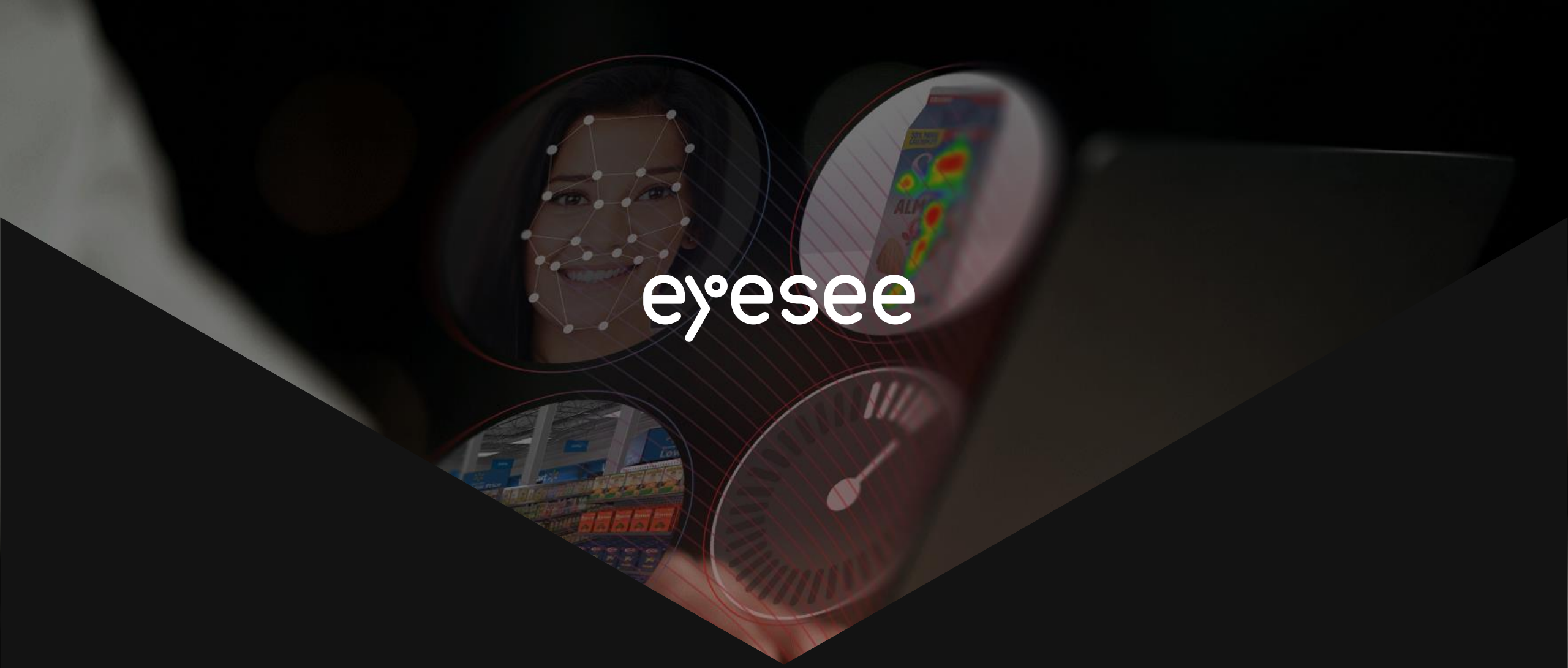
Get answers to:

- What do they notice first?
- Where do they click?
- What do they like?
- How do they feel about the product overall?



eyesee


Check us out on
social media
Learn about our insights
at webinar playlist
eyesee
SILENCE
IS
BETRAYAL



eyesee

eyesee-research.com
info@eyesee-research.com