

eye^osee

Unlock unique customer journey insights.

LVMH

2021 Innovation
Awards

Omnichannel & Retail
customer experience

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



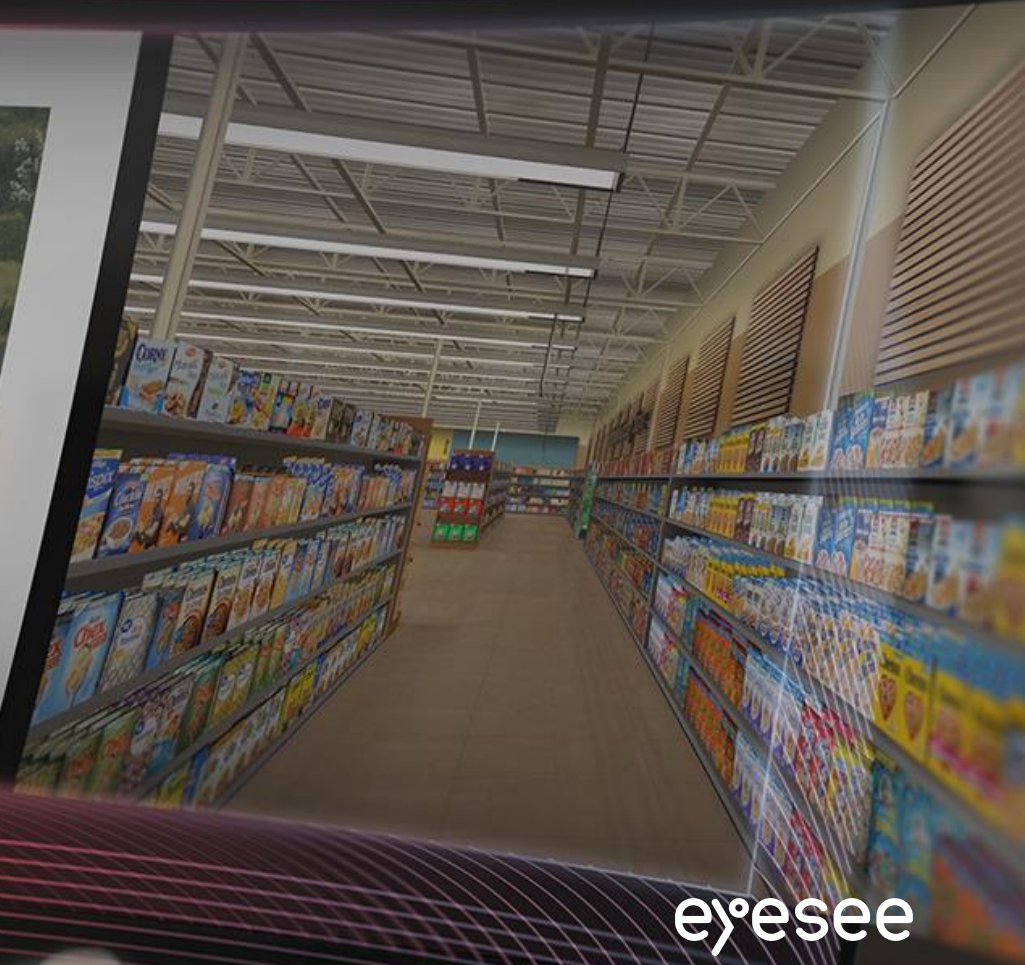
Fastest growing behavioral insights team in the world



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



2020

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

**Advertising
research project
Award**
(with Twitter)

2019

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

2020

**Most Sustainable
Growth Award**

2019

**Fastest-growing
Tech company**

2018

2017

4 years in a row

2019

**12 Top Non-
Conscious
Research
Companies**

...And an impressive list of clients across industries

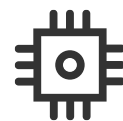
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Media

+400 online ads tested

FOX LatAm | Condé Nast | ViacomCBS



Tech

Behavioral + conventional methods

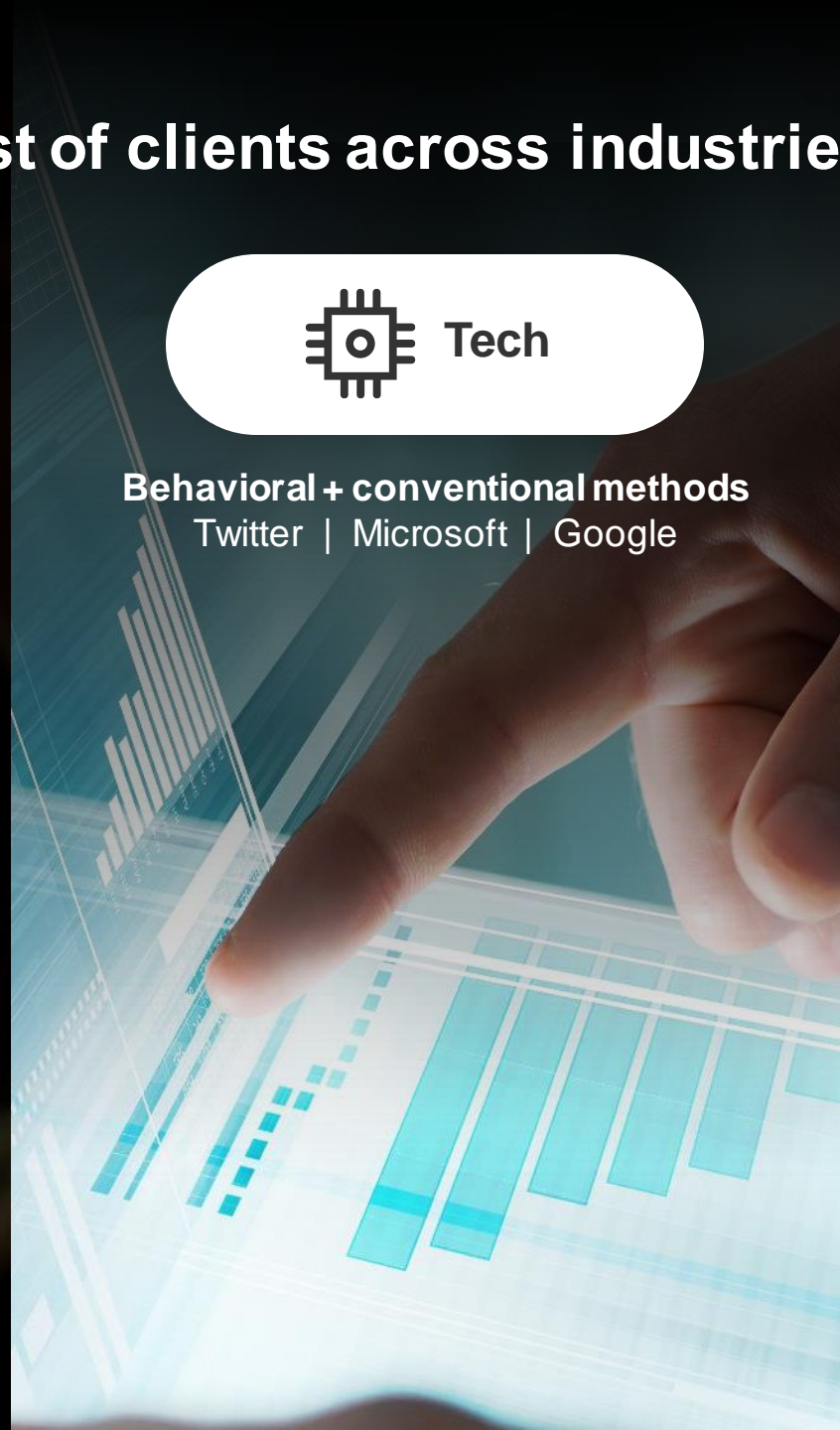
Twitter | Microsoft | Google



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

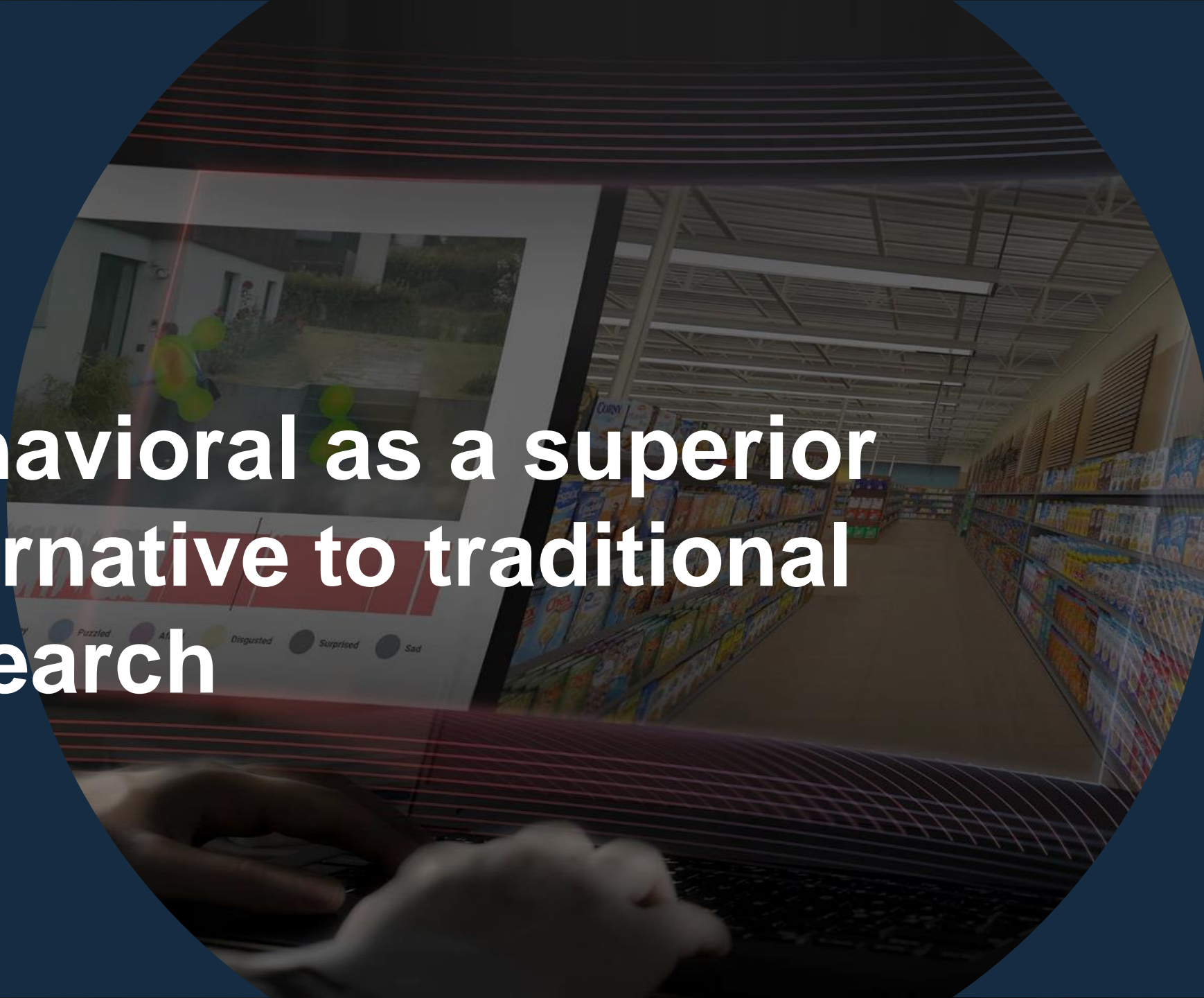
3

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



A top-down view of a person's hand resting on a dark desk. The hand is wearing a black watch with a dark dial and a black ring on the ring finger. The person is wearing a grey suit jacket and a white shirt cuff. In the background, there are black headphones on a white surface and a marble bowl. The text 'eyesee' is visible in the top right corner.

eyesee

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?**

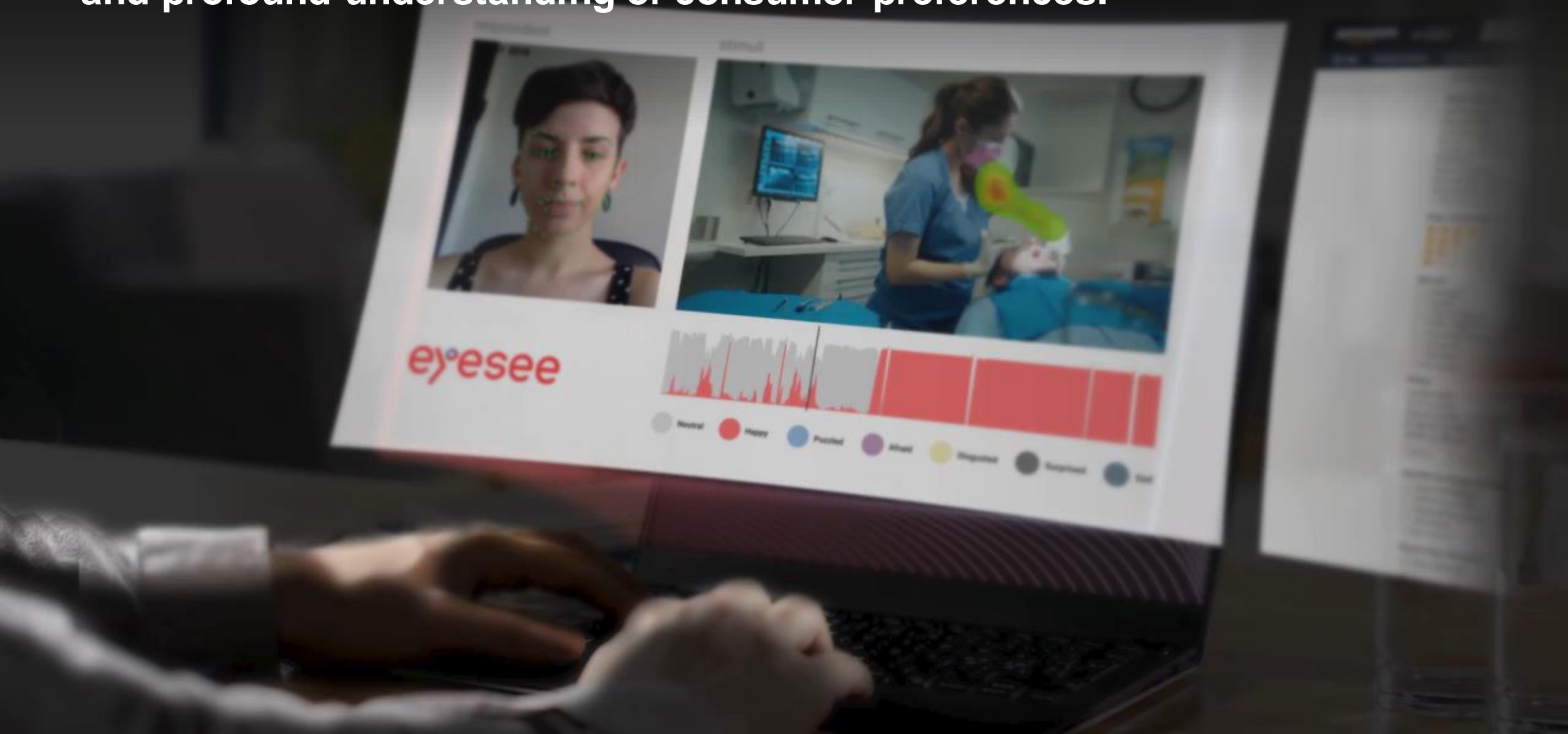
No wonder that this research method is **only successful in 6 out of 10 times** when predicting consumer purchase decisions (a little better than tossing the coin!)

The text 'A superior research alternative?' is positioned on the left side of a white circle. It is written in a bold, white, sans-serif font. The background of the slide is a dark blue gradient with a diagonal split. On the left side, there is a blurred image of a person's hands typing on a laptop keyboard.

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.

eye°esee



Notice it

Eye tracking



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?

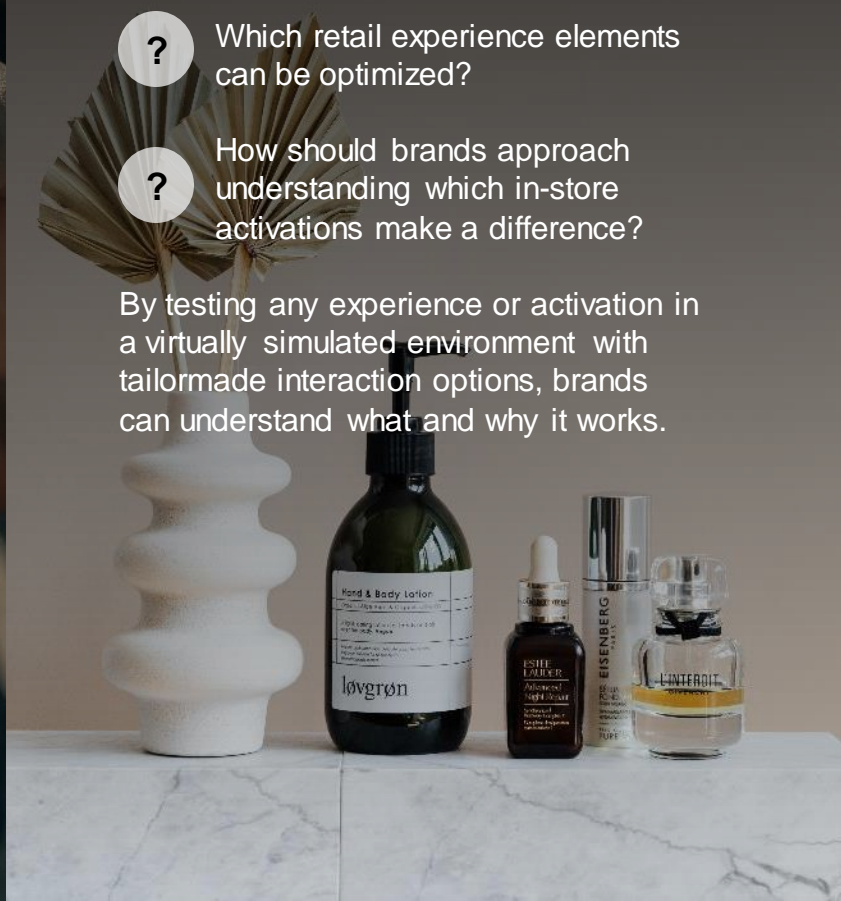
We looked into it in one of the largest mobile behavioral studies done in a simulated Instagram feed.

[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?

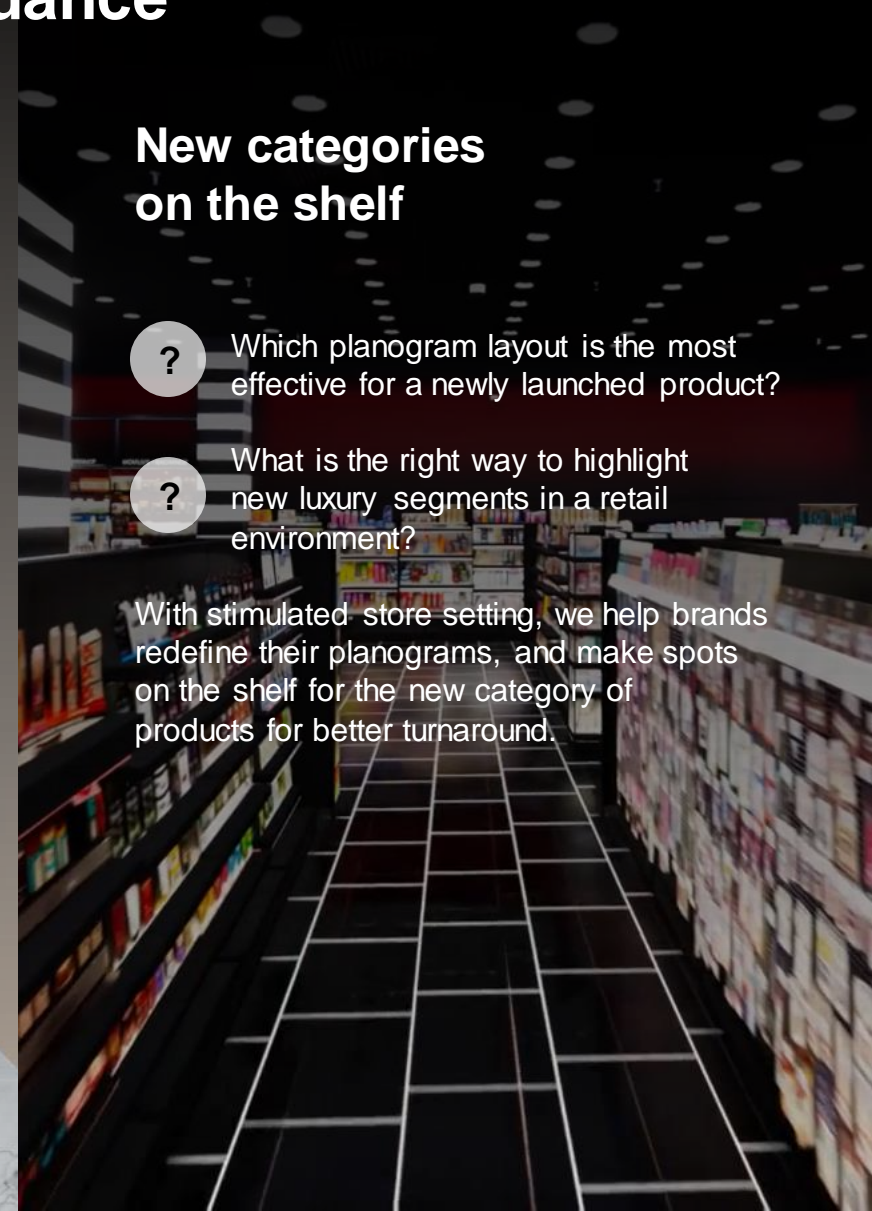
By testing any experience or activation in a virtually simulated environment with tailored interaction options, brands can understand what and why it works.



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?

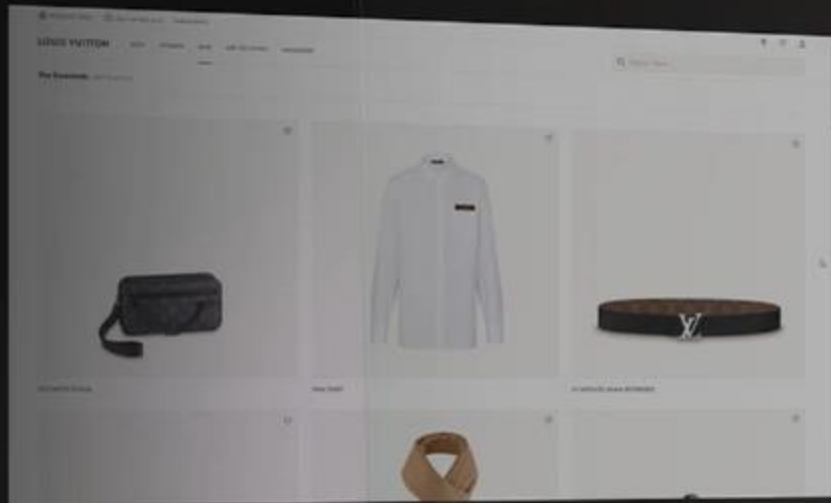
With stimulated store setting, we help brands redefine their planograms, and make spots on the shelf for the new category of products for better turnaround.



Touching upon every step of consumer journey

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Online
store



Brick &
mortar



Social media
feed



A circular graphic with a dark red background. Inside the circle, a hand is shown holding a pen, with the pen tip touching a white surface. The background of the circle is a blurred image of a hand holding a pen, with a blue and white striped pattern visible in the upper left. The overall image is a close-up of a hand writing on a document.

3

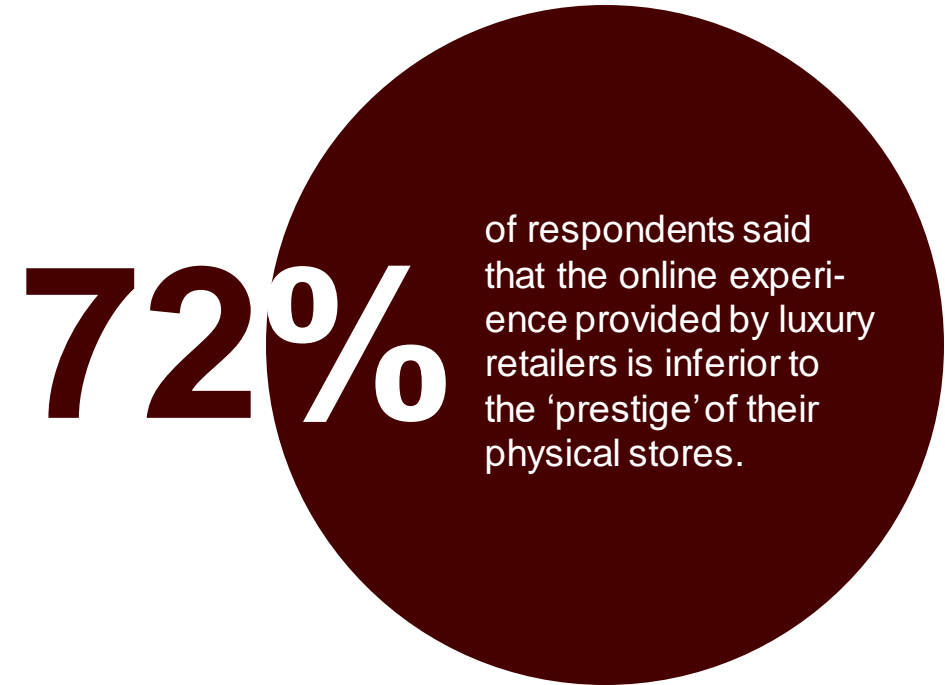
**Making online shopping
experience on par with
brick-and-mortar**

A man with dreadlocks and a beard is sitting at a wooden table in a bright, modern room. He is looking at a laptop. A white dog is lying on the floor in the foreground. There are potted plants and framed pictures on the wall.

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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...



Award winning e-commerce testing framework

eyesee

1 Online strategy

WHO are online shoppers?
WHERE do they shop?
WHY are they shopping online?
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
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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?

Yves Delorme
Etoile Bath Towel Collection
★★★★☆ (3)
USD 15.00 - USD 115.00
22 COLORS AVAILABLE

Michael Aram
Orchid Towel Collection
★★★★★ (4)
USD 14.99 - USD 49.99
TAKE \$30 OFF EVERY \$200. DISCOUNT APPLIED IN BAG

Metouk
Lotus Rug Collection
★★★★★ (1)
USD 110.00 - USD 145.00
5 COLORS AVAILABLE
TAKE \$30 OFF EVERY \$200. DISCOUNT APPLIED IN BAG



SFERRA
Aura Towels
USD 15.00 - USD 123.00
13 COLORS AVAILABLE
TAKE \$30 OFF EVERY \$200. DISCOUNT APPLIED IN BAG

BEST SELLER
SFERRA
Bella Towels
★★★★★ (1)
USD 14.00 - USD 132.00
28 COLORS AVAILABLE
TAKE \$30 OFF EVERY \$200. DISCOUNT APPLIED IN BAG

Michael Aram
Calla Lily Bath Collection
USD 75.00 - USD 275.00
TAKE \$30 OFF EVERY \$200. DISCOUNT APPLIED IN BAG



Check us out on
social media

in

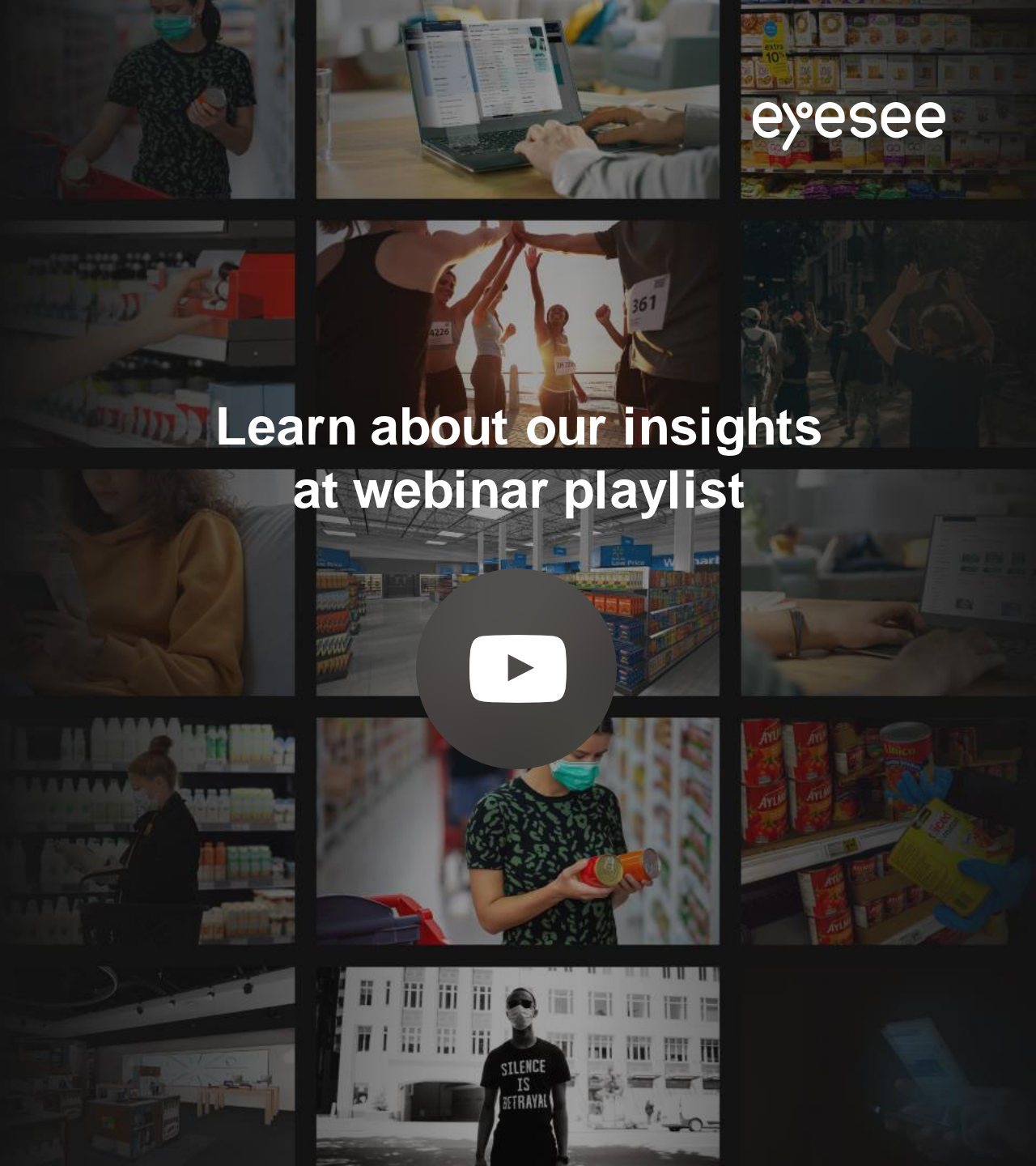


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Learn about our insights
at webinar playlist



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