Captivating consumer minds:

Unveiling the power of attention in the e-com landscape

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PRESIDENT eye square INC

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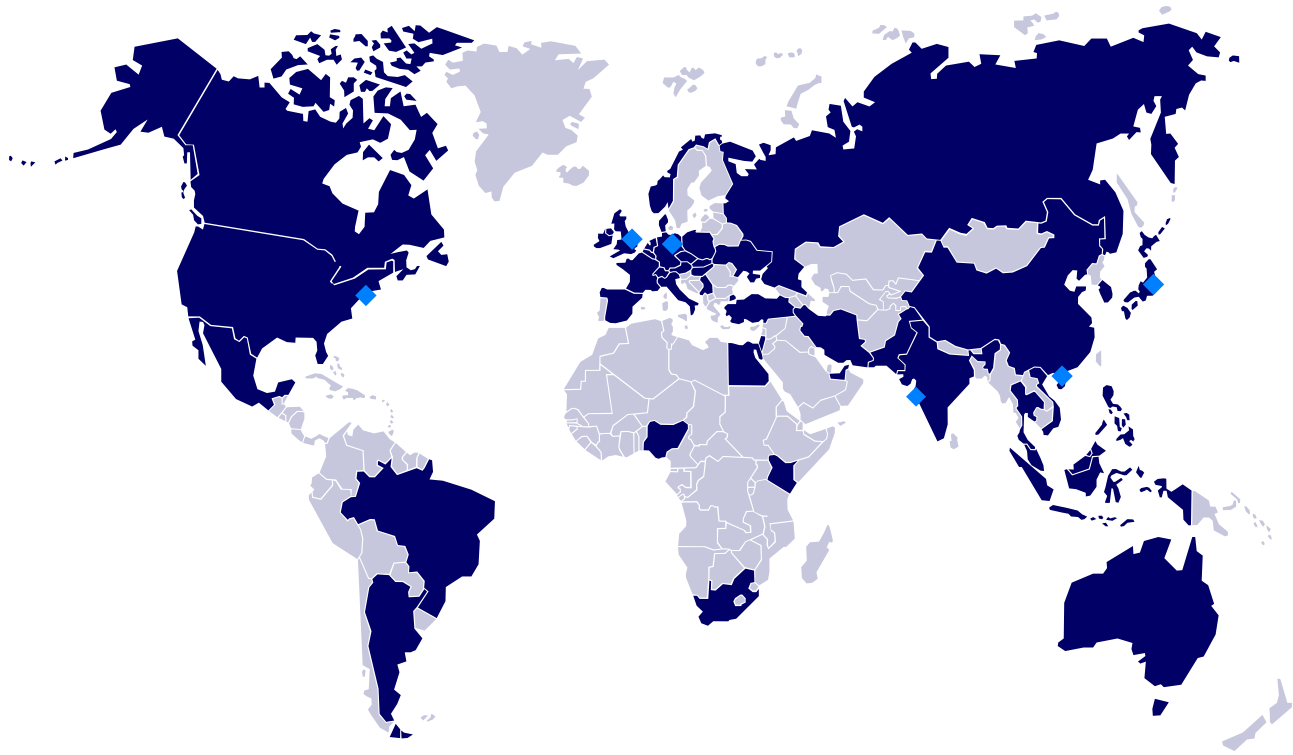
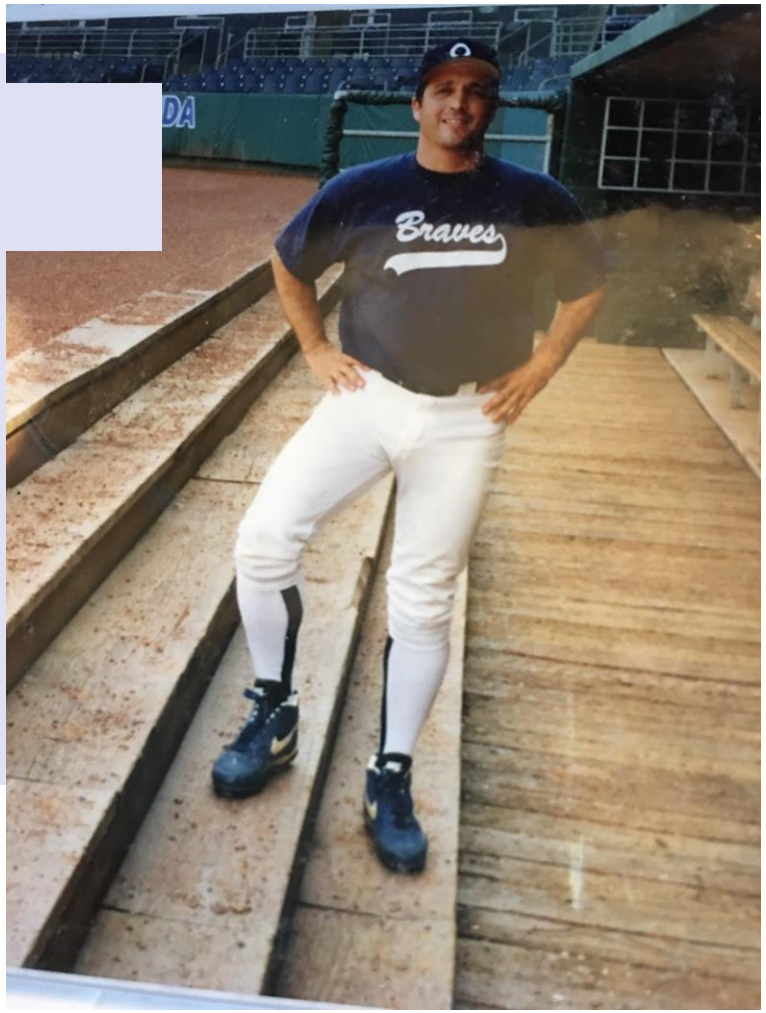
eye square Global Research

- User Experience, Brand & Media, Shopper Experience Research since 1999
- Offices in 6 countries
- 116 Consultants
- 300+ renowned customers worldwide
- Extensive global benchmarks of implicit data
- Innovation leader: Groundbreaking software (US patented)
- Licensing software to 8 out of the top 10 GRIT listed companies

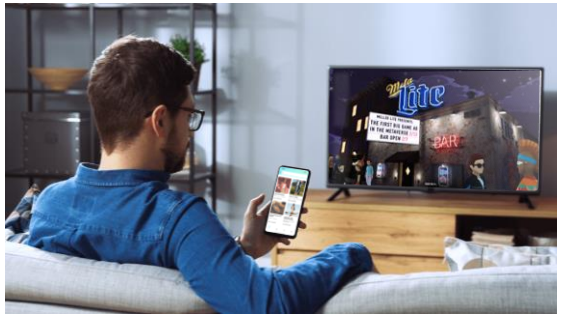


Berlin
London
New York
Hong Kong
Kerala
Tokyo

Change: faster and more disruptive



TV Movies AI



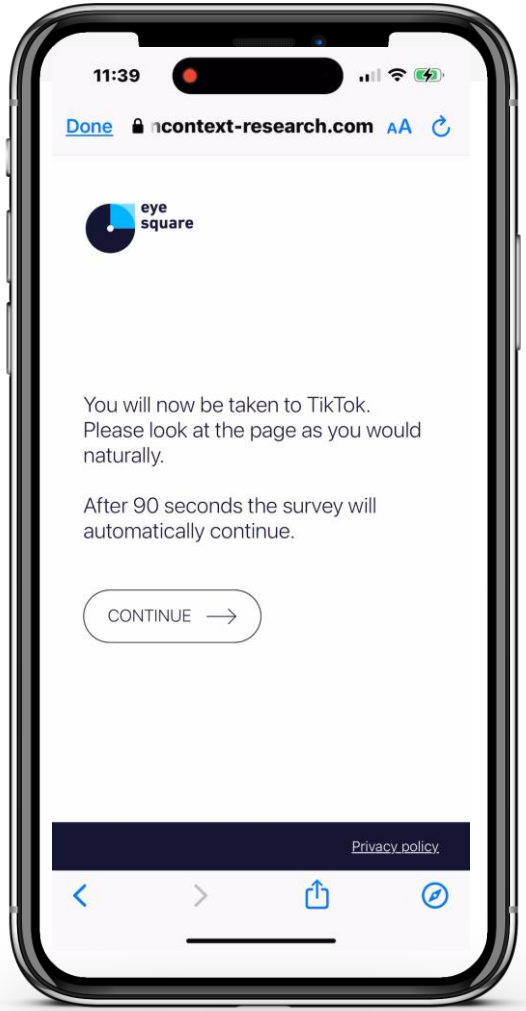
OPUS.

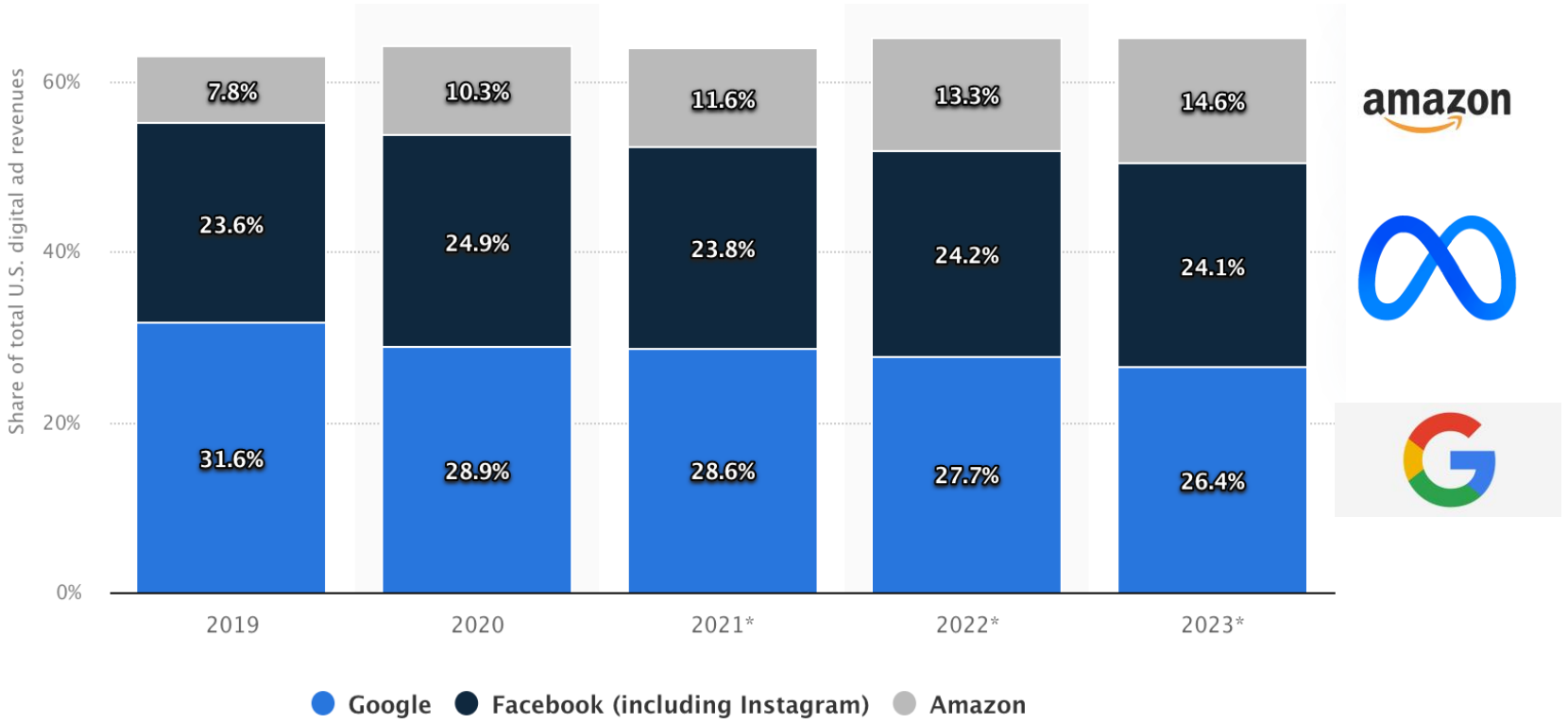
OpenAI
DALL·E 2

CHAT GPT

Gamma

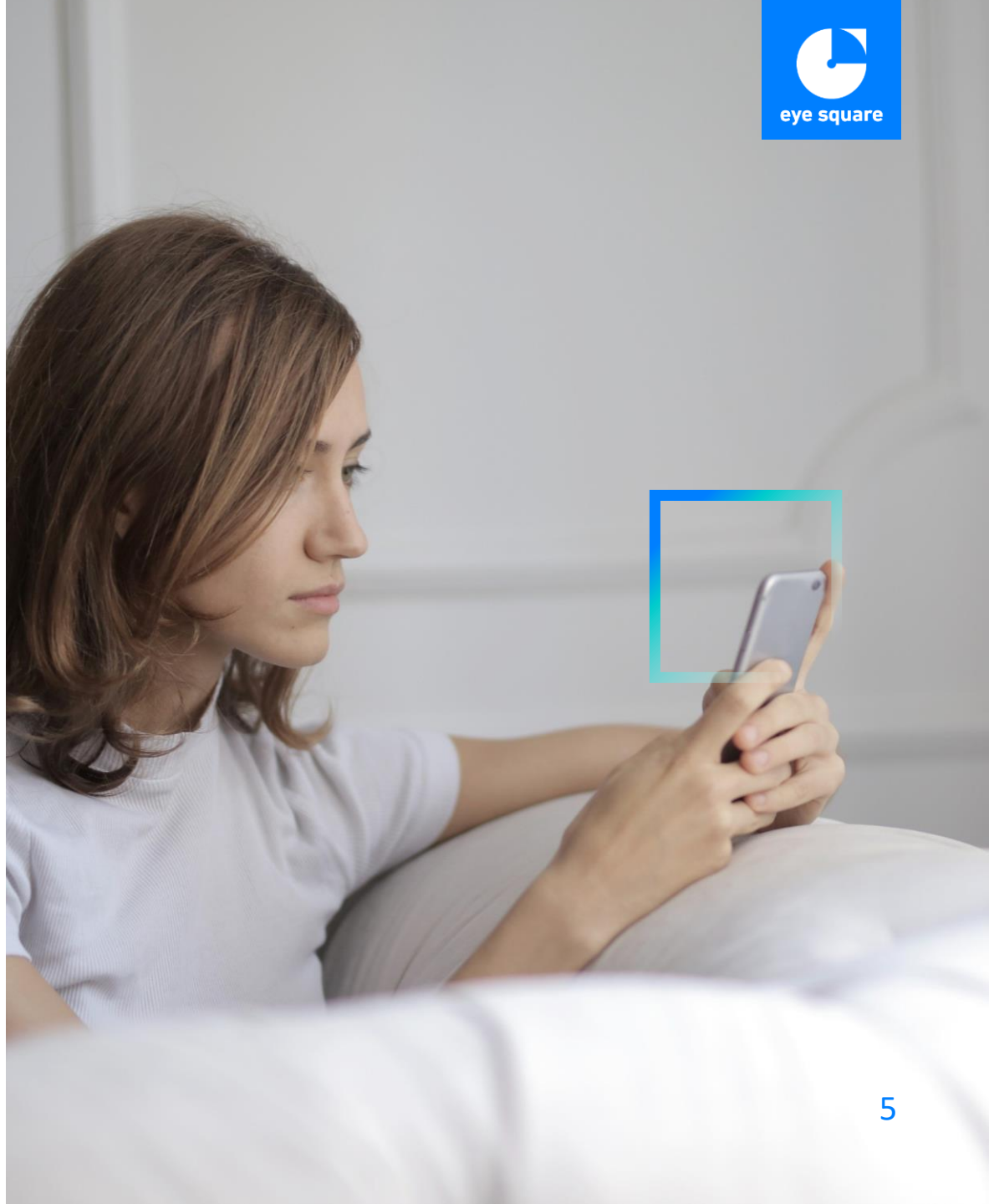
Social media and eCom convergence





Real Human Experience:
System 0 - Perception

- System 0 is a market research innovation in which ads are tested in their natural environment
- Results are far more predictive and reliable than other approaches.



Real Human Experience

System 2

Thinking

Captures motivations, values and conscious attitudes via rational assessments

Desire

System 1

Feeling

Captures subconscious reactions, that are difficult to verbalize.

System 0

Perception

Taken in through senses.

stimulus
stimulus
stimulus
stimulus
stimulus

STIMULUS

stimulus
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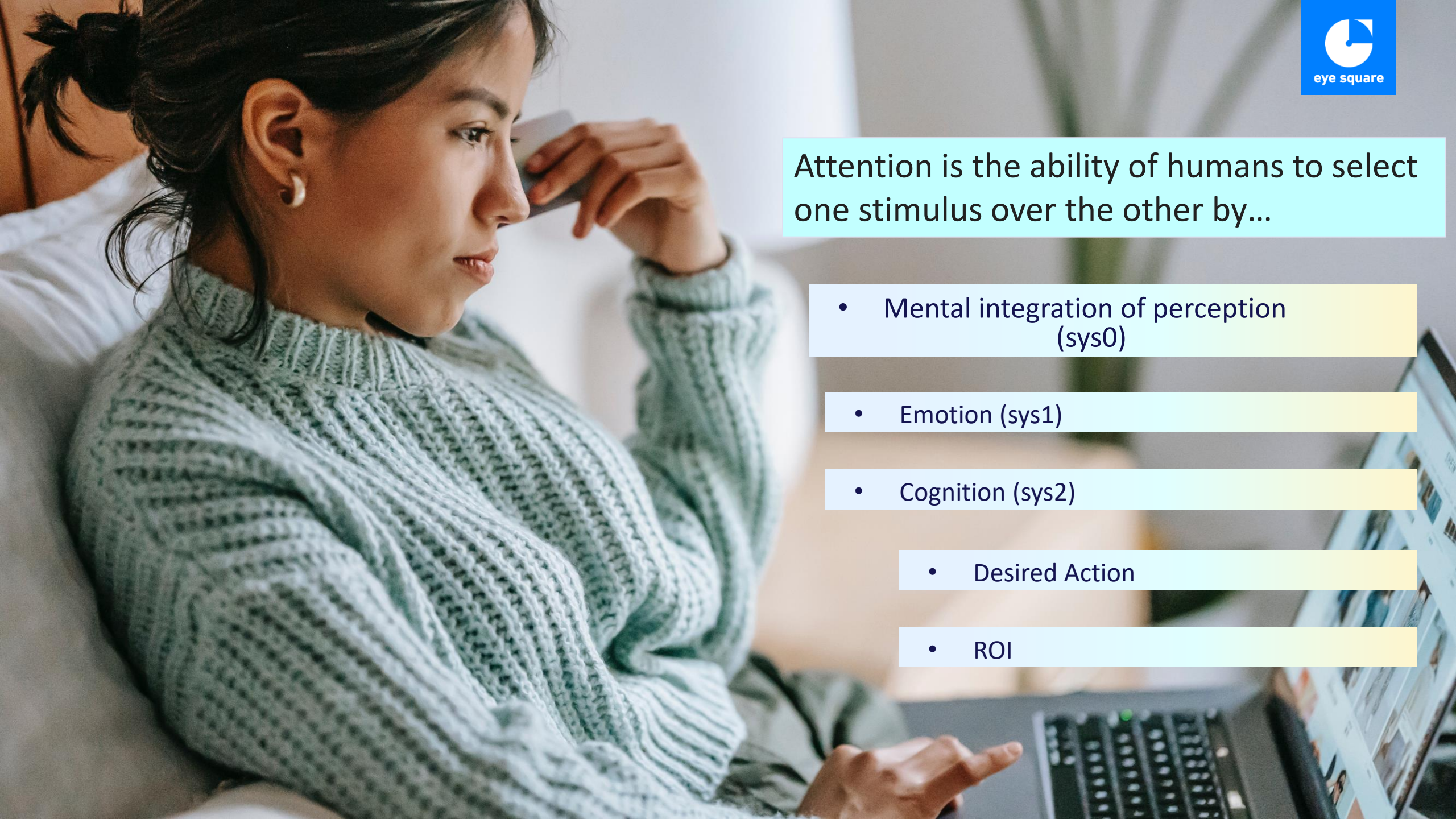
stimulus



Attention is the ability of humans to select one stimulus over the other by…

- Mental integration of perception (sys0)
- Emotion (sys1)
- Cognition (sys2)
- Desired Action
- ROI

Real Human Experience

How can we measure
on a more practical level what was meaningful?

“You are what you do, NOT what you say you’ll do.”

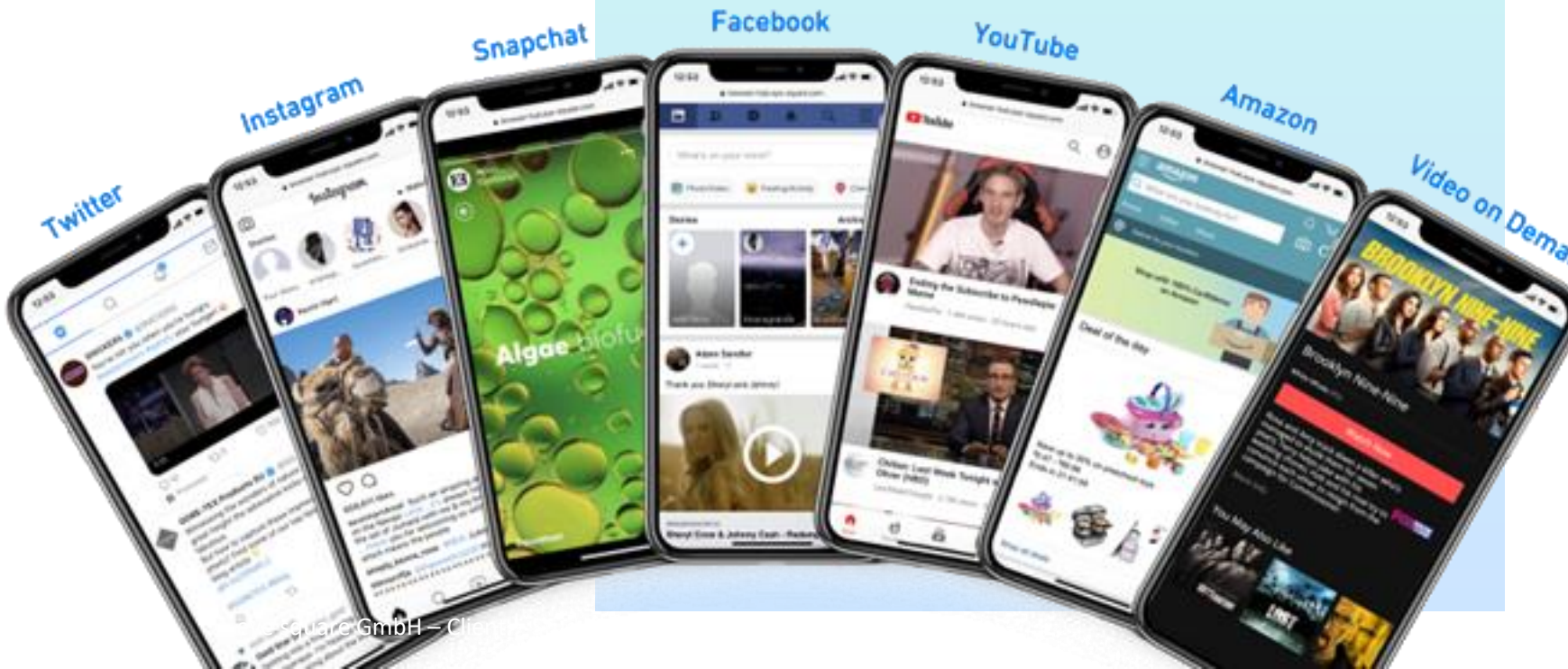
Social Media

eye square

The Ad
Live In-context Testing Platform

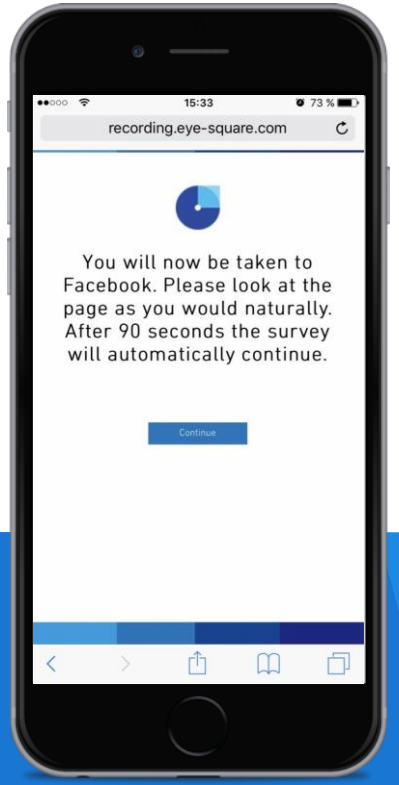
- All platforms
- Browser based
- All ad-formats
- Panel friendly
- Fully automated

Netflix
Spotify
TikTok
Pinterest
LinkedIn

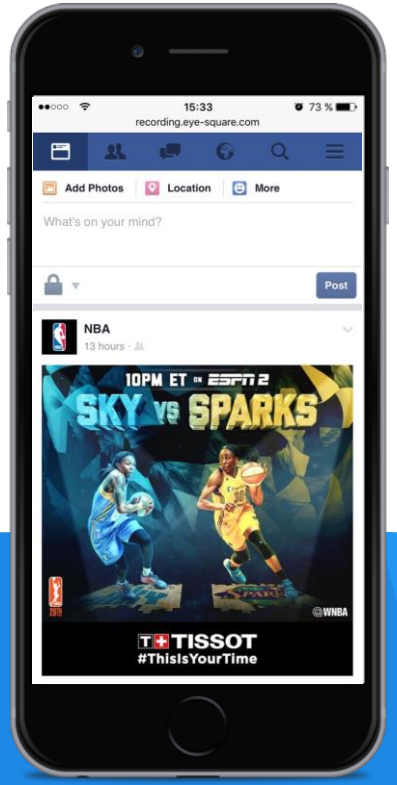


Human Experience
In-browser experience

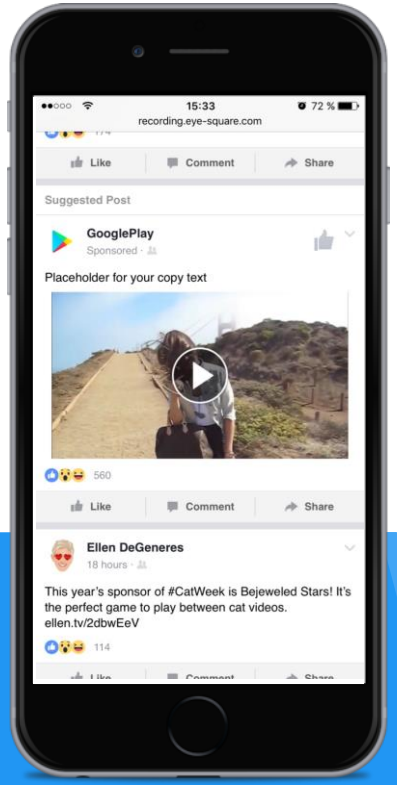
no application download necessary



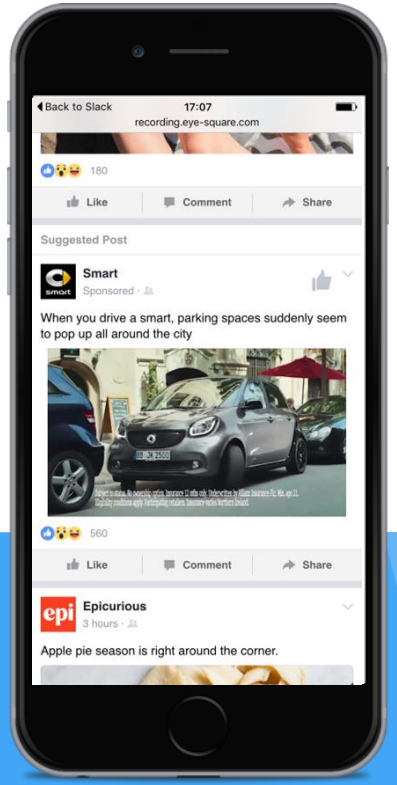
Start in mobile browser



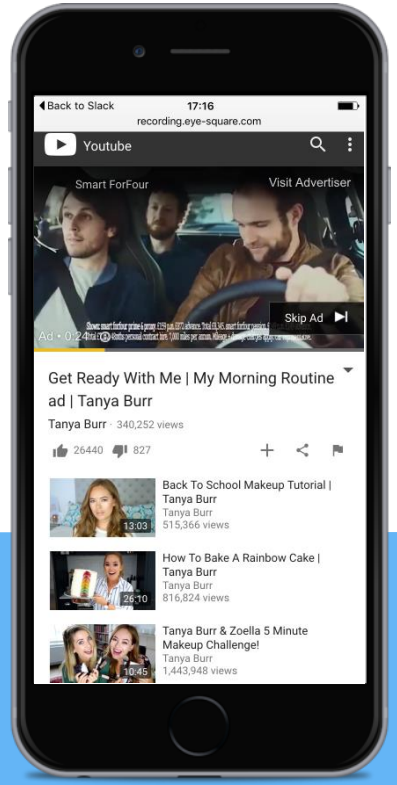
No app download



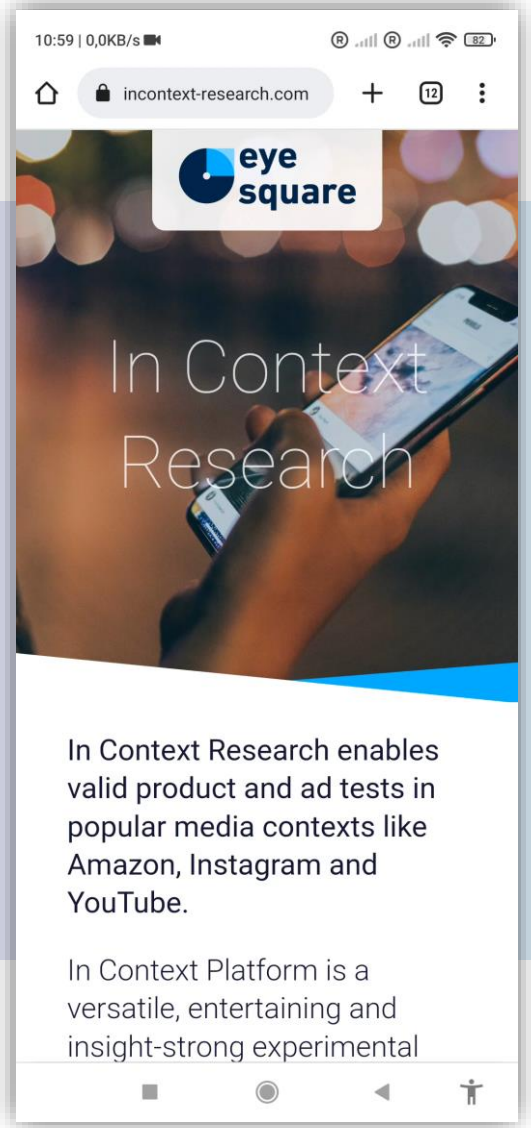
No login necessary



Original look and feel



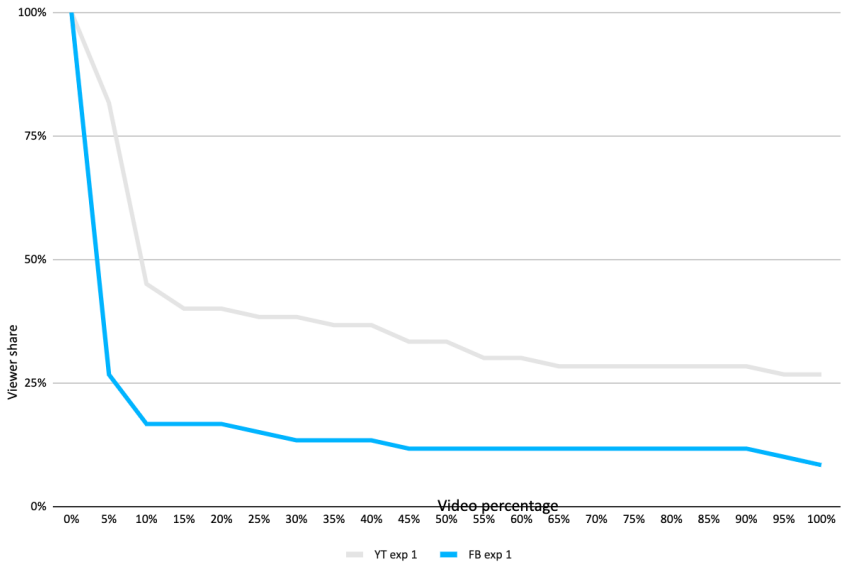
Multi format

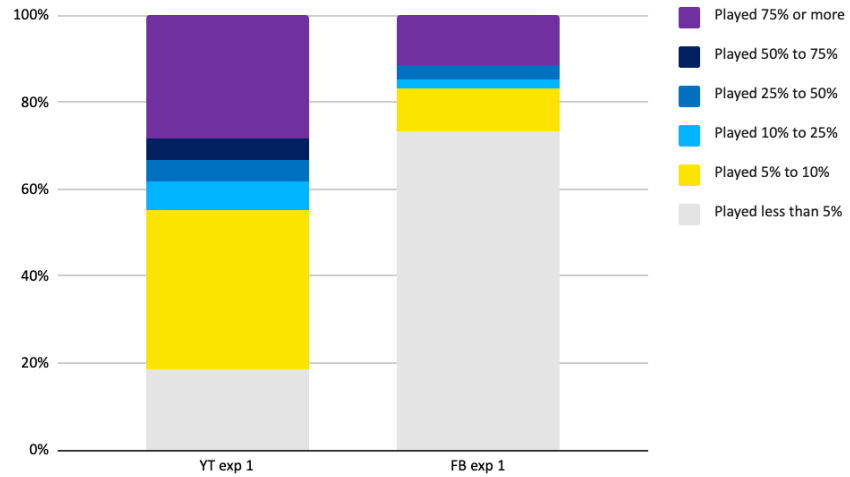


- ☑ Full control
- ☑ Real look & feel
- ☑ Browser based
- ☑ Single source data set
- ☑ Fast & Scalable

https://incontext-research.com/

Behavioral Metrics





Main Metrics Table			
		YT exp 1	**FB exp 1**
Information	**Exposure**	1	1
	ElementID	YT	FB
Visibility	*ad visible*	97%	95%
	visibility duration	54s	23s
	average visibility	35%	17%
Cursor	*hovered ad*	92%	50%
	hover duration	24s	6s
Clicked ad	*clicked ad*	0%	13%
Video play	*video replay started*	100%	100%
	video replay duration	48s	20s
	percentage of video viewed	37%	15%
Audio play	*audio started*	100%	13%
	audio replay duration	48s	11s
Video skip	*skipped ad*	65%	
	skip time	13s	
	N	60	60

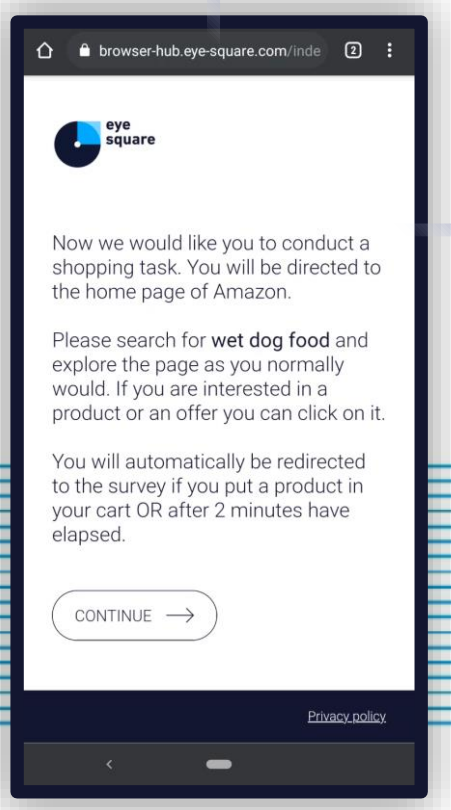
Real Human Experience

eCom

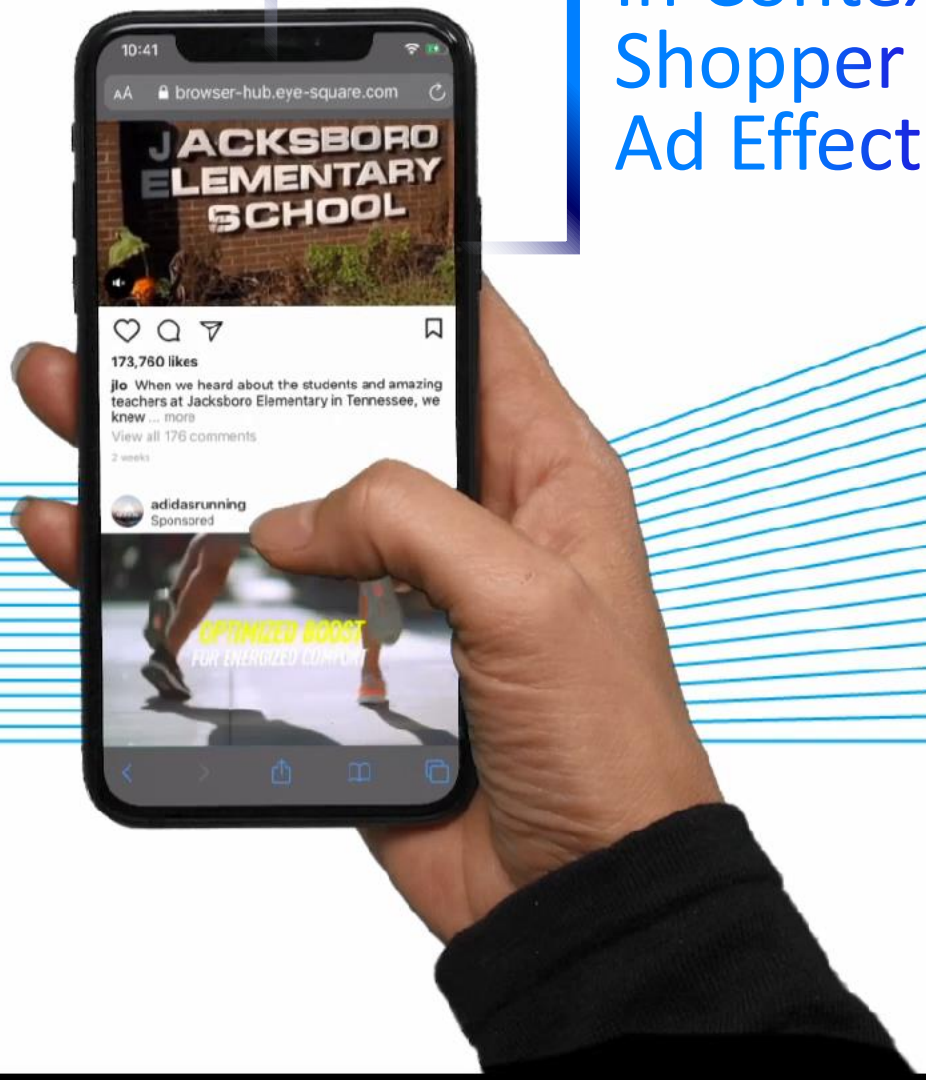
- Amazon badges
- Product Detail Page (PDP) optimization
- Carousel Image testing
- Ad2cart :
  - From the ad exposure to the eCom shopping cart
  - Pack resign

Test In Natural Context

In Context Digital Store



In Context Shopper Ad Effect



eye square's Live InContext E-Commerce test environment

A unique tool for market researchers and brands to track purchase behaviors and pre-test content, products, and visual executions on retailer sites alongside their competitors.

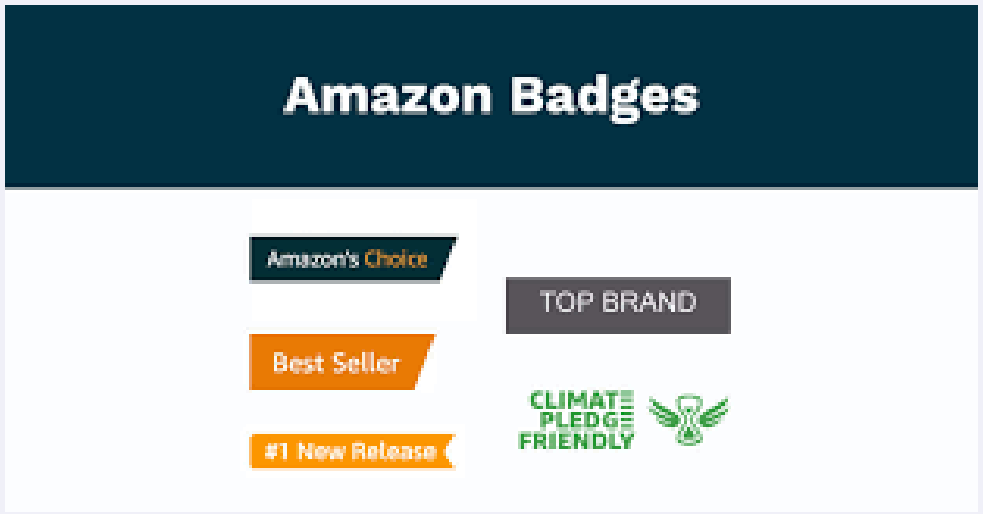
- **Understand the Path-to-Purchase**
- **Test the impact of any product and page element**
- **Tailor the digital shelf to your testing needs**

Testing within retailer environments allows for recording natural shopper behavior and more accurate in-market results.

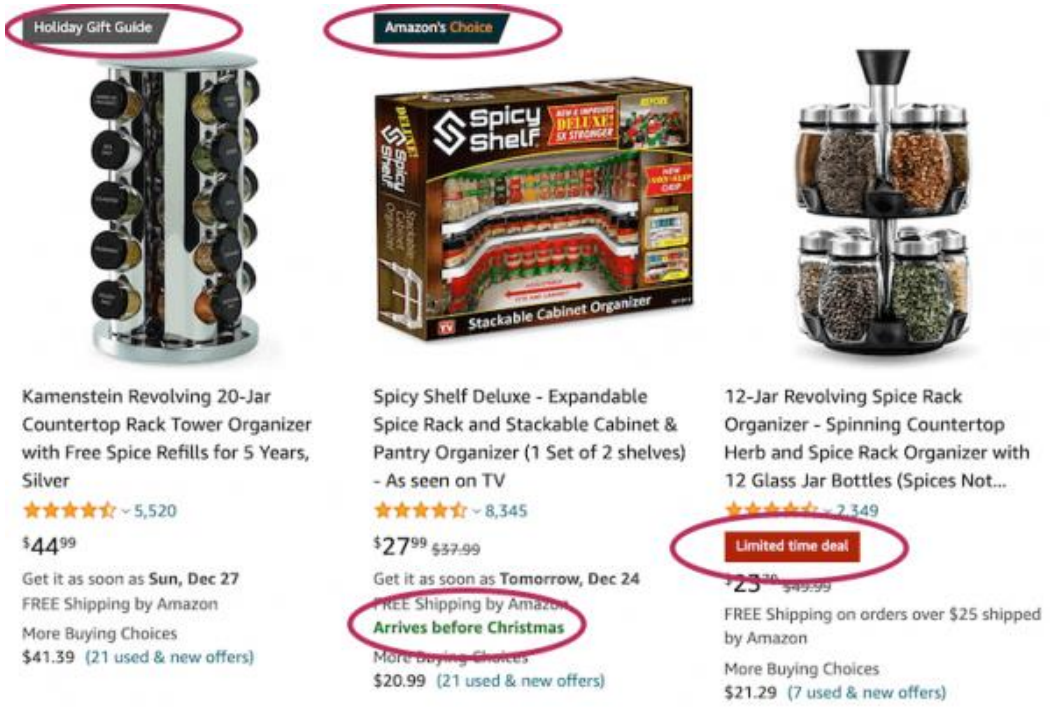
Real Human Experience

eye square

eCom



Questions on Amazon Badges
We answer



Behavioral in Live InContext

- With which badges have the best chance to stand out and **convert shoppers** in the competitive environment?
- Which badges increase page traffic? (click to PDP)
- What information is most important when selecting an item ? (badge, price, ratings, reviews and images, etc.)
- Output: Measure lift in conversion as well as page traffic (click through from the SRP to the PDP.

Survey

- When an item has (badge x) how does this make you feel? (two dimensions: trust, potential to purchase)

Research Design Flow: Any device, no app downloads

1. Screening

- Respondents are recruited via a trusted, quality panel
- Screened by
  - Demographics
  - Shopping behavior
  - Category usage
  - Brand awareness/usage

2. Shopping Task

- Respondents are given a shopping task to be conducted on Amazon/Walmart/ etc
- Buying from a category they normally buy

Shopping task data

- Share of purchase
- Time to purchase
- Durations on pages

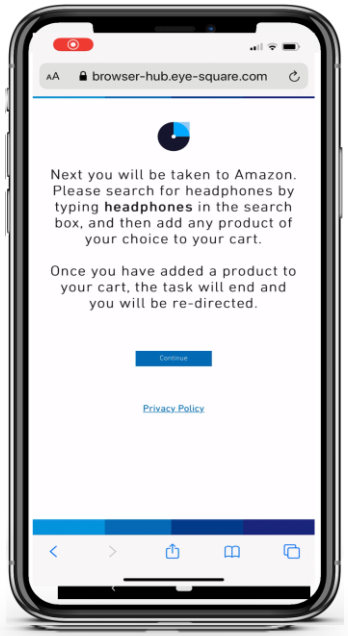
3. Survey

Ratings and scales

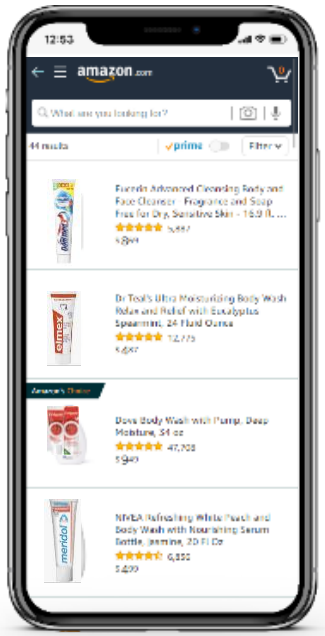
- Sponsorship recognition
  - Evaluation
  - Influence
- Purchase motivation

Total duration: 10 minutes

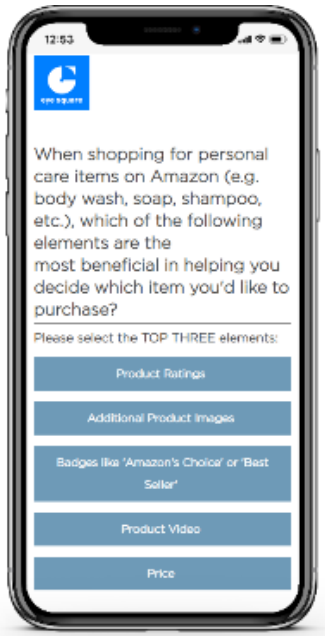
Survey Flow



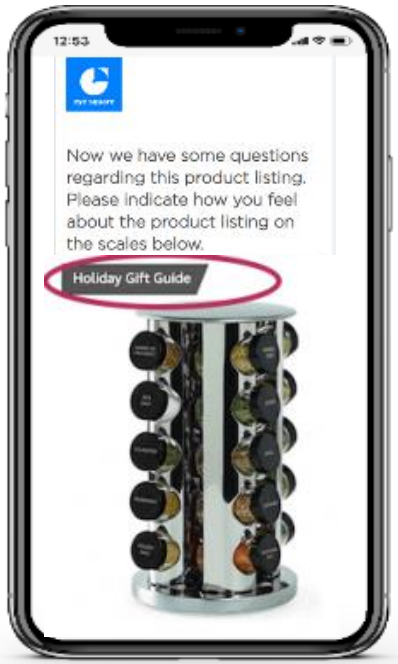
Screener and
Shopping Task info



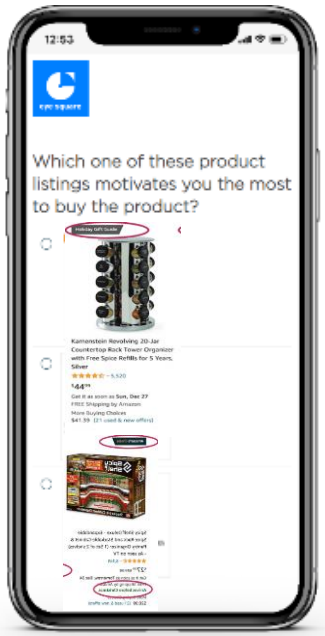
Behavioral data:
- Click through to PDP
- Purchase rates
- Time image in view



Data collected:
- Helping elements
- Product &
  badge recognition



Data collected:
- Badge Influence
- Product ratings
- Badge ratings



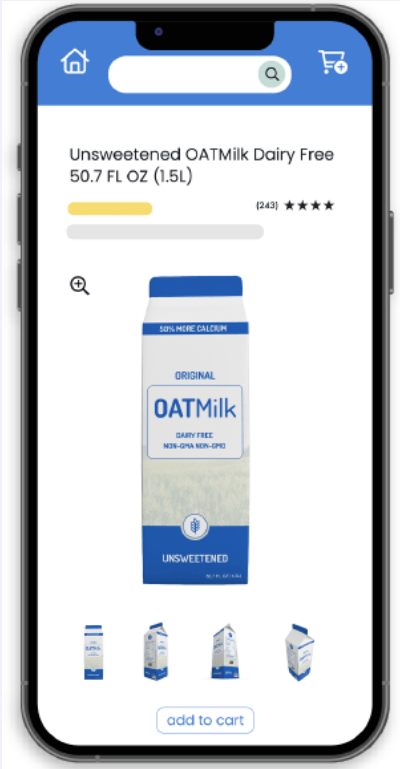
Data collected:
- Forced choice &
  Follow-Up (open)

Increasing involvement in test topic – more rational answers

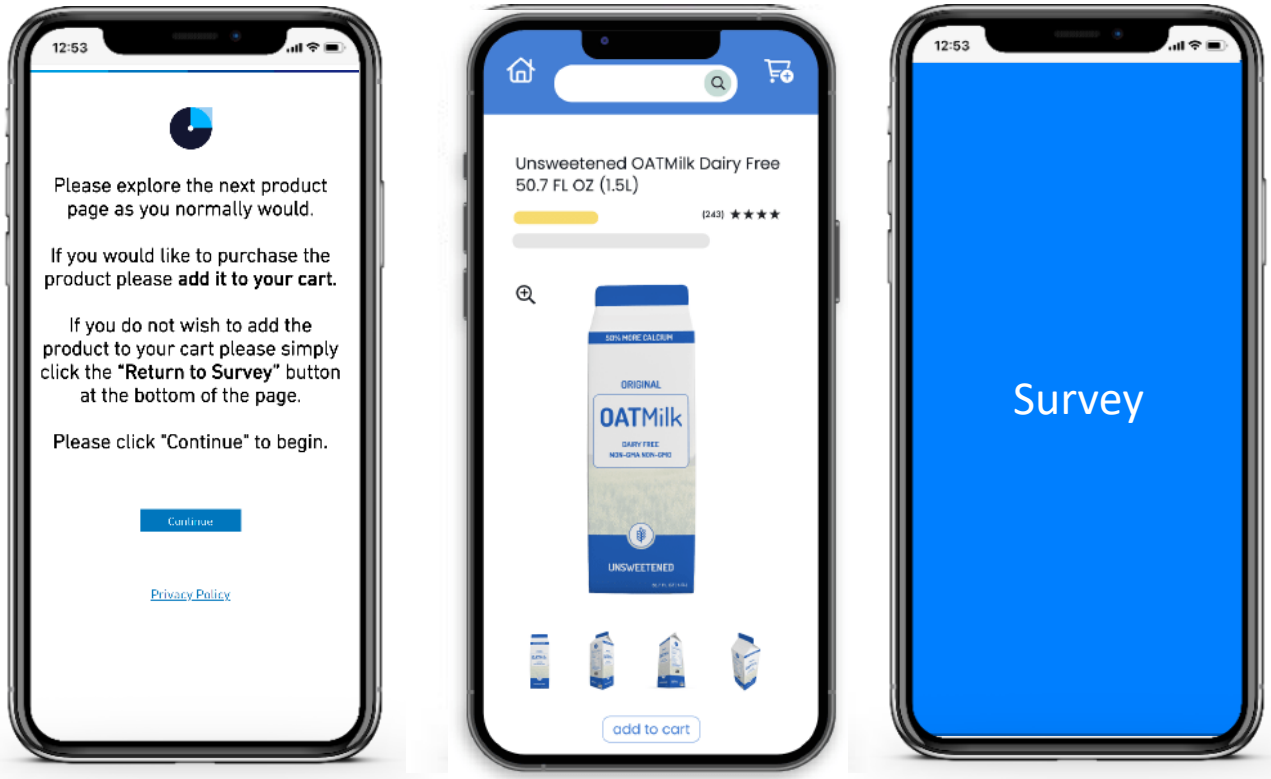
Real Human Experience

eCom

- Product Detail Page (PDP) optimization

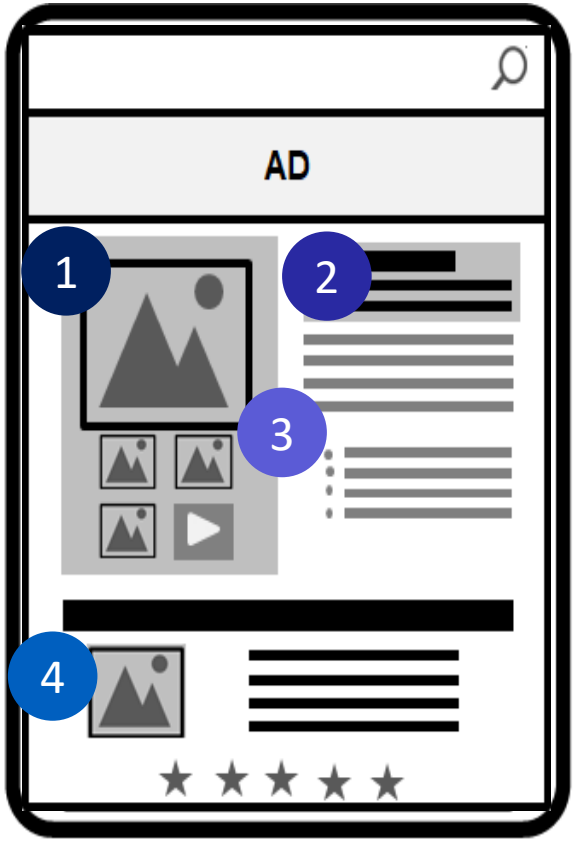


‘Shopping’ task design:
Test elements are injected into PDP



- Shoppers are instructed to explore a product page (PDP) as they normally would
- Shoppers are then launched onto a simulation of a retailer PDP
- If they are interested in purchasing the product they add it to their cart, and if not, click the “Return to Survey” button.
- “Add to cart” within the PDP ends the task, or the “Return to Survey“ button
- Once the task is ended, they are redirected to the survey

Test everything on the pdp until you have the perfect page



1 **Image and Video Gallery**
Collection of product images where a shopper spends most of their time on the PDP. The number of images and types will vary greatly depending on retailer requirements and capabilities.

2 **Product Titles**
The product title varies on each retailer in length and content requirements and is very important for search optimization.

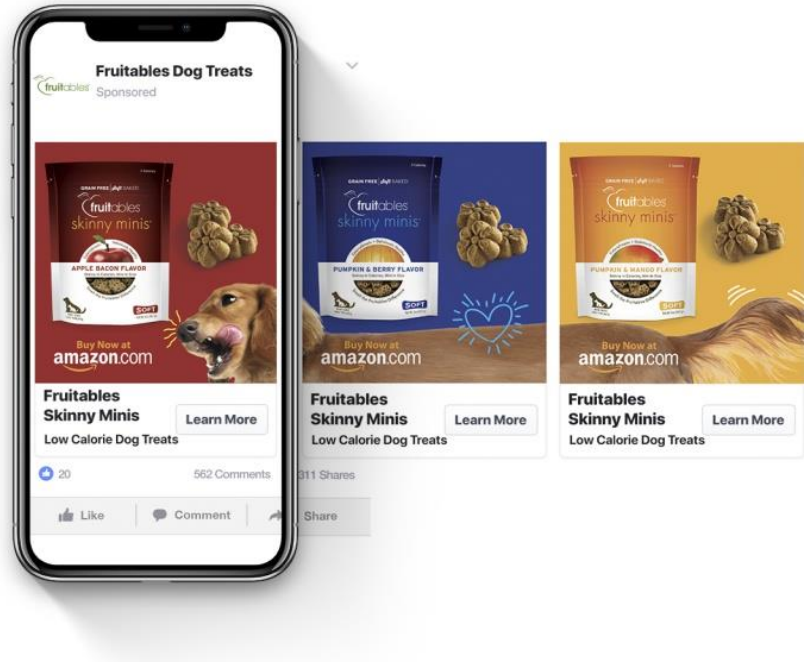
3 **Feature Bullets & Marketing Copy**
Contains additional marketing copy and a list of the feature benefits of the product.

4 **Enhanced Content**
Below the fold content tells a broader brand story and information about additional brand products. This can include more rich content like video, banners and lifestyle/aspirational imagery.

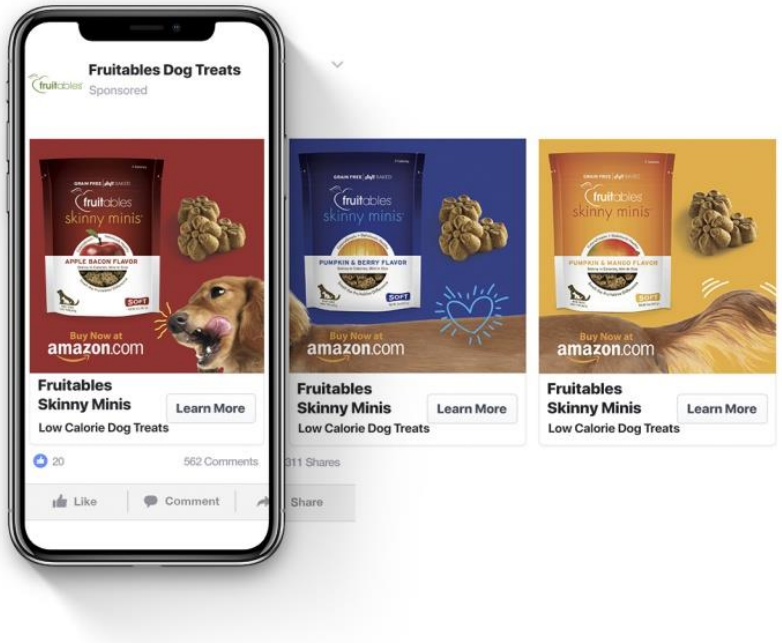
Real Human Experience

eCom

- Carousel Image testing



Key Metrics Measured for Carousel Images



Understanding user behavior is key to creating effective visual content strategies.

Time each image is seen – measure of attention and interest in images

Order image is seen – understand users navigation patterns or flow of attention to optimize placement

Which image was clicked on – understand which visuals are more likely to capture attention and prompt engagement

Order image was clicked on - understand which visuals are more likely to capture attention and prompt engagement

The further back an image is positioned, the less it is seen.

Carousal image insights

Yet, specific lifestyle and benefit images break the trend of shrinking viewing time.

amazon

Behavioural Data								
Gallery Image Viewed	**100%**	**77%**	**62%**	**61%**	**58%**	**57%**	**57%**	**55%**
Duration of gallery image viewed (in sec.)	**12.8***	**0.7**	**1.2**	**1.4**	**.8**	**1.2**	**0.4**	**1.6**

n=200 | *Viewing time of first image highest, as consumers also look at other elements on PDP.

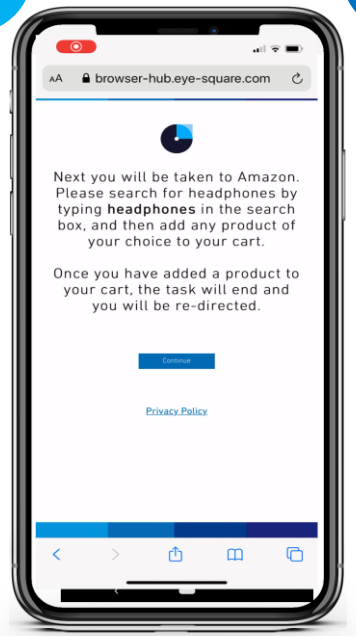
Real Human Experience to test everything

- New Products on Search Result Page (SRP)
- Product Images on SRP
- Product Titles on SRP
- Ads on SRP
- Image Gallery on the product detail page (PDP)
- Feature Bullets & Marketing Copy on PDP
- A+ Enhanced Content on PDP

For fast and easy evidence-based decisions before roll-out on what drives conversion and build the brand

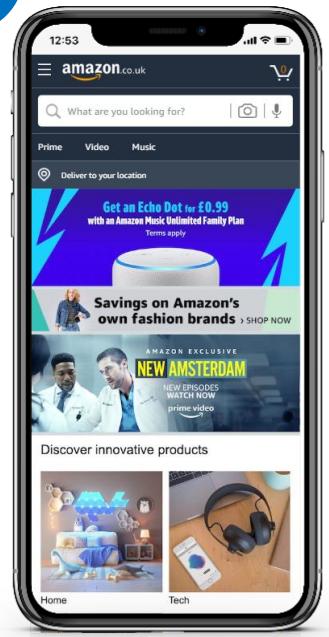
Shopping Task Procedure

1



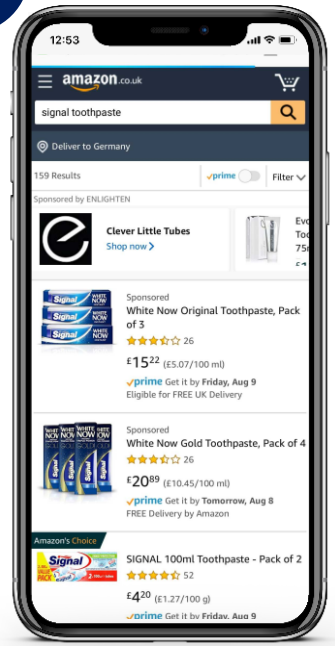
Respondents are launched from a survey to an instructions page where they are asked to complete a shopping task

2



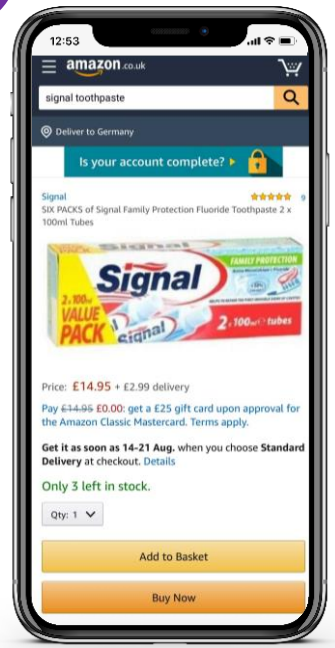
Respondents are redirected to the country specific eCom site where they search for the category

3



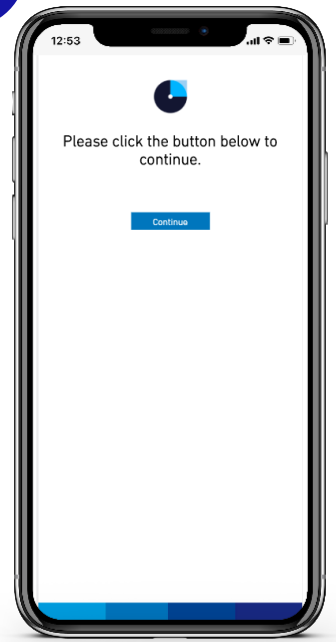
Respondents browse an SRP where test stimuli are embedded among 30-100 other products

4



Respondents can browse between SRP and PDP and choose the desired product

5

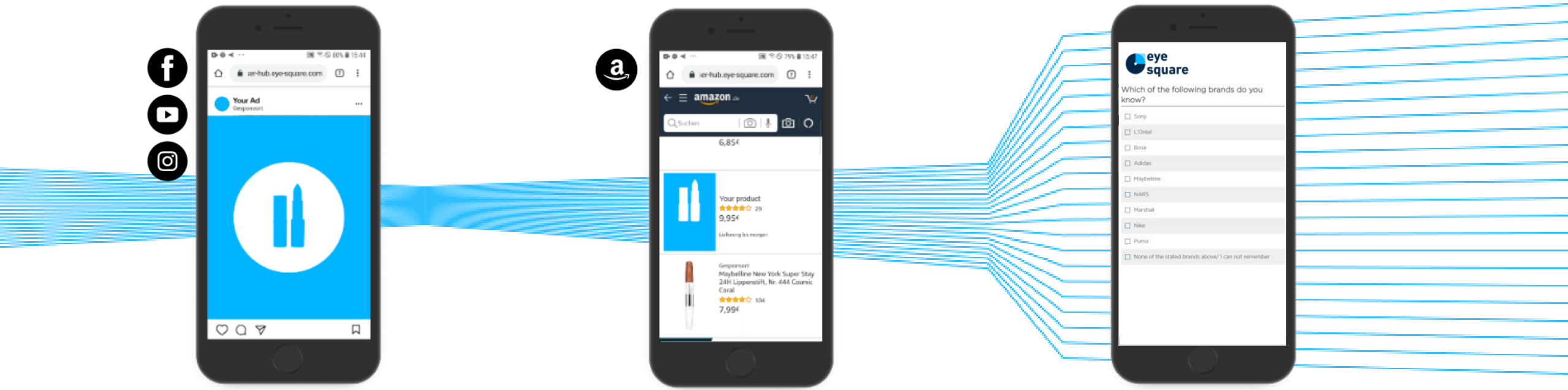


Once respondents select a product on the SRP they are sent back to the survey

Ad-to-Cart Effect

Technology Psychology UX Perception

Study Flow:
From Ad Contact to Shopping Cart



Ad on YouTube or Instagram

Live ad contact
(In Context Ad Platform)

Shopping on Amazon

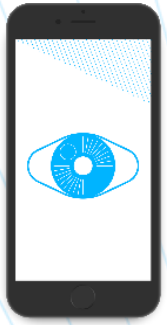
Participants are asked to put a product in the cart from the category of the ad they were exposed to on the social media platform (Amazon, Walmart, Target etc.) (simulated purchase).

Questionnaire

Ad recall, brand image, relevant set, first choice

1. Screener

Behavioral shopping metrics



Awareness (product in view)

Time of product in focus position view on the Amazon SRP

Consideration (visit product detail page)

Share of visitors converting to PDP

Purchase (add to cart)

Percent of shoppers buying the item

These three behavioral metrics reflect the shopping funnel of the customer journey in an online shop.

Behavioral data is the new ad effectiveness currency that enables superior sales prediction of ad contacts compared to standard ad effectiveness surveys.

Amazon ad pre-test report

KPI Overview		Control	Test 1	Test 2	Test 3	Test 4
Shopping Task	Share of purchasers	13%	17%	14%	33%*	18%
	Clicked on ad	2%	4%	2%	10%*	6%
Survey Data	Awareness	34%	32%	35%	41%	48%*
	Image	88%	85%	84%	91%	74%
	Impact	74%	76%	73%	88%*	74%
	Evaluation	56%	66%	62%	67%	62%

Green cells indicate values above the average for the metric
Red cells indicate values below the average for the metric
* Significant difference. Chi-Square Test. p=0.05. n=600, n=100 per design route

Shopping task KPIs

- Time ad in view
- Clicks on ad
- Product purchased

Survey KPIs

- Image
- Impact
- Awareness
- Asset Evaluation

Real Human Experience

eCom

- Pack redesign
- A/B test

Current

New

Example: Package redesign

Conversion funnel in A/B comparison

		Current	New
In view for more than 0.5 s on SRP	Awareness	81%	90%
Clicked to PDP	Consideration	21%	36%
Add to cart	**Purchase**	**10%**	**18%**

The funnel shows the main differences between the A/B tested stimuli with regards. More specifically, it shows where one stimulus lacks in conversion power or outperforms the other stimulus. This can lead to important learnings for a C variant or help to decide whether A or B should be implemented.

Our portfolio of retailer store replications

... more coming

Retailer Portfolio in more detail

New eCom platforms can be added on request

Retailer	Regions supported	available	Mobile	Desktop	Replication Mode
Coupang	KR	yes	yes	no	basic
Shopee	ID, PH, TH	yes	yes	no	basic
Lazada	ID	yes	yes	no	basic
tmall	China	yes	yes	no	complex
Carrefour	FR	yes	yes	yes	complex
Tesco	UK	yes	yes	yes	complex
Amazon Fresh	AU, BR, CA, DE, ES, FR, GB, IE, IN, IT, JP, MX, NL, US	yes	yes	yes	complex
Amazon	AU, BR, CA, DE, ES, FR, GB, IE, IN, IT, JP, MX, NL, US	yes	yes	yes	complex
Kroger	US	yes	yes	yes	complex
Otto	DE	yes	yes	no	complex
MediaMarkt	DE	yes	yes	no	basic
Rewe	DE	no	yes	no	basic
Target	US	yes	yes	yes	complex
Auchan	FR	yes	yes	yes	complex
Leclerc	FR	yes	yes	yes	complex
Walmart	US, MX	yes	yes	yes	complex
Coles	AU	yes	yes	no	basic
Woolworths	AU	yes	yes	no	basic
Smyths	UK	yes	yes	yes	complex
Getir	US	yes	yes	no	complex
GoPuff	UK	yes	yes	no	complex
Costco	US	yes	yes	yes	complex

KPI’s combine behavior & explicit data for a holistic understanding of digital asset impact

Behavioral Data: Shopping task

- Share of purchases
- Time to purchase
- Product tile on SRP in view duration
- Product Detail Page views
- Durations on Product pages
- Below the fold duration and share of viewers

The most important indicator of image performance is a clear difference in the **share of purchase** in the retail environment.

Explicit Data: Survey

- Ease of purchase
- Recognition
- Image evaluation
  - Communication
  - Liking
  - Element Likes
  - Element Dislikes
- Enahnced content evaluation
  - Communication
  - Liking
  - Element Likes
  - Element Dislikes
- Socio-demographics

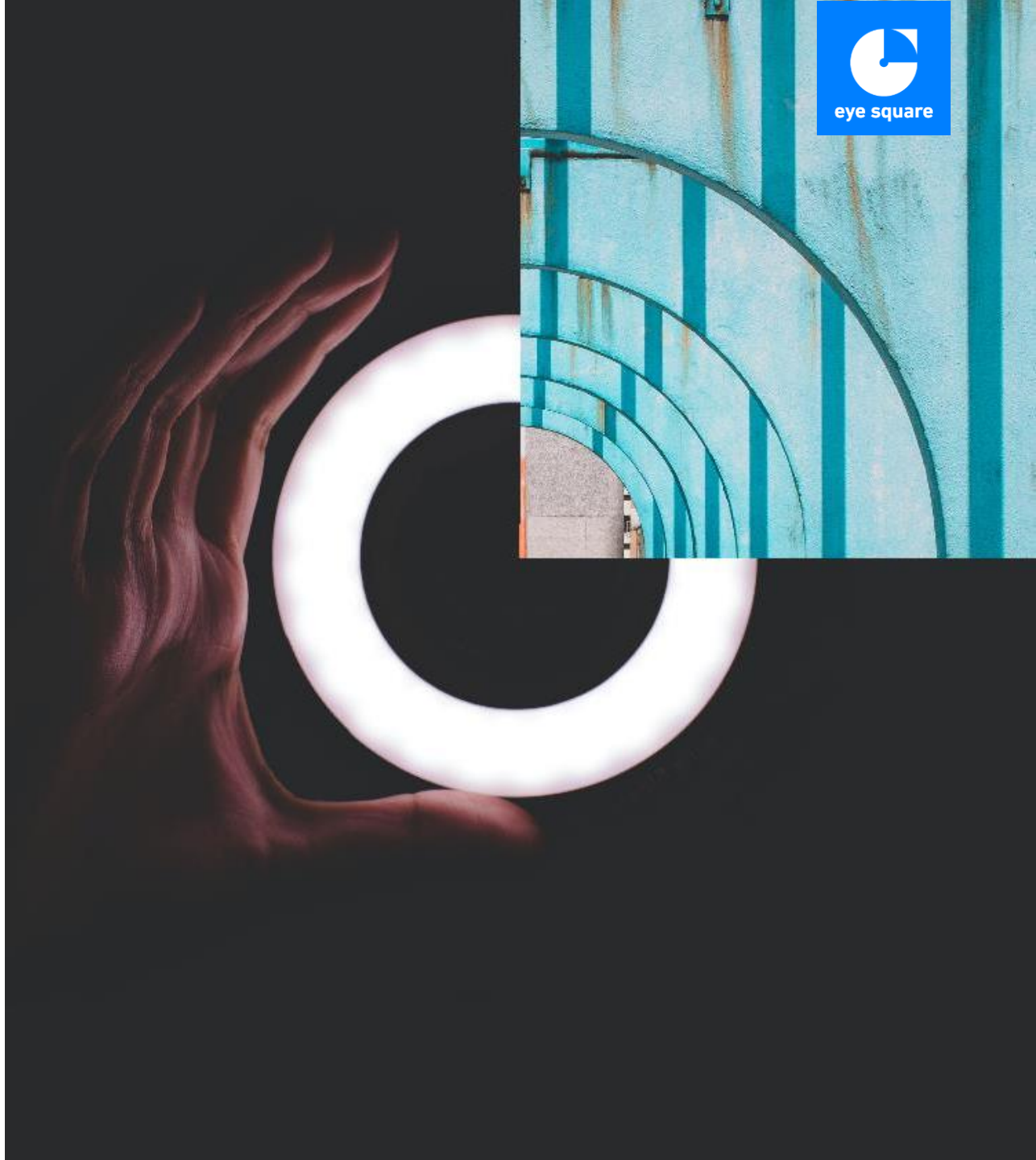
When differences in shares of purchase between image variations are narrow, **explicit responses** can help explain shopper decisions.

Take aways:
Real Human Experience

1. Measure consumer behavior in a Live natural environment where shoppers do not know what is being tested for the most reliable insights

2. Measure the value of your ads by their purchase power if sales matter

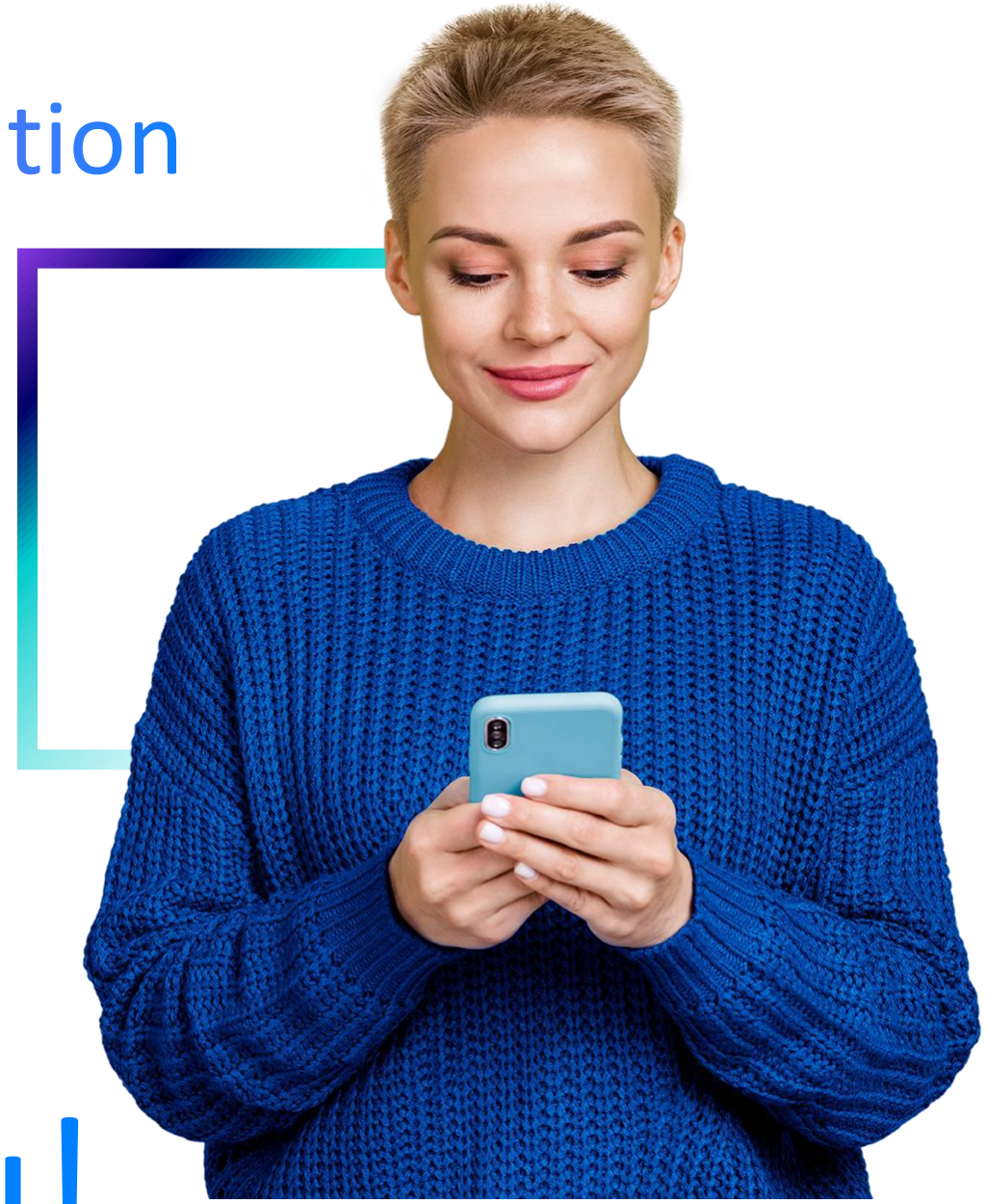
3. Purchase power varies on creativity and on each platform



Meaningful Attention

- "worthless" vs. "valuable" attention
- inconsequential vs. momentous attention
- “Wasted time“ vs. “Time well spent“

eye square
Meaningful Attention



Thank you!

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