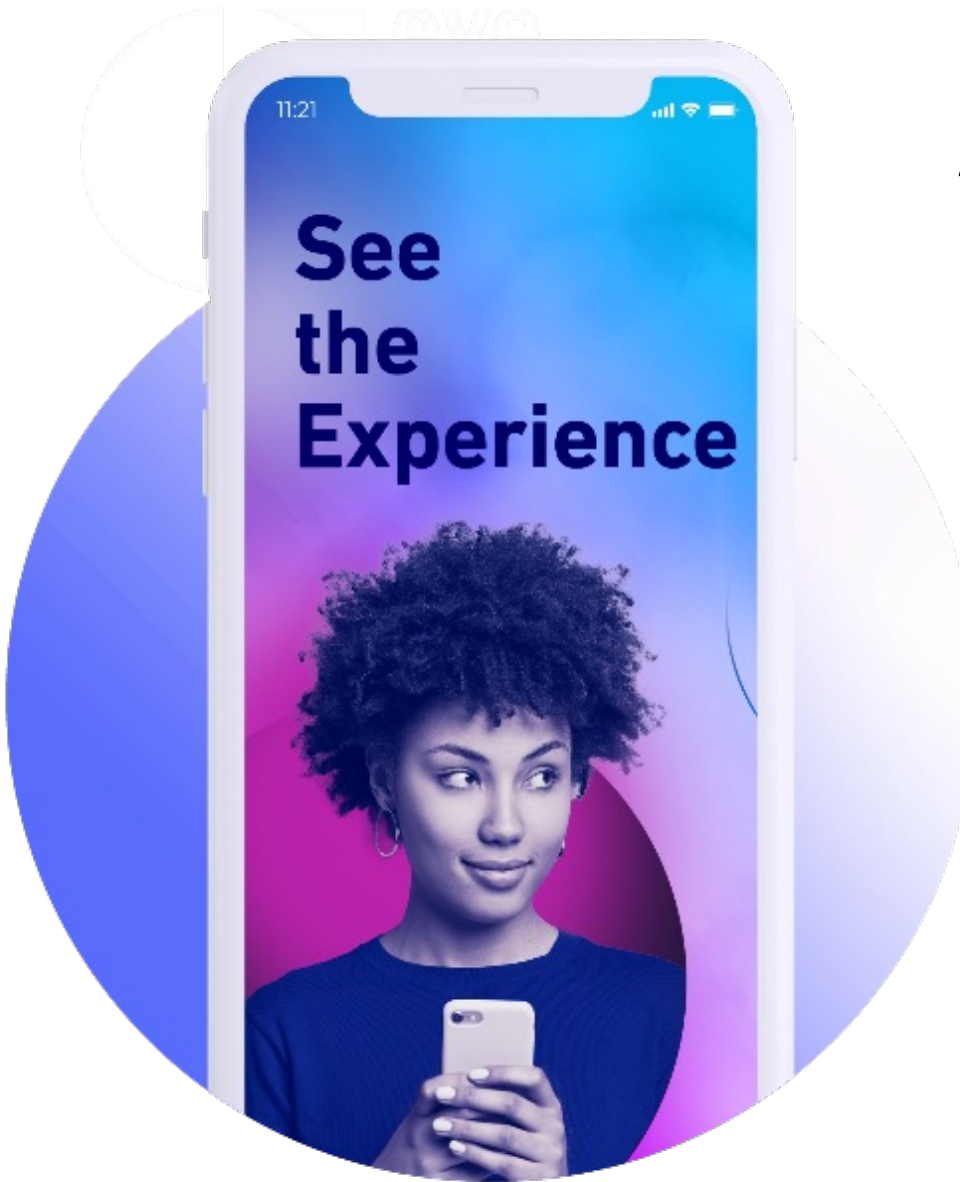




Human Insights Technology

# Are Your Social Media Ads Driving eCom Sales?



## Agenda:

- Overview of eye square
- Why *Live InContext* is a gamechanger
- How to know which of your **social media ads successfully drive eCom sales**
- What you will learn
- Deliverables
- Q&A



Jeff Bander  
Chief Revenue Officer  
[bander@eye-square.com](mailto:bander@eye-square.com)

See what your customers see.  
See what they think, feel and do.  
See what makes the difference.



**See  
the  
Experience**

# An overview of eye square

# Eye Square Global Research

User Experience, Brand & Media, Shopper Research since 1999

Offices in 6 countries

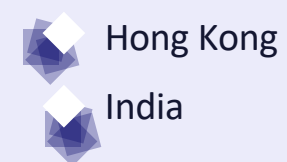
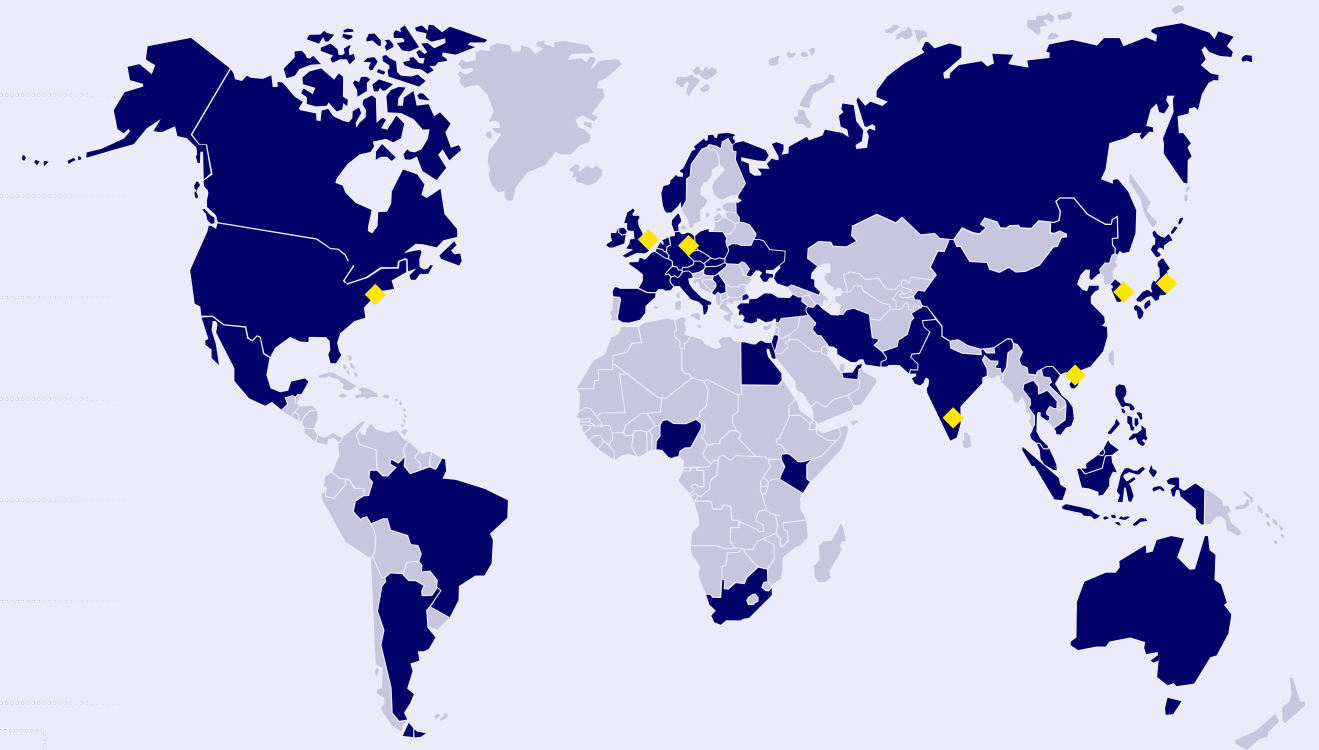
82 Consultants

300+ renowned customers worldwide

Extensive global benchmarks of implicit data

Innovation leader: Groundbreaking software (US patented)

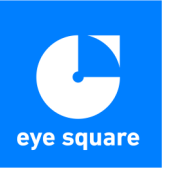
Licensing software to 8 out of the top 10 GRIT listed companies





# Real Human Experience

## Innovative Implicit Research



### **Psychology & Technology**

eye square is a psychologically and technologically oriented, internationally active market research institute.

### **Experience**

We offer a unique live approach with which we determine human attention, experience and feeling - the experience - implicitly & explicitly.

### **Innovation**

eye square is also an innovation leader in the application of technology-supported methods that has received numerous awards. An interdisciplinary team is dedicated to your assignment with enthusiasm, curiosity and a clear focus on action

## User Experience Research

Understand your target audience, adjust your product to the user, and improve the conversion of your website or app.

- UX Test
- UX Quick Check
- Quantitative UX
- UX Benchmarking

## Brand & Media Experience Research

Optimize your entire marketing communication and position your brand so that it really stands out.

- Digital, Print, TV, Video Ad Testing
- InContext Express
- Brand Measurement
- Media Channel Comparison

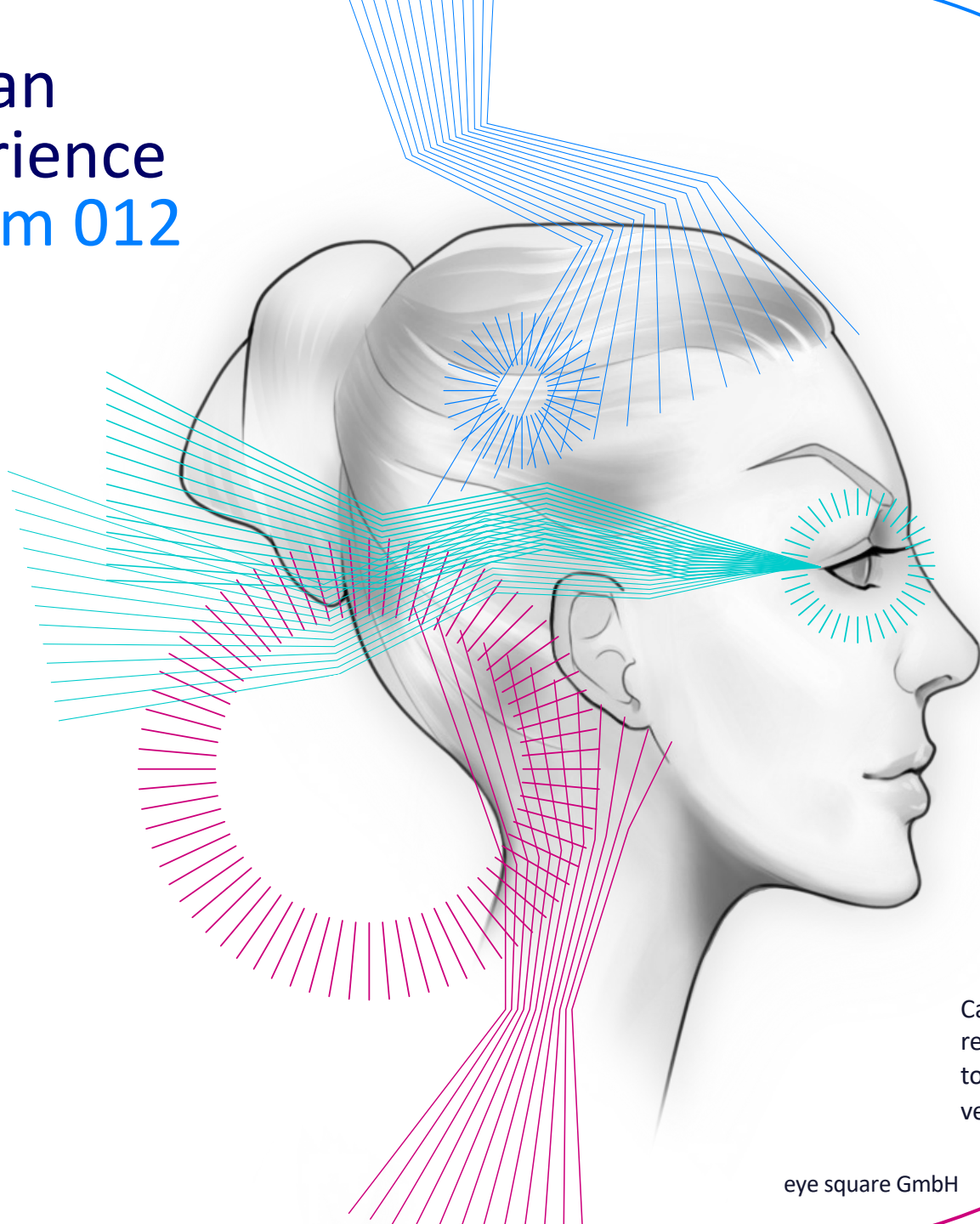
## Shopper Experience Research

Enhance the shopping experience of your customers, create attractive products in an appealing brand environment: online or in-store!

- Digital Shopper Insights
- eCommerce A/B Test
- Retail Media Test
- Package Design Test



# Human Experience System 012



## SYSTEM 2 EXPLICIT

Captures motivations, values and conscious attitudes via participants' rational assessments

- Questionnaires
- In-depth Interviews
- Focus Groups
- Custom Methods

## SYSTEM 0 PERCEPTION

That which the participant is taking in through their own senses.

- Eye-Tracking
- Viewability
- In-Context Technology

## SYSTEM 1 IMPLICIT

Captures subconscious reactions, that are difficult to verbalize.

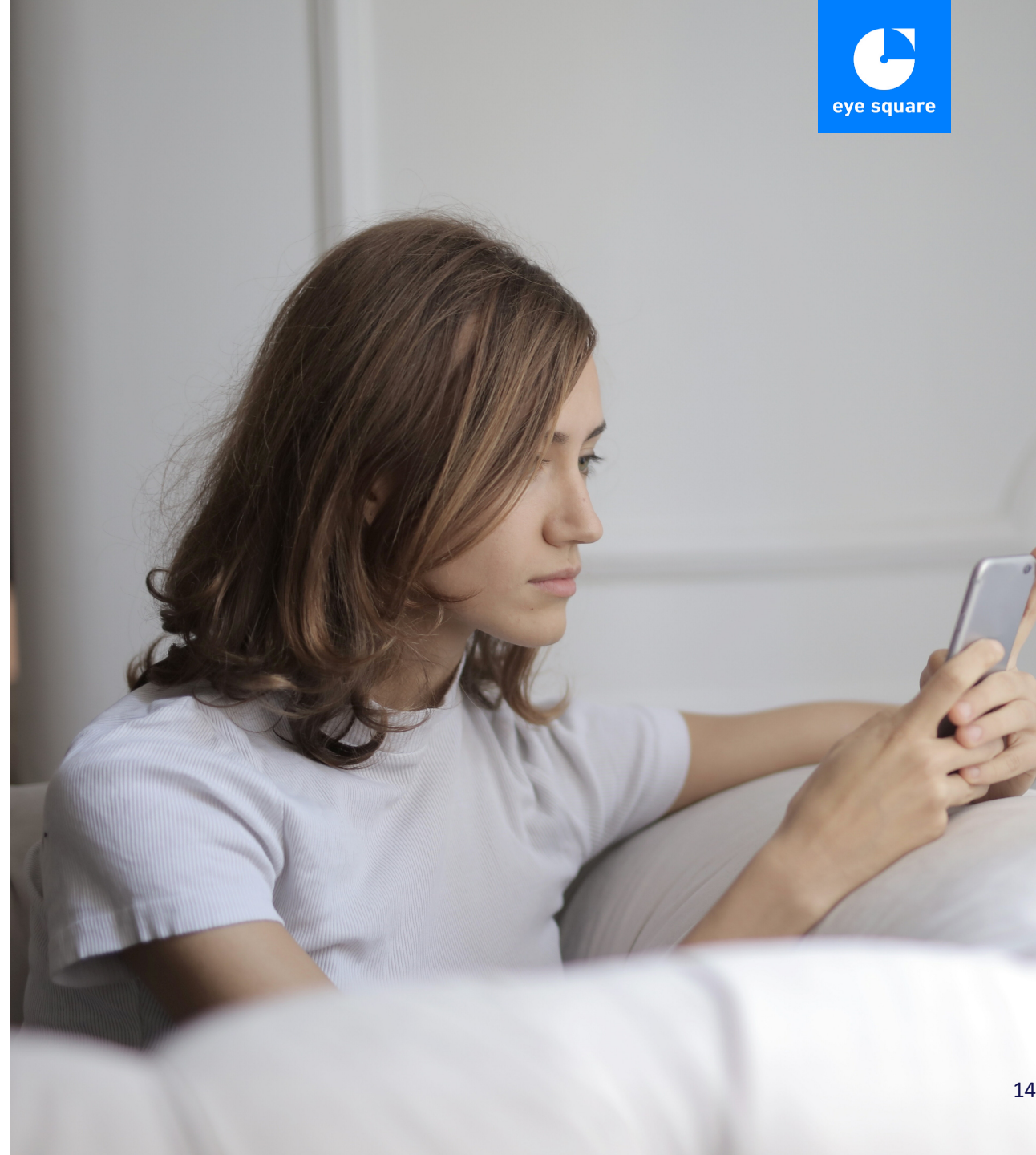
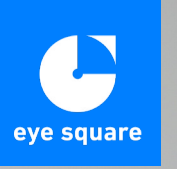
- Reaction Time Measurement
- Ethnographic Studies
- Emotion Analysis
- Activation

# Human Experience Technology

## 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.

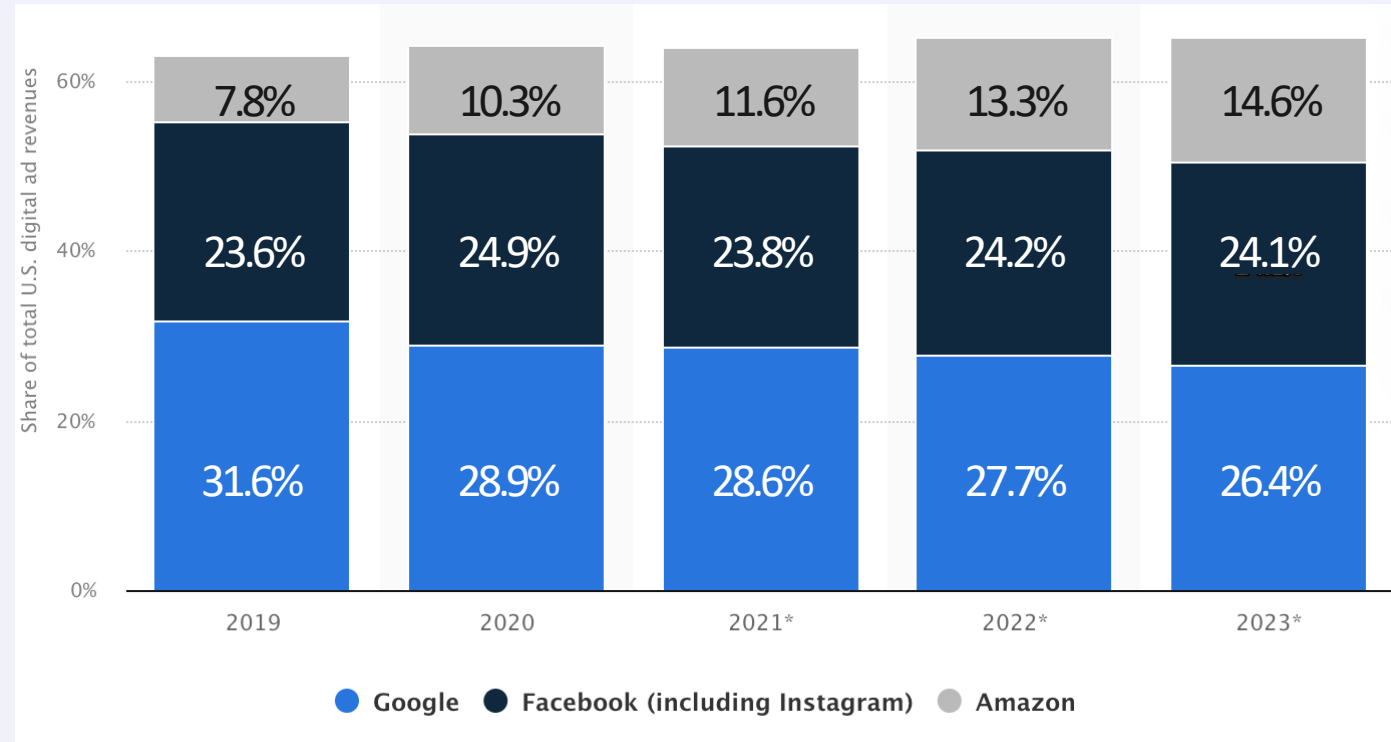


**Do your Social Media Ads  
drive eCom sales?**

# Why we began Live InContext testing on Social Media



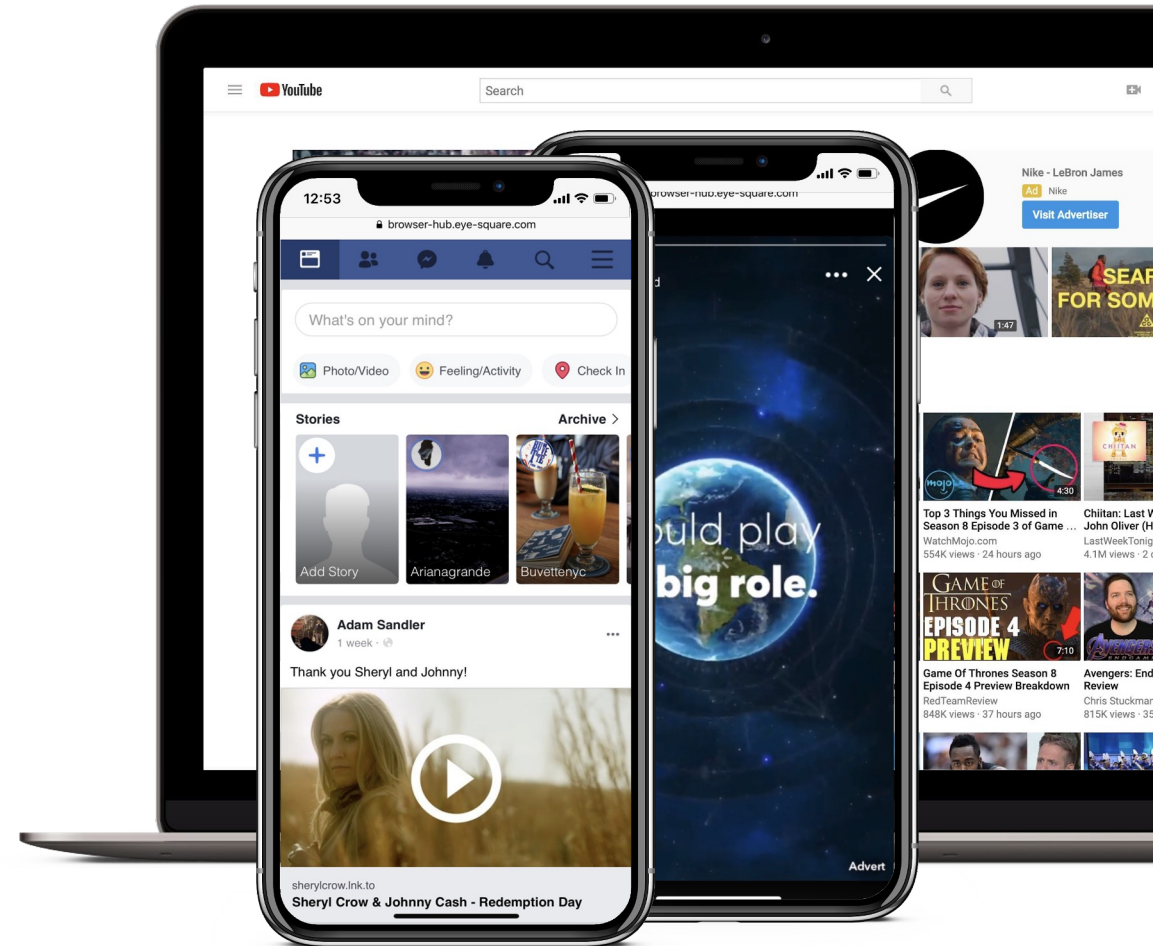
Google, Facebook, and Amazon account for over 64% of all US digital ad revenue



# What is InContext Testing?

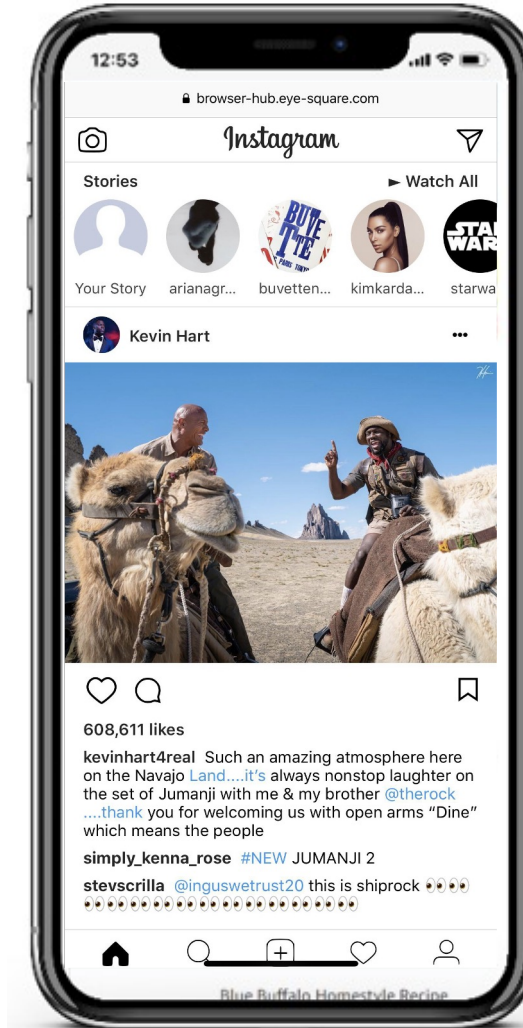
Authentic Environment for Natural Behavior

In Context Testing allows panel users to browse and use media as they normally would, while we test out new messages in their natural media platform environment.



# Why test with Live InContext?

- Behavioral Data – We don't just ask about online behavior
- In Context - We measure over 25 behavior metrics in the natural environment where it takes place
- Localization Our solution is easily adaptable to all social media platforms in over 50 countries
- Flexibility – Test variations of your message
- Multi-device Capabilities - Test on mobile & desktop
- Data Safe – Test multiple hypotheses without letting your competitors know your plans
- Fast Results – Most studies in one day after fielding



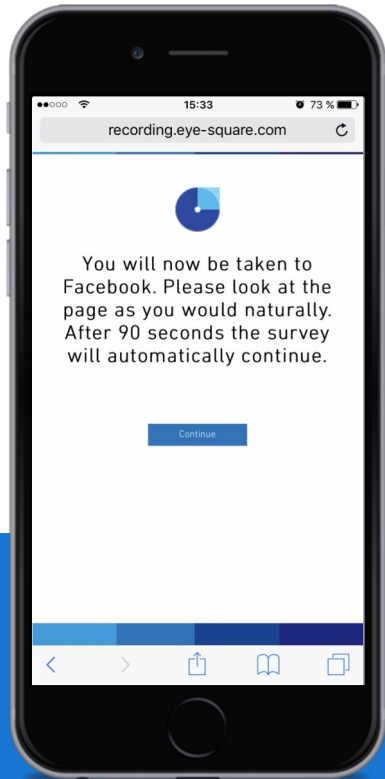
# Live InContext Portfolio



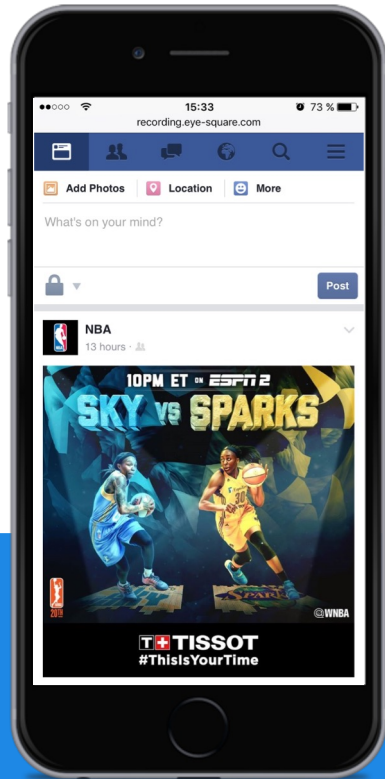
# Public Newsfeed

## In-browser experience

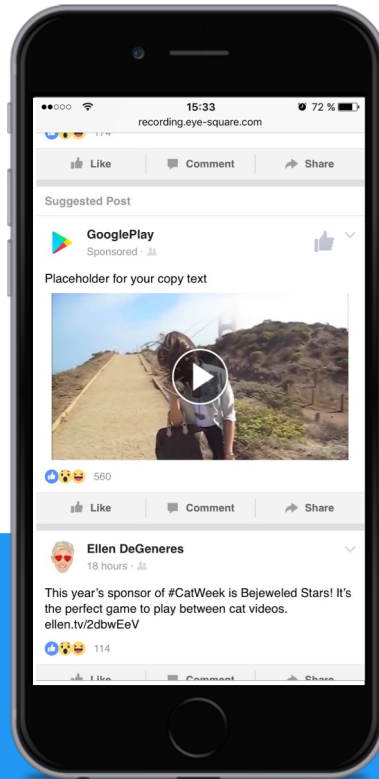
no application download necessary



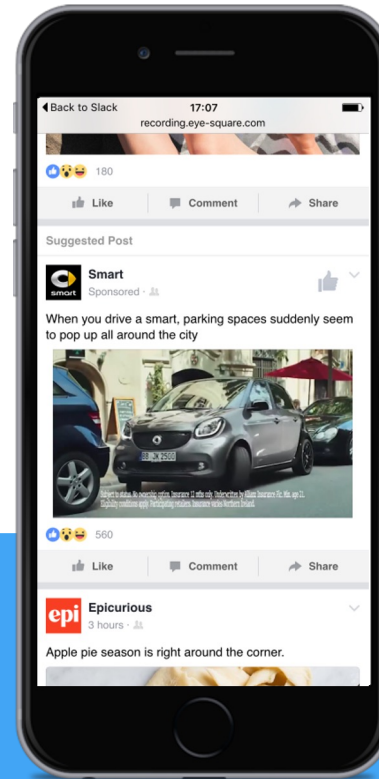
Start in mobile browser



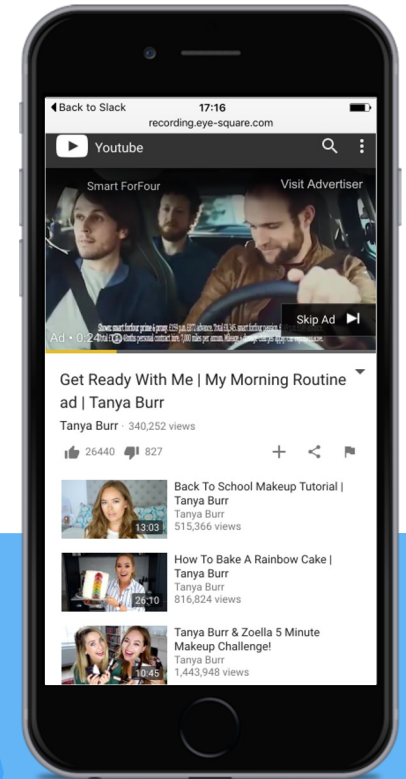
No app download



No login necessary

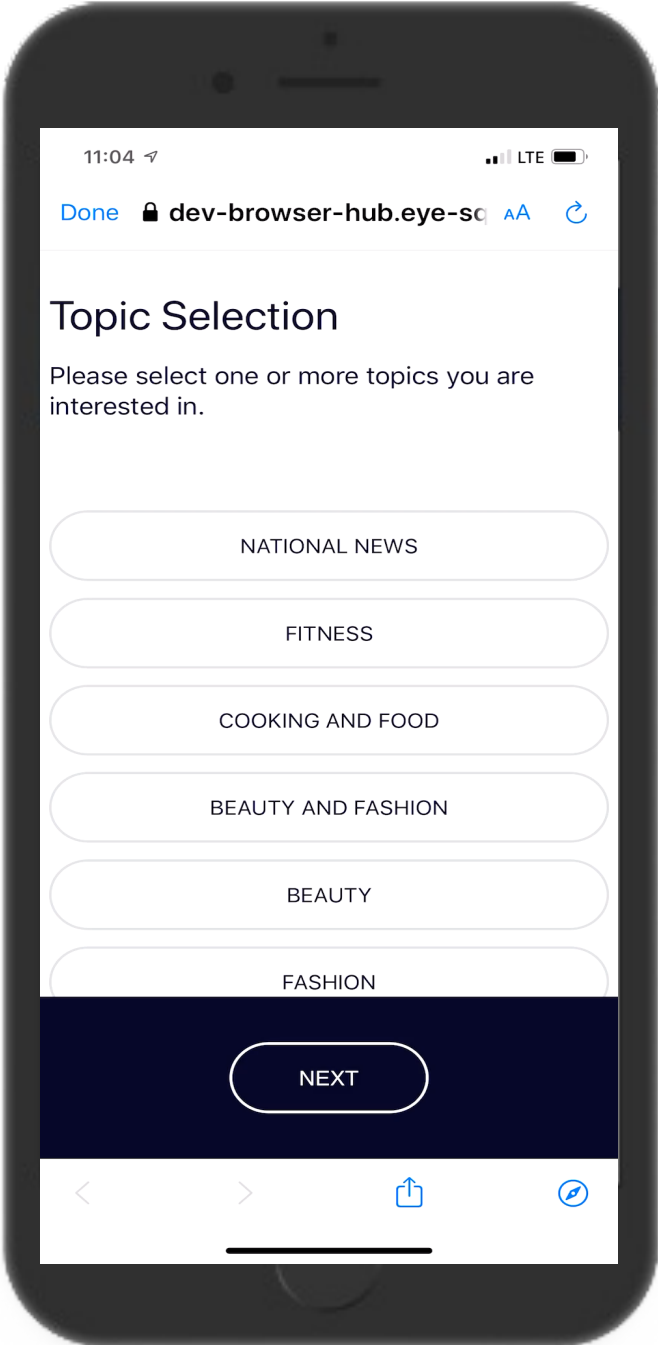


Original look and feel

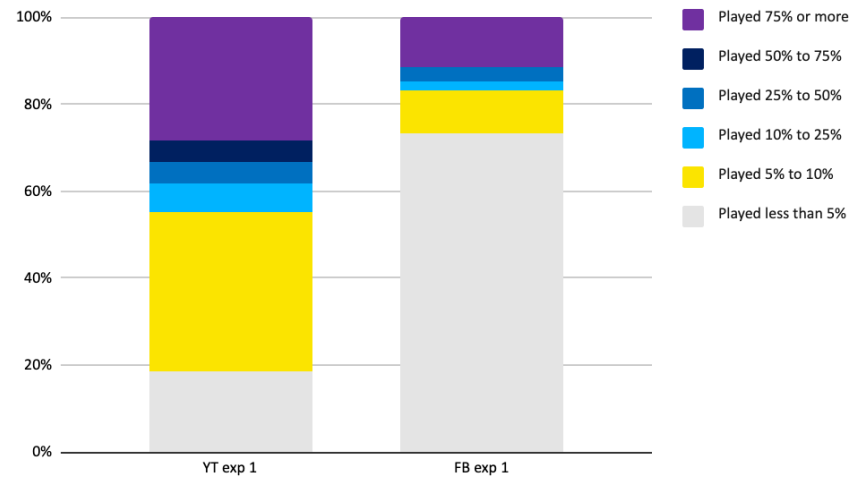
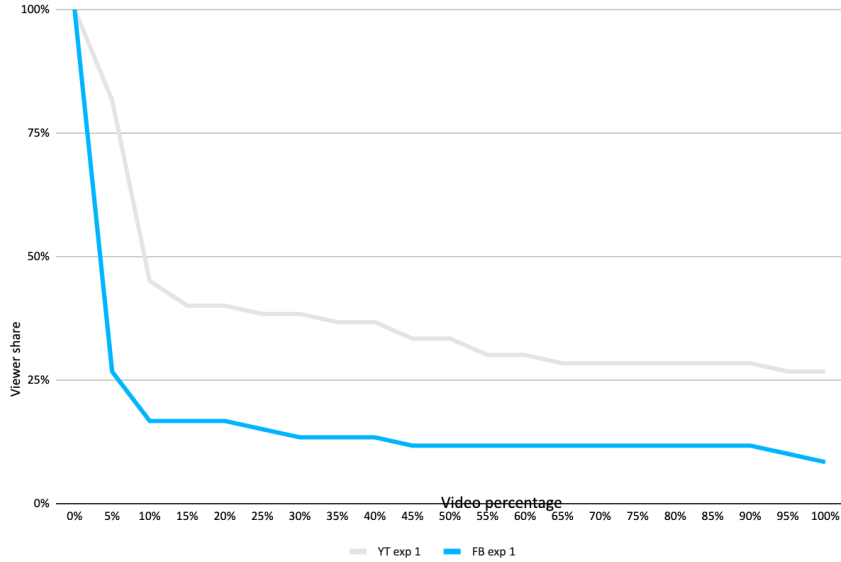


Multi format





# Behavioral Metrics



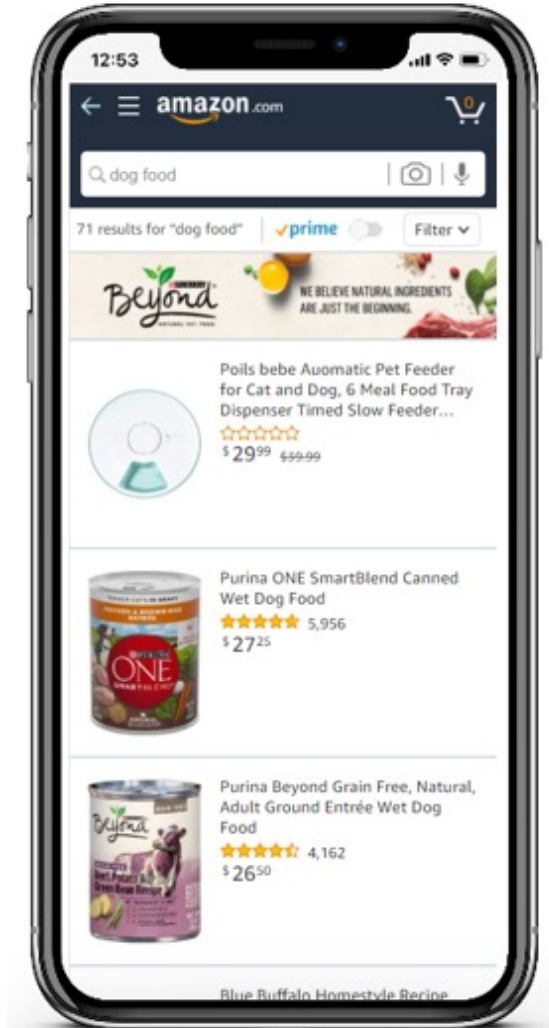
Main Metrics Table		YT exp 1	FB exp 1
<b>Information</b>	<b>Exposure</b>	1	1
	<b>ElementID</b>	YT	FB
<b>Visibility</b>	<i>ad visible</i>	97%	95%
	<i>visibility duration</i>	54s	23s
	<i>average visibility</i>	35%	17%
<b>Cursor</b>	<i>hovered ad</i>	92%	50%
	<i>hover duration</i>	24s	6s
<b>Clicked ad</b>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

# Overview of eCom Live InContext

## Measuring consumers behavior through the eCom POS

# Why eCom with Live InContext?

- Behavioral Data – We don't just ask about online behavior. When the participant is on a shopping mission, we collect data about everything they do and provide levels of detail about the path to purchase that no retailer would normally share or even have access to.
- In Context - We measure shopper choices in the environment in which it actually takes place
- Localization - Our solution is easily adaptable to all markets & retailers
- Flexibility – Test variations of existing page elements and new ones
- Multi-device Capabilities - Test on mobile & desktop
- Data Safe – Test multiple hypotheses without letting your competitors know your plans
- Fast Results – Most studies in one day after fielding



# Test Everything

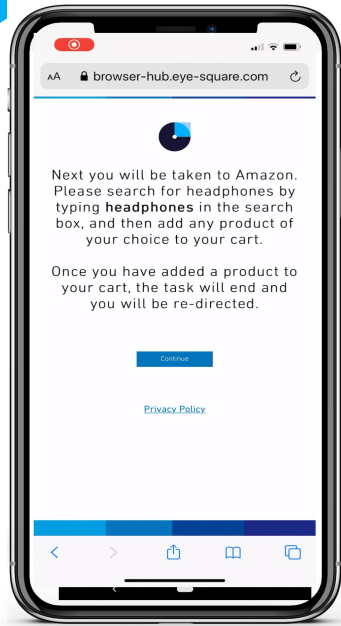
- New Products on Search Result Page (SRP)
- Product Images on SRP
- Product Titles on SRP
- Ads on SRP
- Image Gallery on the product detail page (PDP)
- Feature Bullets & Marketing Copy on PDP
- A+ Enhanced Content on PDP



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

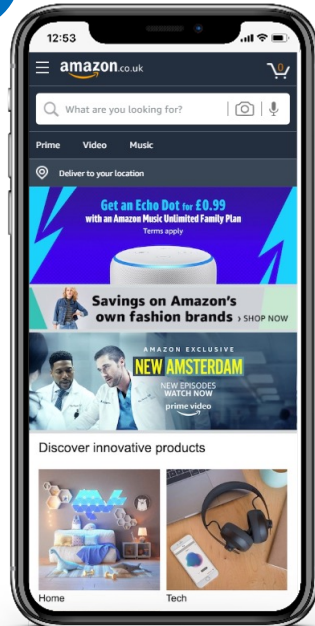
# Shopping Task Procedure

1



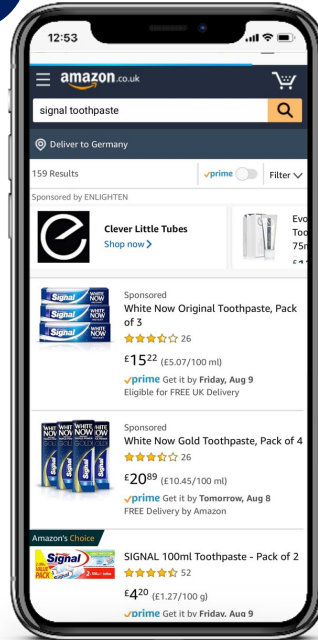
Respondents are launched from a survey to an instructions page where they are asked to complete a shopping task

2



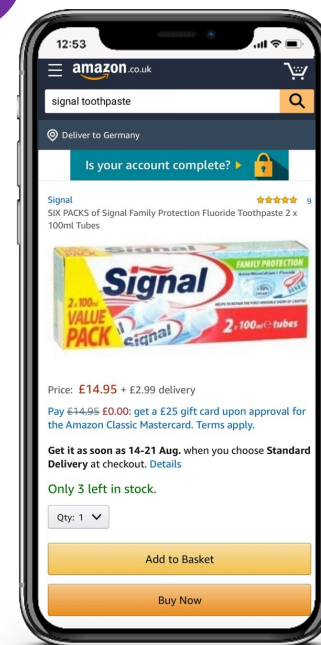
Respondents are redirected to the country specific eCom site where they search for the category

3



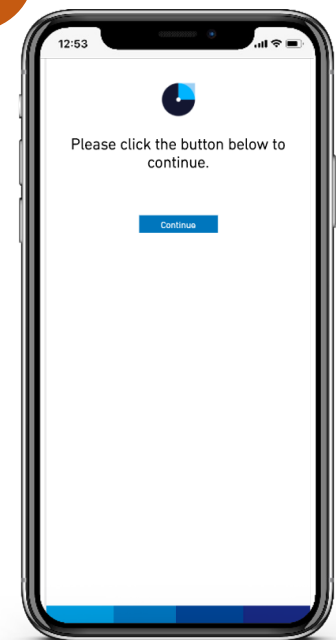
Respondents browse an SRP where test stimuli are embedded among 30-100 other products

4



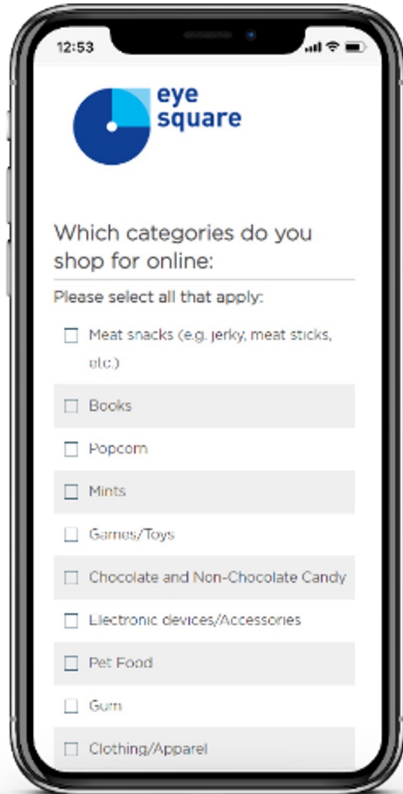
Respondents can browse between search and product pages and choose the desired product

5

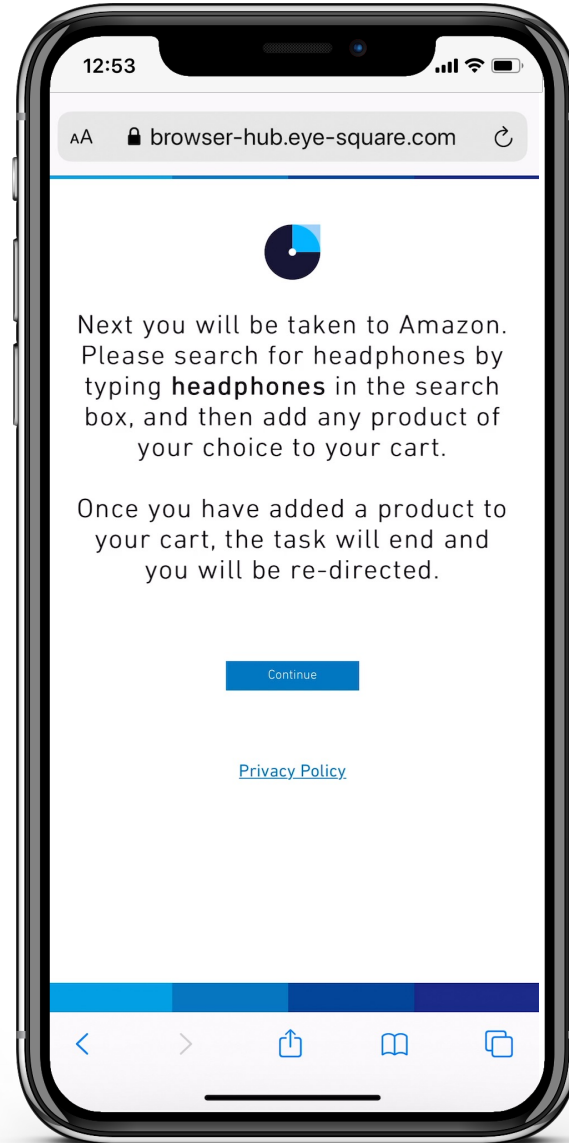


Once respondents select a product on the SRP they are sent back to the survey

# The Test



Screener



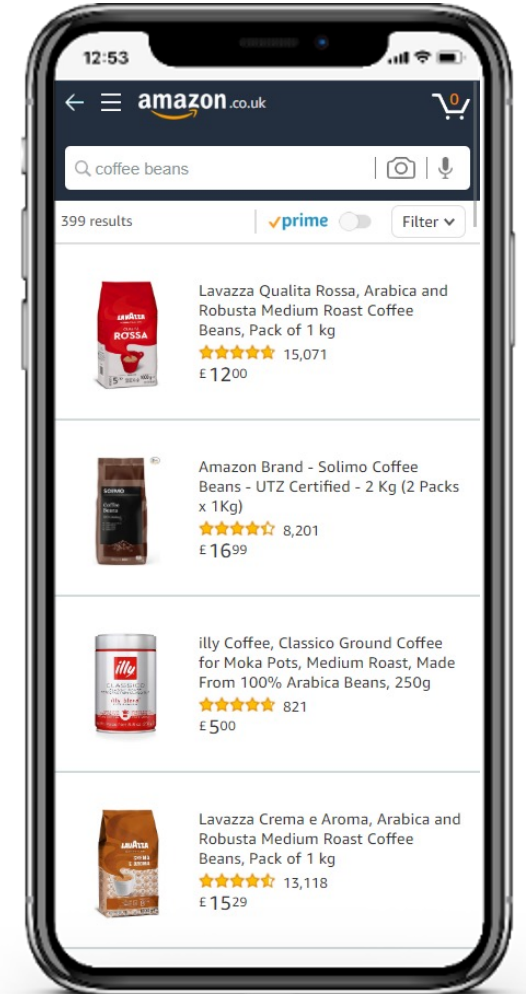
Task



Survey

# Why eCom with Live InContext?

- ✓ Full control over all pages and elements
- ✓ The opportunity to experiment before roll-out NOT on the live site
- ✓ Clear metrics with A/B testing on conversion/ click through rates
- ✓ A single source data-set combining behavioral and claimed data
- ✓ Choose audiences based on their age, gender, habits, and more
- ✓ Fast results – Quick turnaround, global online tests

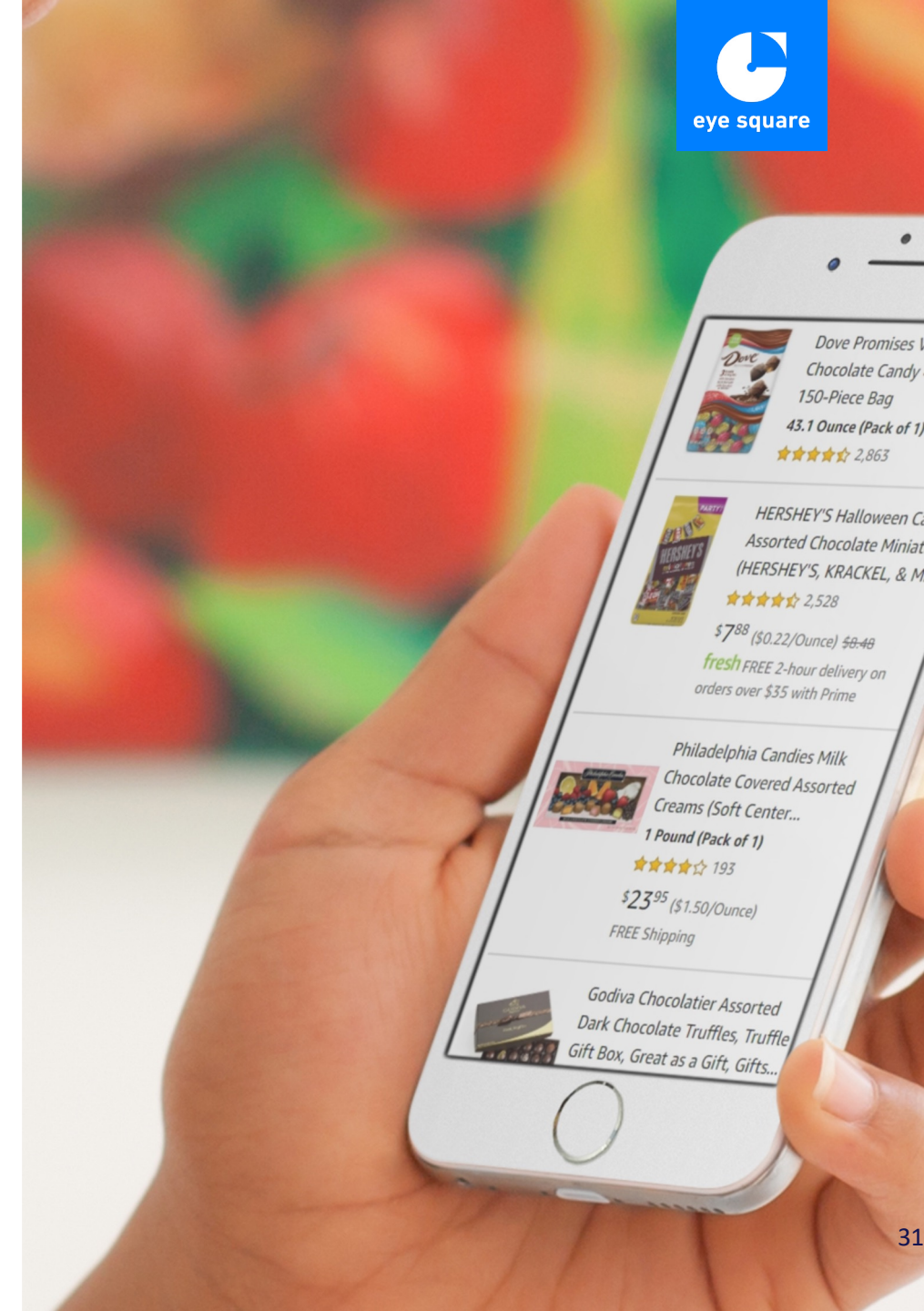




# Questions

## We answer

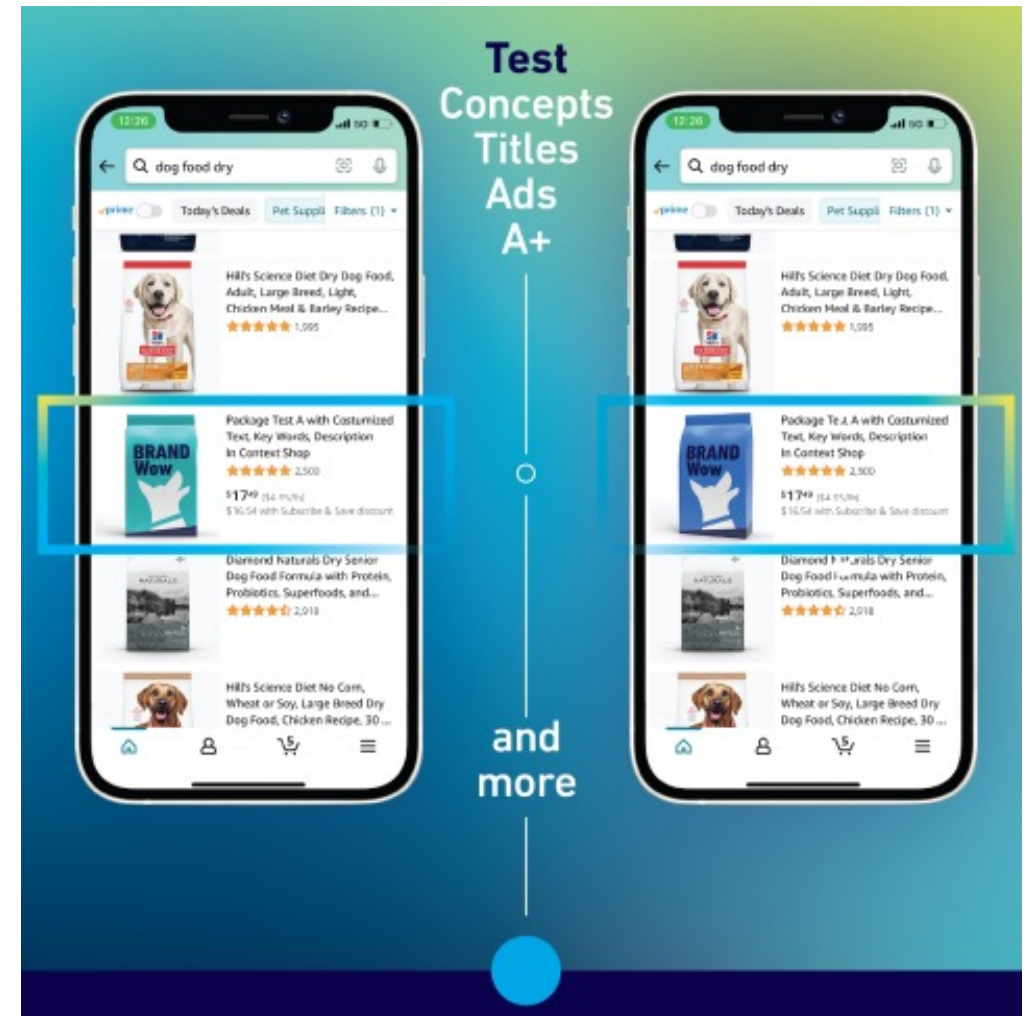
- How do new products perform in a competitive environment?
- Which pack images trigger shoppers to interact?
- What impact do prices & promotions have on conversion?
- What's the optimal set of product images in the gallery?
- Is it worth investing more in A+ paid content?
- **What's the ROI on the ads I pay for?**



# Questions

## We answer

- Does the **new product concept** work on the digital shelf?
- How can we increase the **conversion rate**?
- How can we drive **impulse purchases** online?
- How can we drive **category growth** as a whole?
- How important are **paid placements**?
- Do **hero images** work?



# Two solutions for ecommerce insights



## Research Question

## What do we test?

## Method

### HOW DO SHOPPERS BUY NOW?

Shopper insights learning about the path to purchase on ecommerce platform using behavior tracking combined with an online survey

- Path to purchase
- Search words used
- Product Pages viewed
- Products purchased
- Offers selected

- Click & navigation tracking
- On a participant's personal device in the natural environment
- Combined with a questionnaire
- All in the natural environment

### WHICH ASSETS PERFORM BEST?

Controlled content replacement using A/B test methodology on retailer sites within an online survey

### EXPERIMENTAL VARIATIONS OF:

- Category menu hierarchy
- Product images & prices
- Promotions & advertising
- Product Detail Page design
- A+ Enhanced content
- Brand landing pages
- Checkout suggestion pages

- Content replacement in Live environment
- On a participant's personal device
- Combined with a questionnaire

## ONLINE SHOP EXPERIENCE

## ONLINE CONTENT EXPERIMENTS

# Testing procedure is easy on any device, no app downloads necessary

*Screener*  
1 minute

Participants are recruited via a trusted, quality panel

*Shopping Mission*  
1-2 minutes

Participant conducts a shopping task, buying from the category as they normally would



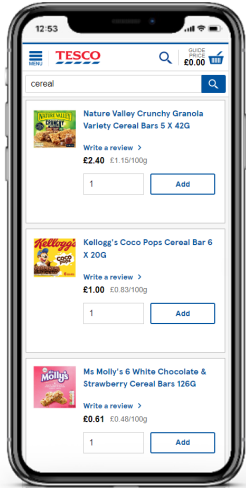
*Survey*  
5-10 minutes

Rating Scales

- Awareness
- Image evaluation
- Purchase motivation
- Brand ratings
- Direct comparison

This is a typical study design. We test monadically, i.e. every participant only sees one version of the design

# Combine Behavioural Data & Explicit Surveys



## Behavioural KPIs

SYSTEM 1  
IMPLICIT

- Product choice (add-to-basket)
- Visibility of objects (images, video, below the fold content)
- Viewing durations on SRP and PDP
- Clicks to PDP
- Purchase – putting product in the cart



## Survey KPIs

SYSTEM 2  
EXPLICIT

- Ease of shopping
- Awareness/ Recall of ads/ products/ brands
- Clarity of communication
- Brand building: fit, image
- Design rating/overall likeability
- Future purchase intention

# The eCom testing platform offers...

**Complete control** over the test environment

**Clear behavioral metrics** with A/B testing on conversion/ click through rates

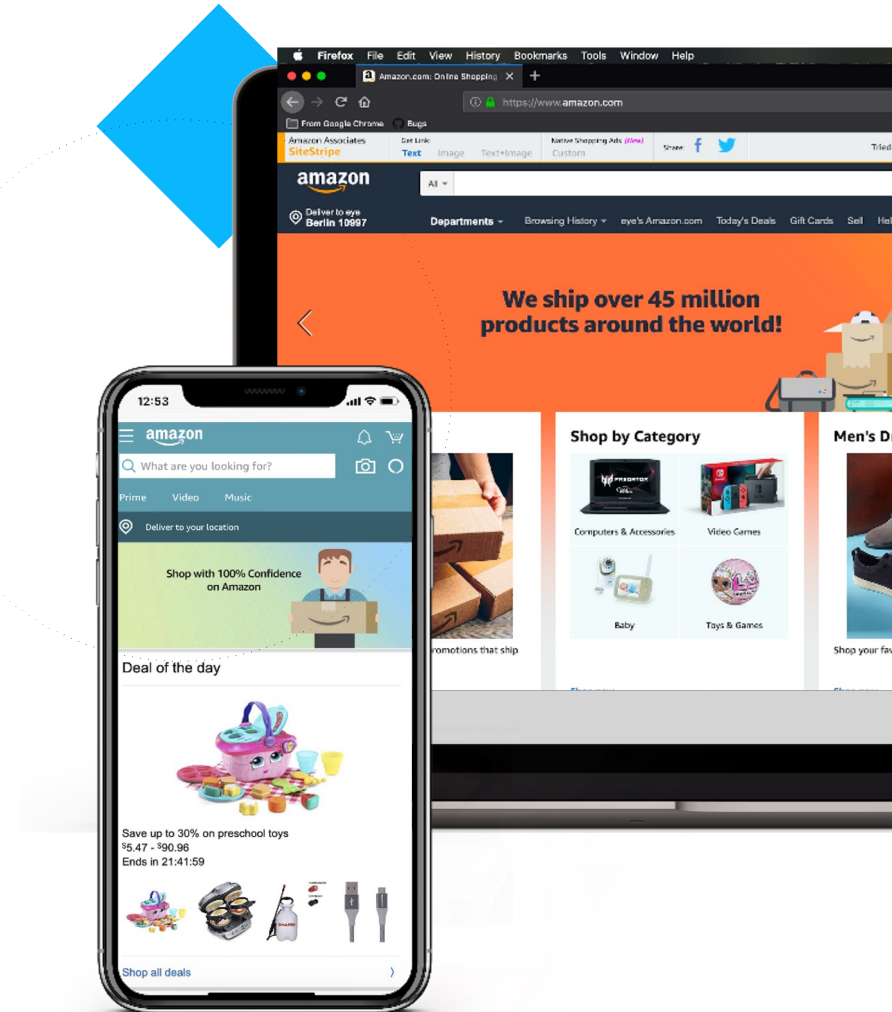
The opportunity to experiment before roll-out NOT on the live site

**A single source data-set** combining behavioral and claimed data

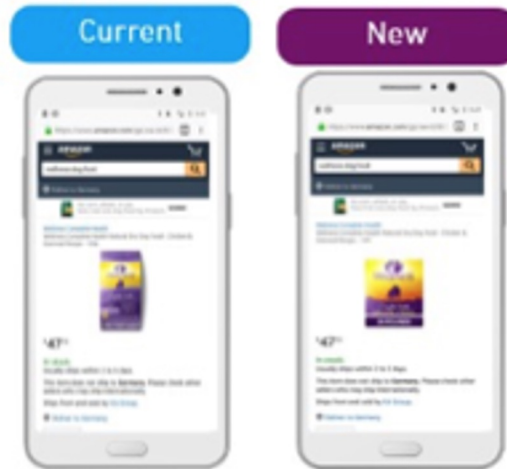
Choose audiences based on their age, gender, habits, and more

**Fast results** – Quick turnaround, global online tests

Test on mobile and/or desktop



# eCom Conversation Funnel Outputs



The funnel shows the main differences between the A/B tested stimuli with regards to:

- viewable by %
- clicked by %
- purchased by %

More specifically, it shows where one stimulus lacks in standout and 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.

# eKPI's Combine behavior and explicit data for a holistic understanding of digital asset impact

## Behavioral Data: Shopping task

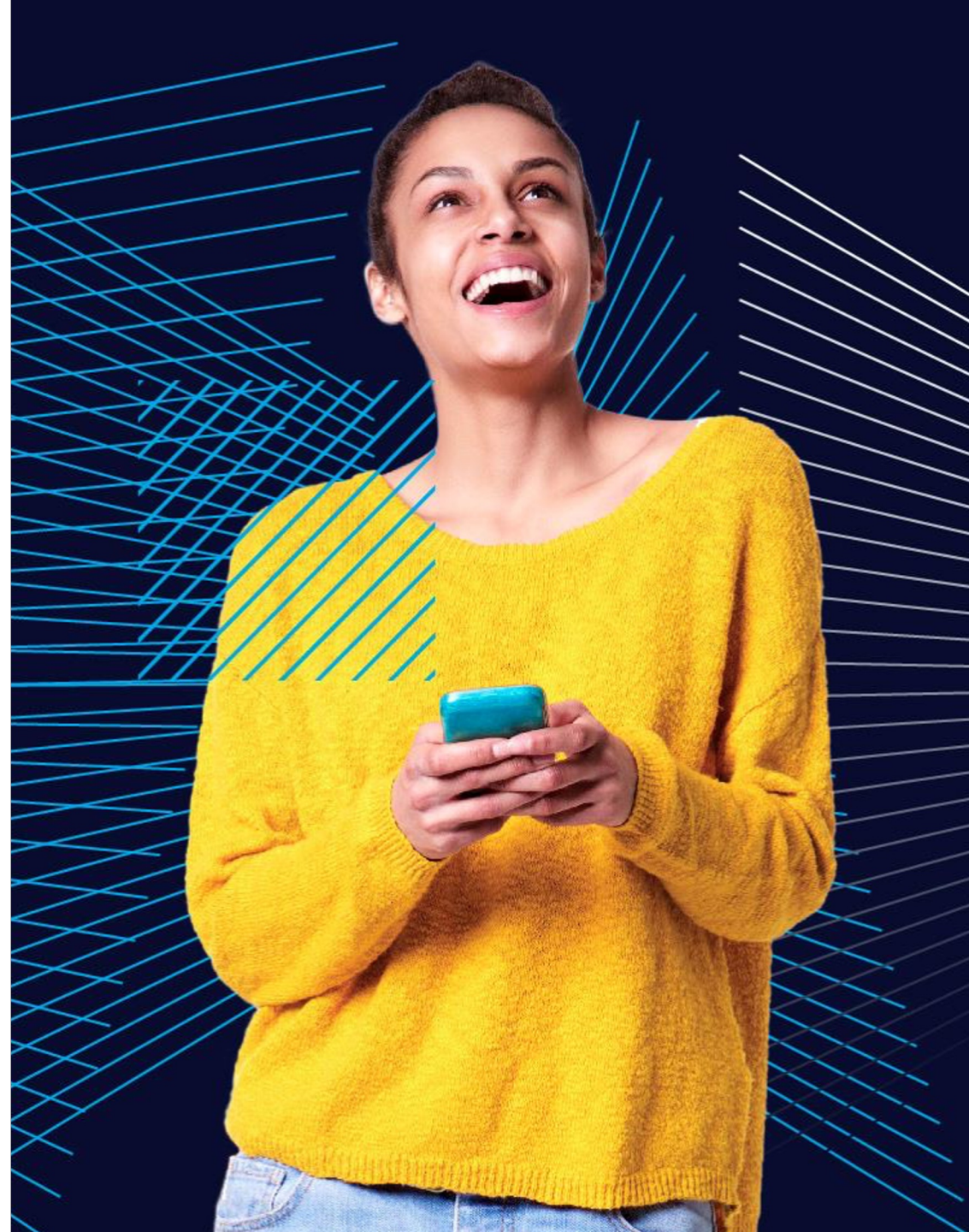
- Share of purchases
- Time to purchase
- Product tile on SRP in view duration
- Product Detail Page views
- Durations on Product pages
- Below the fold duration and share of viewers

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

## Explicit Data: Survey

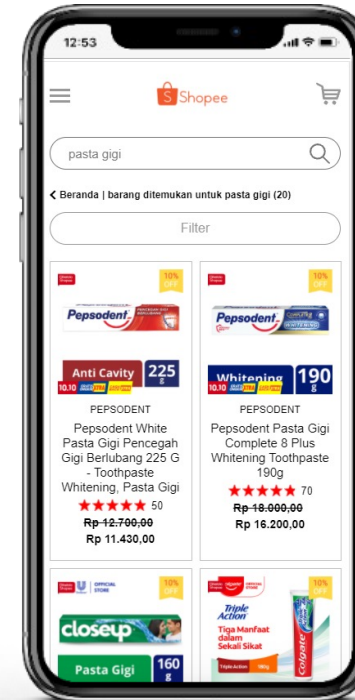
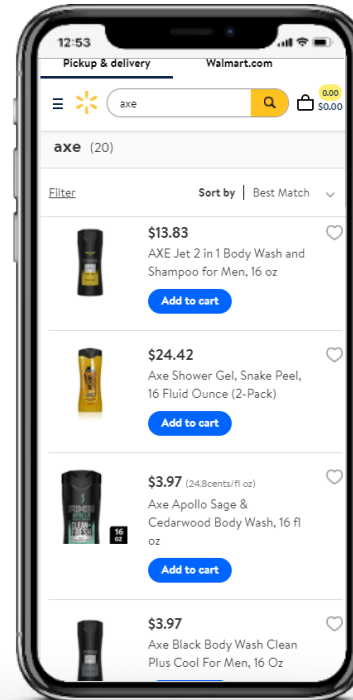
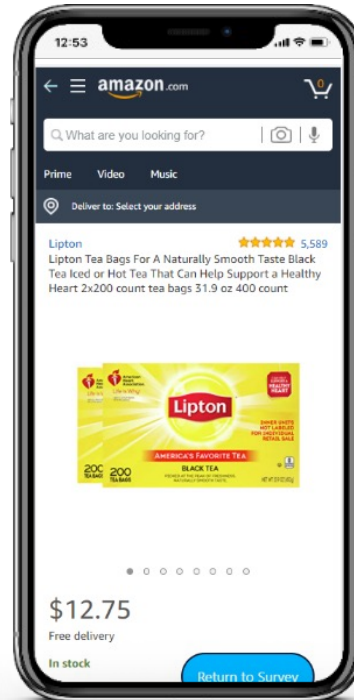
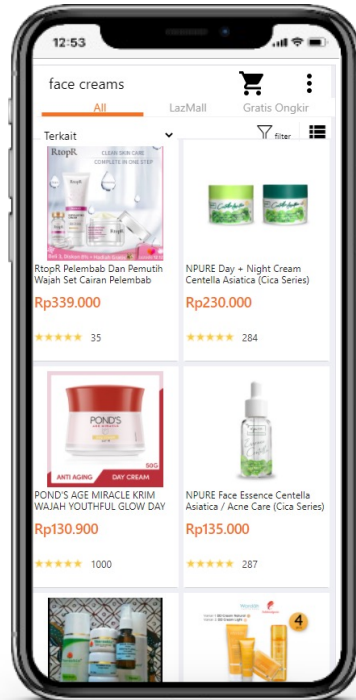
- Ease of purchase
- Recognition
- Image evaluation
  - Communication
  - Liking
  - Element Likes
  - Element Dislikes
- Enhanced content evaluation
  - Communication
  - Liking
  - Element Likes
  - Element Dislikes
- Socio-demographics

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





# Growing portfolio of Global eCom platforms



# Our portfolio of Retailer stores\*



\* Ask about additional eCom platforms to add

# Retailers & Countries Supported:

## Additional retailers are possible upon request.

<b>Retailer</b>	<b>Region</b>	<b>Countries covered</b>	<b>Device</b>
<a href="#"><u>Coupang</u></a>	APAC	South Korea	Mobile
<a href="#"><u>Lazada</u></a>	APAC	Thailand, Malaysia, Philippines, Indonesia, Vietnam, Singapore	Mobile
<a href="#"><u>tmall</u></a>	APAC	China, Taiwan, Vietnam	Mobile
<a href="#"><u>Carrefour</u></a>	Worldwide	France, Spain, Belgium, Italy, Poland, Romania, Argentina, Brazil, Taiwan, UAE	Mobile & Desktop
<a href="#"><u>Tesco</u></a>	Europe	United Kingdom, Ireland, India, Czech Republic, Slovakia, Hungary	Mobile & Desktop
<a href="#"><u>Amazon / Amazon Fresh</u></a>	Global	USA, Canada, UK, France, Germany, Spain, Italy, Netherlands, India, Brazil Mexico, Japan, Australia any other country where Amazon Fresh operates	Mobile & Desktop
<a href="#"><u>Walmart</u></a>	N. America	USA	Mobile & Desktop
<a href="#"><u>Target</u></a>	N. America	USA	Mobile & Desktop
<a href="#"><u>Kroger</u></a>	N. America	USA	Mobile & Desktop
<a href="#"><u>Otto</u></a>	Europe	Germany	Mobile & Desktop
<a href="#"><u>MediaMarkt</u></a>	Europe	Germany	Mobile & Desktop
<a href="#"><u>Rewe</u></a>	Europe	Germany	Mobile
<a href="#"><u>BestBuy</u></a>	N. America	USA, Canada, Mexico	Mobile & Desktop

What is a successful social media ad?

**Now you can measure your ads effectiveness by its ability to drives sales at eCom POS!**

**What is a successful social media ad?**



**Why it works  
& What you can learn**

# Combining ad injection and eCom purchase task

## Behavioral Metrics

Visibility - time on ad/package

Interest - Clicks on ad/package - where/when

Purchase -Add to cart

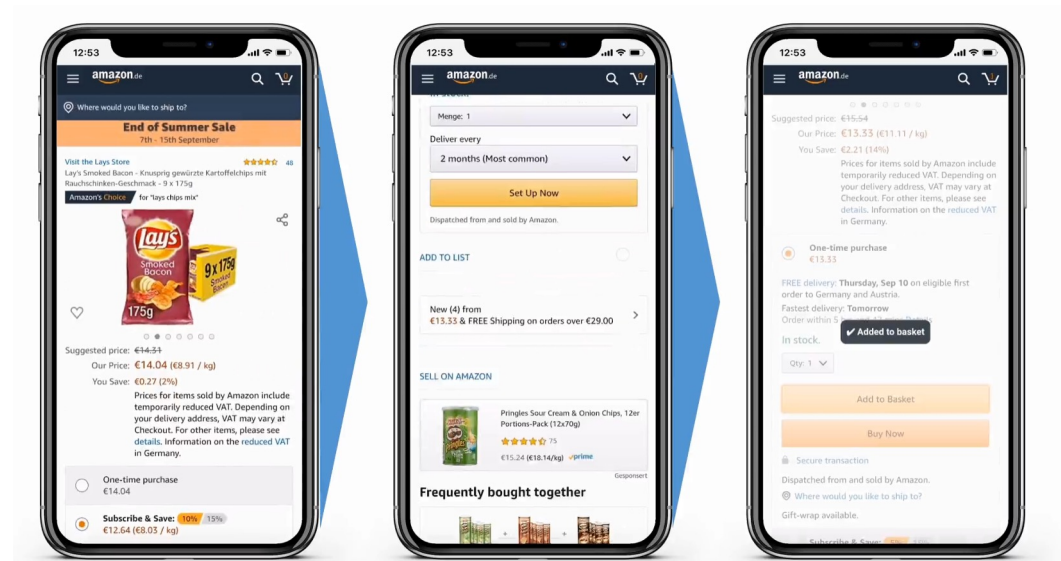
## Survey rating:

Awareness

Image

Impact

Ad evaluation



Ad/Pack injected

Browse

Purchase

Natural shopping on SRP and PDP

## 1. Screener



# 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 buy a product in the category of the ad they were exposed to on Amazon, Walmart, Target (Put an item in the cart) After they put the product in the cart they are seamlessly brought to questionnaire

## Questionnaire

Ad recall, brand image, relevant set, first choice



# 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.

# Questions

## We answer

### Viewability

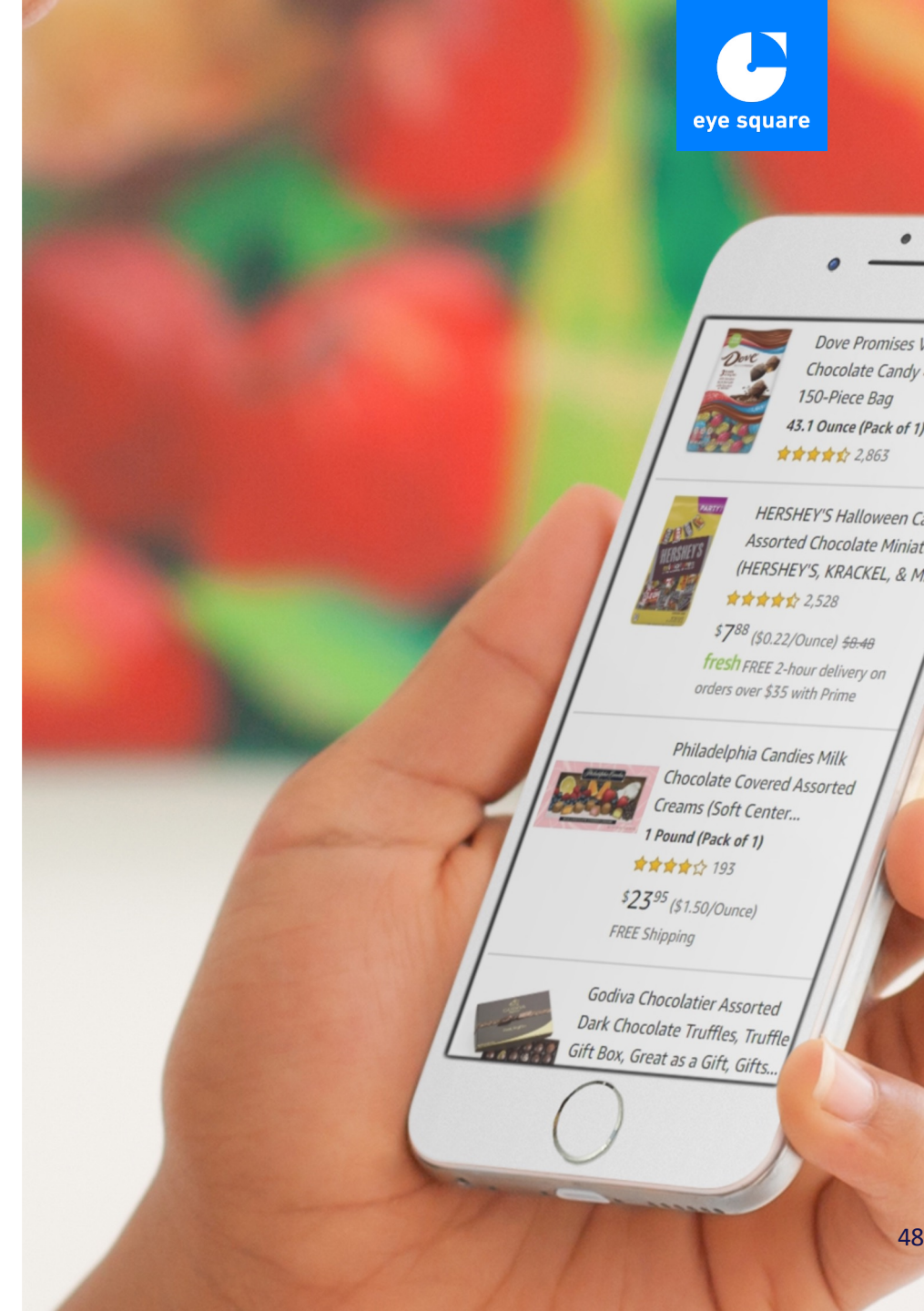
Which **ad** drove more consumers to spend the most time on the product on the SRP in a competitive environment?

### Interest

Which ad had the highest number of consumers clicking on the product on the SRP and going to the PDP?

### Purchase

Which ad did more consumers put the product in the cart after being exposed the ad?



# Deliverables

## Shopping task KPIs

- Time content in view
- Clicks
- Product purchased

## Survey KPIs

- Image
- Impact
- Awareness
- Asset Evaluation

KPI Overview		Control	Test 1	Test 2	Test 3	Test 4
Shopping Task	Share of purchasers	13%	17%	14%	33%	18%
	Clicked on pack	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

# KPI's Combine behavior and explicit data for a holistic understanding of digital asset impact

## Behavioral Data: Shopping task

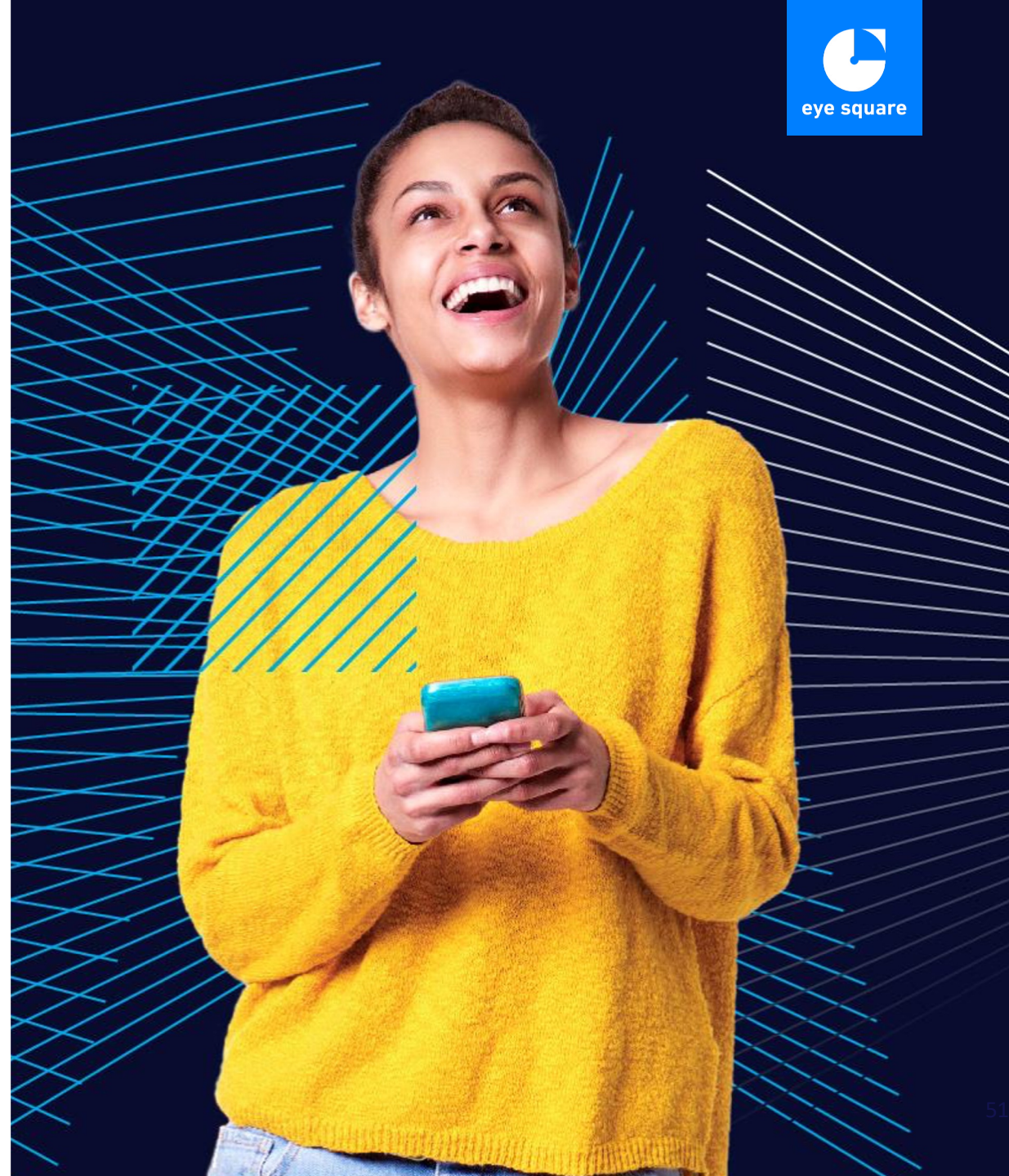
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- Durations on Product pages
- Below the fold duration and share of viewers

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
- Enhanced content evaluation
  - Communication
  - Liking
  - Element Likes
  - Element Dislikes
- Socio-demographics

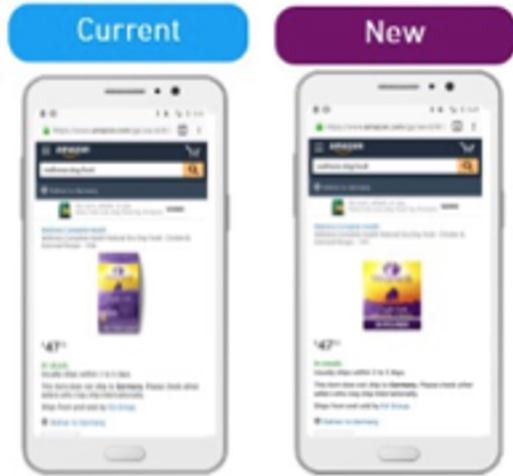
When differences in shares of purchase between image variations are narrow, **explicit responses** can help explain shopper decisions.



# Shopping metrics – Beyond stated purchase intent

## Conversion Funnel Outputs

A New  
ad  
Effectiveness  
Currency



The funnel shows the main differences between the A/B tested stimuli with regards to:

- viewable by %
- clicked by %
- purchased by %

More specifically, it shows where one stimulus lacks in standout and 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.



eye square

# See the Experience

Jeff Ephraim Bander  
Chief Revenue Officer

+1 917 523 0007  
[bander@eye-square.com](mailto:bander@eye-square.com)

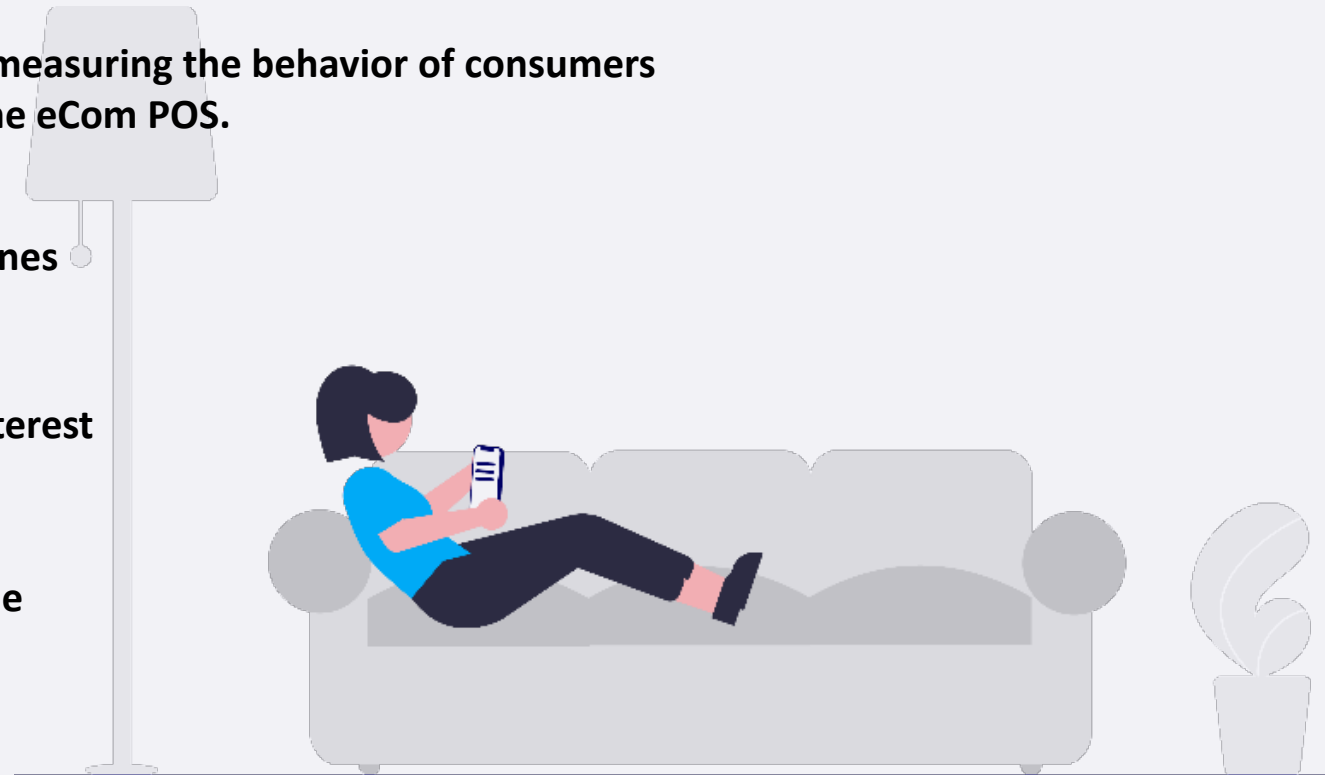


# APPENDIX



# Summary & Discussion

- ✓ Understand the success of social media ads by measuring the behavior of consumers journey through the complete sales funnel at the eCom POS.
- ✓ Natural setting: at home and on the user's phones
- ✓ Know which ads delivers the most attention, Interest and actual sales at the eCom POS
- ✓ Know which ads and which platforms deliver the best ROI



# Services

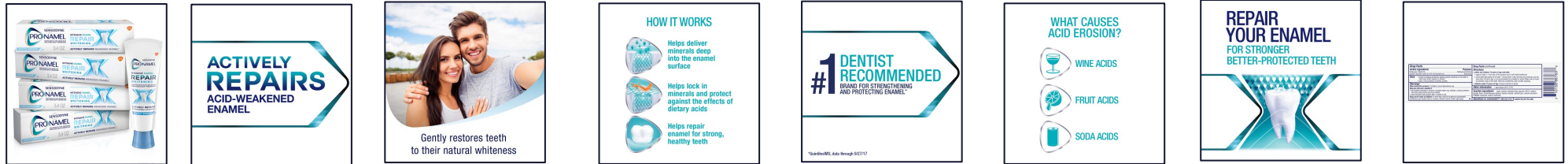
## eye square responsibilities

- Technical preparation of study
- Screener and questionnaire drafting
- Set-up & manage field phase
  - Survey scripting, hosting
  - Panel recruitment and management
  - Field monitoring and quality checks
- Data analysis of behavioral and survey data
- Report in PowerPoint incl. summary and recommendations Results web meeting

## client responsibilities

- Sign off on:
  - Screener and questionnaire
  - Task instructions
  - Retailer search list page arrangement
- Delivery of test stimuli: images and descriptions of new products which are to be integrated into the test site
  - Images should be high quality jpg or png files
  - Descriptions: product names, prices, technical descriptions if applicable

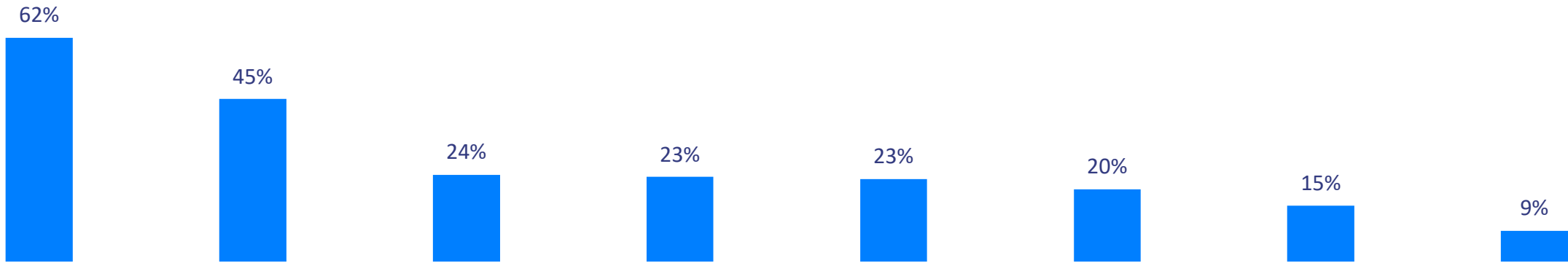
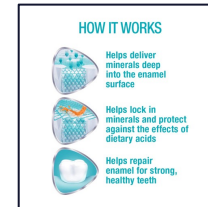
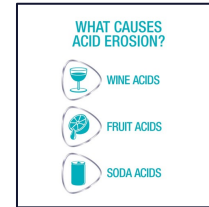
The further back an image is positioned, the less it is seen. Yet, specific lifestyle and benefit images break the trend of shrinking viewing time



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

Benefit in combination with results image featuring smiling people compels the most to buy the product. Text heavy and technical explanations are less motivating to buy

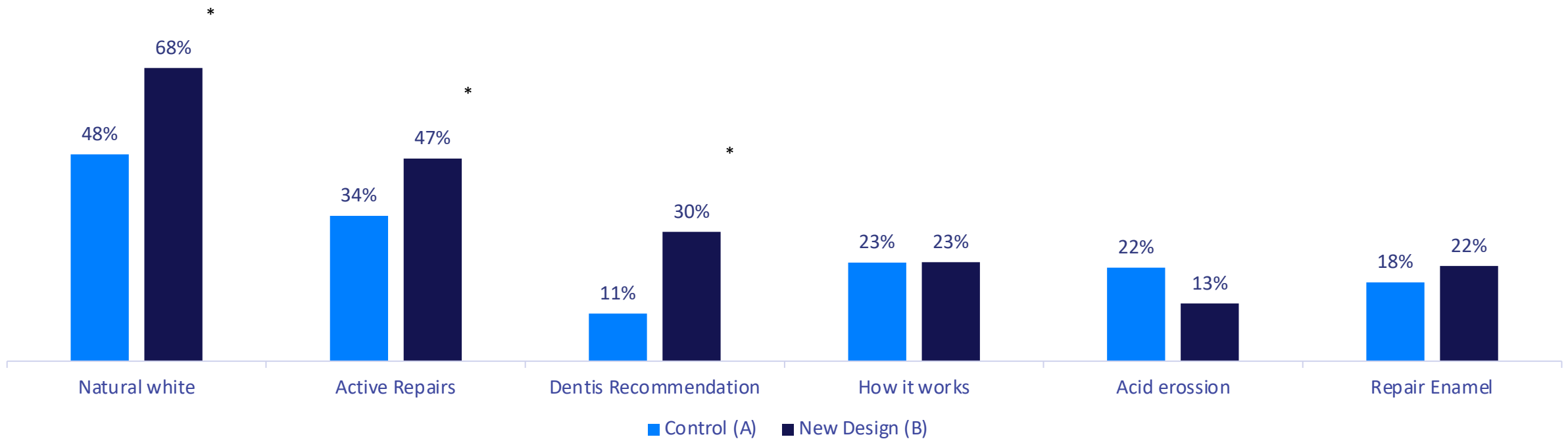
Most Motivating to Purchase (top2 – new images)



Please rank the images according to how much they motivate you to purchase the product, from highest motivation to lowest motivation. | letters in brackets indicate significant differences on a 95%-level | n=600, n=200 per design route

Both imagery versions are equally liked, but the larger and easier-to-read description of how to use the new product boosts the already high 'Know How to use' ratings

### Message Recall



Which of the following messages do you recall about the product you just saw? Please select all that apply.

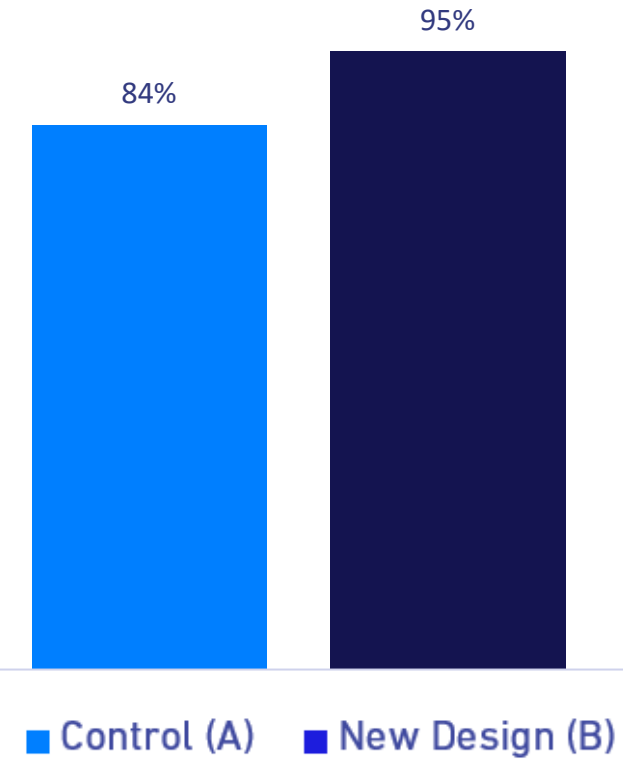
\* significant differences on a 95%-level | n=400, n=200 per design route

Both imagery versions are equally liked, but the larger and easier-to-read description of how to use the new product boosts the already high 'Know How to use' ratings

Liking (top2)



Know How to use



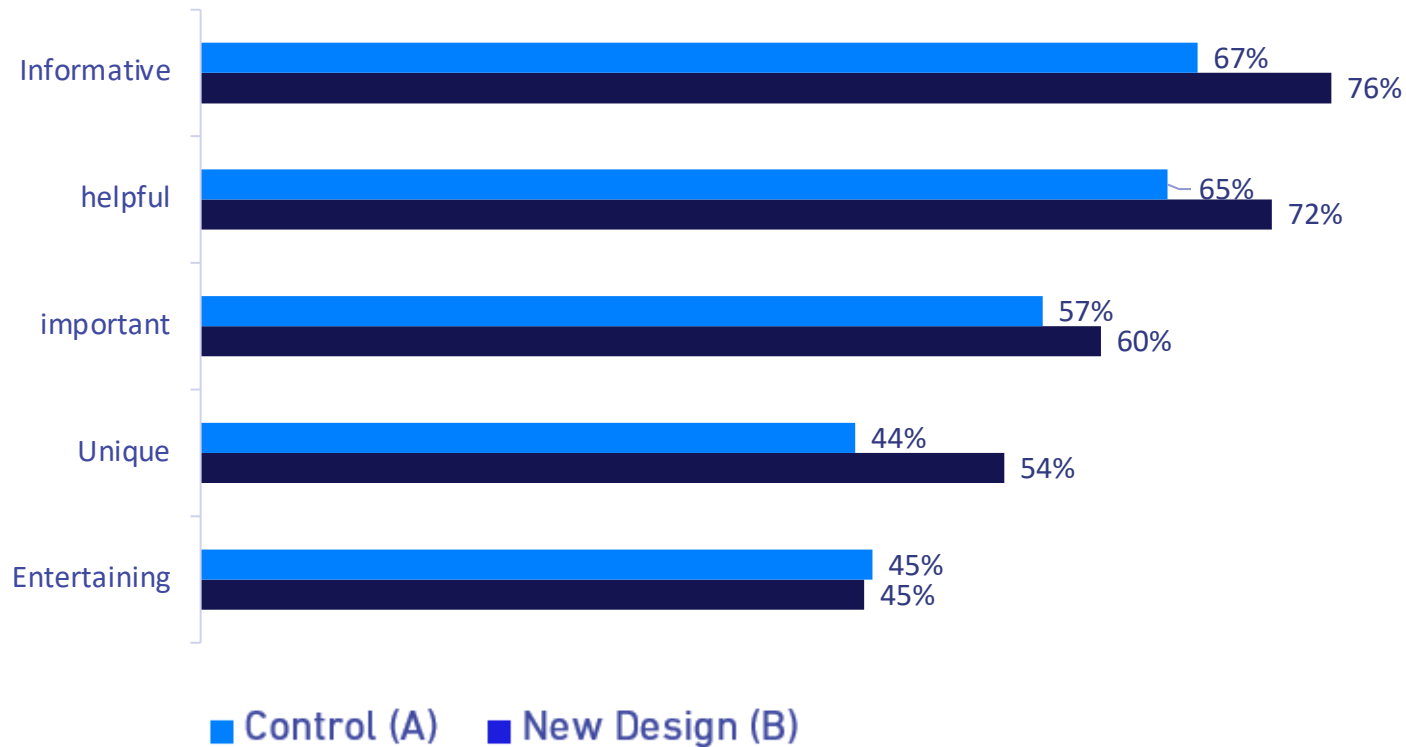
**HOW IT WORKS**

- Helps deliver minerals deep into the enamel surface
- Helps lock in minerals and protect against the effects of dietary acids
- Helps repair enamel for strong, healthy teeth

Liking :All in all, how much do you like the images in the image carousel? | Know to use: After viewing the image carousel, do you think you understand how to use the product?  
 \*significant differences on a 95%-level | n=400, n=200 per design route

On a high level, the new image gallery is perceived as less useful than the old image gallery- also as less standard and slightly more unique.

### Positive Content Statements (top2)



Please indicate how you feel about the image gallery on the scales from 1-5 below. 1 indicates you fully agree with the positive feeling shown, 5 indicates you fully agree with the negative feeling shown.

\*indicate significant differences on a 95%-level | n=400, n=200 per design route

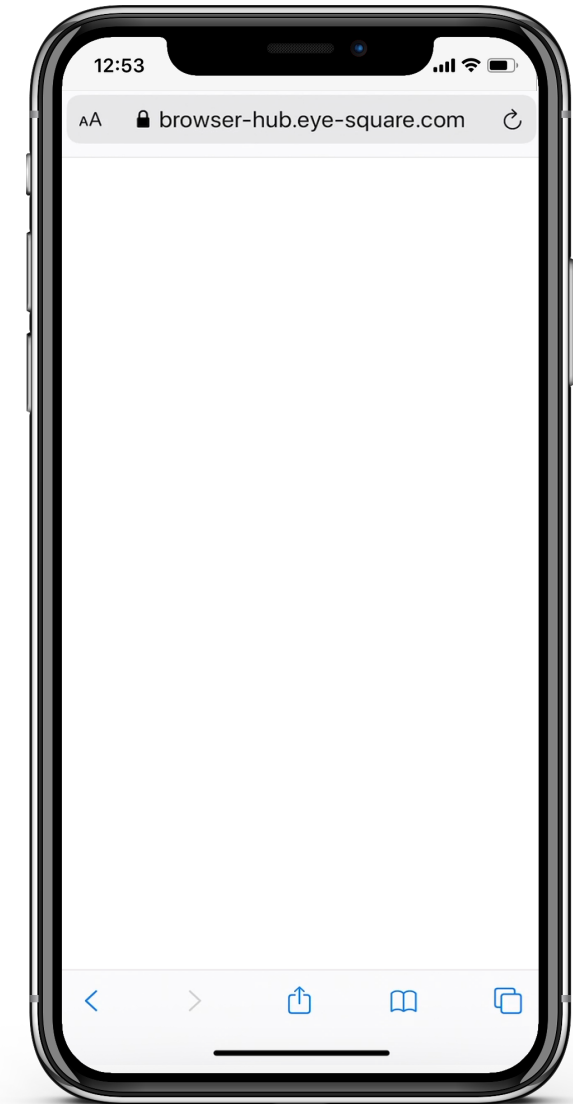
# Google search



There is no need for respondents to download an app or browser extension to take part. **They start on Google.com.**

When a keyword is entered, our software automatically controls the SERP page and shows the predefined AdWord at the top of the page.

The normal organic search results are shown as normal. No other ads appear on the page.



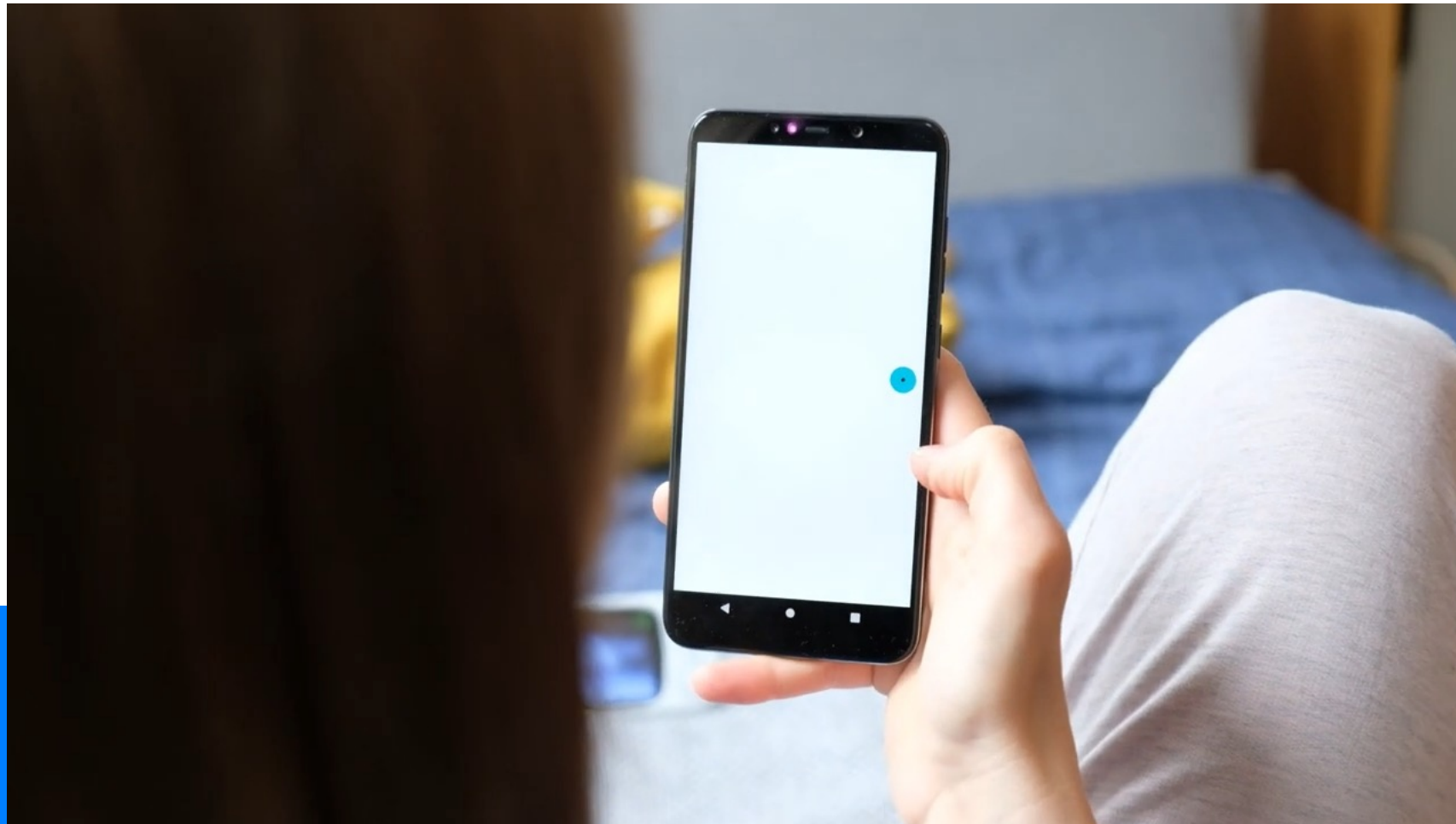




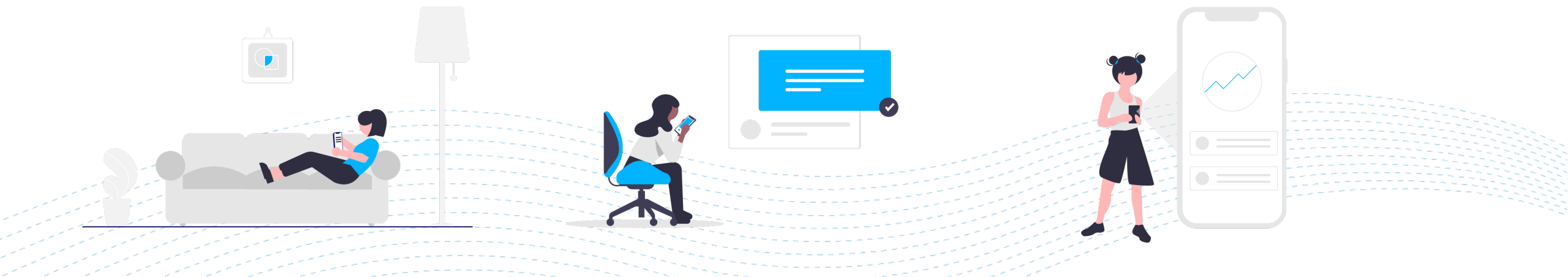
# Mobile Eye-Tracking Case Study

Mobile

# Eye Tracking (BYOD)



# What are the benefits?



## Natural settings

See real consumer behavior on personal devices. Users and consumers can participate in settings that normally would not have been possible for eye-tracking research.

## Get your results fast!

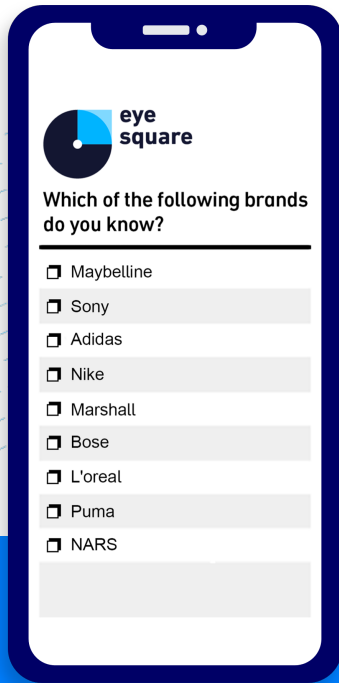
No long waiting time since all recordings can be simultaneously, even in different languages and countries.

## Eye-tracking data enriched

Eye-Tracking should not done by itself but always combined with questionnaire, success metrics and interviews

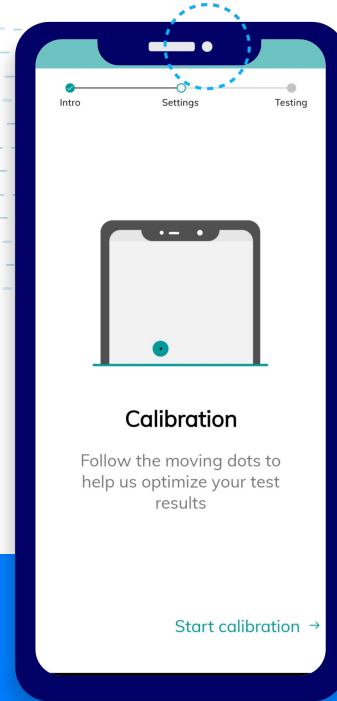
# How our process works

## Step 1: Screener



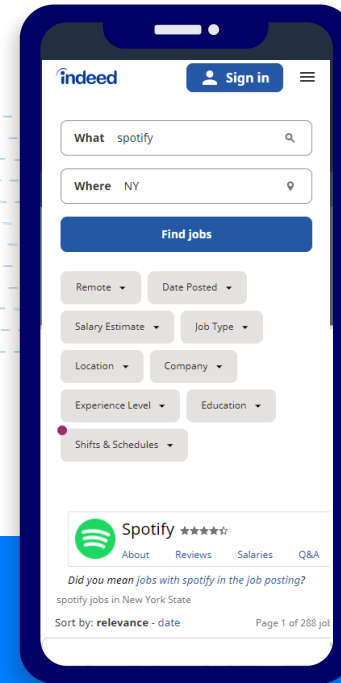
Pre-questionnaire insures that only the right participants will join

## Step 1.5: Calibration



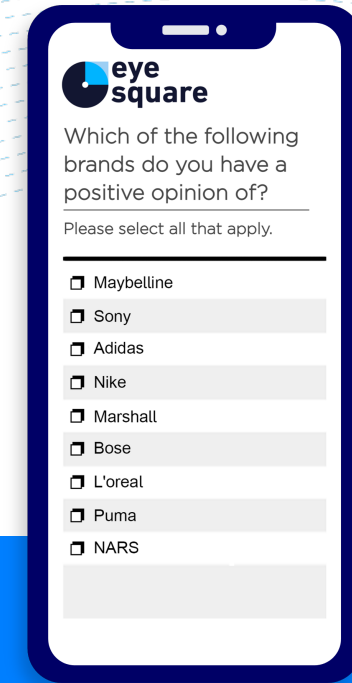
Quality control means live online calibration check

## Step 2: UX Tasks



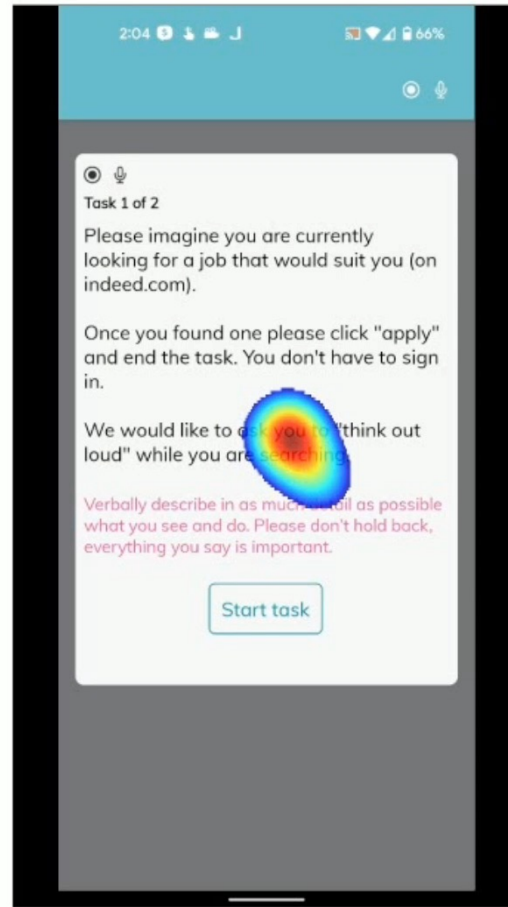
Task in natural environment without recording of personal data

## Step 3: Post-Questionnaire



Questionnaire with Recall and Recognition and additional options

# Recordings & Accuracy

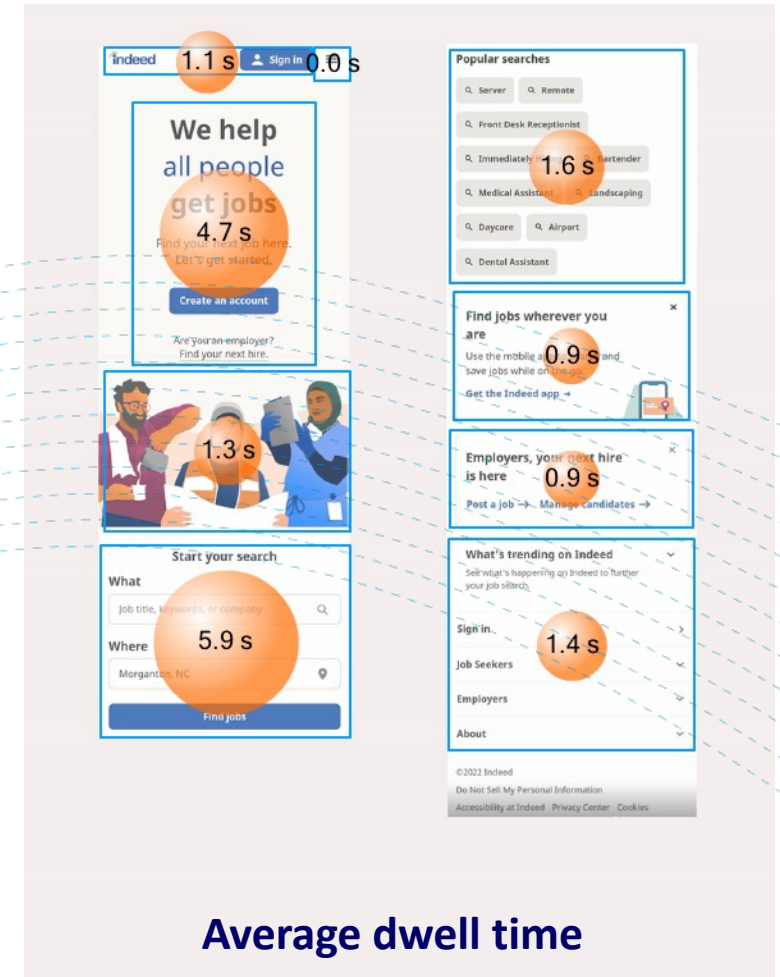
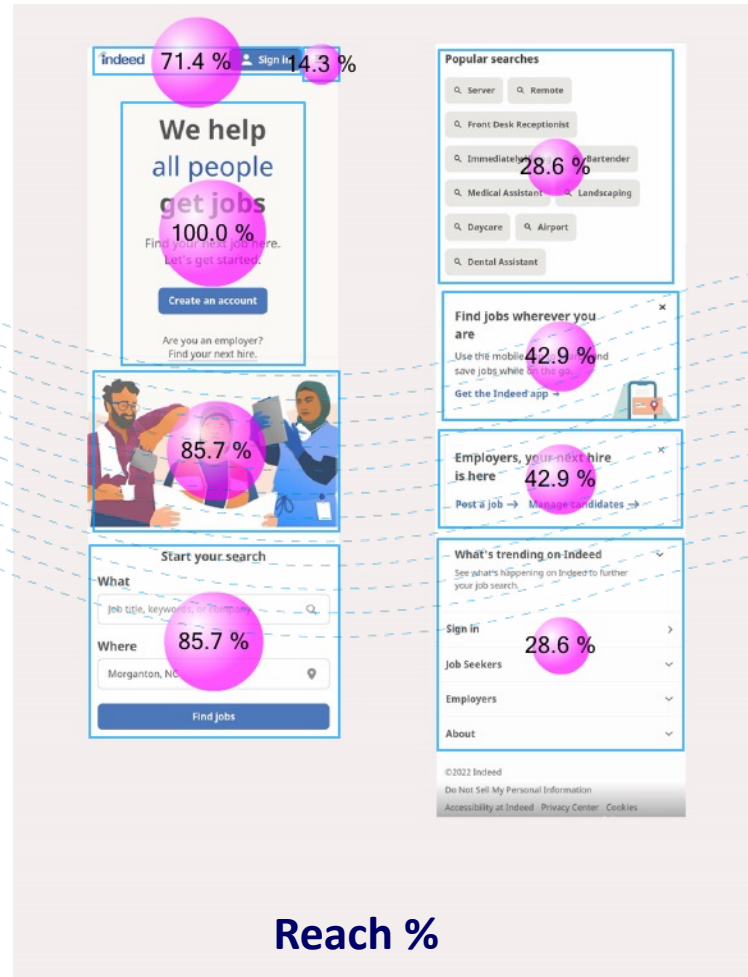
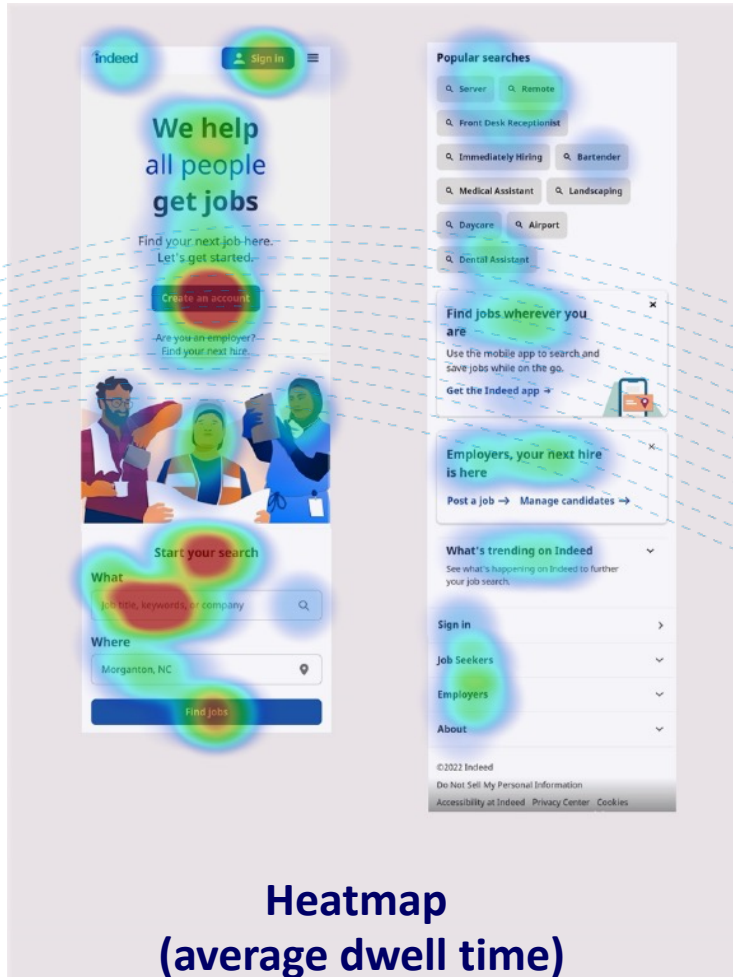


**Indeed Task**

# Case Study

## Indeed.com – 1st impression

N=30

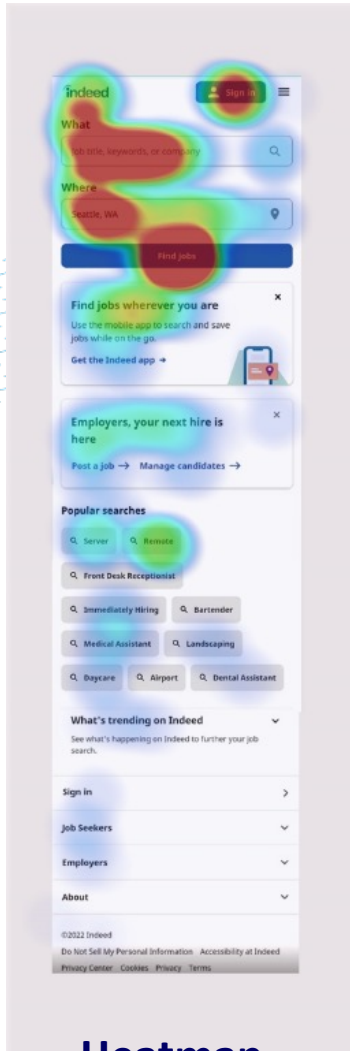


# Case Study

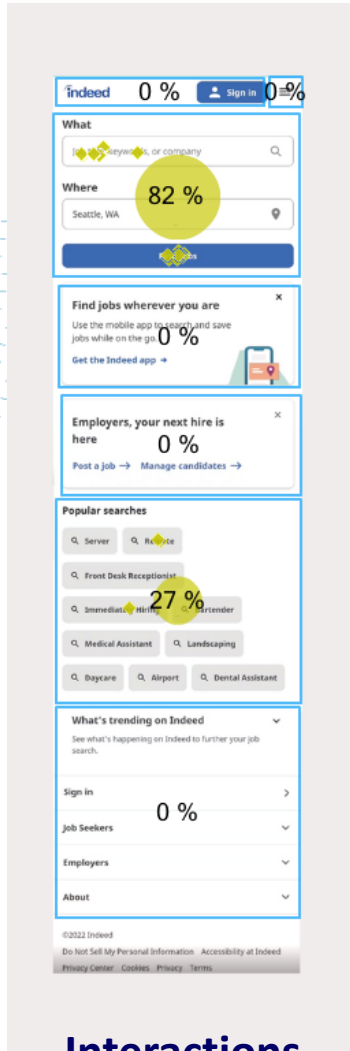
## Indeed.com – alternative homepage



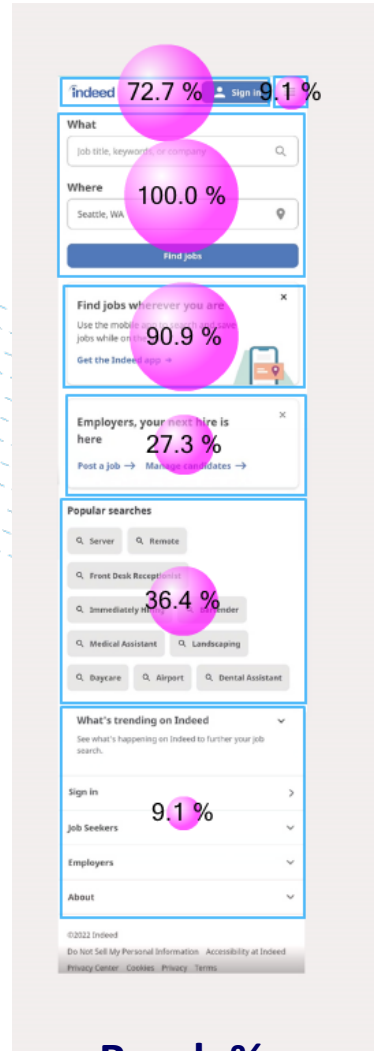
N=30



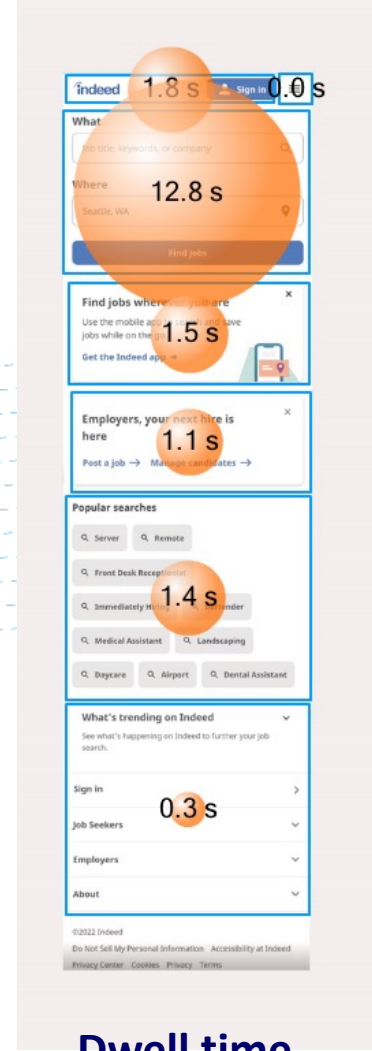
Heatmap



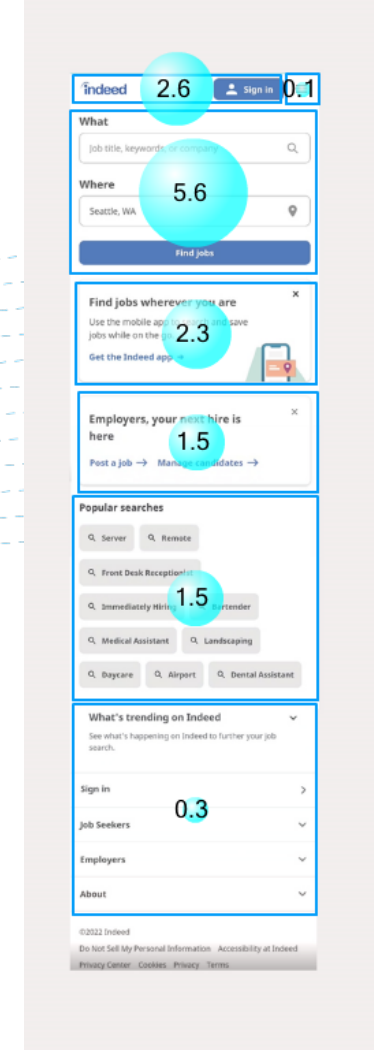
Interactions Clicked



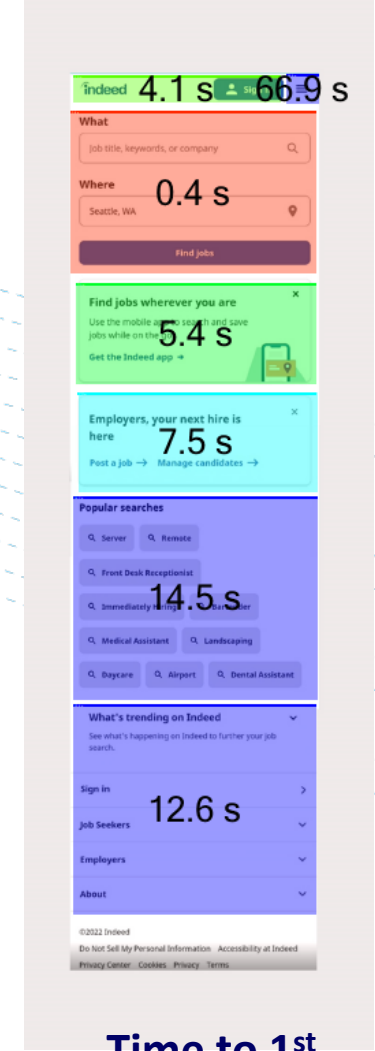
Reach %



Dwell time (average)



Visits %



Time to 1st contact

# Case Study

## Indeed.com – find company details



Indeed Sign in

### Product Manager, Spotify for Artists, Artist Presence

Spotify ★★★★★ 67 reviews  
New York, NY • Remote

**Job details**

Job Type  
Remote

**Benefits**  
Published from the full job description

Employee assistance program Parental leave

Work from home

**Full Job Description**

**Product**

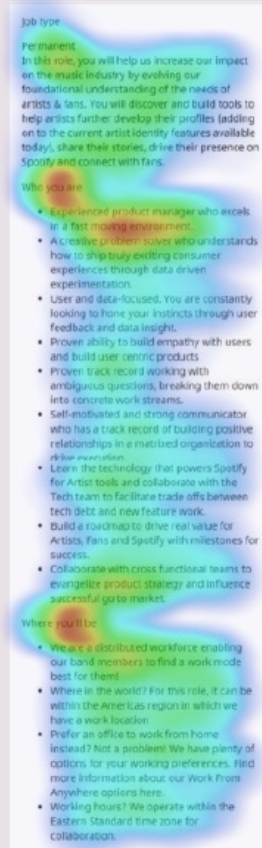
We are looking for a Product Manager to join the team that builds Spotify for Artists, the destination for artists and their teams to understand their fans, learn, grow, and get paid. We give artists the insights and tools they need to connect with their fans and establish a meaningful career on their own terms.

**Location**

New York or Remote Americas

You must create an Indeed account before continuing to the company website to apply.

Apply on company site



**Job type**

**Permanent**

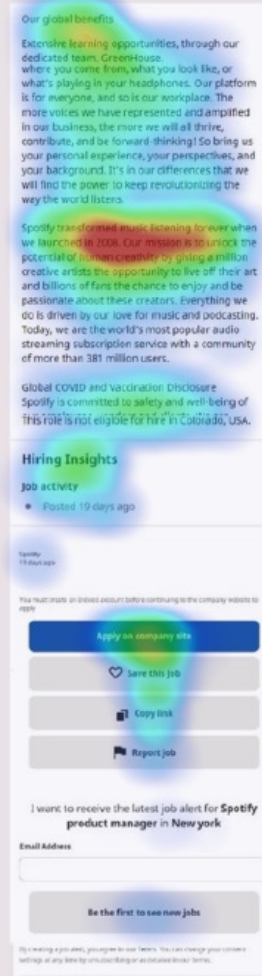
In this role, you will help us increase our impact on the music industry by evoking our foundational understanding of the needs of artists & fans. You will discover and build tools to help artists further develop their profiles (adding on to the current artist identity features available today), share their stories, drive their presence on Spotify and connect with fans.

**Who you are**

- Experienced product manager who excels in a fast moving environment.
- A creative problem solver who understands how to drive truly exciting consumer experiences through data driven experimentation.
- User and data-focused. You are constantly looking to hone your instincts through user feedback and data insight.
- Proven ability to build empathy with users and build user-centric products
- Proven track record working with ambiguous questions, breaking them down into concrete work streams.
- Self-motivated and strong communicator who has a track record of building positive relationships in a matrixed organization to drive execution.
- Learn the technology that powers Spotify for Artist tools and collaborate with the Tech team to facilitate trade offs between tech debt and new feature work.
- Build a roadmap to drive real value for Artists, Fans and Spotify with milestones for success.
- Collaborate with cross functional teams to evangelize product strategy and influence successful go to market.

**Where you'll be**

- We are a distributed workforce enabling our band members to find a workmode best for them
- Where in the world? For this role, it can be within the Americas region in which we have a work location
- Prefer an office to work from home instead? Not a problem! We have plenty of options for your working preferences. Find more information about our Work From Anywhere options here.
- Working hours? We operate within the Eastern Standard time zone for collaboration.



**Our global benefits**

Extensive learning opportunities, through our dedicated team, GreenHouse, where you come from, what you look like, or what's playing in your headphones. Our platform is for everyone, and so is our workplace. The more voices we have represented and amplified in our business, the more we will all thrive, contribute, and be forward-thinking! So bring us your personal experience, your perspectives, and your background. It's our differences that we will find the power to keep revolutionizing the way the world listens.

Spotify transformed music listening forever when we launched in 2008. Our mission is to unlock the potential of human creativity by giving a million creative artists the opportunity to live off their art and billions of fans the chance to enjoy and be passionate about these creators. Everything we do is driven by our love for music and podcasting. Today, we are the world's most popular audio streaming subscription service with a community of more than 381 million users.

**Global COVID and vaccination Disclosure**  
Spotify is committed to safety and well-being of this role is not eligible for hire in Colorado, USA.

**Hiring Insights**

**Job activity**

- Posted 19 days ago

Spotify  
11 days ago

You must create an Indeed account before continuing to the company website to apply.

Apply on company site

Save this job

Copy link

Report job

I want to receive the latest job alert for Spotify product manager in New York

Email Address

Be the first to see new jobs

By creating a job alert, you agree to our Terms. You can change your content settings at any time by unsubscribing or adjusting your settings.

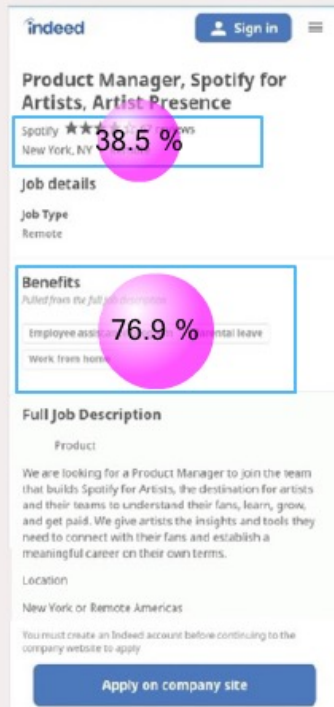
N=30  
Heatmap  
(average dwell time)





# Case Study

## Indeed.com – find company details



Indeed Sign in

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Spotify ★★☆☆☆ 38.5 %  
New York, NY

**Job details**

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Full-time from the full job description

Employee assistance program 76.9 %  
Dental leave  
Work from home

**Full Job Description**

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We are looking for a Product Manager to join the team that builds Spotify for Artists, the destination for artists and their teams to understand their fans, learn, grow, and get paid. We give artists the insights and tools they need to connect with their fans and establish a meaningful career on their own terms.

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Spotify trades 69.2 %  
Spotify trades in 2024. Our mission is to unlock the potential of human creativity by giving a million creative artists the opportunity to live off their art and billions of fans the chance to enjoy and be passionate about these creators. Everything we do is driven by our love for music and podcasting. Today, we are the world's most popular audio streaming subscription service with a community of more than 381 million users.

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**Hiring Insights**

**Job activity**

- Posted 19 days ago

Spotify 14 days ago

You must create an Indeed account before continuing to the company website to apply

Apply on company site

Save this job

Copy link

Report job

I want to receive the latest job alert for **Spotify product manager in New York**

Email Address

Be the first to see new jobs

By creating an account, you agree to our Terms. You can change your account settings at any time by unchecking or clicking on our privacy settings.

N=30  
Reach %

# Getting Started



<b>eCommerce A/B Test</b>	<b>6 cells</b>
<b>Preparation</b>	<b>1 week</b>
<b>Fieldwork</b>	<b>1 week</b>
<b>Analysis &amp; Reporting</b>	<b>1 week</b>
<b>Total Duration</b>	<b>7 weeks</b>

Please Note:

- Preparation begins with delivery of test objects



# Getting Started

- Test images ( + supplementary images)
- Product descriptions
- Prices
- From the Manufacturer' Content (optional)

## eye square will handle:

- Status quo and competitor content
- Product list
- Survey scripting, hosting
- Participants
- Data Analysis
- Report

