

Powerful combination

In-context technology and smartphone eye-tracking



Room 3 | 11:30 am - 12:00 pm
Thursday, July 21, 2022
Philipp Reiter



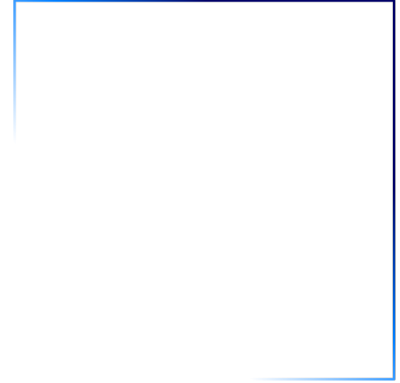
The art of combining
smartphone eye-tracking
and live in-context
experiments.



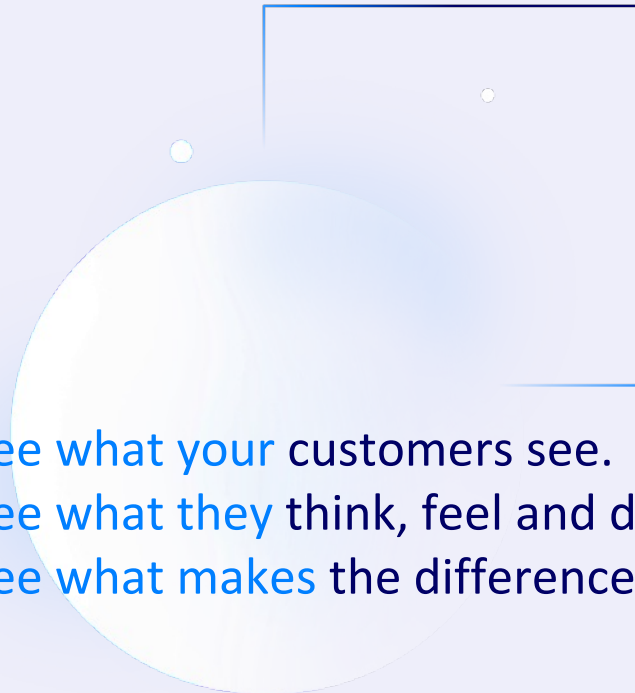


Human
Experience
Research

See the Experience

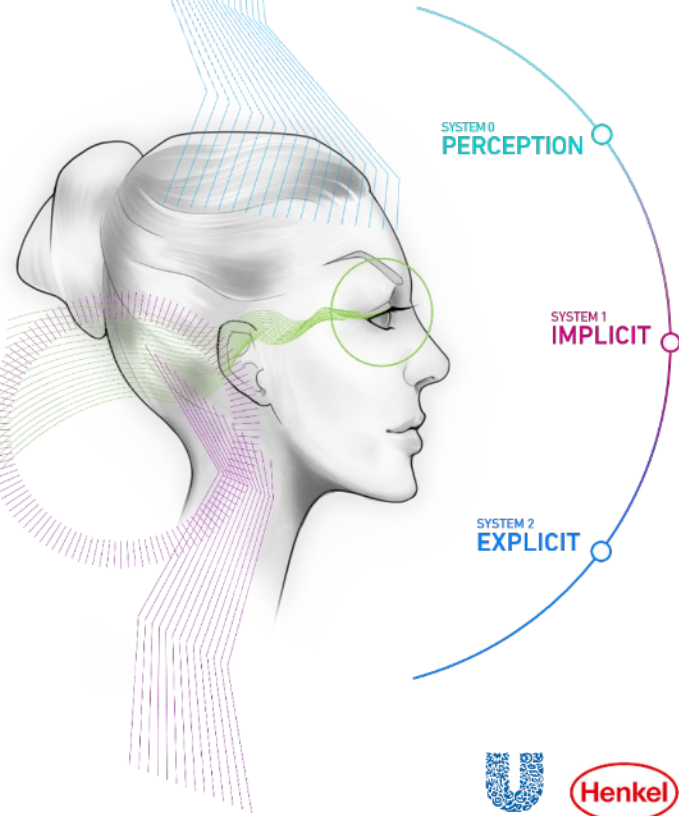


See the Experience



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

SEE THE EXPERIENCE



eye square is a psychology-based research provider.

Understanding **Human Experience** in all its varieties from implicit to conscious is a great challenge. We help our clients to understand what humans **feel, think and do** – to **see the experience**.

We combine **psychological** know-how and cutting-edge **technology** to offer the most innovative research approaches.

We call that **Human Insight Technologies**.



Eye Square Global Research

User Experience, Brand & Media, Shopper Research since 1999

Offices in 6 countries

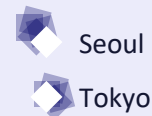
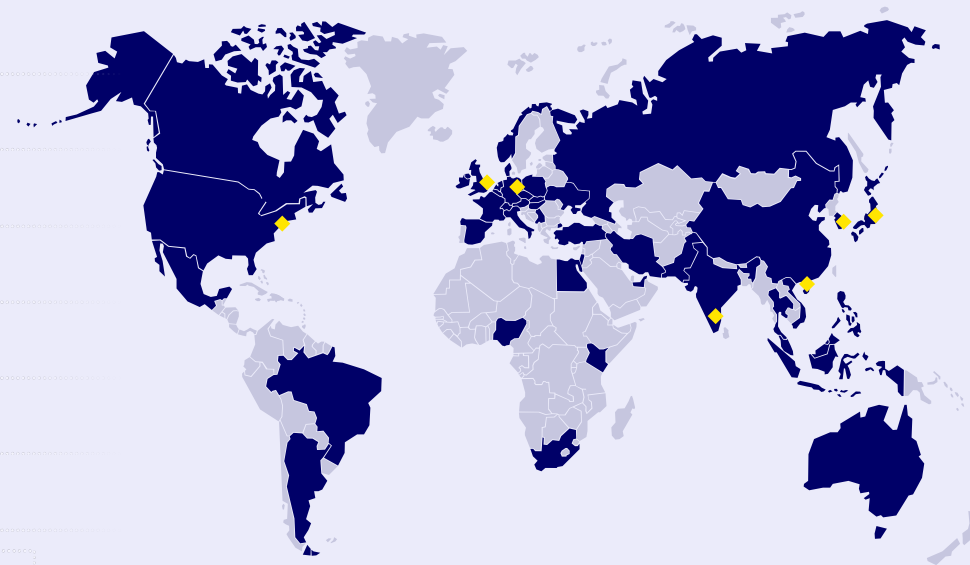
82 Consultants

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





System0 Smartphone Eye-Tracking



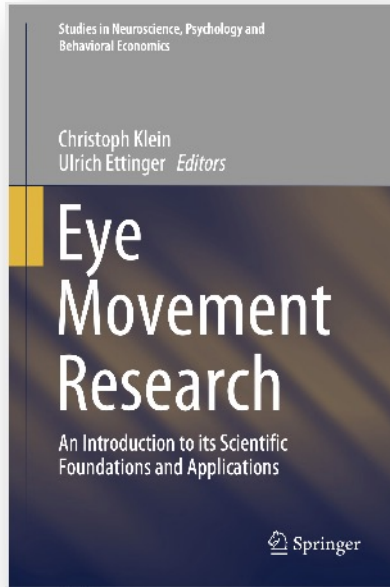
System 2
Explicit



Human
Experience

System 1
Implicit

System 0
Perception



Chapter 19 Neuromarketing

Matthias Rothense and Philipp Reiter

Contents

19.1 Introduction and Learning Objectives	820
19.1.1 Three Arguments for Neuromarketing	821
19.1.2 How Eye Movement Research Relates to Other Neuromarketing Disciplines	823
19.2 Historical Annotations	824
19.3 Getting Practical: The Eye Movement Research Ecosystem	827
19.3.1 Technical Innovations Unique to Neuromarketing	828

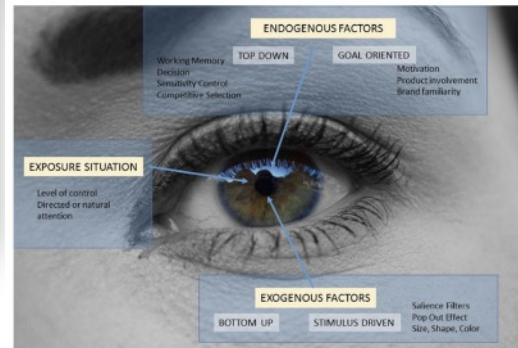


Fig. 19.2 Three factors influence consumer attention, according to Wedel and Pieters (2008a, b)

Eye movement research is often regarded as one of the most important complementary methods in the neuromarketing toolset (de Oliveira Joaquim dos Santos, Caldeira de Oliveira, Rocha, & Giraldo, 2015). This is because eye movements and, consequently, **visual intake are temporal preconditions of most subsequent neural processes.** Therefore visual attention is regarded a **universal prerequisite of the effectiveness of all marketing efforts.**

Visual attention is a necessity for most of the further information processing in the brain. We are primarily visual beings and live in a highly visual environment (Horsley, 2014). Furthermore, perception is not solely defined as the passive information processing of our surroundings but rather seen equivalent and directly linked with our actions (Tatler, 2014).

3 factors that influence consumer attention

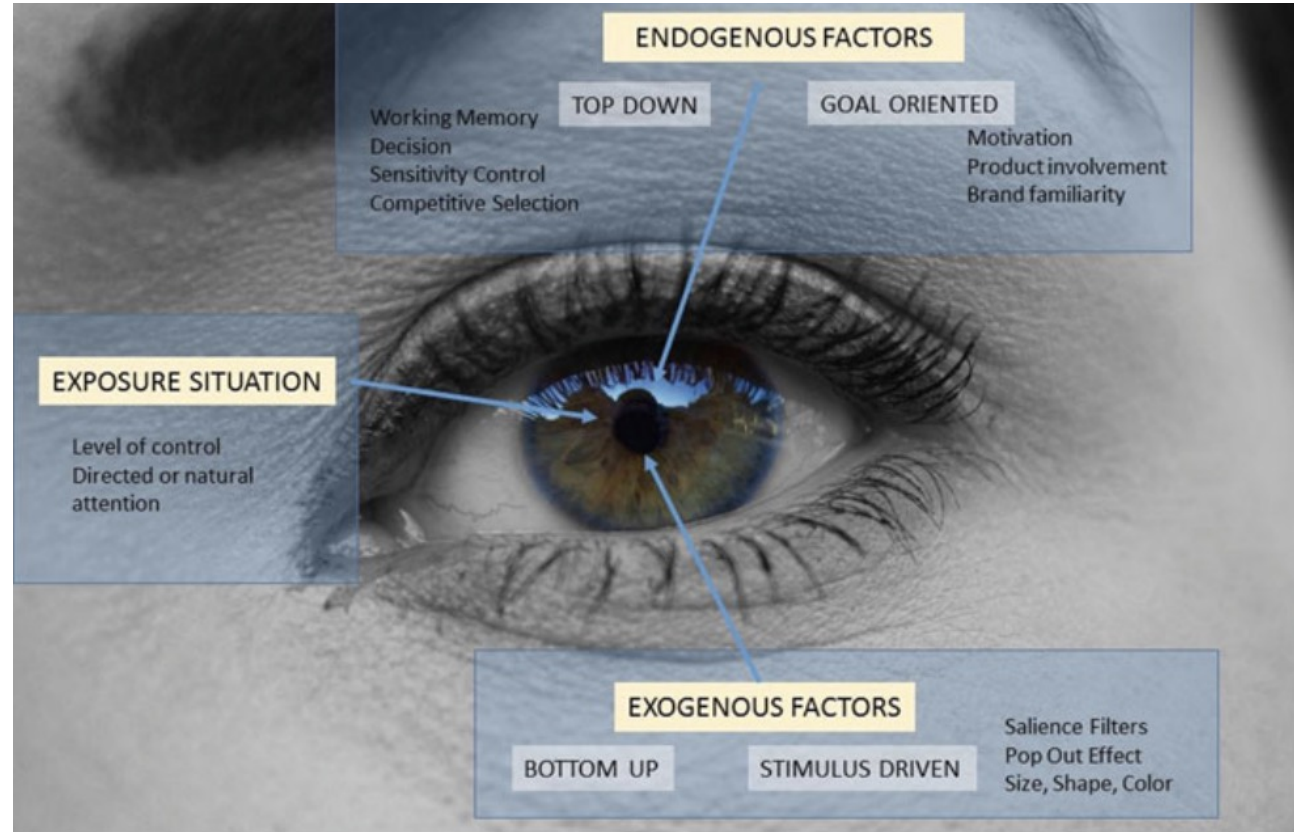
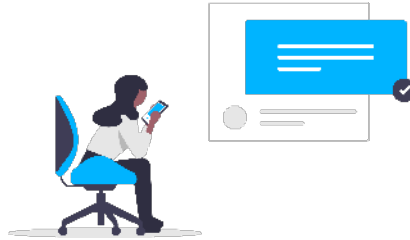
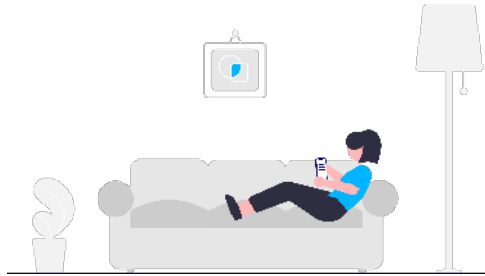


Fig. 19.2 Three factors influence consumer attention, according to Wedel and Pieters (2008a, b)

Smartphone eye-tracking

How it works



Any Android or iOS device

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. Quality control and analysis are prepared beforehand so that the results can be accessed immediately.

Eye-tracking data enriched

Combining implicit methods and in-context technology environments like amazon, Instagram or YouTube sandboxes make eye-tracking live up to its' best. Effects can be measured and compared automatically over groups and designs instantly.

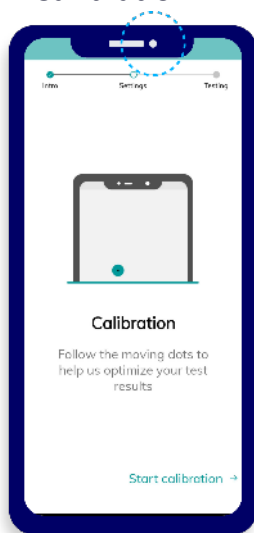
Research flow quantitative sample

Step 1: Screener



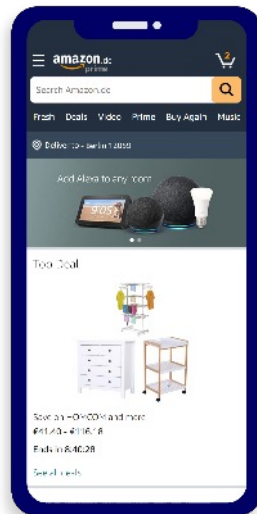
Pre-questionnaire insures that only the right participants will join

Step 1.5: Calibration



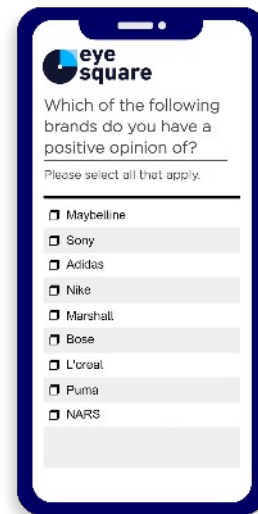
Quality control means live online calibration check

Step 2: Shopping Task



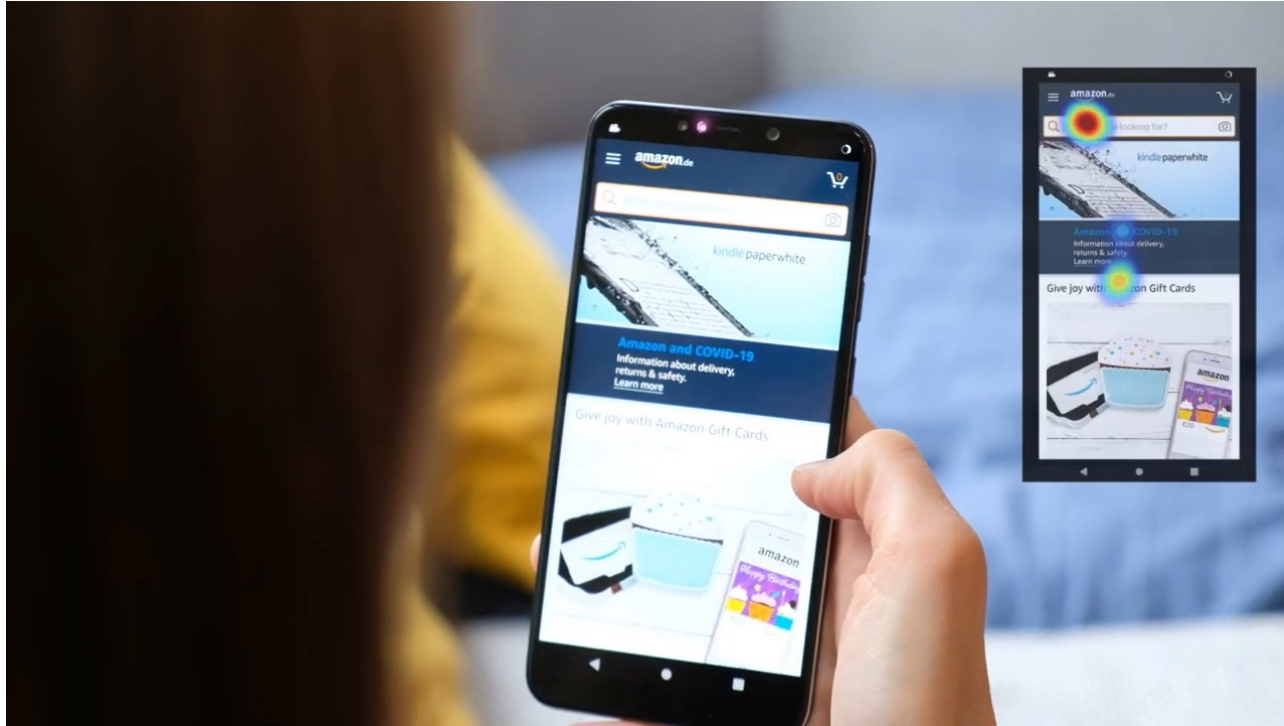
Task in natural environment without recording of personal data

Step 3: Post-Questionnaire

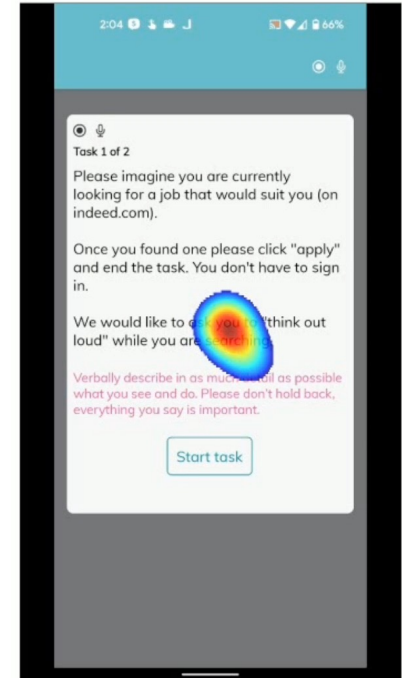
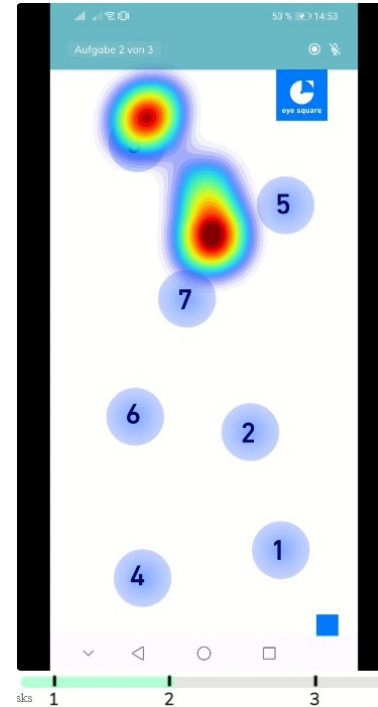
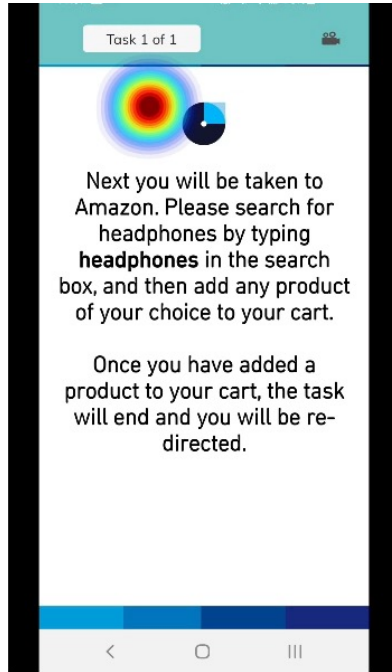


Questionnaire with Recall and Recognition and additional options

At-home smartphone eye-tracking



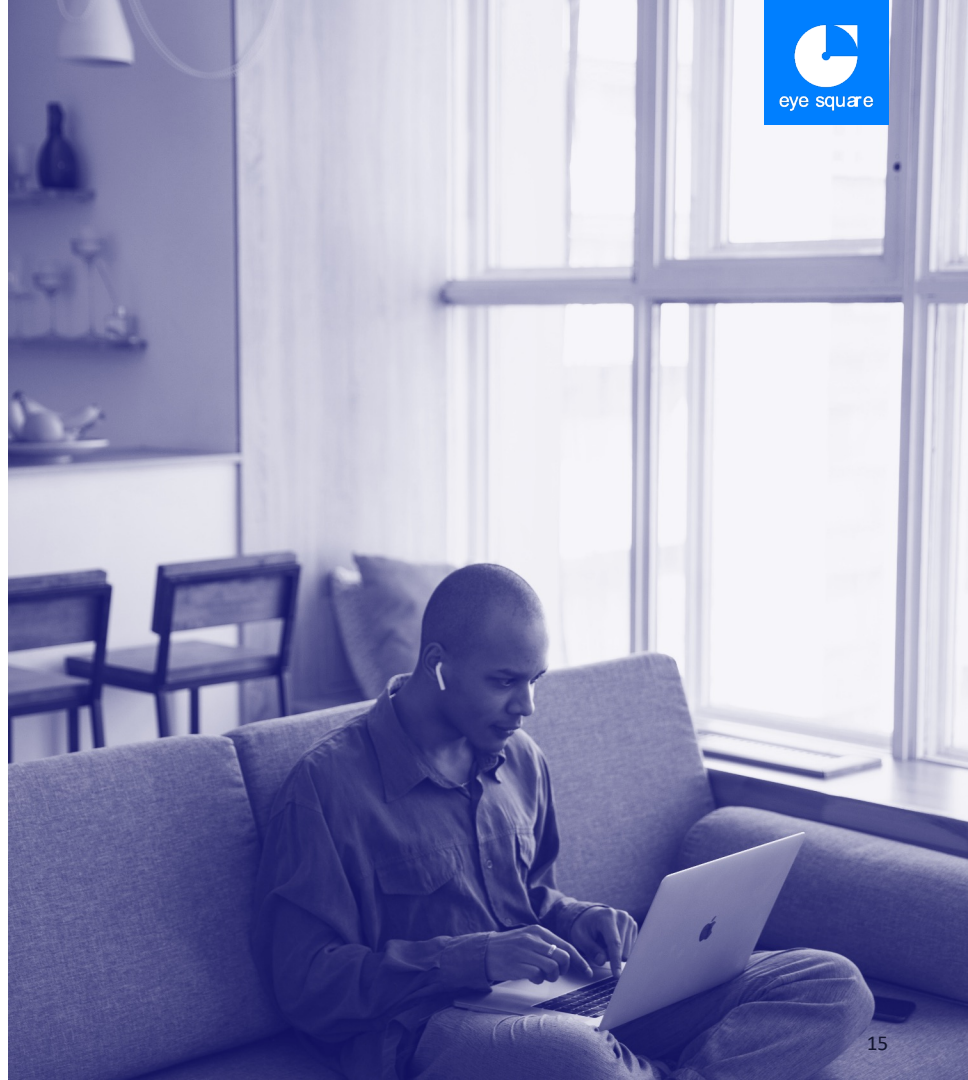
Eye-tracking on smartphones examples



In-context media research

best of both worlds
experimental control and
natural context.

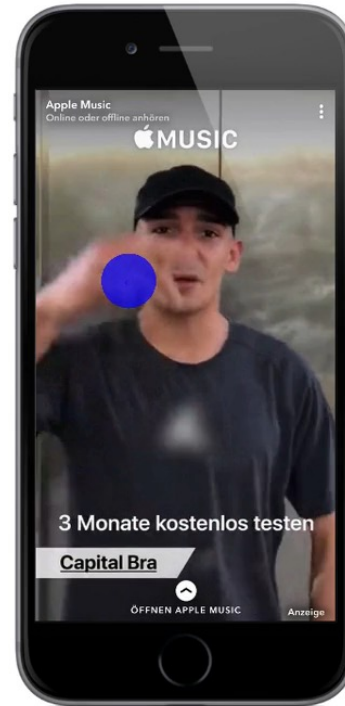
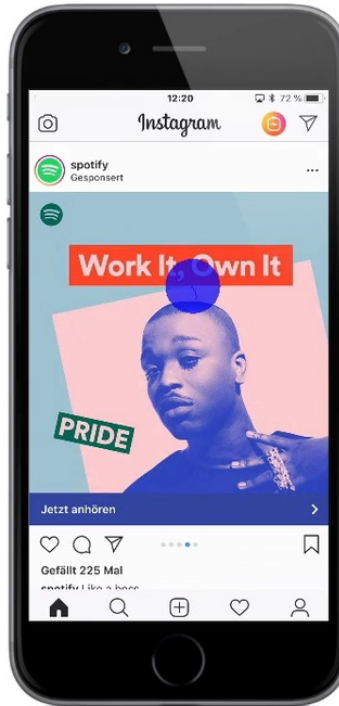
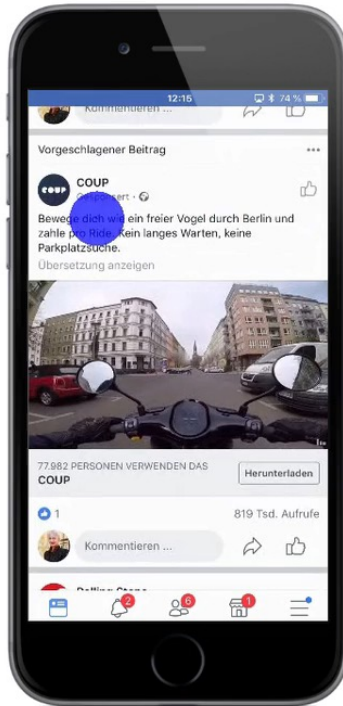
In Context Research enables valid product and ad tests in popular media contexts like Amazon, Instagram and YouTube.



Media research in-context ethnographic with facebook



Media Pre Testing

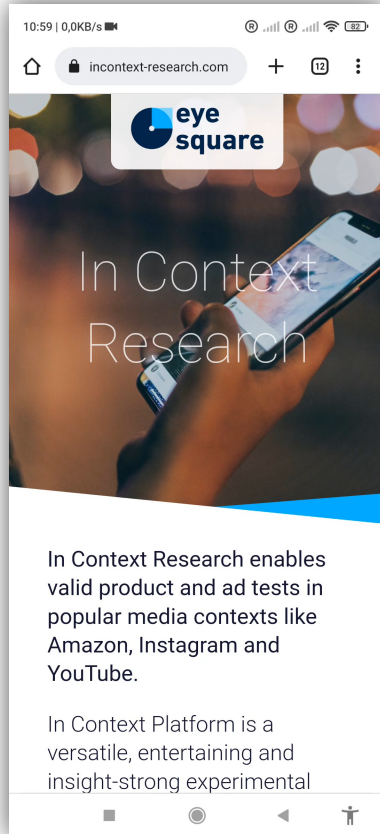


In-Context Media Research Portfolio



In-Context Media Research

Media pretesting in safe browser environments



Please visit incontext-research.com on your mobile phone and see how realistic the browser environments feel.

<https://incontext-research.com/>

Demo links:

[Instagram Reels \(mobile\)](#)

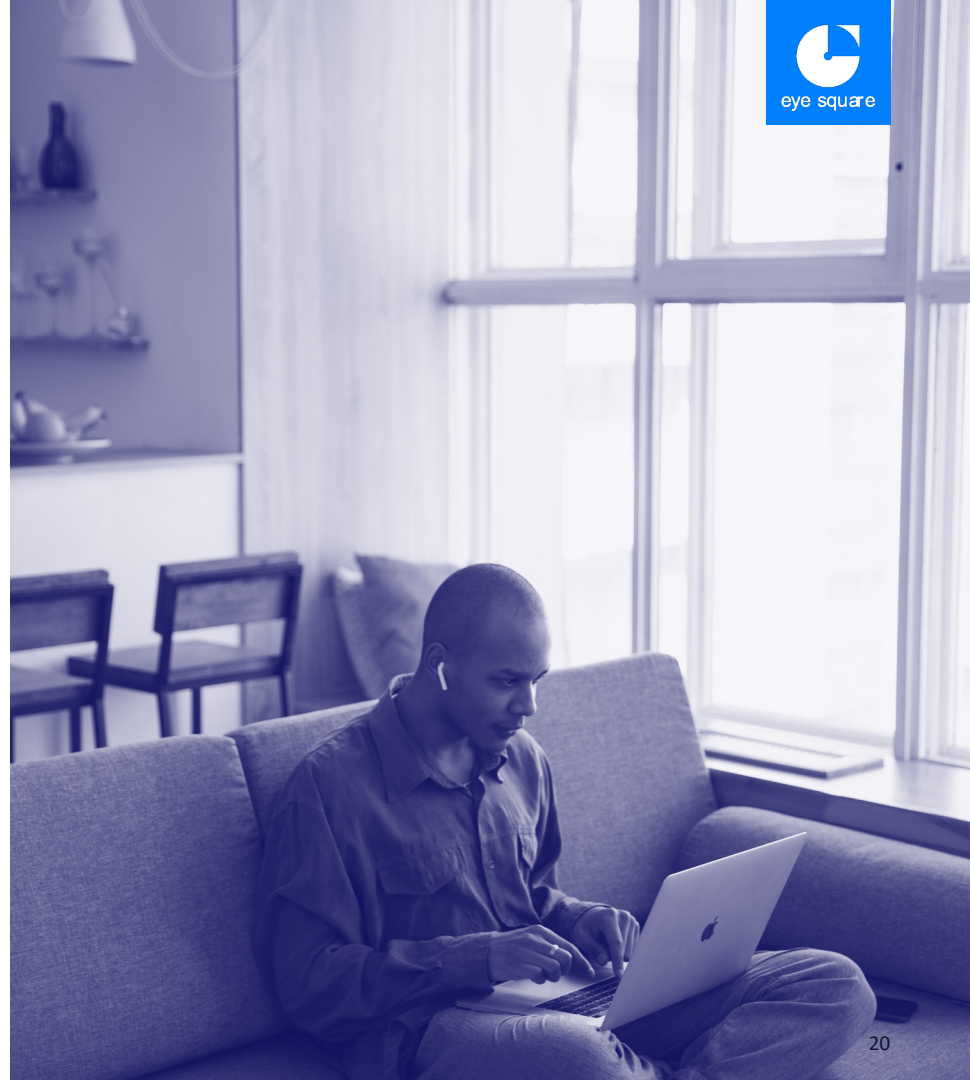
[Instagram Newsfeed \(mobile\)](#)

[Instagram Stories \(mobile\)](#)

[Instagram Influencer \(mobile\)](#)

In-context e-com research

best of both worlds
experimental control and
natural context.

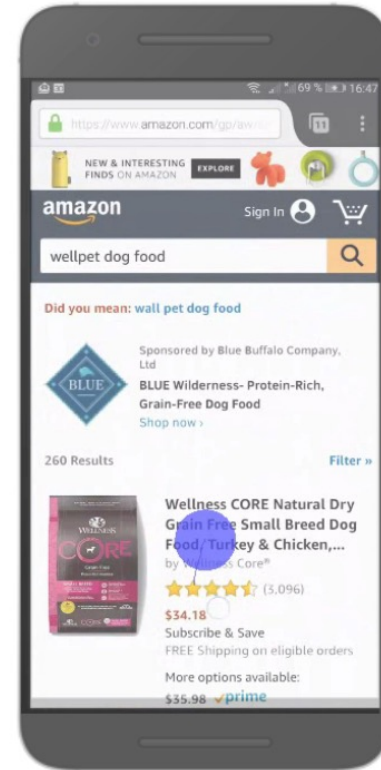
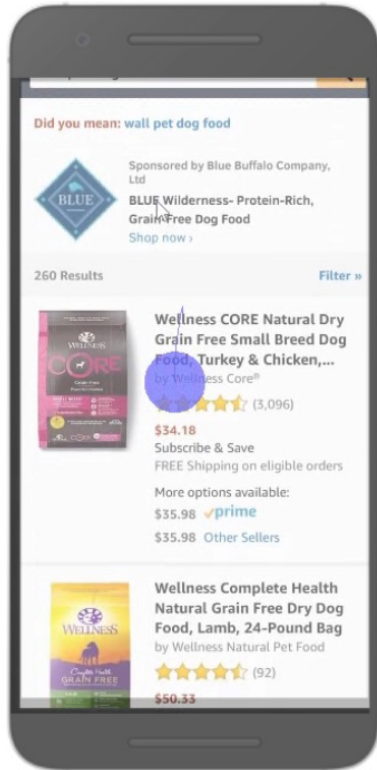


E-commerce in-context solutions

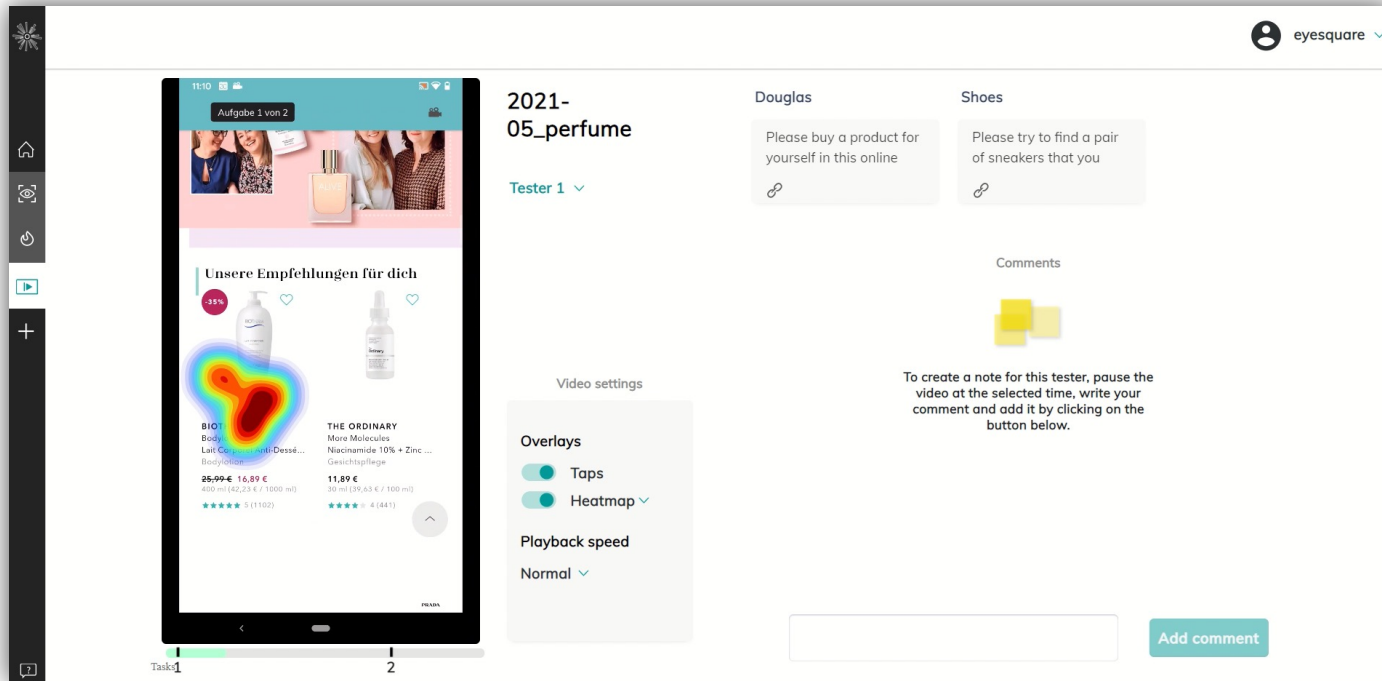
Test in these online
store replications



E-commerce A/B testings



E-commerce example recordings



The screenshot shows a mobile app interface for a perfume website. The main content area displays two product recommendations under the heading "Unsere Empfehlungen für dich". The first product is "BIO: Body Lait Corps hydratant Desséchant" by Prada, priced at 16,89 € (discounted from 25,99 €). The second product is "THE ORDINARY More Molescules Niacinamide 10% + Zinc ... Gesichtspflege", priced at 11,89 €. A heatmap overlay is visible on the first product, showing high engagement in the top-left and bottom-right corners. The interface includes a navigation bar on the left, a top status bar, and a bottom task bar with markers for "Task1" and "2".

2021-05_perfume

Tester 1 ▾

Douglas
Please buy a product for yourself in this online
[🔗](#)

Shoes
Please try to find a pair of sneakers that you
[🔗](#)

Comments

To create a note for this tester, pause the video at the selected time, write your comment and add it by clicking on the button below.

Video settings

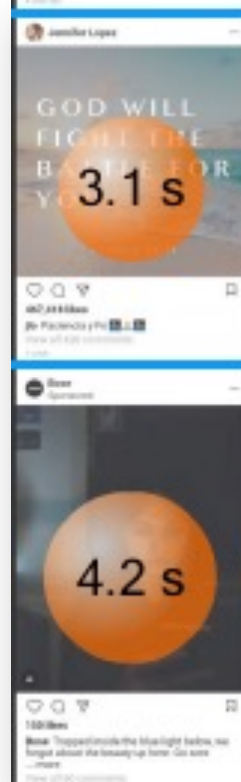
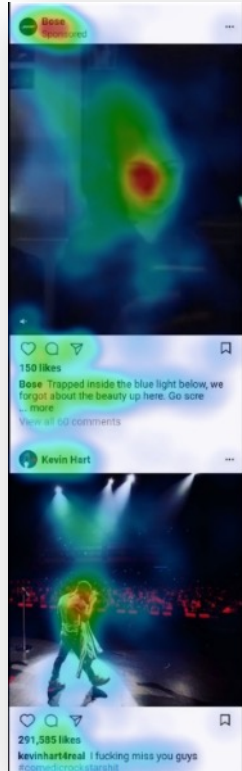
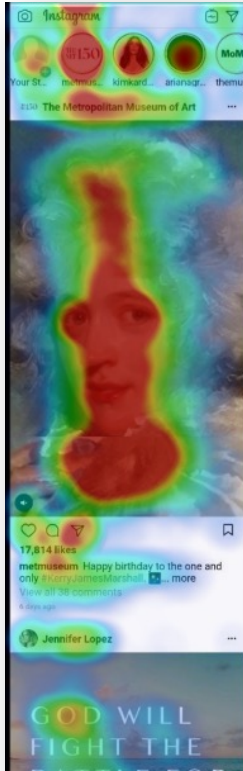
Overlays

- Taps
- Heatmap ▾

Playback speed

Normal ▾

Add comment



Optimize content for the channel

A video ad should be optimized for Instagram in this case. The first seconds are crucial to draw attention.

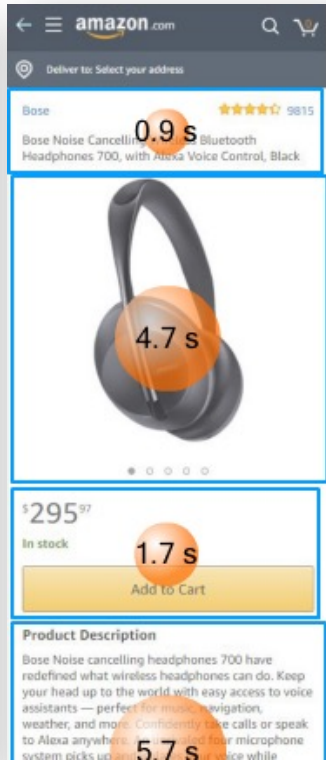
Average view time

The first impression of an ad or video counts and determines the duration of the visit and whether the gaze returns.

Showing brand and product

Especially for newer products the time a product is displayed can be crucial.

Amazon ads and PDPs



Above the fold is key




Less than 10% of FMCG shoppers scroll any of the enhanced content below the fold into view.

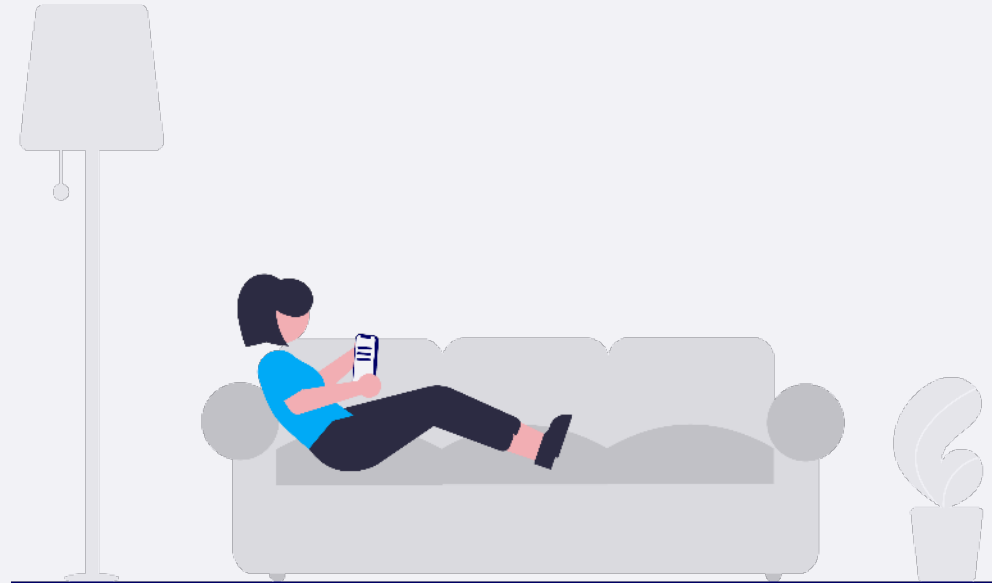
Visualizations are crucial

Use big, clear images and connect to visual triggers shoppers know.

Optimizing Product Detail Page

Focus on product benefits on the PDP.

-  **Fast and easy study implementation:
No complex lab set-up needed**
-  **Valid data and privacy-friendly approach**
-  **The most natural context for research on
mobile sites and apps**
-  **Allows for a combination of eye-tracking and
InContext testing solutions**





**Fast
Bold
Beautiful**

Successful Ads in Social Media

1.6
Seconds
Instagram

1.7
Seconds
Facebook

2.5
Seconds
Benchmark

3.6
Seconds
YouTube

Authors
Garrit Güldenpfennig
Madeleine Makaranets
Jan-Philipp Görtz
Michael Schießl

2022

Whitepaper

eye square

<https://www.eye-square.com/en/whitepaper-fast-bold-beautiful/>



Thank You

Want to learn more?



reiter@eye-square.com