



*Immersive shopping experience reimagined
as an effortless automated quant test*





Levels of shopping experience approximation





10

rel

B8

refresh

Sale
22.99

A8

LOISORIE

Levels of shopping experience approximation



THE REAL STORE

ABSTRACTION





Levels of shopping experience approximation



THE REAL STORE



STORE IN A LAB

ABSTRACTION







Levels of shopping experience approximation



Q1. Question #1

Please select all that apply:



InvisiGlass Dragon Spray



Skin friendly Dish Soap



Soft Fabric Cleaner



Lift Fabric Detergent

☐

None of the above



This question will take ~ 00:14

NEXT ►

Levels of shopping experience approximation

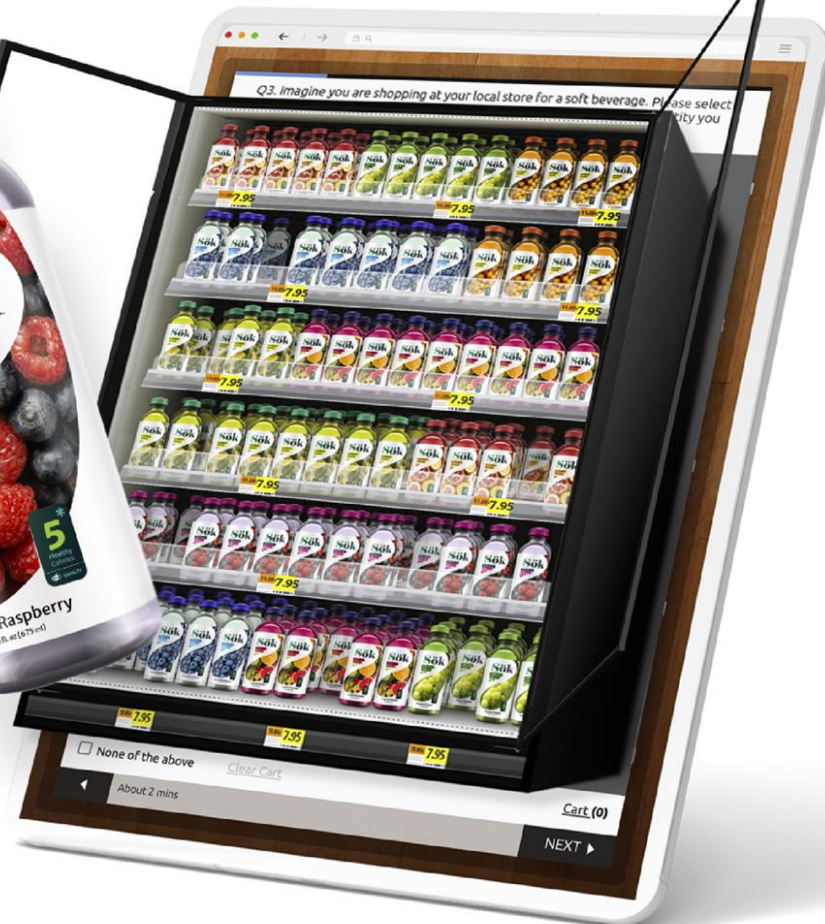


Levels of shopping experience approximation





Agile Shelf Test





If you launch within 1h35m
we guarantee the delivery by
06:34 PM, TODAY

\$700 + tax

H: 400 LO: 00:45 IR: 100%

Undo/Redo



RESEARCH TESTS



EDIT TARGET MARKET

QUICK PREVIEW

You are editing

EDIT YOUR SURVEY

Tutorial video

Untitled Survey #627816

Research topic

NEW + Add First Prequalification Question

Please select IR

Optional survey title, visible to respondents...

Q1 Question

1 Answer

2 Answer

+ Add Third Answer (13 left)

Image grid columns: OFF

Q2 Question

1 Answer

2 Answer

+ Add Third Answer (13 left)

Image grid columns: OFF

Q3 Question

1 Answer

2 Answer

+ Add Third Answer (13 left)

Image grid columns: OFF

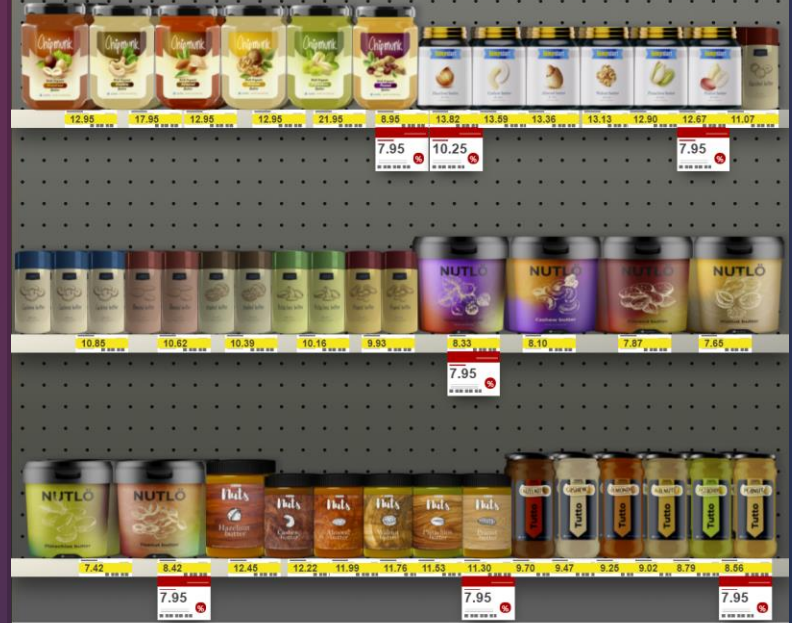
NEW + Add Fourth Question

All changes are saved!

CHECKOUT

REGULAR SHELVES

Q1. **aytm** Nut Butter brands shelf



[Clear Cart](#)

[Cart \(0\)](#)



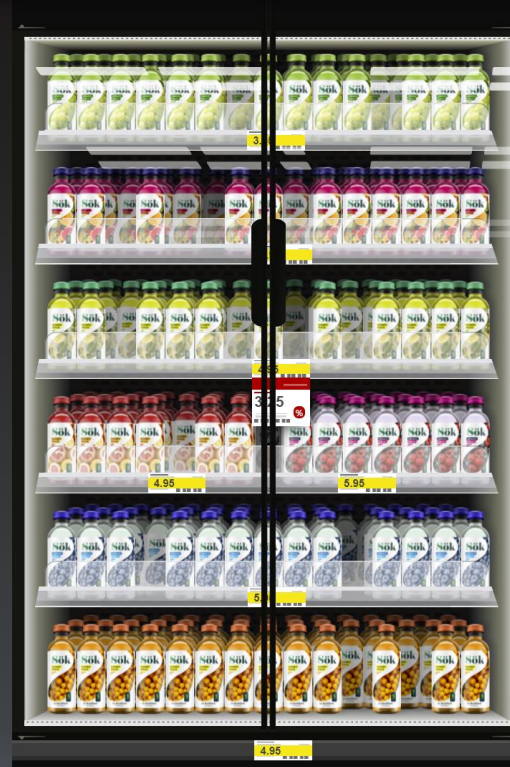
This question will take ~ 00:43

[NEXT](#) ▶

REGULAR SHELVES

DISPLAY REFRIGERATOR

Q2. **aytm** Sök brand shelf



☐ None of the above

[Clear Cart](#)

[Cart \(0\)](#)



This question will take ~ 00:27

[NEXT](#) ▶

REGULAR SHELVES

DISPLAY REFRIGERATOR

AIR CURTAIN REFRIGERATOR

Q1. Air curtain refrigerator



☐ None of the above

[Clear Cart](#)

[Cart \(0\)](#)

◀ This question will take ~ 00:32

NEXT ▶

REGULAR SHELVES

DISPLAY REFRIGERATOR

AIR CURTAIN REFRIGERATOR

E-COMMERCE

Q12. E-commerce

Click a product to zoom in and add to your virtual cart if you'd buy it online



Aromachistol Spray
\$8.95



Aromachistol Spray
\$12.95



Aromachistol Spray
\$15.95



Chistol Cleaner Spray
\$7.95



Urban Chistol Cleaner
Spray
\$7.95



Chistol Cleaner Spray
\$7.95



Urban DishDetergent
\$22.99



Urban DishDetergent
\$22.99



Urban DishDetergent
\$22.99

☐ None of the above

[Clear Cart](#)

[Cart \(0\)](#)



This question will take ~ 00:29

[NEXT](#)

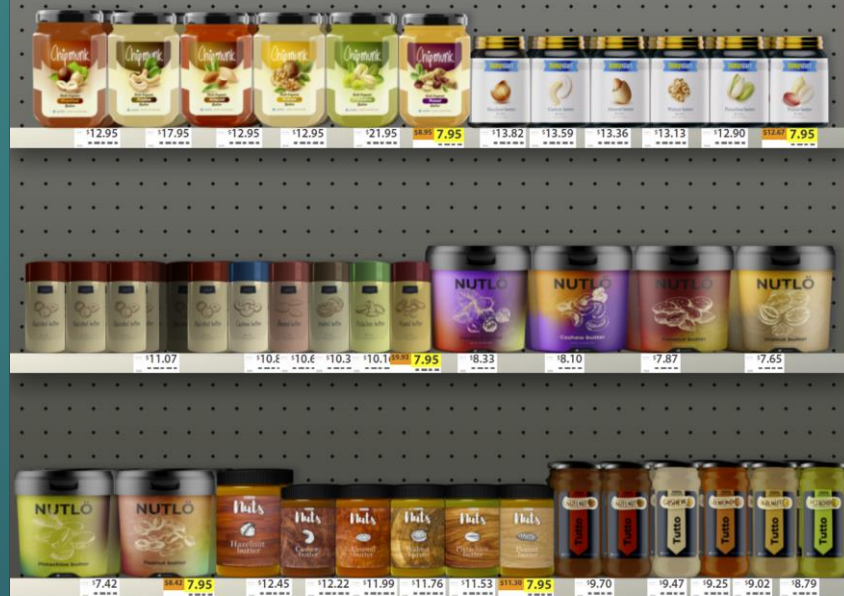
WALMART

\$7.95

\$11.05
7.95

\$7.95
RollBack

Q7. Walmart



☐ None of the above

[Clear Cart](#)

[Cart \(0\)](#)

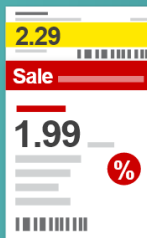


This question will take ~ 00:43

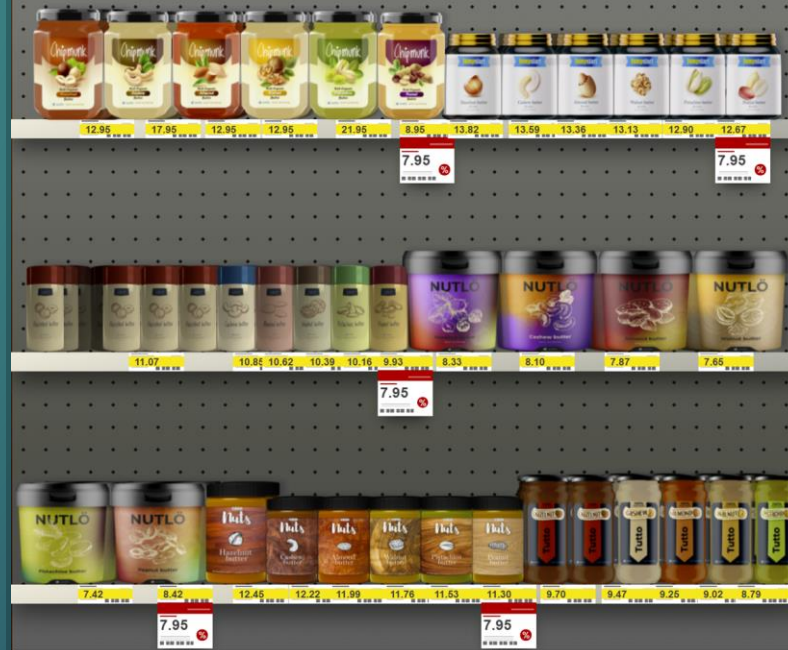
NEXT

WALMART

TARGET



Q7. Target



☐ None of the above

[Clear Cart](#)

[Cart \(0\)](#)



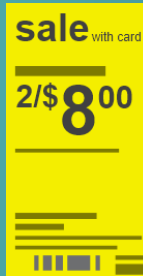
This question will take ~ 00:43

[NEXT](#) ▶

WALMART

TARGET

WALGREENS



Q12. Walgreens



☐ None of the above

[Clear Cart](#)

[Cart \(0\)](#)



This question will take ~ 00:29

[NEXT](#)

WALMART

TARGET

WALGREENS

CVS



Q12. CVS



☐ None of the above

[Clear Cart](#)

[Cart \(0\)](#)



This question will take ~ 00:29

NEXT 

WALMART

TARGET

WALGREENS

CVS

PUBLIX

33.99

6⁰⁰ SAVE

33.99

save

33.99



ORGANIC

Q12. Publix



☐ None of the above

[Clear Cart](#)

[Cart \(0\)](#)



This question will take ~ 00:29



WALMART

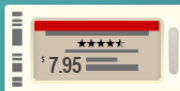
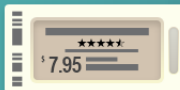
TARGET

WALGREENS

CVS

PUBLIX

AMAZON 4-STAR



Q17. Amazon 4-Star



[Clear Cart](#)

[Cart \(0\)](#)



This question will take ~ 00:24

NEXT ►

WALMART

TARGET

WALGREENS

CVS

PUBLIX

AMAZON 4-STAR

CONVENIENCE STORE

\$1.88

3.25 1.88

Q12. C-store



☐ None of the above

[Clear Cart](#)

Cart (0)

This question will take ~ 00:29

NEXT

WALMART

TARGET

WALGREENS

CVS

PUBLIX

AMAZON 4-STAR

CONVENIENCE STORE

DOLLAR GENERAL



Q12. Dollar General



☐ None of the above

[Clear Cart](#)

[Cart \(0\)](#)



This question will take ~ 00:29



WALMART

TARGET

WALGREENS

CVS

PUBLIX

AMAZON 4-STAR

CONVENIENCE STORE

DOLLAR GENERAL

FAMILY DOLLAR



Q12. Family Dollar



☐ None of the above

[Clear Cart](#)

[Cart \(0\)](#)



This question will take ~ 00:29



WALMART

TARGET

WALGREENS

CVS

PUBLIX

AMAZON 4-STAR

CONVENIENCE STORE

DOLLAR GENERAL

FAMILY DOLLAR

COSTCO

Q15. Costco



[Clear Cart](#)

[Cart \(0\)](#)



This question will take ~ 00:18

NEXT ►

WALMART

TARGET

WALGREENS

CVS

PUBLIX

AMAZON 4-STAR

CONVENIENCE STORE

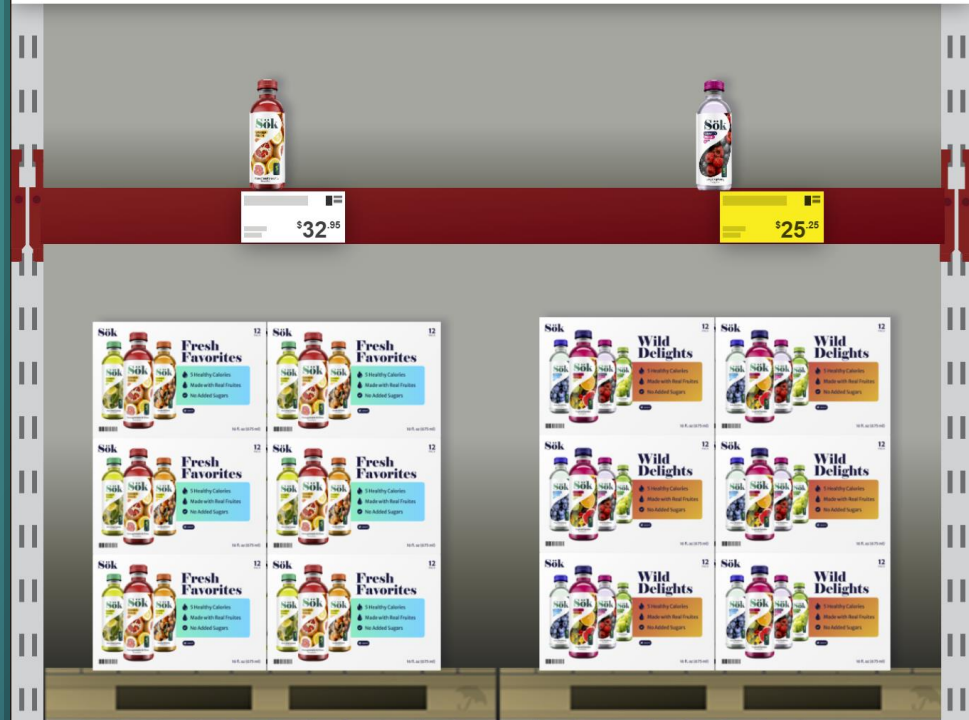
DOLLAR GENERAL

FAMILY DOLLAR

COSTCO

SAM'S CLUB

Q16. Question #16



[Clear Cart](#)

[Cart \(0\)](#)



This question will take ~ 00:18

NEXT ►

WALMART

TARGET

WALGREENS

CVS

PUBLIX

AMAZON 4-STAR

CONVENIENCE STORE

DOLLAR GENERAL

FAMILY DOLLAR

COSTCO

SAM'S CLUB

HOME DEPOT



Q12. Home Depot



☐ None of the above

[Clear Cart](#)

[Cart \(0\)](#)



This question will take ~ 00:29

[NEXT](#)

WALMART

TARGET

WALGREENS

CVS

PUBLIX

AMAZON 4-STAR

CONVENIENCE STORE

DOLLAR GENERAL

FAMILY DOLLAR

COSTCO

SAM'S CLUB

HOME DEPOT

LOWE'S

\$15⁸⁸

\$15⁸⁸

Q12. Lowe's



☐ None of the above

[Clear Cart](#)

[Cart \(0\)](#)

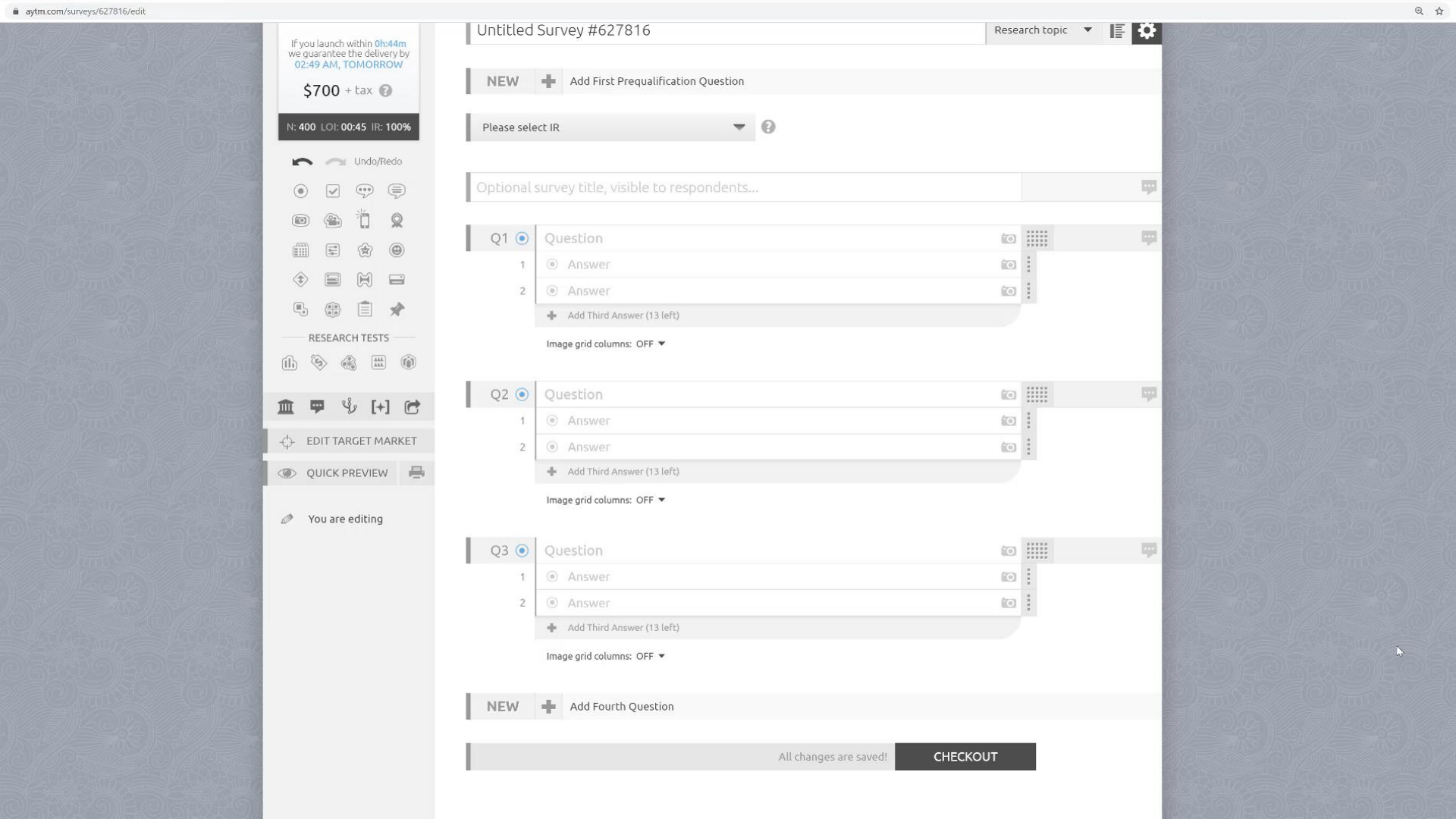


This question will take ~ 00:29

[NEXT](#) ▶



Accurately reproduce Complex
Planograms with 100s of SKUs



If you launch within 0h:44m
we guarantee the delivery by
02:49 AM, TOMORROW

\$700 + tax ⓘ

N: 400 LOI: 00:45 IR: 100%

↶ ↷ Undo/Redo



RESEARCH TESTS



EDIT TARGET MARKET

👁 QUICK PREVIEW 🖨

🔧 You are editing

Untitled Survey #627816

Research topic ▾



NEW + Add First Prequalification Question

Please select IR ▾ ⓘ

Optional survey title, visible to respondents... ⓘ

Q1 ☒ Question ⓘ

1 ☒ Answer ⓘ

2 ☒ Answer ⓘ

+ Add Third Answer (13 left)

Image grid columns: OFF ▾

Q2 ☒ Question ⓘ

1 ☒ Answer ⓘ

2 ☒ Answer ⓘ

+ Add Third Answer (13 left)

Image grid columns: OFF ▾

Q3 ☒ Question ⓘ

1 ☒ Answer ⓘ

2 ☒ Answer ⓘ

+ Add Third Answer (13 left)

Image grid columns: OFF ▾

NEW + Add Fourth Question

All changes are saved!

CHECKOUT

Q13. Please review the following shelf. Please choose a product or several ones, pick a typical quantity you would buy and add to your cart if you were shopping for Air Care products at Publix. Click on any product to view it better.

☐ None of the above[Clear Cart](#)

Cart (0)



VIEW OPTIONS



Click to select/unselect parameter.

☒ Use Answers as labels instead of "A#"☐ Count responses in multiple choice Qs

"AIR CURTAIN SURVEY"

Tutorial video

REPORT:Untitled 1

ID: 619333

Artificial responses: 100 / 400
Completed: N/A

SAVE AS A NEW REPORT



Q1:

Shelf Metrics

Shelf view



Collapse



Please note: due to randomization and/or aytm logic some respondents may have seen a different shelf set up

Description	N (100 total)
Average cart spend	\$16.14
Average cart size	25.17
Average number of unique products in cart	4.85
Average time at shelf	11.41s
Average attention span per product	5.27s
Total products purchased	3033

Covered use cases & business objectives

**Will this new product arrangement
result in higher sales?**

If we test a discount on our lead
product, will it increase the overall
sales volume?

How much time are shoppers willing
to spend reviewing the details of our
new products?

How much can I increase the price
without losing share?

will our refreshed package design break
through current shelf clutter?

How the average cart size will
be affected if we consolidate
our product line?

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What would you want to find out
if you had this solution handy?



Q & A

Let's **Talk**



Play with the Shelf Test
at aytm booth **427**



