APPLICATIONS

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**Contact EyeTracking, Inc. today and gain the competitive advantage**

Telephone: 619.265.1840  Email: info@eyetracking.com  Internet: www.eyetracking.com

"EyeTracking, Inc." and "Technology with a Vision" are trademarks or trademarks and the property of EyeTracking, Incorporated. All other trademarks are the property of their respective owners and are used for illustrative purposes only.
Understand your customer. Your business depends on it. EyeTracking, Inc., goes beyond web logs and click rates to provide eye-opening information about the customer experience. We measure what people see, what they ignore and their levels of cognitive engagement for an unbiased glimpse into your customer’s mind… in action. Our advanced eye-tracking services will help you turn visitors into repeat customers.

**Website Evaluation**

**Website Usability**

“**You did a phenomenal job on this project! We’re very happy with the overall quality of the project work as well as the report and deliverables. Thanks for pulling this off within deadlines and under budget.**”

Jessica Lilie  
AVP, Research & Business Intelligence  
CNET, Networks

**Original**

**Redesign**

**EYETRACKING SUCCESS STORY:**  
CNET commissioned EyeTracking, Inc. to evaluate the Digital Living feature. Results prompted an immediate redesign.  

**RESULTS:**  
> Click-through rates more than doubled  
> Time on site increased  
> Click-through to DL sections increased  
> Clicks to commerce sites increased 4x

**PROVEN ROI**

While traditional methods determine when your customer is having a less than optimal experience, EyeTracking pinpoints the cause.

**INNOVATION POWERED BY THE EYES**

Unlike “Focus Groups,” EyeTracking, Inc., provides you with real insights that lead to major breakthroughs. We have become the industry leader by delivering a powerful and fresh approach to website evaluation with objective measures of the visitor experience to maximize site usability, visibility, and optimization.

“Our procedures allow the client to see a Web site through the eyes of its users,” explains Dr. Sandra Marshall, CEO and Chief Scientist at EyeTracking, Inc. “Strengths and weaknesses of the interface are immediately apparent.”

**Internet Advertising**

**WHY STUDY ADS?**

Ads account for a majority of revenue for many Internet companies. Ads are useful for driving traffic, as well as building brand awareness. However, there is little advantage to increasing visual attention to ads if it undermines the quality of the user experience.

EyeTracking, Inc. can help you create more value for advertisers, without sacrificing the quality of the user experience.

When it comes to Internet Advertising Research, EyeTracking, Inc. has helped shape the industry. Market leaders MSN, CNET and Terra-Lycos have all yielded powerful results from EyeTracking, Inc., backed redesigns.

CNET Skyscraper ads were viewed more than twice as long as traditional banners.

**EYETRACKING SUCCESS STORY:**

Terra-Lycos commissioned EyeTracking, Inc. to help gain a clearer picture of how users interact with online ads.

**EYE POPPING RESULTS:**

> By altering the position of their banner, Lycos increased the number of users that viewed it by 200% while simultaneously increasing the viewing time by 600%.  
> New positioning yielded a 13% increase in brand awareness and a 17% increase in purchase intent  
> Ad click-through rates were measured 2 weeks before and after the redesign launch. The average increase in clickthrough rate was 76%.  
> All results attained without any negative impact on quality of the user experience.

**PROVEN ROI**
TRACING THE EYES TO TRACK THE BRAIN: REVOLUTIONARY METHODS TO MAXIMIZE YOUR ROI

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How does eyetracking, inc., measure “the visitor experience”?

EyeTracking’s analysis combine knowledge about where the user is looking with measures of how the users’ eyes are changing in a unique blend of two scientific methodologies: point-of-gaze measurement and pupil dilation response. As a result, you will discover if viewers see (or don’t see) key features and learn what features cause confusion or aversion.

Our revolutionary measures of cognition and affect based on pupil measures are recognized as the gold standard in human performance research and are exclusive to EyeTracking, Inc. Because the underlying phenomenon measured is a reflex, it is not under an individual’s conscious control and is not subject to the same confounding factors as traditional methods.

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WEBSITE EVALUATION

Tracking the Eyes to Track the Brain:
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