EyeTracking, Inc.

TECHNOLOGY WITH A VISION™

WEBSITE EVALUATION

Tracking the Eyes to Track the Brain:
Revolutionary Methods to Maximize Your ROI

> ## TRACKING THE EYES TO TRACK THE BRAIN:
REVOLUTIONARY METHODS TO MAXIMIZE YOUR ROI

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 Usability

Original

"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

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."

> 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.

> 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.

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

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**.

What dimensions of ad design capture the user's attention?

How do viewing patterns relate to branding and likeability?

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

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APPLICATIONS

> **Usability Testing:** Understand where users expect to find information, what elements are distracting, and which features are confusing. *Improve user experience to improve your results.*

> **Online Ad Testing:** Size, design, format, and location will determine viewing potential. And unless it's seen by the consumer, the ad makes no impact at all. *Test the prototypes, launch what works.*

> **Product Interaction:** As shelf display and package placement is important in traditional commerce, consider it more important for e-commerce. *Shoppers won't buy a product they don't look at.*

METHODOLOGIES

EyeTracking, Inc. combines cutting-edge technology with the best of traditional usability and HCI testing methods. This provides you with a more in-depth understanding of the customer experience than any other testing method available.

> Point-of-Gaze Videos
> Patented Biometrics (the Index of Cognitive Activity)
> Full Suite of Point-of-Gaze Analyses
> Task Behaviors and Performance: click-throughs, keystrokes, mouse clicks, paths, time to completion, success rate, and more
> Individual In-Depth-Interviews (IDI's)
> Action Review Interviews (ARI's)
> Online / Internet Surveys
> Multi-media Results Package
> Customized and Automated Tasking

MOBILE RESOURCES

Usability testing can be done at our state-of-the-art research facilities *or* on location anywhere in the world. This flexibility gives you the power to choose.

Contact EyeTracking, Inc. today and gain the competitive advantage

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