

Innovative Eye Tracking Delivers Reliable Research Results for Customized Shopper Marketing Solutions

plan + impuls stands for the combination of market research and consulting competence for everything related to point of sale (POS). Using sound shopper research, **plan + impuls** advises leading manufacturers and retailers in accordance with its specially developed "Integrated Shopper Marketing Approach" and in this way develops tailor-made, practice-based solutions for marketing, trade marketing, category management and sales.

The aspiration of **plan + impuls** is to work with customers to develop superior shopper marketing concepts.

PROBLEM DEFINITION

In addition to quantitative and qualitative interviews, the company conducts focus groups, walking surveys, video analysis, shelf tests and accompanied purchases at the POS. Explicit methods like polling show their limitations when looking into how shelving, packages and communication activities are perceived. This was the reason for looking for a state-of-the-art method such as eye tracking to provide appropriate added support for interviews and to corroborate them with measurable and demonstrable facts. **plan + impuls** bought in the operational performance of eye tracking as a service until mid-2014. In order to bring greater flexibility, and ultimately knowledge as well, into the business, the company decided to purchase

its own eye tracking system and in this way acquire expertise in the field.

WHY ERGONEERS?

Not all eye tracking systems are the same. The potential of eye tracking systems is not always fully exploited, as an isolated method is used or the process is not performed "under one roof". This is where the holistic eye tracking concept of **plan + impuls** comes into play. All the steps in the process, from planning and conducting the actual study to analyzing eye tracking data and developing strategic measures from this, are performed under one roof. The main points of the requirements specifications for procuring eye tracking glasses were therefore quickly defined: the accuracy of the data supplied by the system, the possibility of live views and the rapid analysis of the data. The eye tracker also had to be able to transmit data over long distances such as those encountered in a large supermarket. The final decision was made in favor of purchasing a Dikablis Professional Wireless Eye Tracking System with D-Lab analysis software due to the excellent reputation enjoyed by the Dikablis System and the promise given by Ergoneers to provide **plan + impuls** with appropriate training beforehand, as well as to be on standby in order to be able to respond.

SOLUTION

Investing in a dedicated Ergoneers eye tracking system and software customized for plan + impuls mean that particularly reliable and valid data measurements can be guaranteed. The Diakablis Professional Wireless System with full HD cameras and a calibration wizard delivers maximum measurement accuracy and is also suitable for people wearing glasses. It frequently happens during protracted studies that test persons completely forget that they are wearing an eye tracker, and the eye tracker slips when they e.g. scratch their head. Correct calibration is disrupted and therefore no longer exists, and eye motion to the AOIs is no longer clearly defined. In this case, D-Lab offers the possibility of recalibration even after recording. This allows recordings that in effect can no longer be used to be recalibrated and made valid. A further major advantage compared with other eye tracking solutions is that eye tracking videos can be monitored live during the study and used as a stimulus in interviews directly afterwards. This allows subconscious aspects of perception to be detected and discussed with the test purchasers.

“It is extremely important in our survey to show the customer the accuracy of the measuring methods and of the measuring instruments. We were able to come to a decision relatively quickly owing to the high level of competence of Ergoneers and the acknowledged eye tracking systems from Diakablis,” says Alexander Ehrl, the company’s Managing Director. “We were also on the lookout for a partner who could impart the required expertise to us in the shortest possible time and provide personal support in the first few customer projects. What is more, Ergoneers captured our requirements regarding the further customization of the

system for our area of market research and implemented them quickly and simply. We have a very close and special partnership with Ergoneers.”

ABOUT ERGONEERS

Ergoneers GmbH was founded in 2005 as a spin-off from the faculty of Ergonomics at the Technical University of Munich. Today the company has a worldwide presence through three offices in Manching (Germany), Geretsried (Germany) and Portland (USA) and through global sales partners; serving the Transportation / Automotive, Market Research & Usability, Science and Sports / Biomechanics application areas. In addition to development, manufacturing and distribution of measurement & analysis systems for behavioral research and optimization of human-machine-interaction, Ergoneers also offers comprehensive expertise in each phase of your study. The product portfolio primarily comprises of the 360-degree solution - D-Lab; an extensive software platform for capturing and analyzing human behavior. With its different software modules you can synchronously measure and analyze eye tracking, data stream, video, audio, physiology and CAN-Bus data. With the Diakablis Eye Tracking system, Ergoneers provides the best hardware for professional Eye Tracking studies in real or virtual environments.

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