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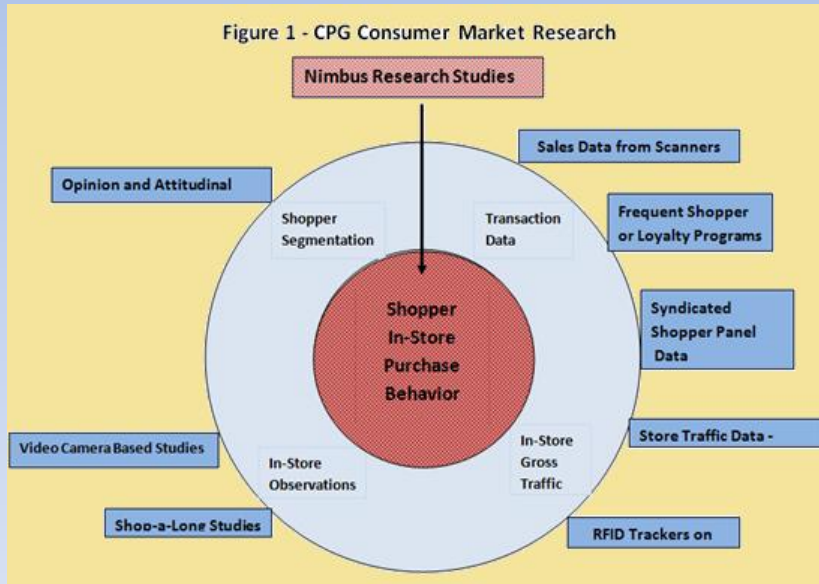
Nimbus Integrated Virtual

Shopping & Dynamic

Eyetracking Studies

Applications & Case Studies

Nimbus Strengths



1. Breakthrough technology integrating eyetracking and virtual shopping resulting in a **totally new research tool!**
2. Tracks consumer shopping behavior and measures influence of all stimuli present when the purchase is made.
3. Utilizes the most innate characteristics of consumers who view items that interest them and then use their hands to pick up and examine the item more closely.
4. Integrates and completes the circle of research ranging from perceptual and attitudinal to behavioral studies.



Client Benefits

- ✓ Lower research costs using a virtual environment for:
 - Shopper insights
 - New product testing
 - Package design
 - New promotional strategies
 - Planogram optimization

- ✓ More consumer insights into critical factors that shape the purchase decision:
 - Counter displays and aisle banners
 - Menu boards for restaurants
 - Promotional pricing tactics
 - Shelf and aisle arrangements in stores
 - SKU variety within category
 - Traffic flow around counters or aisles that constrict movement
 - Visual appeal of store or restaurant environment

- ✓ Customized solutions that respond to your specific marketing situation.



Case Illustration

The following case shows how Nimbus technology can lower your research costs and gain a competitive advantage for your company when you want to redesign your website to increase new sign-ups.



Case - Website Design

The screenshot shows the shareBUILDER website homepage. At the top, there is a navigation bar with links for 'Open an Account', 'Log In', 'Search', 'Help', and 'Contact Us'. Below this is a main banner with the headline 'There's an investor in everyone. Even you.' and a photo of a woman. To the right of the banner are three green buttons: 'No account minimums', 'No inactivity fees', and 'Invest any amount', followed by a yellow 'Open an Account >' button. Below the banner is a section for 'Automatic Investment Plan' with a list of features: 'Buy stocks for \$4 or less* with an Automatic Investment Plan', 'Select from our list of over 6,000 stocks and ETFs', 'Schedule investments on a weekly or monthly basis', and 'Invest any dollar amount on Tuesdays exclusively online'. A 'Get Started >' button is at the bottom of this section. To the right is a 'Get Quote' section with a 'Quick Quote' dropdown, a 'Go' button, and a table of market data. Below the market data is a 'Get a FREE Trial' section with three numbered steps: '1 Create an account', '2 Select a pricing program', and '3 Start investing'. Each step has a brief description of the process.

shareBUILDER® [Open an Account](#) | [Log In](#) [Help](#) | [Contact Us](#)

Home Accounts Trade Quotes & Research Learn & Plan Products & Services

There's an investor in everyone. Even you.

No account minimums
No inactivity fees
Invest any amount

[Open an Account >](#)

Buy stocks for \$4 or less* with an **Automatic Investment Plan**

- ▶ Select from our list of over 6,000 stocks and ETFs
- ▶ Schedule investments on a weekly or monthly basis
- ▶ Invest any dollar amount on Tuesdays exclusively online

Investment and funding instructions can be edited up to 5:00pm (ET) on the Monday before your purchase. Real-time trade fees to apply to all sales. Start today and get your first month free!

[Get Started >](#)

Receive your **FREE** "Guide to Long-term Investing" [Learn more](#)

Get Quote [Find Symbol](#)

Quick Quote

Enter Symbol

Dow Jones	13,923.83	▲ +10.89
NASDAQ	2,791.91	▲ +28.00
S&P 500	1,543.39	▲ +4.86

10/17/2007 11:13am ET [Hide Chart](#)

[Get a FREE Trial](#) [Offer details >](#)

- 1 Create an account**
It's simple and takes just a few minutes. There are no account minimums and no obligations.
- 2 Select a pricing program**
Invest for free with our **FREE Trial**¹ or choose a program that suits your needs.
- 3 Start investing**
Set up your investing plan or trade today with Express Funding².

Objective: Improve usability and click throughs on brokerage site.

Problem: Click tracking programs weren't telling client what was demotivating viewers. New features were being added but visitors were aborting the visit.



Case - Website Design

Nimbus Solution:

The website was recreated within Nimbus' virtual environment and panelists were recruited.

Panelists were screened to have the following characteristics:

- 21-45 years old

- \$40,000-\$100,000 in annual household income

- Reasonable mix of males and females


- Had traded online within the previous 12 months or very/somewhat likely to open an online brokerage account within the next 6 months.

The study tested how visitors navigated through the website and recorded where on the page they were looking **and** their clicks. The integrated data stream of both eye gaze and clicks gave valuable insight into how visitors were navigating the website and which features needed to be modified.

Resulting modifications:

- Prospect homepage
 - Include a call to action that enables getting the free trial directly.
- Account Setup/Select Pricing Program
 - In the area to the right of the program names, provide helpful, easy-to-follow descriptions of the pricing programs and their implications for the new customer.
- Creating an “invest when the funds are available” style of AIP
 - Remove, modify, or clarify the calendar that’s presented as part of confirmation.
- Creating a recurring deposit from a bank account
 - Under the “Deposit and Withdraw” tab, where two Transfer Type radio buttons appear, add a third radio button for “Make a recurring deposit” and modify the existing button for “Make a one-time deposit.”
 - Revise the drop-down controls below so that “Deposit frequency,” “Start Date,” and “End Date” appear in response to the type of deposit selected via the radio buttons.
 - Provide a way to revise a recurring deposit without deleting and re-creating.

Prospect Home



Most prospects responded in a generally positive way to this screen, thinking that it tended to guide them toward a potential relationship with [BrokerageX] in an easygoing, understandable way.

Some remarked that they particularly liked the silhouettes that remind them of family and the image of the Asian woman, which to them suggested diversity.



Full Range of Shopping Studies

Traditional

- Traditional eye tracking studies of variants/POS signs/price tags viewed.
- Market basket analysis of products purchased and share of shopping dollar.
- Preferred brand usage and recall surveys.

Sophisticated

- Shopper segmentation studies and personalization to key target groups.
- Discrete choice analysis and volumetric projections of alternate strategies and tactics.
- Conjoint analysis to identify new product positioning strategies.

ULTRA

- Shopping path analysis to uncover problem areas and improve category and brand share.
- Eyetracking sequential pattern analysis to optimize shelf arrangement.



NIMBUS Global Reach

- **US**
 - Dallas
 - Chicago
 - LA
 - Minneapolis
 - Seattle
 - Atlanta
 - New York
 - Phoenix
 - San Francisco
 - Boston
 - Denver
- **Europe**
 - London
 - Paris
 - Munich
 - Berlin
 - Milan
 - Barcelona
 - Moscow
 - Prague
 - Warsaw
 - Vienna
 - Copenhagen
 - Stockholm
 - Athens
- **Asia**
 - Hong Kong
 - Shanghai
 - Beijing
 - Taipei
 - Tokyo
 - Seoul
 - Singapore
 - Bangkok
 - Manila
 - Sydney
 - Mumbai
 - Delhi



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Other packaged goods case histories available

- AloeCure
- Bristol Myers Squibb
- Cadbury-Schweppes
- CIBA-GEIGY Corporation
- Coca-Cola
- Dial Corporation
- Gardenburger
- Kenco Coffee
- Kimberly Clark
- Lawry's Foods
- Magadanskaya Vodka
- Nalley's Foods
- Nestle
- Pepsi
- Pfizer
- Purex
- Starbucks Coffee
- Unilever
- The Upjohn Company
- Warner Lambert

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