



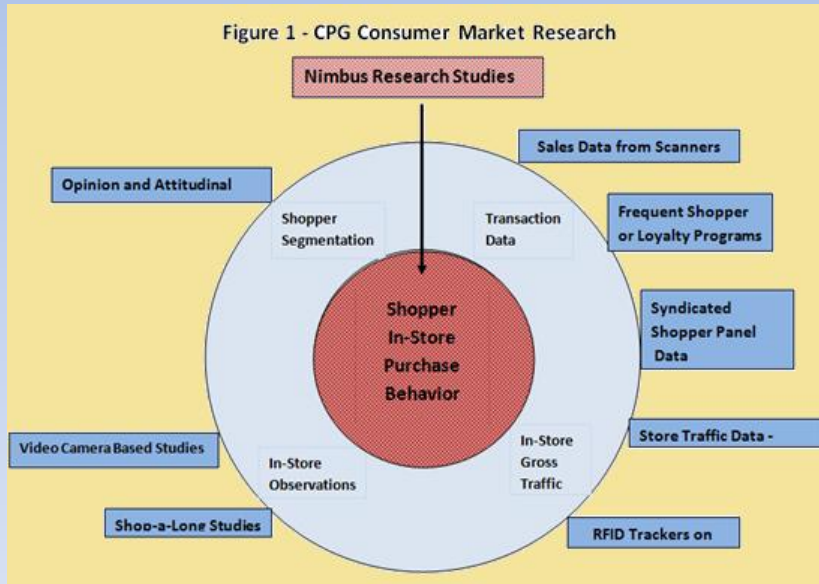
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Nimbus Integrated Virtual Shopping & Dynamic Eyetracking Studies

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 need a meaningful shopper segmentation to increase shopping trips and average spend.



Case – Shopper Segmentation



Objective: Identify the most effective promotional tactics and communicate that message to shoppers.

Problem: POS data showed a decline in both shopping trips and average spend across multiple shopper segments.

Client had over 500 stores across the US serving many different neighborhoods.



Case – Shopper Segmentation

Nimbus Solution:

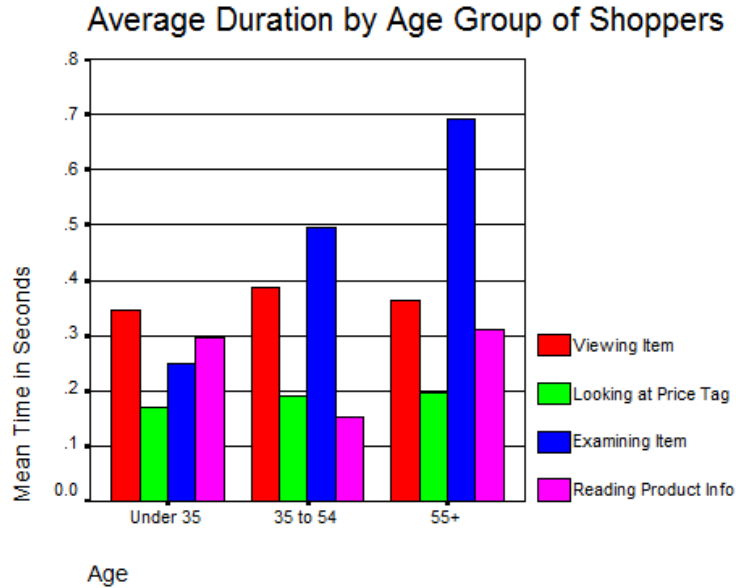
1. Client stores were mapped against a custom database of US households with demographic and shopper relevant data.
2. Panel responders were screened to match store profile.
3. Nimbus virtual shopping system measured impact of promotional stimuli on each responder using the decision tree illustrated on the right.
4. Shopper models were then built and applied against the custom database to identify most appropriate strategy for each store based on the underlying neighborhood.

Decision tree was established to test all significant points along path to completing the sale!





Case – Shopper Segmentation



Detailed metrics were captured for every combination of SKU and promotion being tested.

Shopping behavior was captured by age, income, family life cycle, education and employment.

Shopping missions were defined and analyzed by day of week.



Case – Shopper Segmentation

XVB Brand
Examine to Purchase Ratio by Age and Income

Age/Income	\$75-\$125k	\$50-\$75k	\$25-\$50k
Under 25	0.46	0.56	0.51
25-34	0.57	0.57	0.52
35-44	0.67	0.56	0.53
45-54	0.73	0.58	0.54
55-65	0.68	0.59	0.58
75+	0.65	0.56	0.55



The examine-to-purchase ratio was one of the critical metrics that showed significant variation by age and income:

- 35-54 year olds making \$75 to \$125k were more likely to buy a product they examined.
- Lower income shoppers did more looking and less buying.

This was just one of many metrics that went into the segmentation schema.



Case – Shopper Segmentation

Result

The recommendations from this study are being implemented currently after the initial results were modified by additional panel studies to take the current economic crisis into account.





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.



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