

The background of the top half of the image features a close-up of a person's eye with blue irises. Overlaid on the eye are several white, semi-transparent circles of varying sizes, suggesting a focus or tracking mechanism. The background is a light gray with faint, abstract digital patterns and lines.

EYE TRACKING

DISCOVER WHAT CONSUMERS REALLY SEE

90% OF THE INFORMATION

WE PERCEIVE IS VISUAL. OUR EXPERIENCES, INCLUDING RETAIL EXPERIENCES, ARE MOSTLY VISUAL. EYE TRACKING DELIVERS HIGH-QUALITY, PRECISE DATA ABOUT CUSTOMERS' PERCEPTION OF PRODUCTS AND ADVERTISING MATERIALS.

WHAT IS EYE TRACKING

WHAT IS EYE TRACKING (ET)?

Eye tracking is a technology that allows you to observe viewing patterns and understand what a person is looking at.

It is a quick and easy way to analyze how your target audience reacts to the marketing tools you employ for communication. ET helps you to determine which tools work and which do not.



WHY USE EYE TRACKING?

You will be able to intercept a person's reaction before they are able to filter it and present it to you in a distorted or subjective way. You'll know with a high degree of certainty what people see and what they do not see.

WEBCAM EYE TRACKING

Our unique webcam-based eye tracking is running on Artificial Intelligence technology.

ULTIMATE ADVANTAGES

- ✓ The possibility to cover a wide audience immediately (you, as well as the respondents, don't need any hardware as it's an online solution).
- ✓ There is no need to equip a lab and invite people into one room to participate in the test as it always used to be – do eye tracking online.
- ✓ Respondents can take tests even from a smartphone.
- ✓ Respondents don't have to install any kind of software.
- ✓ With the turned on webcam, you can conduct eye tracking and emotion measurement tests simultaneously.
- ✓ In case you don't have respondents, you can use the CoolTool service to gain direct access to respondents from all over the world (online panels).

Standard webcam or a webcam
in-built in your laptop/smartphone



EYE TRACKER

You can also run eye tracking studies using a special device - infrared eye tracker. It's professional equipment that ensures highest accuracy of results. For research in the lab.

HOW TO SET UP EYE TRACKER

Eye tracking device (called Eye Tracker) is placed under the laptop or desktop screen. Respondent is asked to initiate automatic calibration in one click. Then respondent is shown one or few tested materials.

Our eye tracking technology is compatible with both, desktops and laptops. All you need is a USB 3.0 port, Windows OS, and Internet connection.

Eye Tracker Basic

(for materials that last under 1 minute)



Eye Tracker Pro

(for long-lasting materials, with head movement compensation)



WHAT YOU CAN TEST

VIDEO MATERIALS

WEBSITES

PACKAGES

IMAGES

PRODUCT SHELVES

DESIGN LAYOUTS

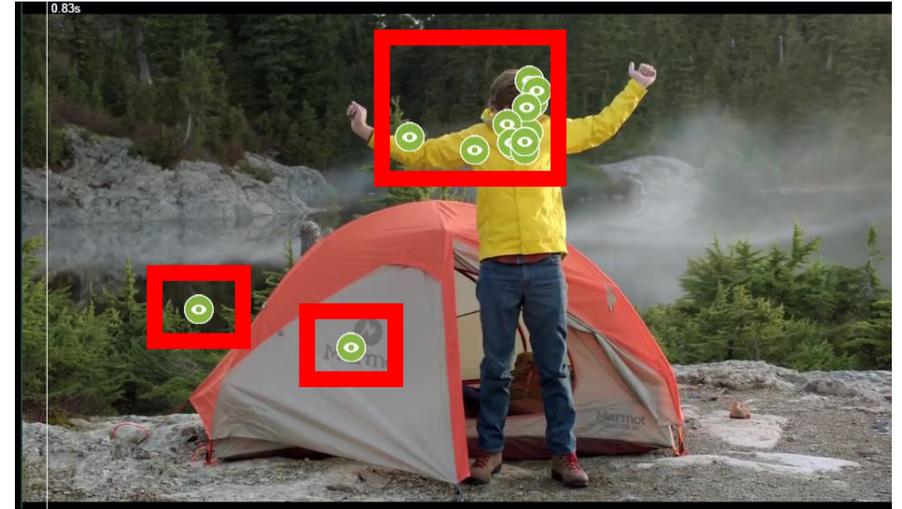
EYE TRACKING FOR VIDEO

Whether you are analyzing a commercial, a trailer or any other video content, eye tracking will tell you which objects or words were captured by consumers gaze and which were missed. Eye tracking test will help you to iron out any costly mistakes before the video goes public. It is a great way to test your product placement, branding, as well messaging in your commercial. The results are delivered in a form of easy-to-read color-coded schemes. Apart from statistical data you also get visualized results in bee swarms and/or heatmaps.

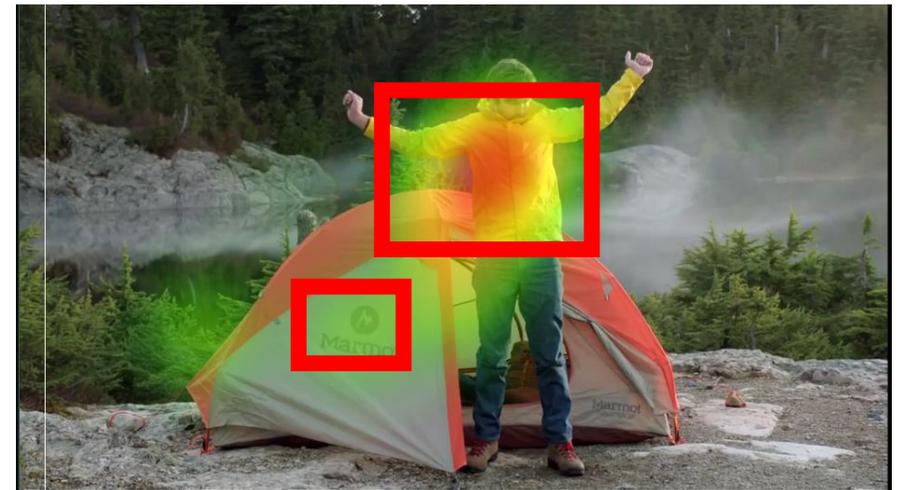
USING EYE TRACKING YOU WILL BE ABLE TO:

- See if people notice the key points in your video/commercial
- Find out which messages or visuals attract more attention than others
- Identify the most effective placement for your logo, slogan, any message of the video
- Learn what distracts viewers from your key message.

BEE SWARM



HEATMAP

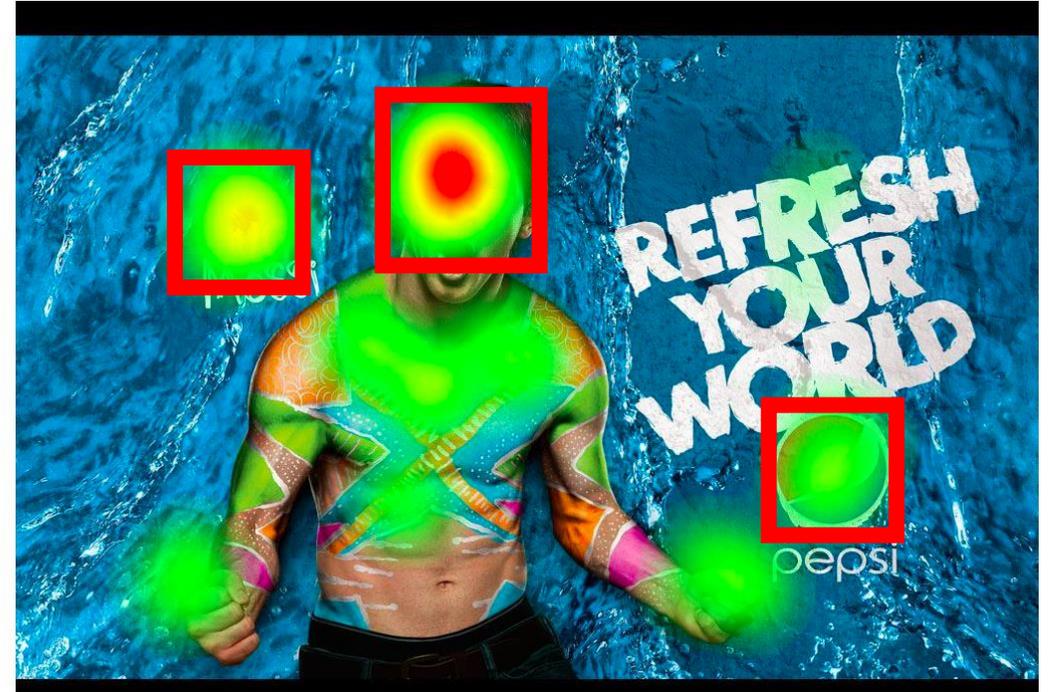


EYE TRACKING FOR ADVERTISEMENT

Eye tracking is capable of helping you to test the effectiveness of your advertisement, it's memorability and noticeability from the viewpoint of the consumer. In your CoolTool account, you will get the complete report on both – your overall ad effectiveness and defined Areas Of Interest (AOI) that you can adjust before the test.

USING EYE TRACKING YOU WILL BE ABLE TO:

- See if people notice the main points of your advertisement, both individually and when placed alongside other visual materials
- Find out which designs, messages or visuals attract more attention than others and which AOI don't add any value to your advertisement
- Identify the most effective placement for your logo, slogan, an image of the product.

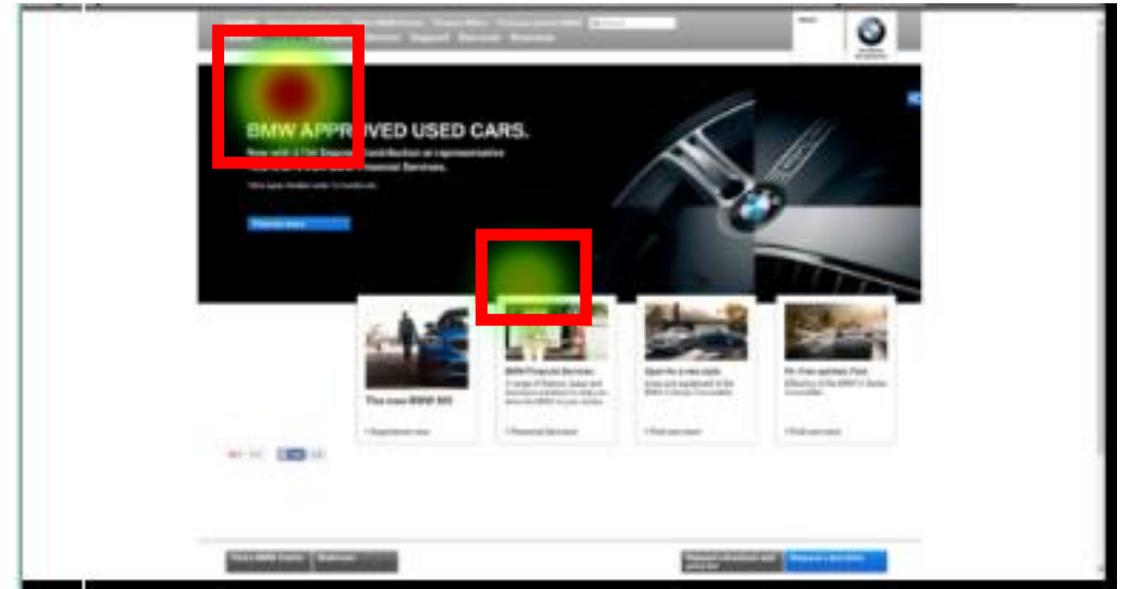


EYE TRACKING FOR WEBSITE

Eye Tracking will help you understand how good is your website navigation.

Eye Tracking also allows to measure effectiveness of banner ads on your site. It will show you elements of the site that draw the most attention, as well as parts that are likely to be overlooked by a visitor.

You will be able to track the actions of the user from the beginning of the session until the final purchase.



STATISTICS

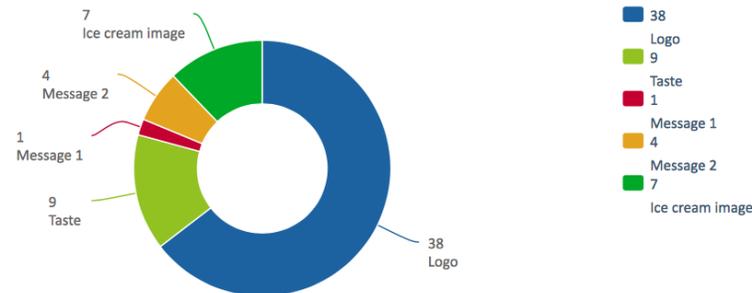
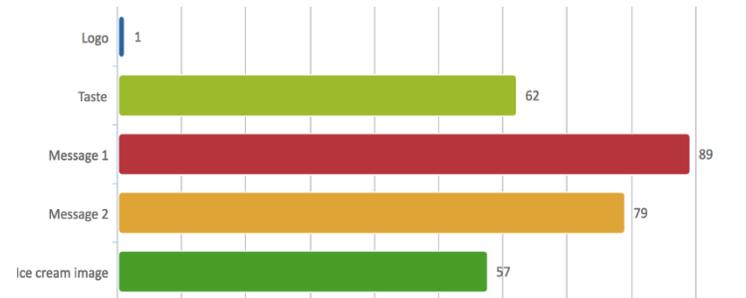
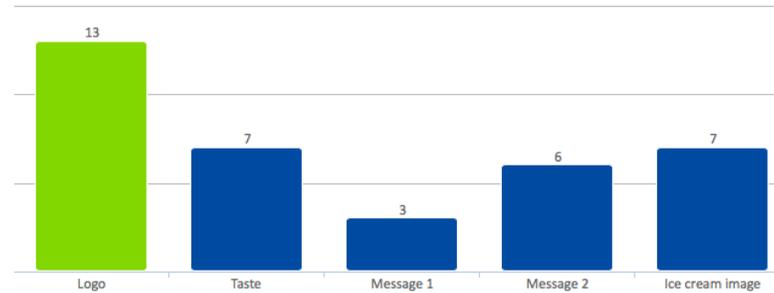
EYE TRACKING PARAMETERS

ET is communicated through 3 parameters: fixation, duration, movement. There is much more to an eye tracking, but these 3 parameters will give you the basic idea of how ET works.

Fixation. It shows the location of a customer's gaze at any given moment. Fixations are very short.

Duration. This parameter tells us that a person is paying attention to a particular visual element.

Movement. It helps to understand how a person's gaze moves from one point to another. This information is particularly useful for website designers.

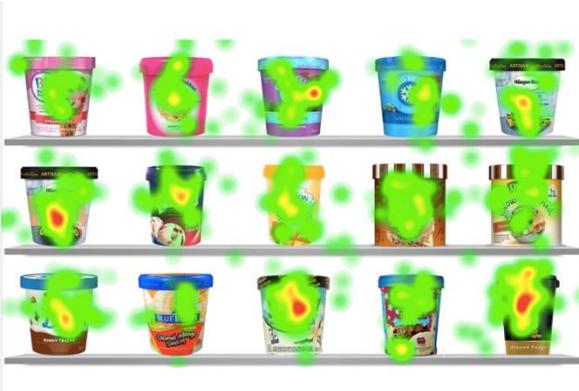


OTHER STATISTICS

- Fixations count
- Fixation duration
- Fixations before
- Fixation participants count
- Time to first fixation
- Observation duration
- Observation count

VISUALIZATIONS

HEATMAP



Heatmaps show the general distribution of fixations and gaze points on the tested image. Heatmaps reveal whether consumers paid attention to the product.

GAZE PLOT



Gaze plot shows you what grabbed consumer's attention first/last.

OPACITY MAP



Opacity map is the vice versa of a heatmap. Opacity map lights up the "hottest" areas, while other areas are dimmed down.

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- **EYE TRACKING INTEGRATED**

INTO THE SURVEY ENGINE SAVES TIME AND RESOURCES THROUGH DATA BEING COLLECTED, STORED AND ANALYZED WITHIN ONE CLOUD-BASED PLATFORM.

THE MAIN ADVANTAGES



REALLY EASY

It is really easy to set up the project and collect eye tracking insights



GET BETTER INSIGHTS

Analyze eye tracking data along with survey statistics, built-in cross tabs and charts



AUTOMATED

The report will be generated automatically for you. And it looks amazing as well



NO RESTRICTIONS TO ONE LOCATION

Fieldwork anywhere by using eye tracker with your laptop



SHARE AND COLLABORATE

You can easily collaborate with colleagues by sharing the project with them



NO NEED FOR NUMEROUS SOFTWARE

Use one cloud-based platform to collect both, eye tracking & survey data

WHAT MARKETING ELEMENTS CAPTURE

THE GAZE OF THE CONSUMER? WHAT DRIVES THE DECISION-MAKING PROCESS? WHICH PARTS OF THE COMMUNICATION PROCESS DO CONSUMERS FOCUS ON, AND WHICH PARTS DO THEY IGNORE? EYE TRACKING CAN ANSWER THESE QUESTIONS.

12 GUARANTEED ANSWERS EYE TRACKING GIVES YOU

Which particular elements of the tested materials caught respondents' main attention?

How many respondents looked at the logo or other important parts of the tested material?

Which elements were the most neglected and failed to attract respondents' attention?

For how long (in seconds) respondents focused on a particular area of interest?

Which details (parts of the video) you can easily remove because of their uselessness?

How many unique respondents looked at the particular area of interest?

Whether a particular color of the design pattern distracts the attention off words or elements you consider as important?

How long (in seconds) did it take a respondent to look at the area of interest for the first time?

Is your testing material overloaded with too many elements attracting attention?

Where and for how long a respondent looked outside the area of interest before focusing on it for the first time?

Does this overload prevent customers' from concentrating on the most important elements?

How many times the respondent looked and returned to the selected area of interest?

OTHER TECHNOLOGIES

All neuromarketing technologies are fully integrated into surveys.
It is very easy to cross analyze collected data



Implicit Priming Test



Surveys



EEG (Brain activity)



Emotion Measurement



Mouse Tracking

About CoolTool

CoolTool is the technology company that provides a platform to automate neuromarketing research process.

Our comprehensible solution allows brand advertisers, digital marketers, and researchers to get quick and accurate consumer insights, cross-analyzing both conscious (traditional surveys) and unconscious (biometric research) reactions to marketing stimuli. All your data, from survey responses to sophisticated insights neuro-tools bring you, will be together in one place.

Get closer to real consumer trends with automated solution for neuromarketing.



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