



eye square: Science and Technology for Understanding Purchase Decisions

The German company is set to open its doors in Paraguay

The German market research company **eye square**, with more than 25 years of experience in the industry, has announced its expansion into Latin America, starting with Paraguay. Known for its innovative, patented software, the company aims to provide businesses in the region with new opportunities to understand consumer behavior.

eye square focuses not only on **what** people buy but also on **why** they behave the way they do. *"It's not just about what a person sees, but also about what they feel and think. All of this must be considered for an effective analysis,"* explained **Michael Schiessl**, CEO of eye square.

With offices in **the USA and Germany** and clients across **Asia and Africa**, the company is now looking to establish itself in the Latin American market. *"Paraguay offers a favorable business environment, making it an ideal place to begin our expansion in the region,"* said Schiessl.

The company plans to begin operations in **2025**, offering consulting services to businesses in industries such as **retail, technology, finance, and media**.

Industries and Strategies

eye square has worked with major companies like **Google** and **Meta**, solidifying its position as a **market leader** in research based on **advanced technology**. By entering the **Paraguayan market**, eye square aims to revolutionize market research in Latin America by offering innovative tools that help businesses **more accurately measure the effectiveness of their sales strategies**.



Cutting-Edge Technology

"Our studies don't just analyze what a person claims they intend to do but also track where their pupils focus," Schiessl explained. "This is crucial for understanding what a customer perceives when entering a store or which products attract their attention the most."

Additionally, eye square offers software that uses a **computer camera to analyze users' facial expressions** while they browse an online store. This allows companies to detect emotions such as **surprise or frustration**. *"We help brands enhance the user experience and make advertising more effective," Schiessl added.*

Local Training

eye square is not only bringing its technology to Paraguay but also aims to **train local talent**. *"We want to train Paraguayan professionals so they can conduct the same analyses currently carried out in Germany and the USA," Schiessl stated.*

This is a key step in **technology localization**, where **psychologists, statisticians, and UX designers** will play a crucial role. Initially, the company's studies will focus on the **retail sector**, helping businesses **optimize product placement in stores**.

Paraguayan Market

For eye square, Paraguay is a market with **great potential**. *"Our foundation combines data, psychology, and technology, and we are looking for curious individuals who want to learn and grow in this field."*

With its arrival, eye square could transform how Paraguayan companies understand their consumers, **optimize sales strategies, and improve advertising effectiveness**. *"We are confident that Paraguay will offer us great opportunities," concluded Schiessl.*