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**Real behavioral data is the new currency for advertising effectiveness, which, compared to standard surveys on advertising effectiveness, enables a better sales forecast for advertising contacts.**

Sven Diekmann, eye square

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How can E-commerce insights and in-context tests change the rules of the game? And why are behavioral data now the ultimate currency?

Sven Diekmann, Director of Business Development at eye square GmbH, provides insights before his webinar on 03/21/2024 that redefine the boundaries of E-commerce.



## **Before diving into the fascinating world of online shopping, we would like to know something personal. What was your most memorable online shopping experience, and what made it so special?**

**Sven Diekmann:** I can't speak about a specific event, but the majority of my online purchases revolve around the theme of bicycles, as cycling is my great passion. Since this often involves very specific products, it is extremely important that all product details and descriptions are available on the retailer's pages, such as compatibility with other components, size, and weight.

Equally important is the ability to filter well to find the relevant products. Not all retailers get this right, and apparently not all manufacturers provide the desired information. Here, I would wish that some manufacturers or retailers would do research with us.

## **You aim to present a revolution in online shopping in your presentation. How will it happen? And why is it necessary?**

**Sven Diekmann:** The E-commerce market is growing steadily and has become a significant part of success for many companies or at least the hope of success. That is understandable. But the more providers flock to the major platforms, whether it's retail media like Amazon or retailers like Rewe, Otto, or Walmart – the more intense the competition becomes. And the more important it becomes to know what really works and why. The better this knowledge, the more successful a product/brand. It's about incremental improvements and advantages that pay off significantly.

Fortunately, the opportunities to obtain and analyze this knowledge are changing. Even before the launch of a campaign or a product. These opportunities are revolutionary compared to a quasi-blind approach and investment. This is what I will talk about.



## What do you specifically mean by revolution?

**Sven Diekmann:** I mean new methods like InContext Testing with Ad-to-Cart function. Such tests offer a clear analytical connection between experimental variation (A-/B-) and survey data. With these methods, you can test the effect of products and presentation elements amid competitive products, that is, in realistic retail contexts, in advance.

These tests are tailored precisely to the test requirements of customers, mostly from the FMCG sector but also from other industries. They gain an understanding of natural buyer behavior and more precise results on the performance of their products. The validation of new E-commerce ideas such as product concepts, images, and detail pages is also possible.

## What is tested in such an In-Context test?

**Sven Diekmann:** Ultimately, the effect of the entire product presentation on all pages of a customer journey, in all phases of a purchase process: From awareness, i.e., the focus view of the product on the search results page, through consideration, i.e., the visit to the product detail page, to purchase, or adding to the shopping cart.

We provide data on the effect in all systems of human experience – explicitly (System 2), implicitly (System 1), and perceptually (System 0). In the end, customers receive a variety of different data: from explicit survey data to implicit and purely sensory behavioral data.

## What does this mean in detail and what features are measured?

**Sven Diekmann:** Explicitly, we collect survey responses regarding the ease of shopping, awareness of and brand recall, clarity of communication, brand building and brand image, design evaluation, and sympathy. We inquire about UX scales and purchase intent. Implicitly, we analyze product selection (Ad-to-Cart, from ad view to "adding to cart"), including the page where the product was added to the cart.



The use of elements of the product detail page is also tracked precisely, as well as searching – including search terms used – and category usage, but also classic metrics such as visibility on all pages and clicks. In the field of pure perception, we can understand which product and navigation elements are actually seen using eye tracking via smartphone, including heatmaps, dwell times, and reach. All this with exploratory and experimental test designs, quickly scalable, and for a variety of international retailer sites – from Amazon to Rewe, Otto, Auchan, or Walmart. That's quite revolutionary.

## Mr. Diekmann, what makes participating in this webinar particularly recommended? Are there specific insights or strategies that can help participants improve their online shopping activities? Who should not miss your webinar?

**Sven Diekmann:** In the seminar, I show how easy it is with us to try out ideas in the E-commerce field and what impact these changes can have. Our seminar is particularly suitable for brand manufacturers who want to optimize their product appearance on retailer sites and increase conversion. We can also quickly test new product concepts or new cross-selling ideas in a realistic environment and optimize revenue for retailers and manufacturers.



**Sven Diekmann**  
Director of Business  
Development  
eye square

After ten years, Sven Diekmann returned to eye square in his new role as Director of Business Development, where he previously worked as Director of Client Relations until 2011. During his tenure at eye square, Sven conducted UX and advertising studies and established the Shopper Research Unit. During his absence,

Sven held various positions: as a consultant, head of the Service Factory, HR manager, and most recently in the PMO. Now, he can leverage his extensive experience and, together with the leadership team, further develop eye square's projects and client relationships by engaging with corporate clients, understanding their needs, and providing the right insights and recommendations.