



Poster Testing with Eye Tracking

Optimize your designs

Eye tracking in design optimization

Eye tracking delivers deep insights

- Eye tracking is intuitive
- Without eye tracking, most of the perception remains unconscious. It cannot be recalled by the test subjects what exactly was fixated and when
- Gaze is extremely fast – understand what was seen within the first seconds

Eye tracking data is objective

- Measure the visual perception
- Make design decisions on an objective basis
- Diverse visualization options provide impressive evidence of what has been perceived from the advertising material

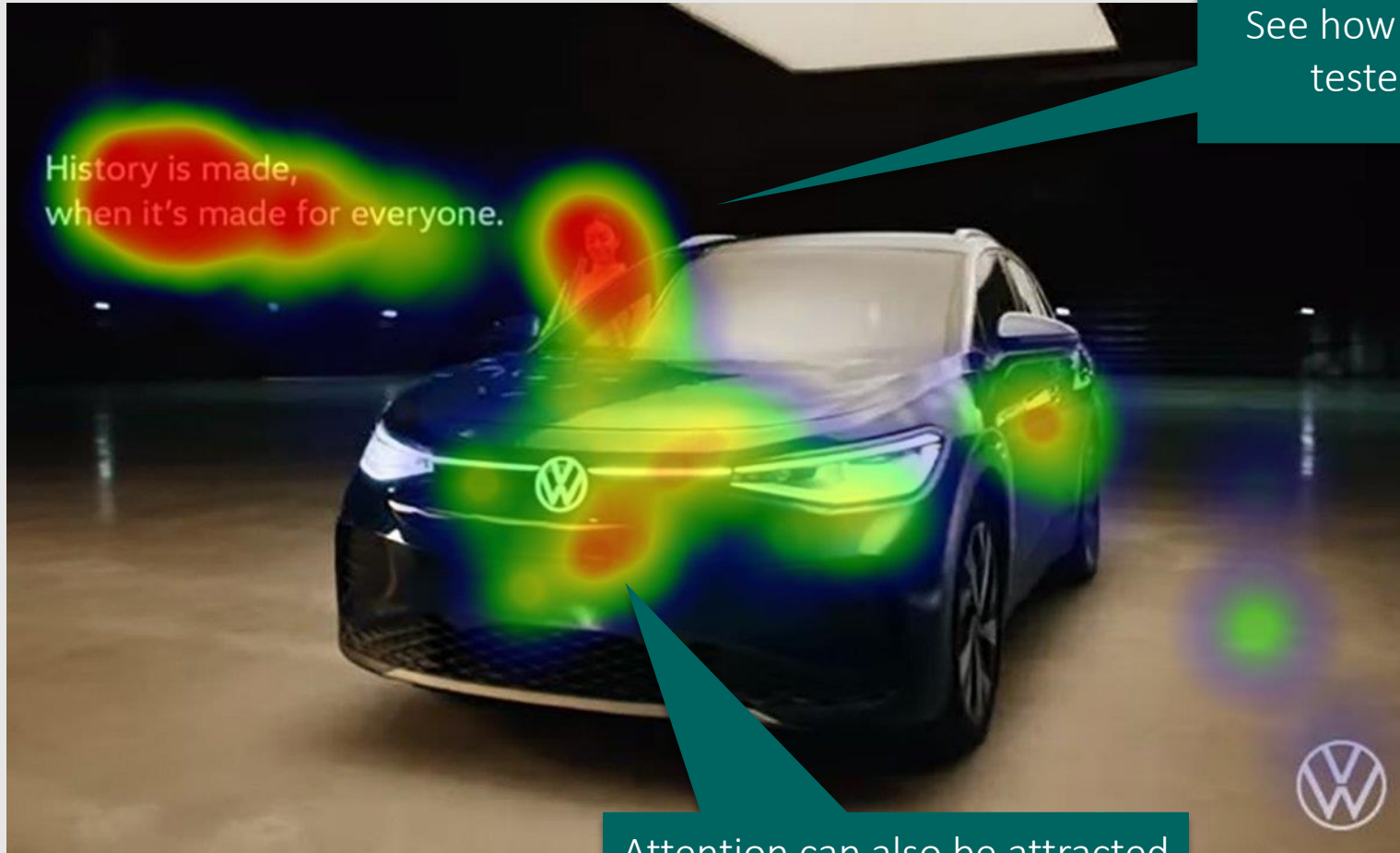
Eye tracking data is fast and easy to record

- Eye tracking is non-invasive
- Just 10 testers deliver interesting results

Analysis saves money and time

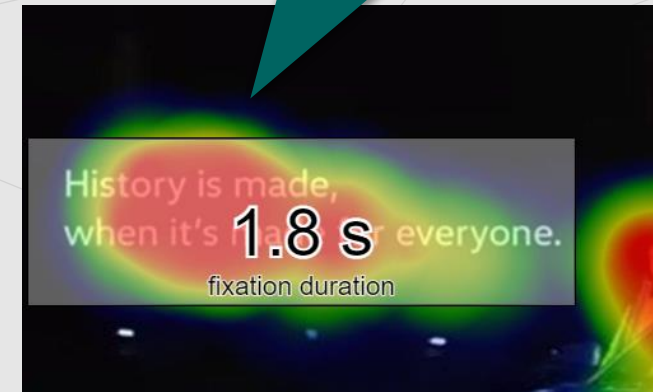
- Start marketing campaigns with optimized content
- Increase the conversion and advertising effectiveness

Example of use 1: Attention distribution



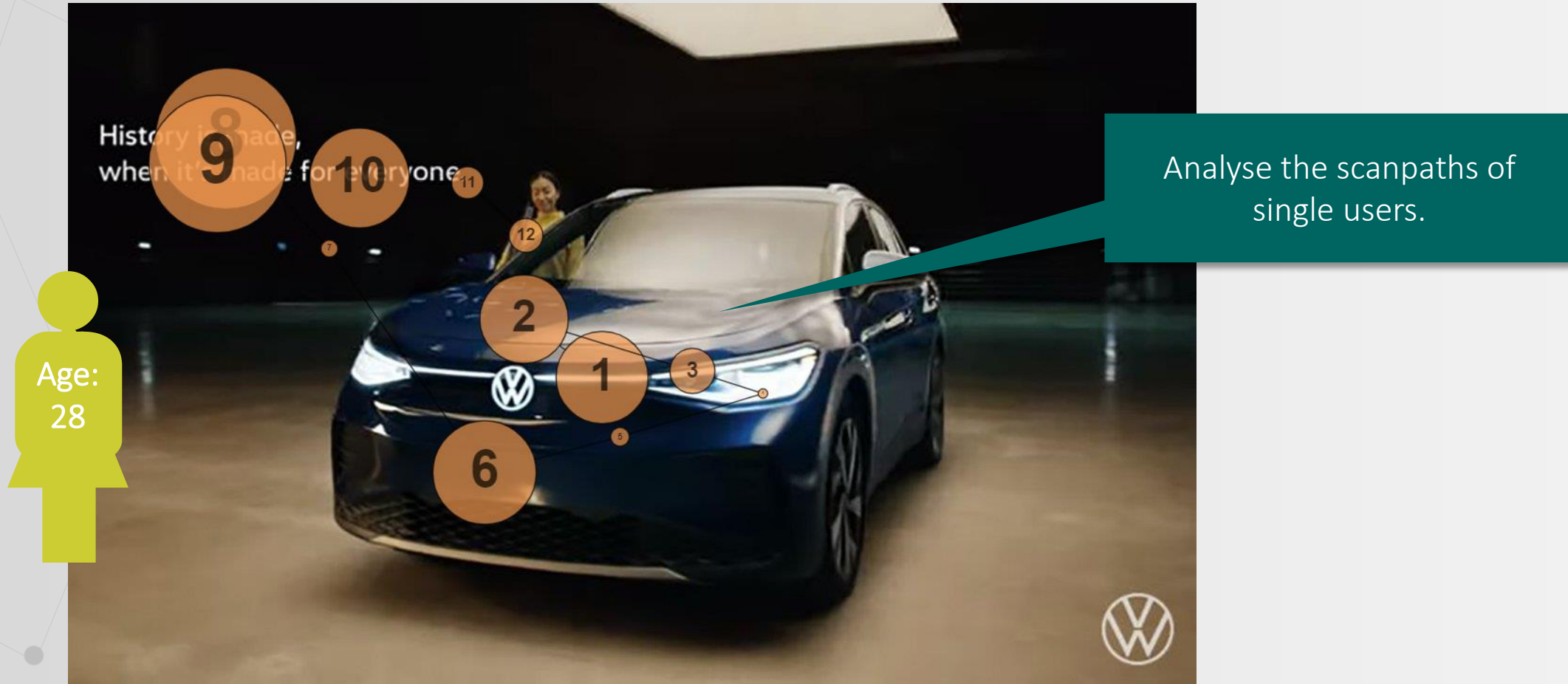
See how the attention of all testers is distributed

Analyze the data numerically.
See how long an area was fixated on average.

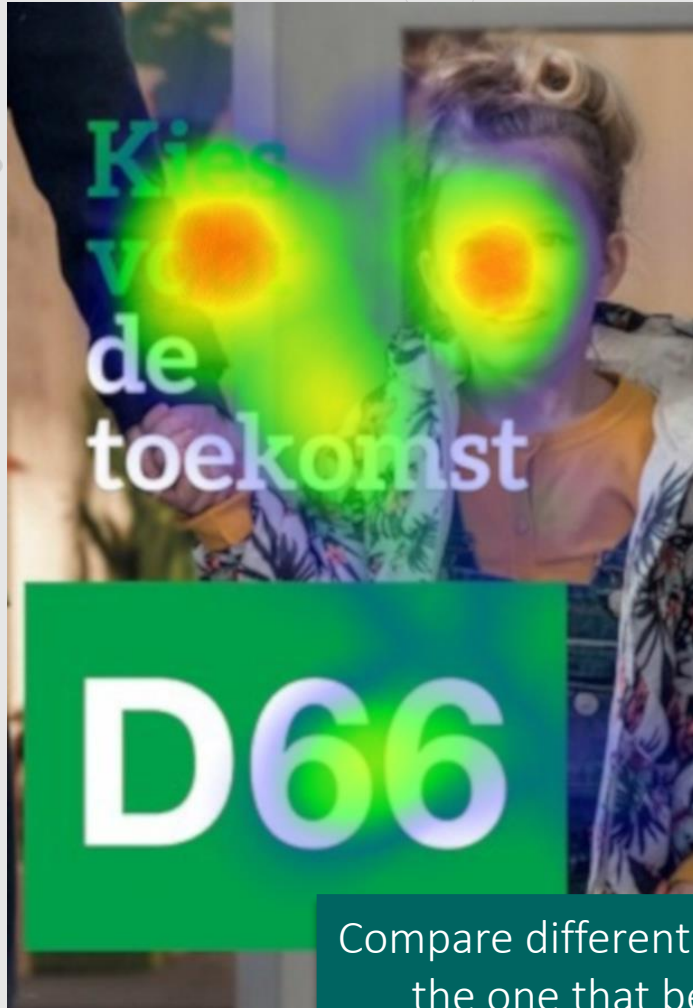


Attention can also be attracted by surprising details – here a missing number plate

Example of use 2: Perception Order



Example of use 3: Compare Designs



Compare different designs and choose the one that best conveys your message



In this example, attention is drawn away from the girl's face onto an advertising message.

Example of use 4: Attention Attraction



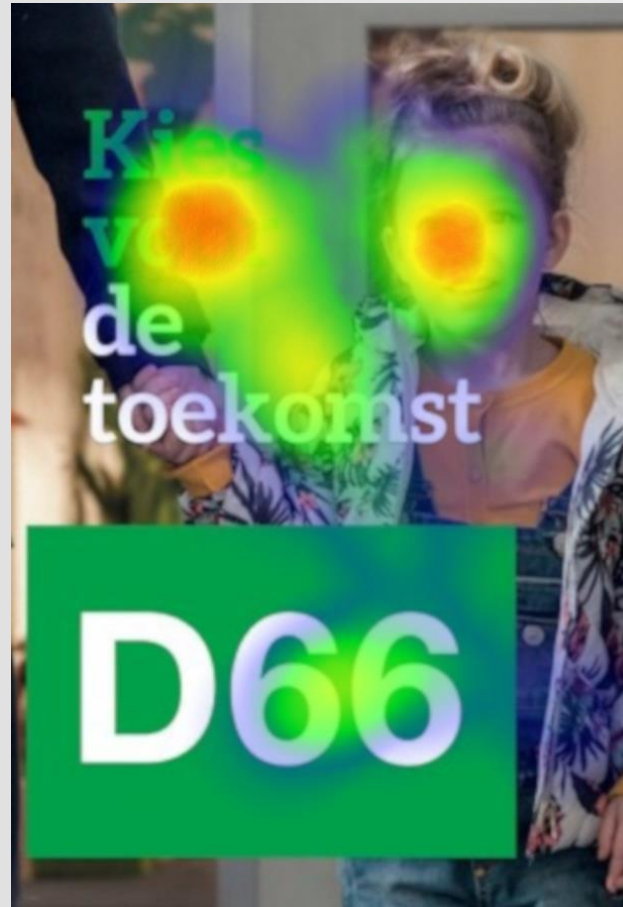
Analyze poster in real world scenarios

Example of use 5: Time component

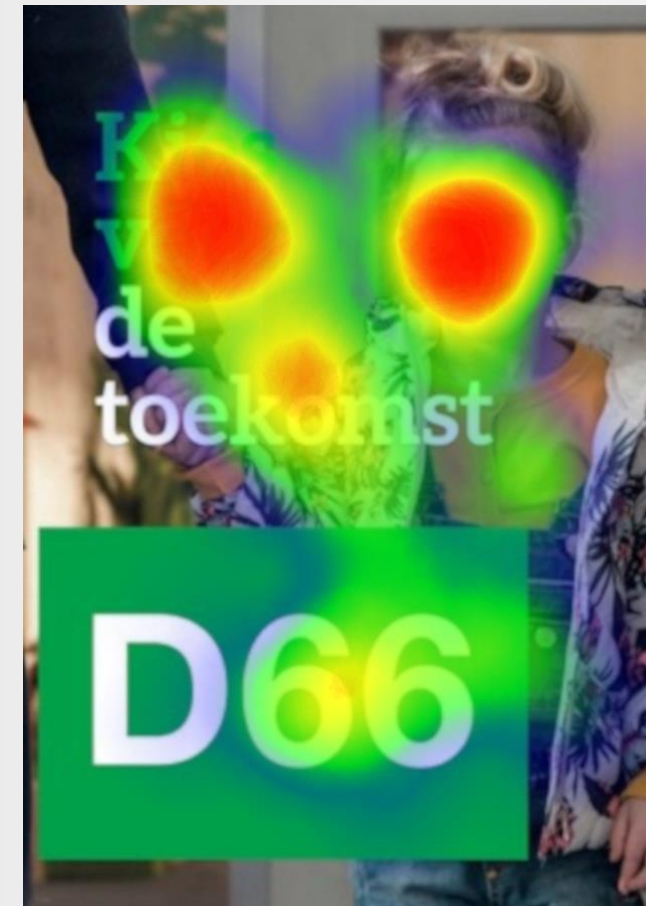
1 second of viewing time



5 second of viewing time



10 second of viewing time



Analyze the visual attention also for short viewing times –
simulation people walking past posters

Use Case AWK

In more than 100 studies, awk's eye-tracking team tested how billboards are perceived visually. The key factor here is which areas of an outdoor advertising poster attracts the most attention in the first few seconds and which elements are ignored. This provides valuable information on how to optimize poster design to increase the effectiveness of campaigns.

For their research, awk uses our eye tracking tool EYEVIDO Lab. An eye tracker uses infrared light to measure where test participants look at an on-screen design. This method provides both visual evaluations, such as heat maps, and numerical evaluations in the form of statistics for specific areas of the design. For example, it calculates which areas of a poster are viewed most intensively or how long it takes for a certain piece of information on the advertising poster to be fixated for the first time.



Awk AUSSENWERBUNG GmbH is the second largest provider of advertising space in Germany. With eye tracking analyses, it offers its customers a much-appreciated service that is frequently used to optimize advertising campaigns.

OUR CLIENTS TRUST US

- Companies use EYEVIDEO Lab in different settings: In-house or with service-providers, remote or in the lab, for prototypes or live testing
- For individual projects or integrated in every step of the development process

"EYEVIDEO Lab helped us to make our services more intuitive, more efficient and more pleasant to use."

Deutsche Bank 
CustomerLab

 Institute for
Management
University of Koblenz

"The realization of the study was simple and the software easy to use."



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