

Case Study

Eye tracking for Standard Chartered Bank website

Marketing Challenge:

From traditional Advertise viewing where Advertisement viewing will be followed by a 15 minuts exit interview including a maximum of 5 open ended questions to state of art technology called Eye tracker that can gauge advertising awareness, Advertising content recall, Recognition / branding, Effect measures, Does viewer like the ad, Is the proposition attractive, Does the ad stand out, Does it convey the right message etc.

It does this with help of Statistics, Bee swarm, Spotlight, Highlights, Reading Matrix, Gaze replay and emotional response facilities that are part of the system of Eye Tracking.

Standard Chartered Bank had approached Majestic MRSS for understanding the effectiveness and visual attraction of it's Website

MMRSS' Approach:

Combines an unbiased exposure with traditional visual test

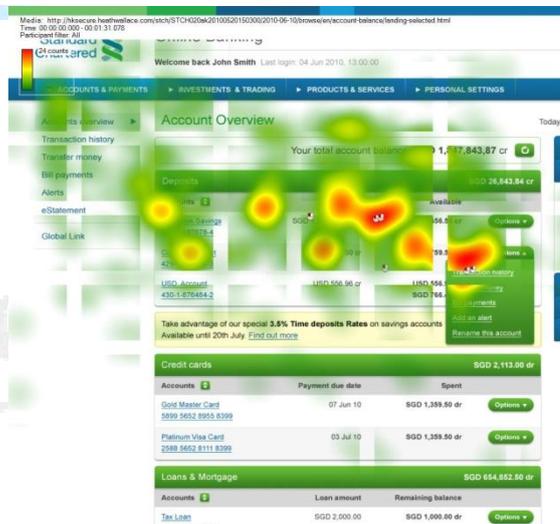
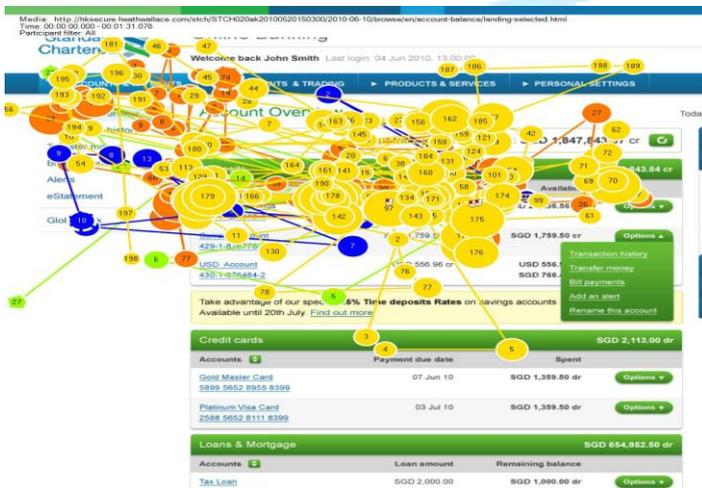
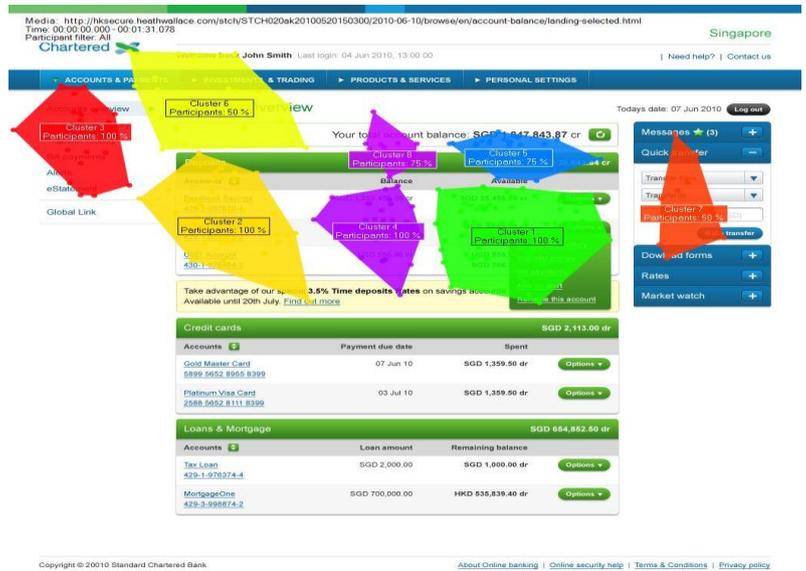


The Results:

Simple and actionable insights about the visual was achieved as follows:

1. How many abstracts do viewers look at before clicking on one?
2. Do viewers look at abstracts ranked lower than the selected document?
3. Do viewers view photographs or abstracts more ?
4. Centre of attention
5. Test usability of portal

6. Emotional and affective responses
7. Which parts of the abstract are most likely to be viewed?
8. Which parts /which photograph are most likely to be viewed?
9. More accurate interpretation of implicit feedback (eg: clickthrough data)
10. More targeted metrics for evaluating retrieval performance



About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic MRSS has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

Contact us:

Majestic Market Research Support Services Ltd.

160 A Prem Chaya Building,

LBS Marg, besides Rock On boutique,

Besides Taximan Colony, Kurla (West).

Raj Sharma : +91 9322105830

info@mmrss.com