

The Colgate logo, featuring the word "Colgate" in a white, italicized serif font above a white smile-like arc, all set against a red rectangular background.The eye square logo, consisting of a white stylized 'e' shape inside a blue square, with the words "eye square" in white lowercase letters below it.A woman with voluminous dark curly hair, wearing a dark blue sweater and hoop earrings, is looking at her smartphone. She is positioned on the left side of the slide, with a blue rectangular background behind her.

See the Experience

Human Insights Technology

From Ad2cart Case Study:

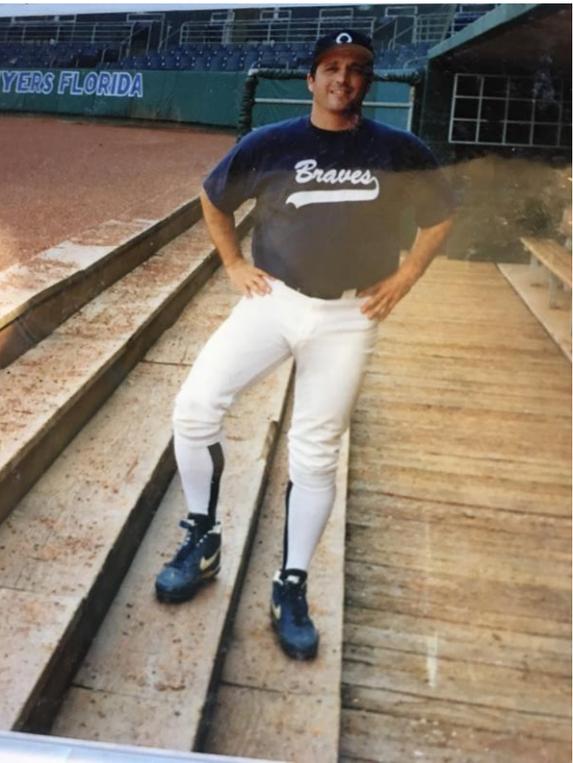
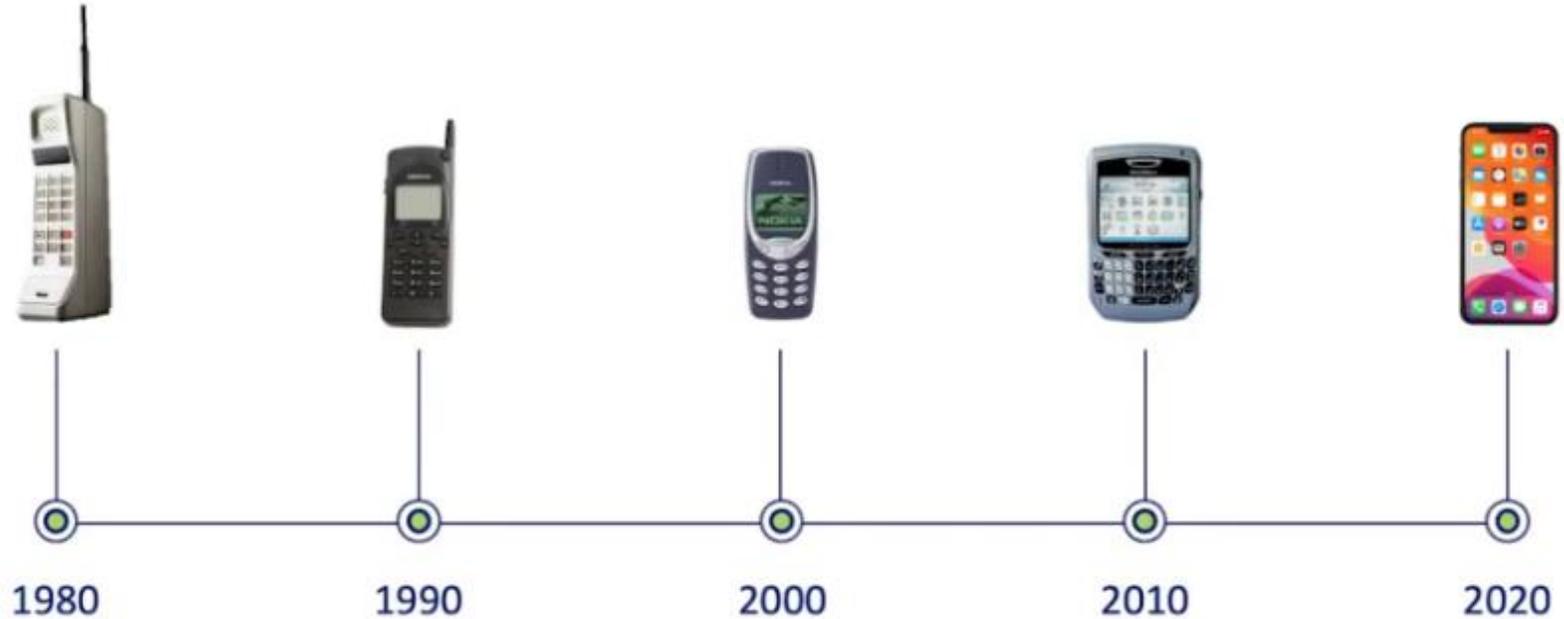
From ad contact to Shopping cart

Helen Wolf PH.D – Insights Lead, North America Innovation Accelerator – Colgate

Jeff (Ephraim) Bander – Chief Revenue Officer - eye square

Change

Attention Disruption



- 10 years ago, smartphones (as we know them by today's standards) didn't exist.
- 40 years ago, almost no one even owned a computer.

This is eye square

- Founded in 1999
- 3 Units:
User Experience, Brand & Media, Shopper Research
- **Offices in 6 countries – India added in 2020**
- 11 Research awards
- 82 Consultants
- 300+ renowned customers worldwide
- **Groundbreaking software technology, patented in the US**
- Academic cooperation, memberships in professional associations
- Extensive global benchmarks of implicit data





SYSTEM 0
PERCEPTION

In Context Services
Eye Tracking



SYSTEM 1
IMPLICIT

Reaction Time Measurement
Emotion Analysis
Activation



SYSTEM 2
EXPLICIT

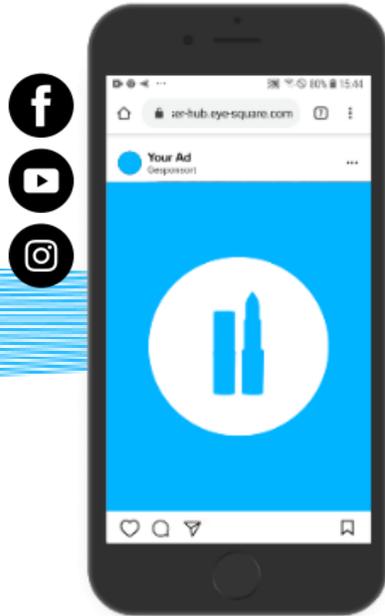
Questionnaire
Interviews



EYE SQUARE TECHNOLOGY

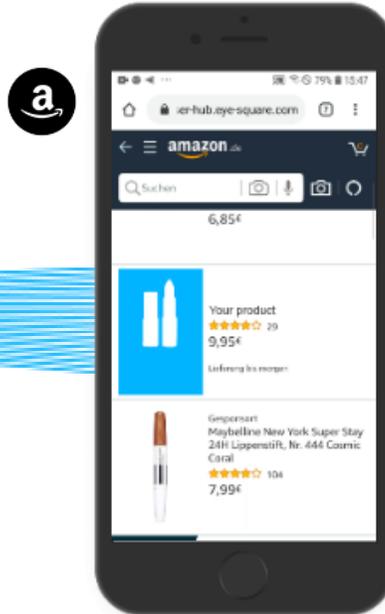
From Ad 2 Cart

STUDY FLOW: FROM AD CONTACT TO SHOPPING CART



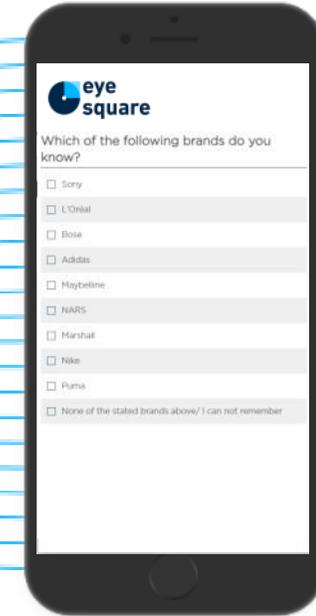
Ad on YouTube or Instagram

Live ad contact (In Context Ad Platform)



Shopping on Amazon

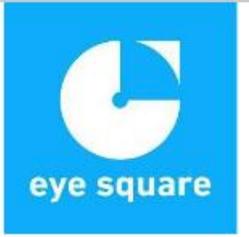
Participants are asked to buy a product in the category of the ad they were exposed to on Amazon, Walmart, Target (simulated purchase)



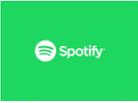
Questionnaire

Ad recall, brand image, relevant set, first choice

IN CONTEXT PORTFOLIO



Spotify



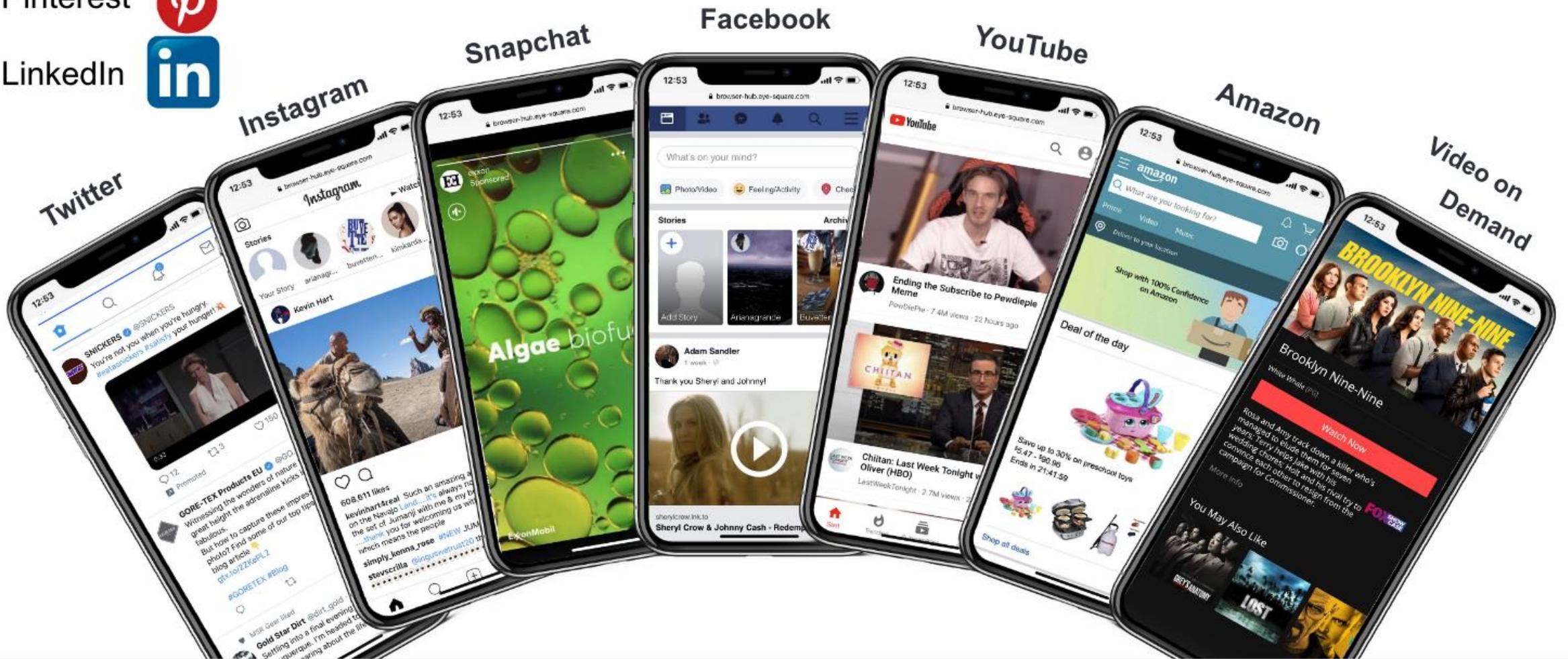
TikTok



Pinterest



LinkedIn



BEHAVIORAL SHOPPING METRICS



AWARENESS (PRODUCT IN VIEW)

Time of product in focus position view on the Amazon SRP



CONSIDERATION (VISIT PRODUCT DETAIL PAGE)

Share of visitors converting to PDP



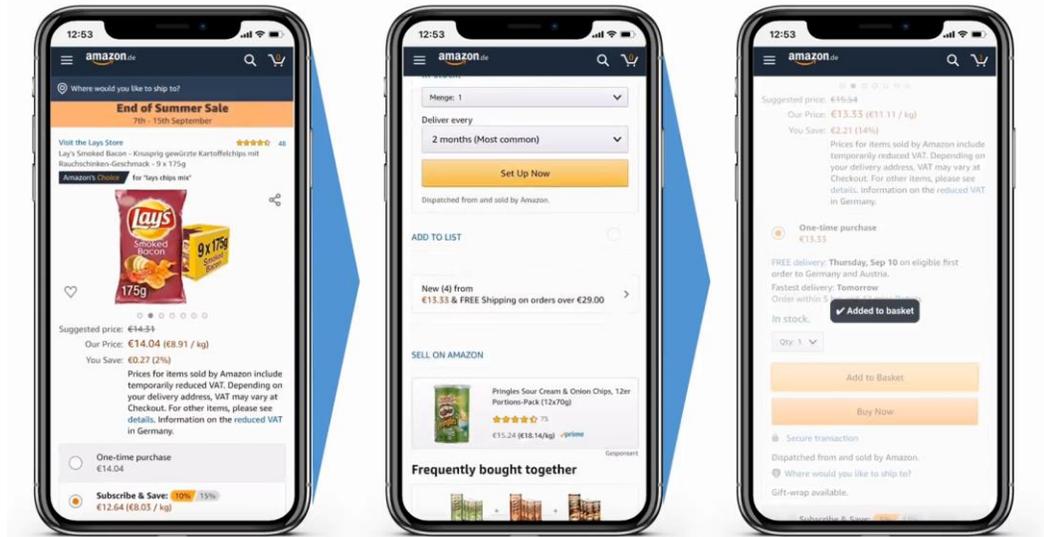
PURCHASE (ADD TO CART)

Percent of shoppers buying the item

These **three behavioral metrics** reflect the shopping funnel of the **consumer journey at the online POS**

Behavioral data is the **new ad effectiveness currency** that enables **superior sales prediction of ad contacts compared to standard ad effectiveness surveys**

Combining ad injection and eCom purchase task



Ad injected

Browse

Purchase

Natural shopping on search results and product detail pages

Metrics

Visibility - time on ad

Clicks on ad/package - where/when

Add to cart – purchase

Survey rating:

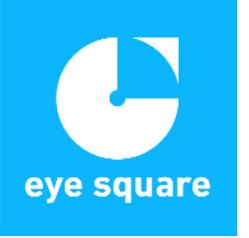
Awareness

Image

Impact

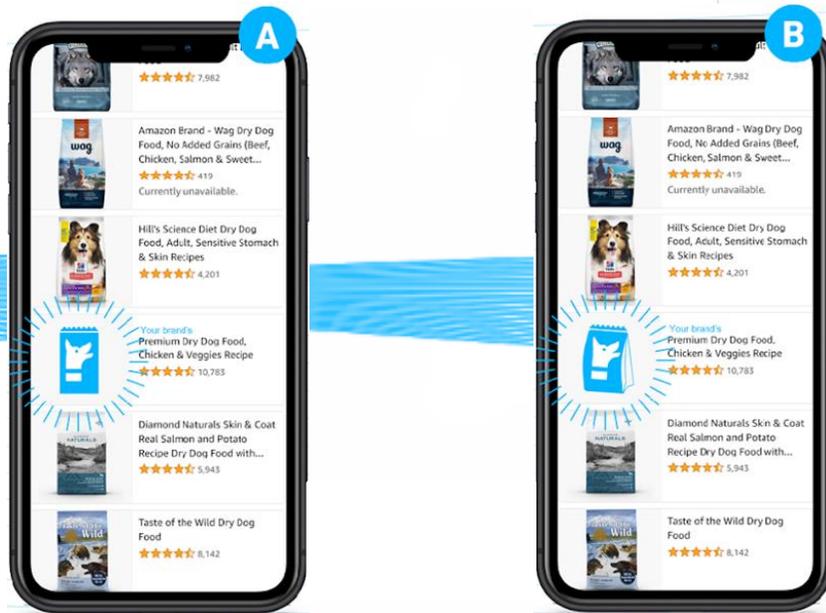
Ad evaluation

ECOMMERCE A/B TEST

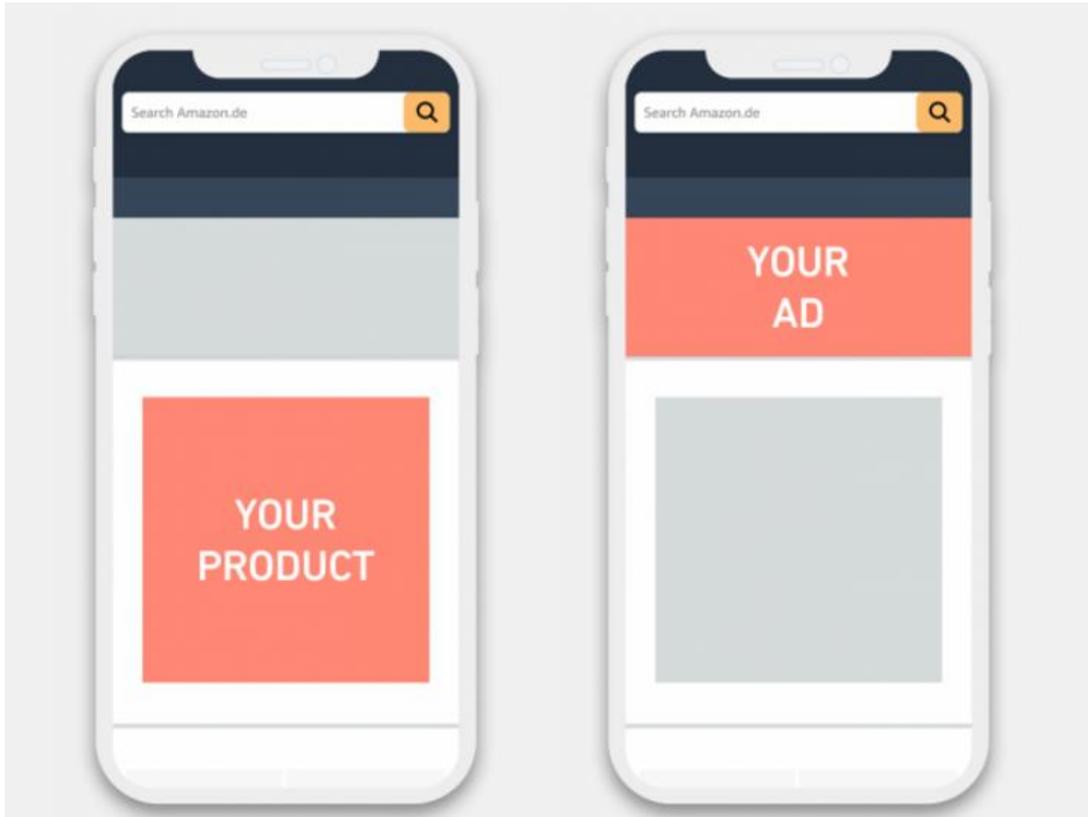
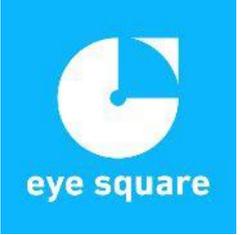


Controlled experiments in an Amazon Sandbox

The Ad2cart eCom Platform is a unique tool for market researchers to pre-test their products alongside their competitors combining purchase behavior and survey data in a natural environment



The AMAZON TESTING PLATFORM



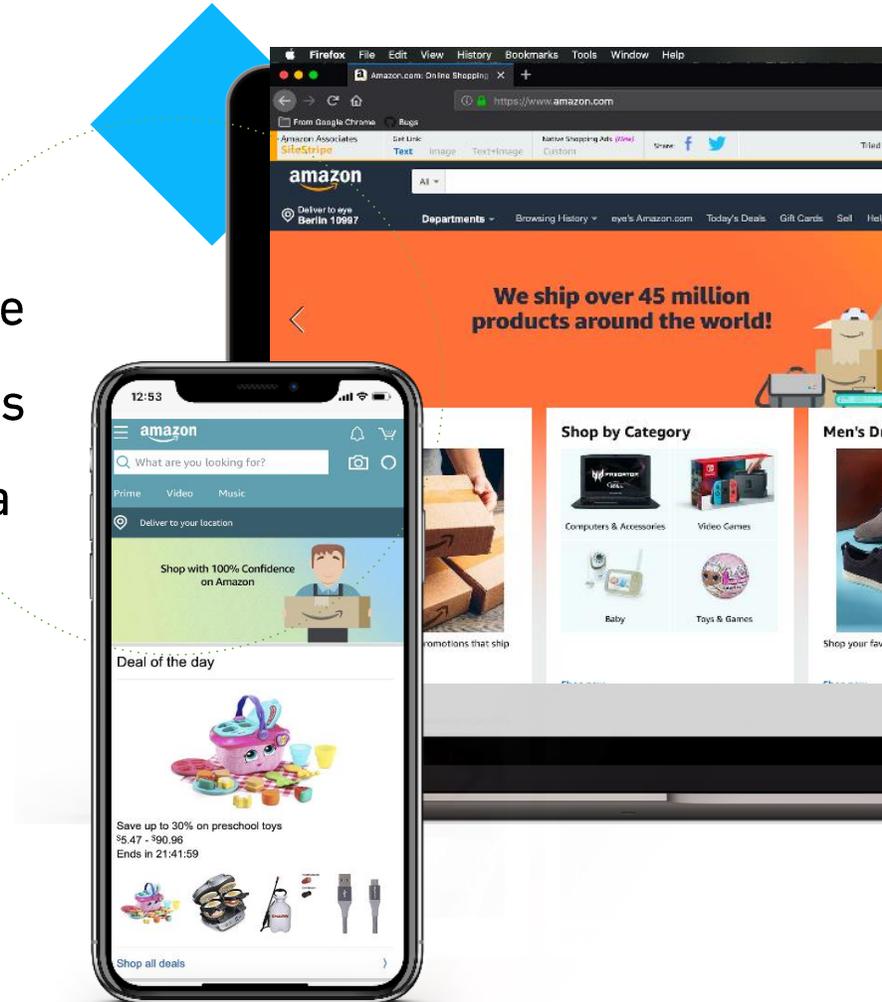
A fast and easy approach for evidence-based decisions **before** roll-out on what drives conversion and build the brand

Test everything!

- **Digital shelf**
- **Product page**
- **Ads**

From Ad2cart Testing Platform GIVES YOU ...

- 1) **Complete control** over the test environment
- 2) The opportunity to **experiment** before roll-out NOT on the live site
- 3) **Clear metrics** with A/B testing on conversion/ click through rates
- 4) **A single source data-set** combining behavioral and claimed data
- 5) **Choose audiences** based on their age, gender, habits, and more
- 6) **Fast results** – Quick turnaround, global online tests
- 7) **“We are what we do not always what you say”**

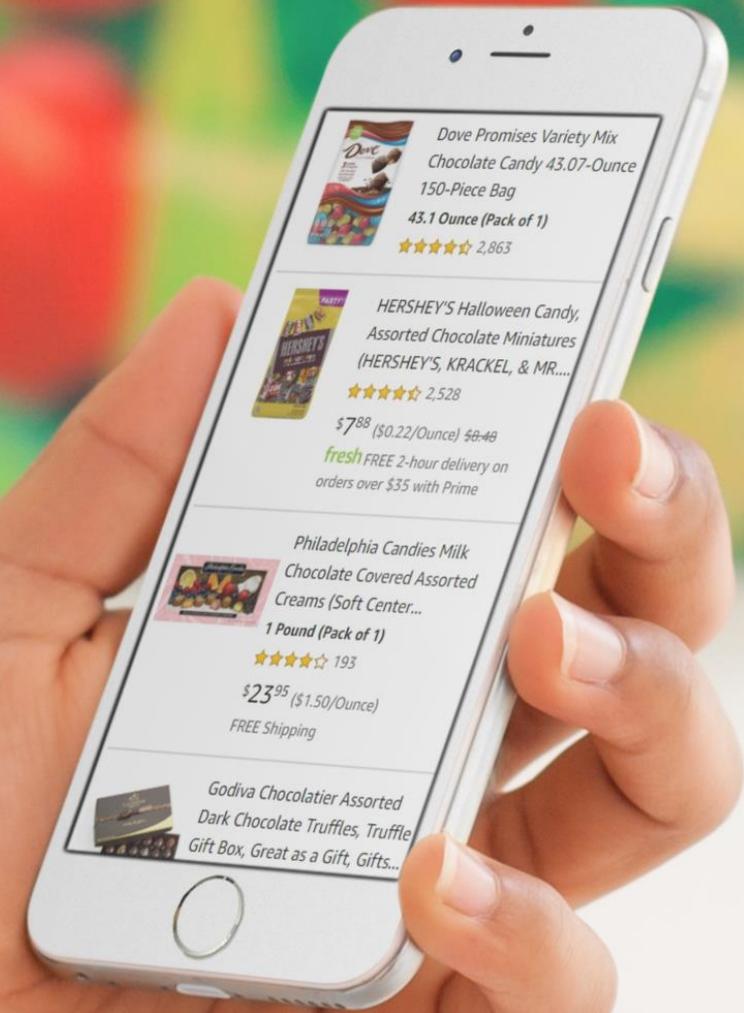


QUESTIONS WE CAN ANSWER

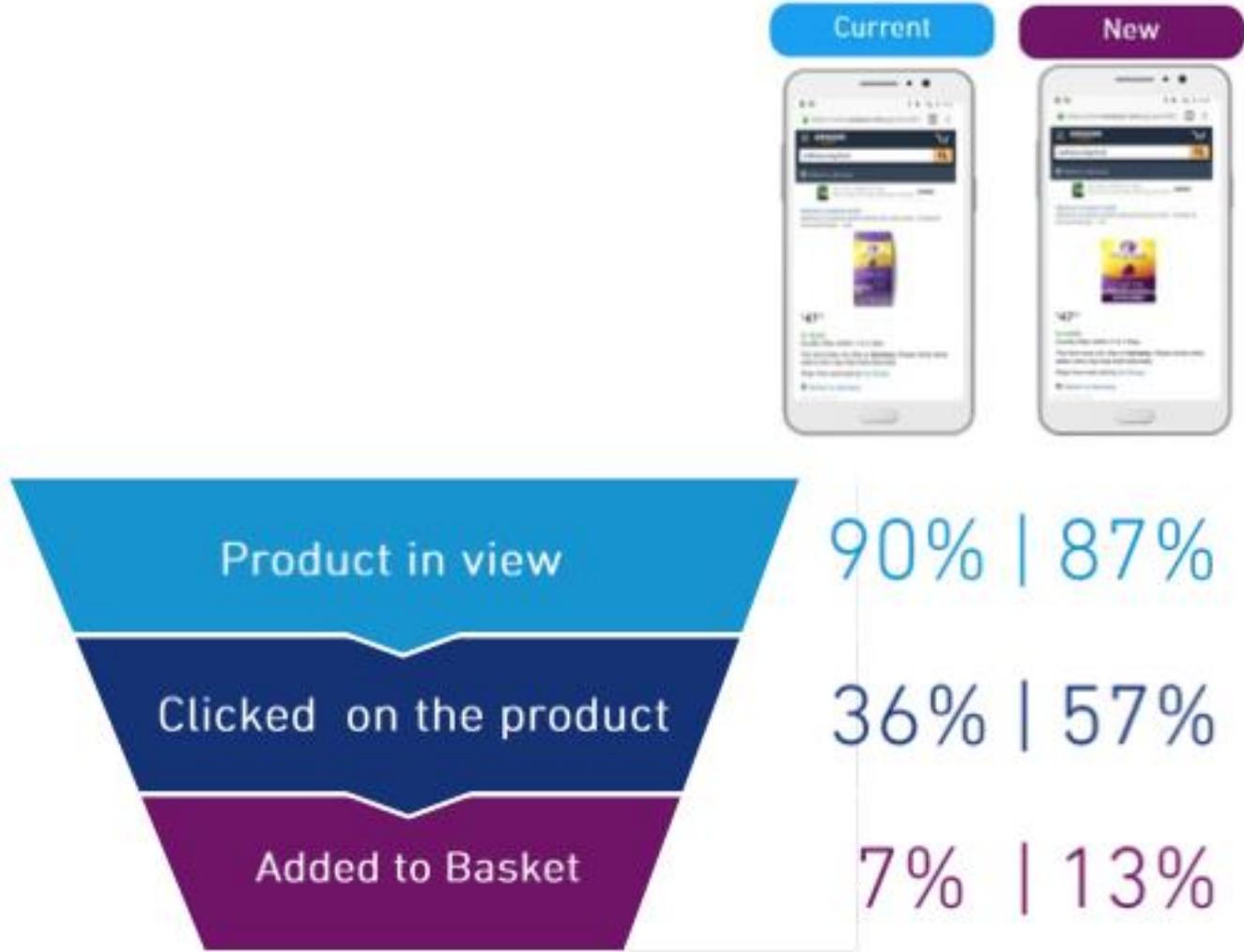


When exposed to an ad on social media?

- Which ad/pack drove **more consumers to spend more time on the product on the SRP** in a competitive environment?
- Had the highest number of consumers **clicking on the product and going to the PDP?**
- Did consumers spend more time on the PDP after being exposed to the ad on social media
- Did more consumers **put the product in the cart** (purchase intent) after being exposed the ad?
- **Which ad/pack on which platform delivered the best ROI?**



Conversion Funnel Outputs



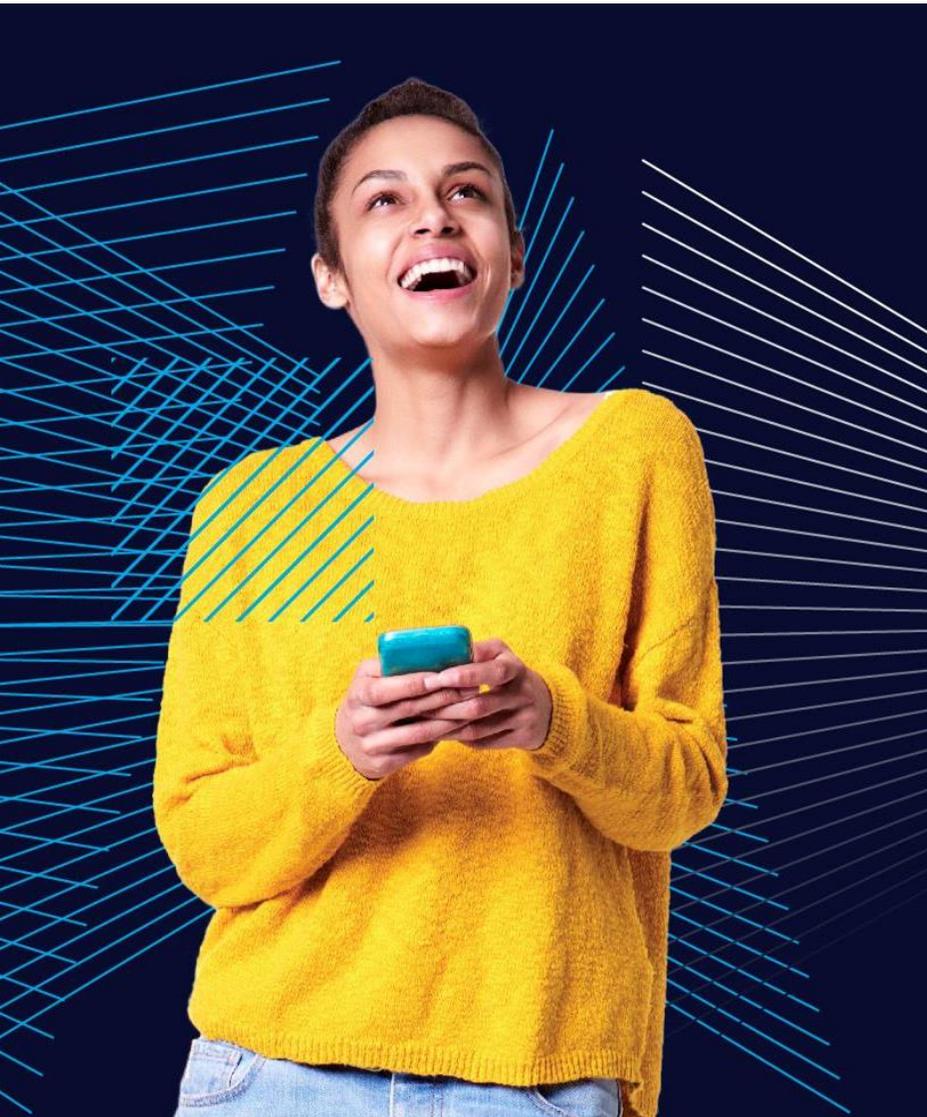
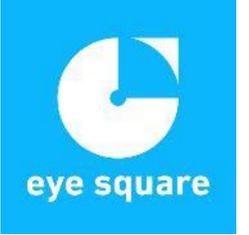
The funnel shows the main differences between the A/B tested stimuli with regards to:

- Viewable by %
- Clicked by %
- Purchased by %

More specifically, it shows where one stimuli lacks in standout and conversion power or outperforms the other stimuli

This can lead to important learnings for a C variant or help decide whether A or B should be implemented.

KPI's Combine behavior and explicit data for a full understanding of digital asset impact



Behavioral Data: Shopping task

- Share of purchases
- Time to purchase
- Product tile on SRP in view duration
- Product Detail Page views
- Durations on Product pages
- Below the fold duration and share of viewers

The most important indicator of image performance is a clear difference in the share of purchase in the retail environment.

Explicit Data: Survey

- Ease of purchase
- Recognition
- Image evaluation
 - Communication
 - Liking
 - Element Likes
 - Element Dislikes
- Enhanced content evaluation
 - Communication
 - Liking
 - Element Likes
 - Element Dislikes
- Socio-demographics

When differences in shares of purchase between image variations are narrow, **explicit responses** can help explain shopper decisions.

Evaluating message alternatives
in eComm world:

Colgate **keep** toothbrush



Helen Wolf PH.D

Insights Lead, North America Innovation Acceleration

Colgate

Introducing New Colgate keep

Keep the aluminium brush handle
Change out just the head...
...Save plastic and money long term.

Do our messages communicate:

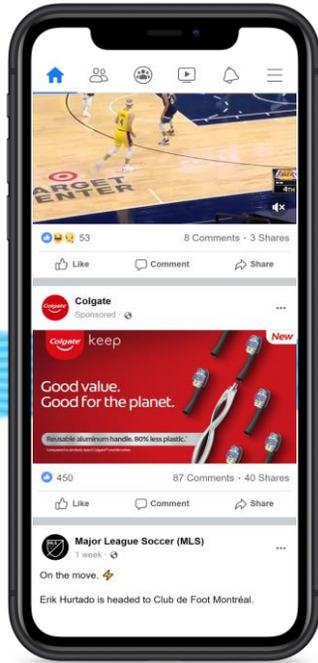
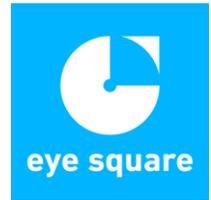
- Sustainability
- Performance
- Cost savings

at the online Point of Purchase?

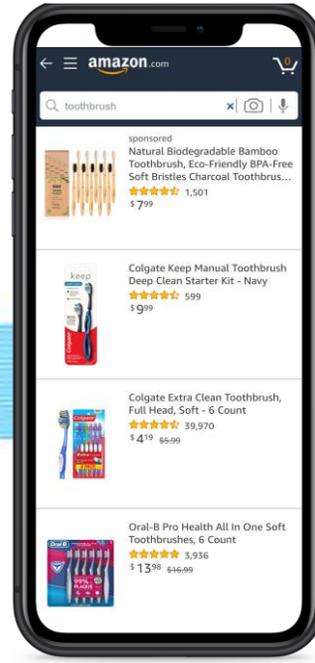


We simulated the online journey

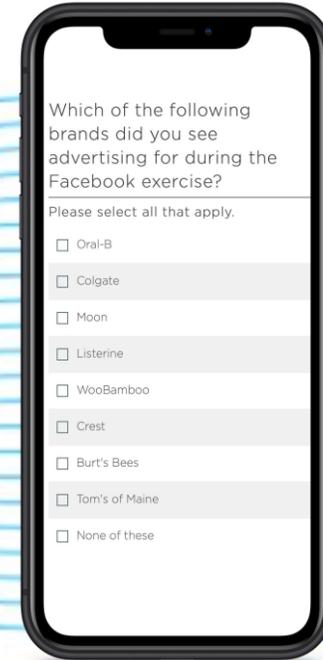
From Social Media and ad contact, to shopping cart, then survey



Ad on Facebook or Instagram



Shopping task on Amazon



Questionnaire

Behavioral + Attitudinal data

Behavioral measures:

Short, clear messages are easier to process and have higher impact

Longer copy and number-heavy have less impact, as they are not as easily read and/or processed

Make a Difference is empowering, while *Good Value* and *Less Waste* clearly communicate the USP. These copy options encourage people to continue through the consideration and purchase journey

Ad Exposure on Social Media



	Make a difference with 80% less plastic	Keep the handle Replace the head Reduce plastic waste	Good value Good for the planet	Less waste More savings	6 months supply is only \$5	80% less plastic 20% savings
Clicks on Ad	9%	6%	6%	5%	7%	3%
Consideration (Visit PDP)	20%	15%	19%	19%	16%	14%
Purchase (Add to Cart)	16%	14%	16%	17%	15%	13%

n=1200; n=200 per ad

Attitudinal measures:

Aspirational, easy to understand messages resonated best

Make a Difference has an aspirational and positive connotation, and feels unique. It and may link with people's desires that brands "make it easy" to do good. Colgate is generally seen as a brand that delivers value, so *Good Value* links well with that association

Whereas *Less Waste* & *6 Month Supply* fall short. These messages are more functional, less aspirational - hence do not drive explicitly interest

	Make a difference with 80% less plastic (A)	Keep the handle Replace the head Reduce plastic waste (B)	Good value Good for the planet (C)	Less waste More savings (D)	6 months supply Is only \$5 (E)	80% less plastic 20% savings (F)
Brand interest	42%D,E	35%	42%D,E	34%	34%	36%
Brand Fit	53%	50%	58%B,D,F	50%	54%	48%
This ad is new and different for Colgate	61%C,D,E	59%C	49%	52%	52%	56%

Attitudinal measures:

Value messaging requiring maths struggled to connect

6 Month Supply struggles with relevance, value & environmental perceptions. Perhaps this isn't well anchored: people may not think of their toothbrush turnover in 6 month increments; is \$5 a lot or a little for that period of time?

The brand...	Make a difference with 80% less plastic (A)	Keep the handle Replace the head Reduce plastic waste (B)	Good value Good for the planet (C)	Less waste More savings (D)	6 months supply Is only \$5 (E)	80% less plastic 20% savings (F)
... addresses my oral care needs	58%E	56%	57%E	56%	51%	59%E
... provides a good value for its products	50%E	49%	50%E	52%E	41%	51%E
... offers environmentally sustainable products	29%E	27%	29%E	24%	23%	28%

Q013. Explicit Image Statements . Please state how much you agree or disagree with the following statements concerning Colgate brand. Top box of a 5-Point Scale. n=1200; n=200 per ad.

Additional behavioral learning:

Facebook generates stronger response than Instagram across executions

- Longer viewability on FB leads to higher chance of ad being read
- On Instagram, the static text-and-product KEEP ads compete with more visual, dynamic and person-centered content for the users' attention.

	Facebook						Instagram					
	1	2	3	4	5	6	1	2	3	4	5	6
Message												
Visibility duration	5.6	4.6	4.8	5.2	5.8	6	3.2	3.3	3.7	2.6	4.2	4
Clicks on Ad	8%	8%	5%	8%	5%	4%	9%	3%	6%	1%	8%	1%
Purchase (Add to Cart)	18%	13%	18%	18%	14%	15%	14%	14%	14%	16%	15%	10%



Social Media Task. Next we would like you to browse through Facebook / Instagram. You will be redirected to Facebook / Instagram next. Look at what you find interesting.
 Definition Viewability: 50% of the ad/product is visible on screen for 0.5 seconds or more
 n=1200; n=100 per cell

Forward actions

- 1 Make messages easy to read and process; avoid crunching numbers
- 2 Balance direct messaging that drives conversion (e.g. *Good Value, Less*)
...with aspirational messaging that does a better job at building the brand (e.g. *Make a Difference*)
- 3
- 4 Focus on Facebook for more information-based ad, to create awareness & purchase interest; Instagram may require more catchy person-based graphics
- 5 Use behavioral, people-centric methods to capture both what people do and allow surveying of attitudes for the 'why'

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Thank you!