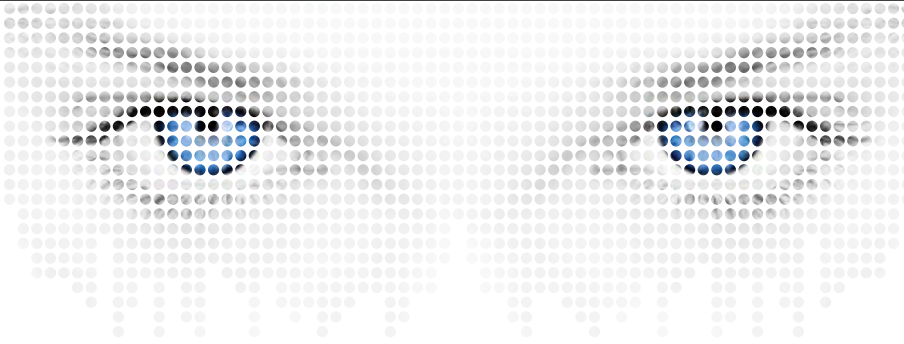


eye tracking: don't guess. **know!**

enquiro research  
don't guess. **know!** 



Enquiro's research solutions include eye tracking, focus groups, and usability testing. As the only Search Engine Marketing firm with in-house eye tracking equipment, we are able to combine our search marketing knowledge and usability testing capabilities to maximize value from every online visitor from *Search to Sale*. Don't guess. Know!

## Where Are **Your Customers** Looking?



Original Page



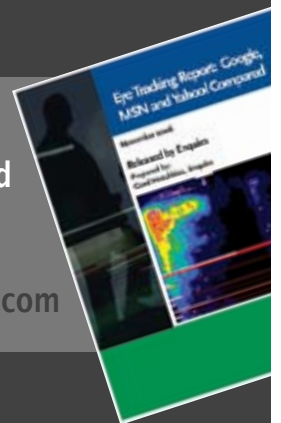
Aggregated Heatmap  
(Displaying areas of focus by all users)



Gaze Plot  
(Displaying individual user fixations)

Eye tracking allows us to glimpse inside the mind of the consumer at the time they are interacting with a site, or even using a search engine to get there in the first place.

Google, MSN and Yahoo! Compared Available as a download from [enquiroresearch.com](http://enquiroresearch.com)



## We can help you:

Measure effectiveness of online ads

Test mock-ups of your homepage

Show you what your customers look at, and what they're missing

Improve site designs by taking away the guess work on user behavior

"Enquiro's eye tracking literally 'showed us' how customers use our business search engine. We are using the results to improve the customer experience and also add value for our advertisers."

- Julie Mason,  
General Manager, Kellysearch.com

We help you understand your customers

## Eye Tracking Study - Basic Package

The basic Eye Tracking Study, our most popular research package, includes:

- Diagnosis
- Study design
- Panelist recruitment
- Conducting of the Eye Tracking Study with 60 panelists
- 2 possible scenarios (e.g. your conversion vs. your competitor's)
- Data analysis
- A written report with specific recommendations
- Presentation and consultation on results
- All raw data, posted on a secure website, including aggregate heatmaps, gaze plots and participant session movies burned onto DVD

### Optional Add-Ons

- Exit Survey during the study to capture the subjects' impressions of your site
- Enquiro presentation at your company
- Progressive time-sliced heatmaps



0-1 Seconds

1-2 Seconds

2-3 Seconds

3-5 Seconds

5-10 Seconds

10-20 Seconds

20+ Seconds

“The eye tracking gave us tremendously insightful information, definitely worth our investment!”

- Chris Brubaker,  
Director of Marketing Communication,  
Habeas, Inc.

**Enquiro.** From Search to Sale. We get it.

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