

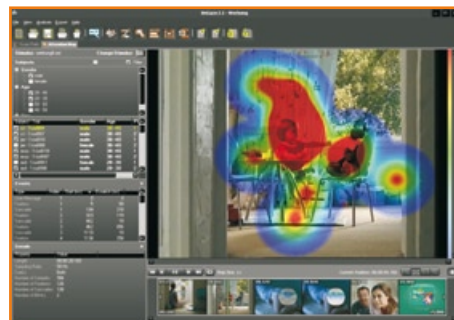
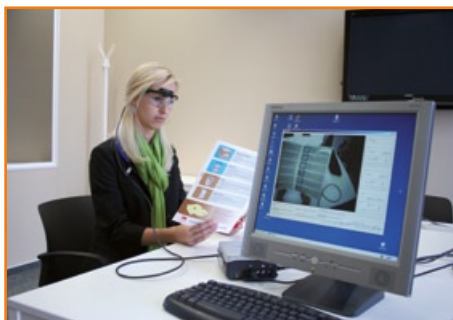
## GfK Eye Tracking Full Service

Testing all kinds of marketing communication channels by tracking the human eye.

GfK Czech is the only company on the Czech market that offers both existing systems for marketing research with the Eye Tracking method:

- a Remote eye-tracker connected to a monitor, which is suitable for testing of websites, TV spots and e-communication,
- a Head-mounted eye-tracker, which is used for prints, in-store and outdoor optimisation.





### Benefits and advantages of GfK Eye Tracking

The biggest advantage of this method is the ability to track how real customers behave when in contact with the material being tested. The output is a gaze path, not subjective impressions and interpretations of one's own behaviour.

GfK Eye Tracking makes it possible to determine exactly which stimuli the customer noticed and whether they were perceived perfunctorily or thoroughly. In this way, we can reveal the efficiency of the material being tested and its weaknesses and improvement possibilities. In combination with an in-depth interview, the test will examine the overall elaboration of the promotional material – both its objective and subjective reception.

### GfK Eye Tracking is unique

- The specialists from GfK's Eye Tracking team have 10 years of experience of research in the area of eye tracking.
- After accumulating a sufficient volume of data, we developed a unique benchmarking system for testing all existing marketing communication channels.
- A system of visualized, transparent and immediately comprehensible outputs and conclusions facilitates the decision-making process in preparing and approving commercial materials.
- Over 200 completed qualitative research projects based on Eye Tracking.
  - Finance (banks, insurance companies, leasing companies, investment companies, betting agencies)
  - IT Telco (mobile providers, providers of IT technologies)
  - Media (publishing houses, media and marketing agencies, Internet portals)

### References:



**KB**



*Banka inspirovaná klienty*

### Contact:

**Jaroslav Jíra**  
Sales & Marketing Director  
phone: +420 731 493 385  
fax: +420 251 815 800  
e-mail: jaroslav.jira@gfk.com

**Ondřej Herink**  
Qualitative Services Manager  
phone: +420 603 458 960  
fax: +420 296 230 144  
e-mail: ondrej.herink@gfk.com

GfK Czech, s.r.o., KAVČÍ HORY OFFICE PARK, Na Hřebenech II 1718/10, 140 00 Prague 4