DigiShop™

Uncover and predict digital shopper behavior via replicated online environments

SKIM
decision behavior experts

What is DigiShop?

DigiShop optimizes online conversion by predicting digital shopper behavior via realistic, replicated online environments. The solution can mimic eCommerce platforms, online retailers, price comparison sites, and mobile apps to help brands better influence online shopping behavior.

With DigiShop consumers go on a series of highly realistic and interactive shopping exercises in a replicated online environment, mobile website or app. These in-context exercises measure consumer reactions to variations in digital content, assortment, packaging, pricing, and/or advertising stimuli. Powered by SKIM's proprietary conjoint methodologies, DigiShop reveals true behavioral data which is usually closely guarded by popular online platforms.
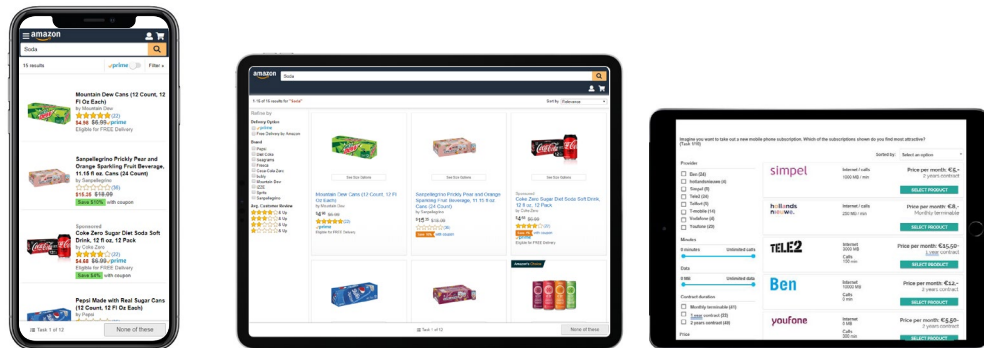
Where can DigiShop be used?

Optimizes online and mobile strategies in the following areas:

Product communications
- Images & videos
- Titles, copy and descriptions
- Product detail pages

Assortment & pricing
- Price & price format
- Package size & configuration
- Product bundles
- Subscription pricing

Ad & promotion impact
- Banner ads
- Sponsored content
- Coupons & promotions
- Opportunities for impulse triggers

Why DigiShop?

Enables eCommerce agility by testing content & strategies quickly & realistically

Uncover closely-guarded online behavioral data
Simulates "walled garden" sites, shopping behavior otherwise unavailable

Realistic, confidential online environment
Mimics real-world environments without going live online

Robust analytics, powered by conjoint
Solution rooted in proprietary conjoint & advanced methodologies

Device agnostic
Mobile & desktop friendly

Available in all countries and for all online platforms
E.g., Amazon, Walmart, Taobao

What can you expect?

Receive specific and actionable optimization recommendations, guidelines and tools to influence shopper behavior

Drive online conversion

Click through and add-to-basket rates: Learn which stimuli (including which specific aspects) maximize click-through and add-to-basket rates

Stopping power: Measure which content, visuals and formats are best at grabbing consumer's attention

Search filter usage: Determine how consumers use filters to shop, compare or research products and services online

Predict future behavior

Simulator: Allows you to calculate the impact of different content, assortment and promotion scenarios on an ongoing basis

Why SKIM?

- **Global experts in replicating online environments** (e.g. eCommerce platforms, websites/apps) to optimize communications, pricing and innovation strategies

- Early **eCommerce innovator** developing guidelines for hero images and other digital content since 2014

- Experts in **developing proprietary, mobile-first research** solutions (e.g. Unspoken®, Mobile CBC, DigiShop, etc.)

- Recognized **global leaders in conjoint**, with 40 years of expertise

- Specialized **in-house developers** provide customization and agility

Contact us
skimgroup.com

Check out DigiShop for yourself
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