



# SKIM DigiShop

## Uncover true online shopper behavior

### Confidential, realistic, online shopping and testing environment

Online retailers have quickly transformed into the research hub and starting point for consumers embarking on their shopper journey. Uncovering the behavioral data of online and mobile shoppers on these influential sites has been challenging. *Do you know how and why consumers react to the elements in this environment, such as product images, bundling options, ranking changes, page configurations, etc.?*

With the SKIM DigiShop, you can now capture actionable insights on eCommerce and mCommerce consumer behavior which was previously unavailable.



Digital content optimization



Online assortment & bundle optimization



Ad impact

# Achieving eCommerce agility

The online shopping environment is continuously changing - from research, reviews and rankings, to buy online and in-store pick up.

For your brand to thrive today, you must adapt your insights strategy and context is key. When it comes to understanding and influencing consumer decisions, the testing environment must mimic reality as close as possible.

SKIM DigiShop allows you to experiment with different online scenarios in a confidential and realistic online retailer environment. Powered by choice-based conjoint analysis and other advanced SKIM design methodologies, this testing solution can be implemented on desktop and mobile screens. Now you can more quickly adjust and iterate your online strategies, to stay ahead of the competition.



## Digital content optimization

- Images: primary, secondary, carousel, mobile-optimized
- Product detail page
- Copy and product description
- Package size
- Titles
- Video



## Assortment & bundle optimization

- Price and pricing format
- Coupon/promotion formats (% vs. dollar off)
- Bundles
- Disruptive buying habit scenario testing
- Subscription pricing scenarios

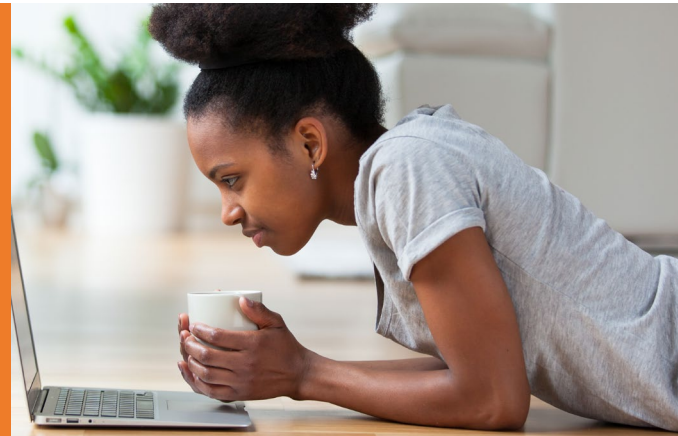


## Ad impact

- Sponsored (headline search)
- Display
- Banner ad disruptors
- Opportunities for impulse triggers

## Empowering retail partners

Armed with true shopper reactions, you can now share valuable online behavioral insights with your retail customers. By taking a more data-driven approach to online content decisions, they can improve their omnichannel performance. Together, this strategy can help boost category growth and market share for you both.



## About SKIM

SKIM is a global insights agency helping leading companies thrive by understanding decision-making. To stay ahead today, it's critical to know how decisions are made and how the changing environment influences decisions for consumers, healthcare and B2B professionals. We combine decision-behavior know-how with analytical rigor, a thorough understanding of marketing challenges, and innovative research techniques. *The result?* Practical brand communications, revenue management, product innovation, e-commerce, and advanced analytics recommendations you can use to propel your business forward, online and offline. With 9 offices in Europe, US, Latin America and Asia, and 150+ enthusiastic SKIMmers ready to help crack your business case today, how can we team up with you today?