



# Agile Shelf Test



## Simulate real-world shopping experiences

Quantifying consumers' purchase behavior in an authentic shopping environment is expensive and time-consuming. But with aytm's Agile Shelf Test, you can get real-time automated insights to inform shelf placement, fine-tune packaging concepts, and deepen your overall understanding of the shopping journey.

**We built a shelf test.** It's automagically amazing.

You no longer have to sweat to see how your products perform on the shelves. We've pulled out all the stops to create a truly automated and brilliantly immersive tool unlike any other.

### Create photo-realistic shopping experiences

Our high-definition interface is designed to capture the sentiment of shopping in a real store. Have your respondents open doors, grab products off a shelf, and examine them in 3D.

### Build tests in a matter of minutes

We put in the work to significantly cut the time and effort you spend on configuration. This is truly an out of the box experience that puts you moments away from fielding your shelf test.

### Access automated insights

Don't wait around for a debrief. Get fast insights on the types of products respondents prefer, how they make decisions, and the time they spend in the buying cycle.



## Satisfy your need for speed

Shelf tests require the utmost precision, but the time and manual effort needed to painstakingly configure every element from scratch is a massive time suck. Not anymore.

### Get shelves off the shelf

Access a constantly growing library of pre-built shelves from stores like Target, Costco, Publix, Walgreens, and many more. Plus, if you have a need we've yet to build, ask and you shall receive —complete with pricing topography and all.

### Don't get frustrated, get automated

Simply drag and drop your images and our system automatically updates them to match the configuration of the shelf. Just enter your concepts and content, and go!

### Stick to the planogram

Go ahead, add your products to the shelf; our auto-flow mode will automatically set product facings just how you want your audience to see them. To specify exact order and mimic your planogram, tap into simple aytm logic.

## Get real-time analysis

With shopping experiences constantly evolving, you can now stay ahead of triggers that influence brand interest. And unlike other shelf tests, our analysis is truly automated, so you get access to charts, stunning data visualizations, and storytelling capabilities in real-time. No more waiting around to understand all of your modalities—you can access it all right there in your aytm dashboard and share your insights with key stakeholders right away.

- **Purchase intent:** The number of respondents who purchased each product
- **Purchase amount:** The average number of products respondents purchased
- **Purchase spend:** The average amount of money spent on a product
- **Attention span:** The average amount of time respondents viewed the product details
- **Time to cart:** The average time elapsed before a product is placed in a cart



## Every tool is at your disposal

Want to see what your respondents are reaching for? Our automated analysis lets you leverage heatmaps to show where consumer interest sits within the shelf. You can also create word clouds, ask virtual questions, and run custom reports to wow even your toughest critics!

## Bring your Shelf Test online

Looking to test how your products perform in an ecommerce environment? We've got you covered. At aytm, our Shelf Test includes configurations for online stores as well!

## We can help

Our Agile Shelf Test is designed for you to easily incorporate into your survey, but DIY doesn't have to mean you do it all yourself. Our Professional Services team is here to help you with additional support on all of your survey needs.

REACH OUT TO YOUR ACCOUNT MANAGER TO GET STARTED

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