



Display Optimizer Results Revealed at Marketing Expo

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In a lively presentation on October 18 at the Shopper Marketing Expo in Chicago, Linda Nash, VP Marketing at POP Displays and Lily Lev-Glick, Principle at Shopper Sense, revealed Display Optimizer, a new research tool from POP Displays that was developed by Shopper Sense. Lev-Glick and Nash shared findings from the year-long quantitative study that served as the benchmark for the Display Optimizer.

Lev-Glick explained the research objectives, methodology and new findings. The objective of the research was to increase a display's chance of success. Most elements of the marketing mix undergo robust testing, but display concepts have been left to the subjective opinions of designers and managers.

Research was conducted online across four categories with highly targeted respondents. Only users of each category were selected and all concepts were tested in monadic cells. Concepts were scored against 12 attributes. From this, an algorithm was developed using predictive modeling to measure the interaction between the attributes thereby empirically deriving weights for each one.

Lev-Glick uncovered the importance of each attribute, a valuable finding as trade-offs are often required. Attributes identified as major drivers were Appeal, Browse and Guides Decision.

Nash shared specific findings by display. She made connections across results to explain why displays achieved certain scores. Top scoring displays were compared to low scoring displays. Case studies were shared to illustrate key findings that included the role of color, information and segmentation as well as cases where results were difficult to predict. Nash illustrated how this tool enables displays to be optimized in the design stage.