



ADVANCED EYE TRACKING
TECHNOLOGY
FOR SMARTPHONES

GOOD MOBILE EXPERIENCE MATTERS MORE TODAY THAN EVER BEFORE

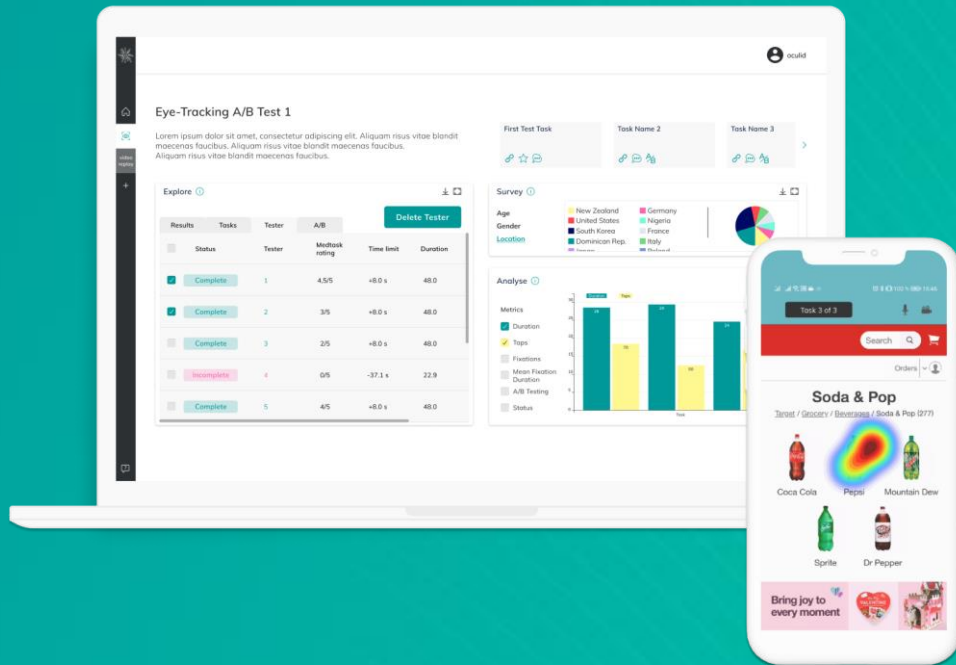
51% of all online purchases in 2020 were made on mobile phones

People who have a negative brand experience on mobile are 62% less likely to purchase from that brand in the future

The shift to digital commerce is permanent with 54% growth in total internet retail sales values in 2020.



OCULID – EYE TRACKING RESEARCH ON SMARTPHONES



We equip market and UX research teams with insights on how their customers engage with their digital product, campaign or brand on mobile phones

LEARN EVERYTHING YOU NEED TO KNOW ABOUT YOUR CUSTOMERS TO DELIVER BETTER RESULTS

ATTENTION AND PERCEPTION

Check where your users look and measure what attracts the most of their attention with Oculid's outstanding mobile eye tracking

BEHAVIOR

Learn about users' behavior by screen videos, clicks, success rates, task duration

OPINION

Gather opinion by adding custom questionnaires and using the thinking aloud method

OCULID PLATFORM

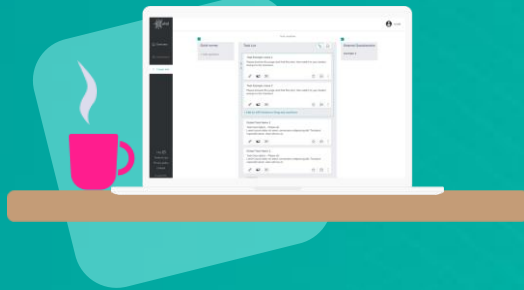
DESIGN THE TEST
WITHIN MINUTES



SELECT AS MANY
TESTERS AS YOU WANT



DRAW CONCLUSIONS
FROM YOUR RESULTS



Test multiple URLs,
videos and images

Run A/B tests

Integrate your surveys or
questionnaires



Test on testers' mobile phones

Wherever they are,
whatever they do,
in their natural environment



Compare where users look
to where they click

Observe what they are looking at
in contrast to what they say

USE CASES



Advertising tests



Video/ content tests



Shopping tasks/
Packaging tests



Mobile web
usability tests

BENEFITS

GET IN-LAB QUALITY CONSUMER INSIGHTS,
FULLY REMOTELY

RUN TESTS ALL AROUND THE WORLD,
WHEREVER YOU ARE

SAVE TIME AND MONEY

*"Doing eye-tracking studies on smartphones is very valuable to our customers. We have tried many solutions over the years. However, so far this was tedious, expensive and limited to the lab. **Oculid's smartphone eye-tracking is a game changer.** I am astonished by the accuracy and reliability of the solution without having to worry about what phones can be included."*



Philipp Reiter
Partner & COO
eyesquare

CONTACT US FOR A DEMO

Antje Venjakob
Co-CEO & Co-Founder



✉ antje.venjakob@oculid.com

📞 +49 163 6344199

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