

# Decoding Attention, Unlocking Insights

**See beyond what consumers say — understand what they feel!**

Eye-tracking reveals how consumers see, think, and decide — in real time. By tracing gaze patterns, you uncover hidden preferences and unconscious behaviors. Optimize designs, sharpen messaging, and drive smarter decisions. Turn every glance into actionable insight and create experiences that truly connect. feel."

## Solutions across...



### Retail & Shopper Insights

Retail Layout & Packaging Research  
Shelf & Product Layout Validation  
Product Concept Testing



### Digital Experiences

Website & App Optimization  
UX/UI Design Validation  
Prototype / Mock-up Testing



### Media & Branding

Ad Testing  
Video Content Analysis  
Brand Placement Studies

*"In a blink, the mind **reveals** its secrets. The eye is the **window to the mind.**" - David Hubel*



**TRACK  
GAZE**



**ANALYZE  
BEHAVIOR**



**UNLOCK  
INSIGHTS**

## Why InQognito Insights?

- ✓ 8+ years of expertise in System 1 methodologies.
- ✓ Remote and in-person eye-tracking capability with the latest tools.
- ✓ Integrated solutions blending traditional and SYSTEM 1 research methods.
- ✓ Experience across all age groups — kids to adults.
- ✓ Fast, Actionable Insights — Not Just Data

**INTERESTED? FIND OUT  
MORE...**

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