



What's new in Store Visualizer 20?

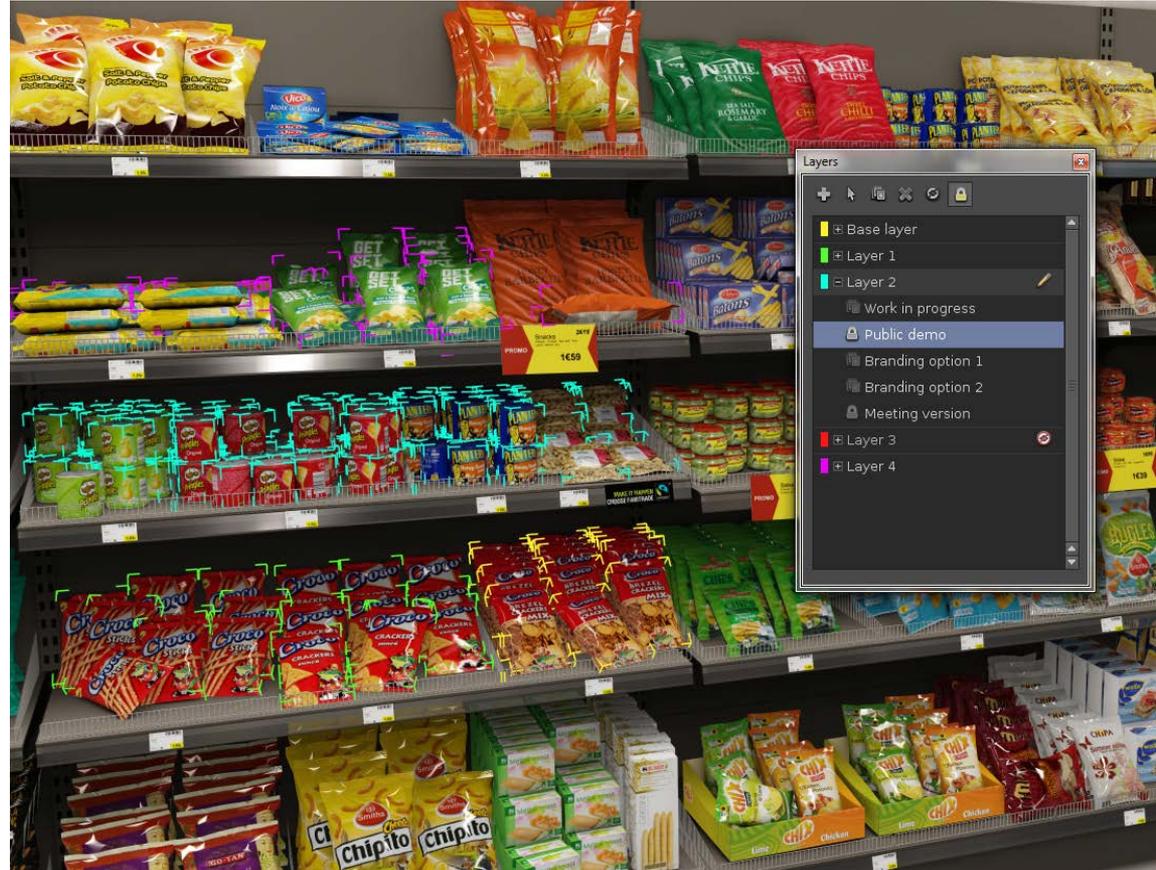
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Layers

- Add Layers to instantly **swap between different store setups**
- With Layers, you can:
 - Swap products within your store layout
 - Swap versions of products and packaging to test different designs
 - **Reset a store** to its original layout **without having to reload the entire store**



Updated Planogram Import



- Updated to support the latest version of the PSA file format
- If GS1 images are available, Store Visualizer can automatically generate models for cartons or boxes

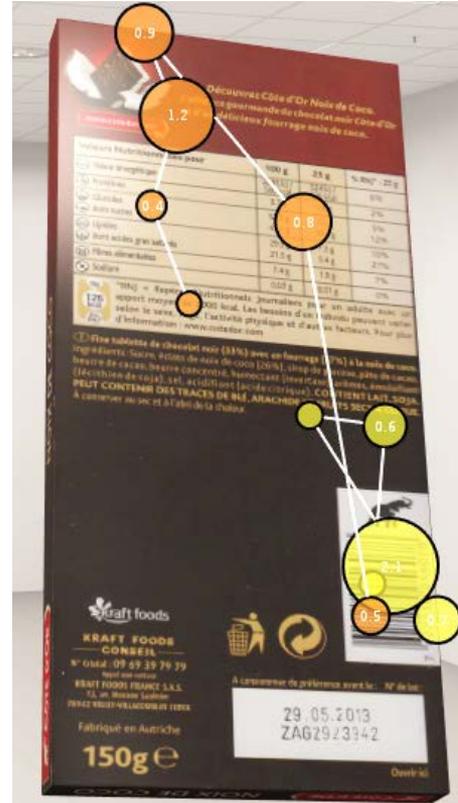
All models on this shelf automatically created and placed using only GS1 images!

Consumer Insights on individual products

- Evaluate components of a single product/package

- What components of a package do consumers see first? Second? Third?
- How quickly can consumers find information?
- How long do they spend on different parts of the package?
- How easy is it to find and read critical content, like warnings and allergy information?

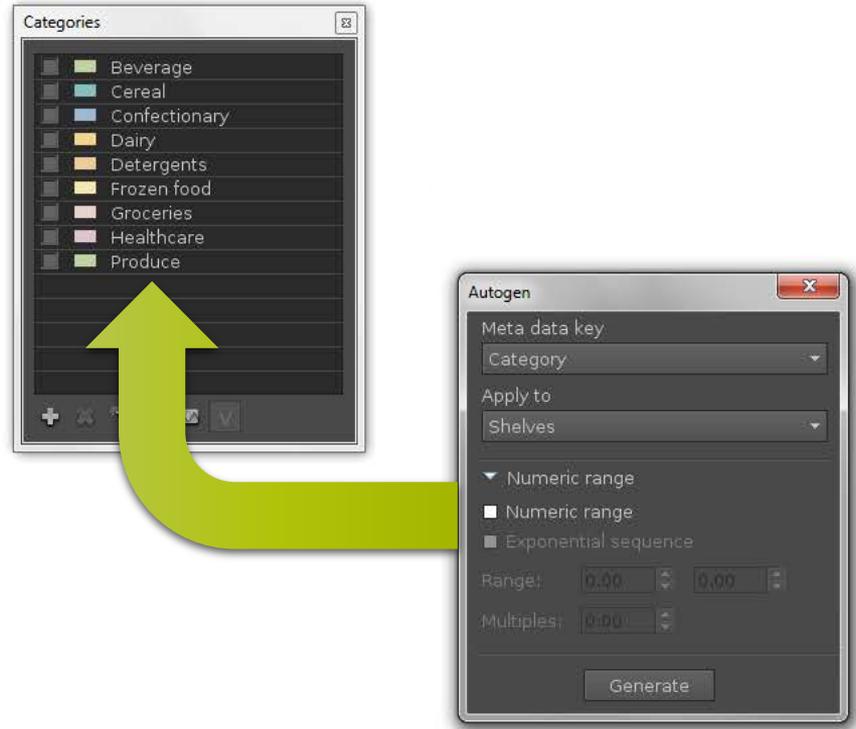
Uses eye tracking data from Consumer Insights, a separate subscription



Category Management

- **What is a Category?**
 - Using product metadata, manually or automatically generate any number of “Categories” for visualization and analysis
 - Categories can be based on ANY metadata available: product type, price, manufacturer, etc.
 - Can be used standalone but especially useful for Consumer Insights

Part of Store Visualizer Prime Edition (Prime license or subscription required)





*Visualize categories, in 3D,
per shelf or per product*

Visualize ranges, per shelf or per product:
for example, by price

Categories

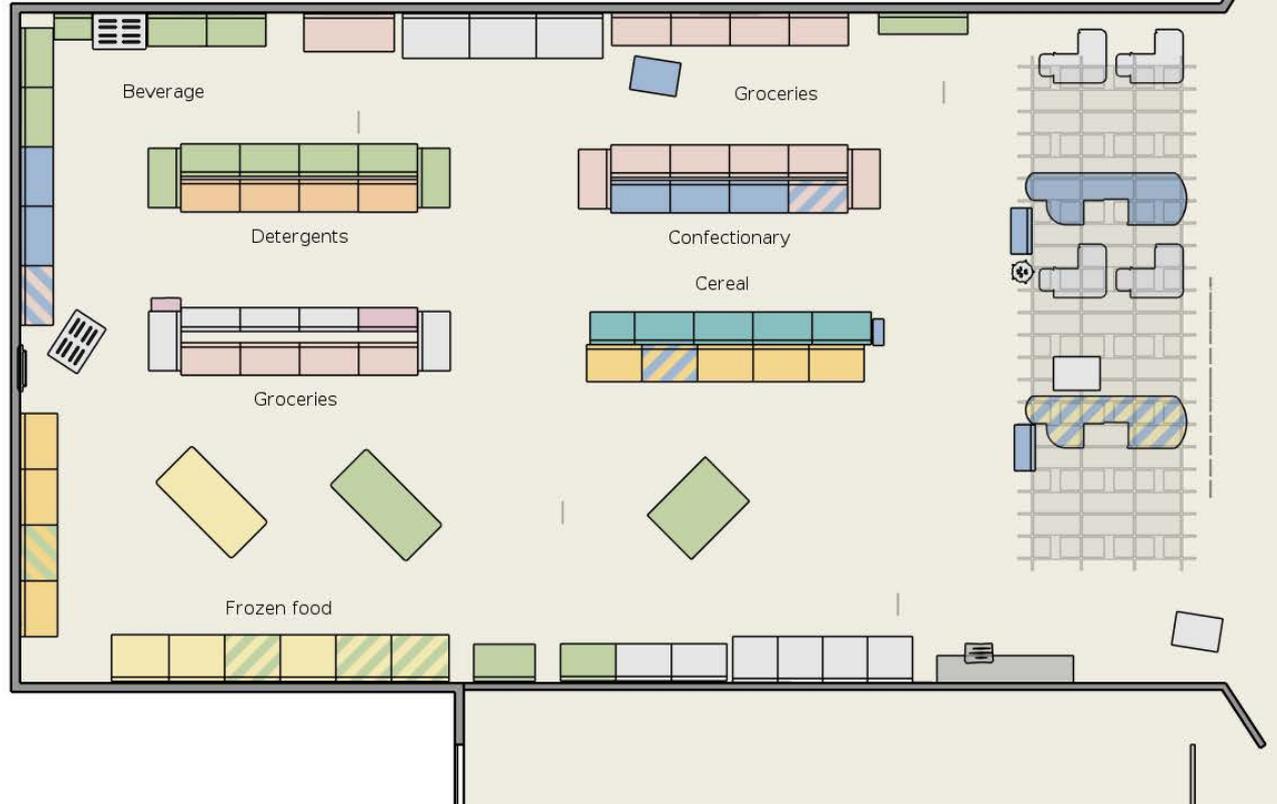
- not defined
- < \$0.50
- \$0.50 - \$1.00
- \$1.00 - \$2.00
- \$2.00 - \$5.00
- \$5.00 - \$10.00
- > \$10.00



Visualize and automatically annotate a floor plan...

Categories

- Beverage
- Cereal
- Confectionary
- Dairy
- Detergents
- Frozen food
- Groceries
- Healthcare
- Produce



*Combining Category Management with Consumer Insights**

**Consumer Insights is an add-on subscription to Store Visualizer*

Combined with Consumer Insights, view consumer exposure and purchasing behavior



Autogen

Meta data key

Gaze ratio

Apply to

Products

▼ Numeric range

Numeric range

Exponential sequence

Range: 0 100 %

Multiples: 20 %

Generate

Categories

<input type="checkbox"/>	not defined
<input type="checkbox"/>	0 - 20 %
<input type="checkbox"/>	20 - 40 %
<input type="checkbox"/>	40 - 60 %
<input type="checkbox"/>	60 - 80 %
<input type="checkbox"/>	80 - 100 %



- Categories
- 10D Creative
 - AB InBev
 - Abbaye d'Affligem
 - Abbaye de Rochefort
 - ACH Food Companies
 - Allens INC
 - Alpro
 - American Roland Food Corp
 - Artisans du monde
 - Asda
 - Asda Stores Ltd
 - Auchan
 - B&G Foods
 - Barilla
 - Beiersdorf
 - Bertolli
 - Bestfoods
 - Biona organic
 - Bionade

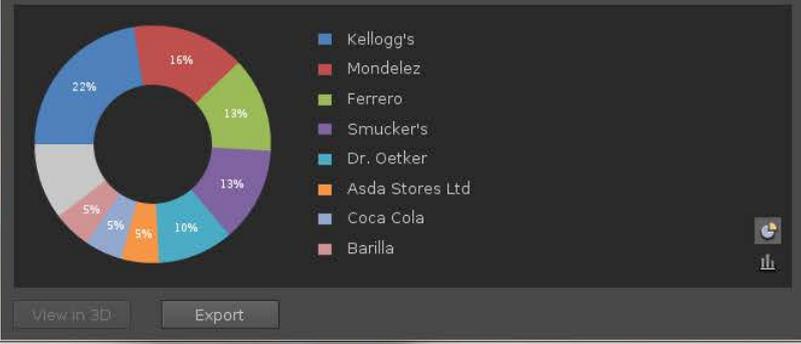
Statistics

Sort by: Number of visits

Invert

	Category	Visits Avg	Visits Max
1	Kellogg's	4	7
2	Mondelez	3	5
3	Ferrero	3	5
4	Smucker's	3	4
5	Dr. Oetker	2	2
6	Asda Stores Ltd	1	
7	Coca Cola	1	
8	Barilla	1	
9	Delhaize	1	
10	YNSC	1	

Create and analyze statistics combining Categories with Consumer Insights: for example, shopper visits by brand



Analyze the time spent by shoppers in each category...

Categories

- Beverage
- Cereal
- Confectionary
- Dairy
- Detergents
- Frozen food
- Groceries
- Healthcare
- Produce

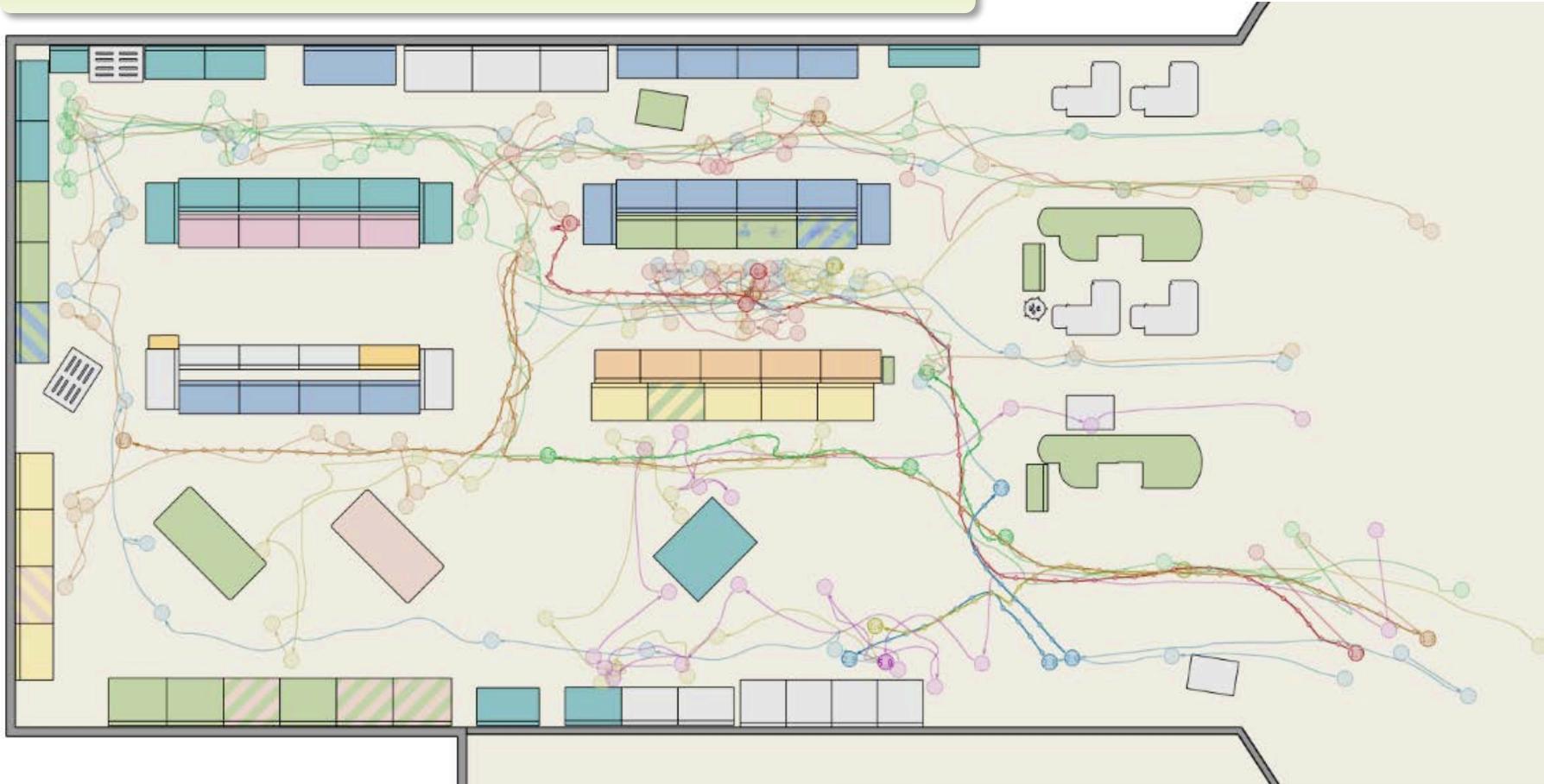
Statistics

Sort by Time spent Invert

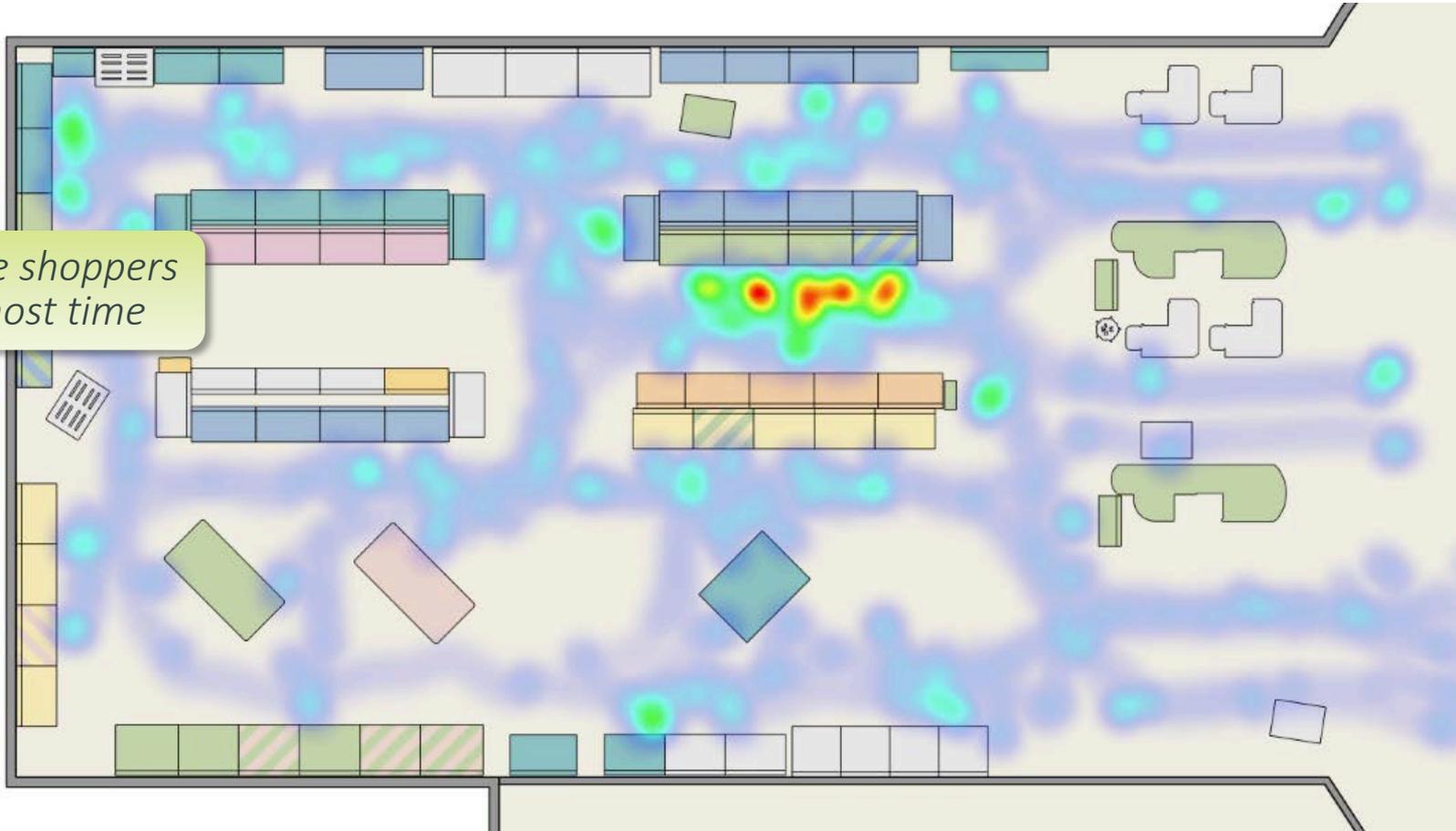
	Category	Time spent Avg	Time spent Max
1	Confectionary	64.41 s	129.03 s
2	Beverage	44.51 s	96.22 s
3	Groceries	26.47 s	98.01 s
4	Dairy	23.40 s	56.27 s
5	Frozen food	13.24 s	15.18 s
6	Cereal	11.23 s	37.10 s
7	Produce	5.94 s	14.22 s
8	Healthcare	1.70 s	2.06 s

View in 3D Export

Understand how shoppers enter and navigate the store



Analyze where shoppers spend the most time



Visibility maps highlight locations from which products can be seen



ESKO 