



# iReach Insights

## Uncovering Insights in the Retail Sector



- Would you like to research customers at the point of shopper experience?
- Would you like to better understand 'in store' customer journeys?
- Would you like to measure Ad effectiveness and POS impact on impulse purchases?
- Would you like to engage in research conversations with consumers over time about buying preferences and attitudes to brand selection - both at home and in-store?

If yes to any of these needs, you will be interested in new research offerings for the Retail Sector from iReach Insights.



### In Venue and In-store Surveys

iPick is a powerful mobile research platform that allows you to connect with consumers at the Point of Experience. iPick enables consumers to give feedback at any time and in any place using SMS to respond to research questions. Surveys can be run in-venue or post purchase experience. Rewards can be delivered in real-time in the form of Coupons, In-store discounts, branded prizes or product samples.

### iReach Eye Tracking and the Customer Journey

#### Look through the eyes of your customers

New Eye Tracking Glasses technologies allow us to measure visibility and engagement anywhere, in-store, OOH or online. Eye-Tracking can be used to see how consumers are engaging with your adverts, promotions, on shelf products and package design in-store. Align with Exit Interviews to measure value of impulse purchase through in-store promotions and POS Advertising.



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Consumer Omnibus



Online & CATI



Focus Groups & IDIs



Communities



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## iReach Video@Home Panel



Building upon the iReach Video@Home research offering, we engage in on-going conversations with pre-selected participants from the iReach Consumers Decisions Research Panel of over 40,000 Adult Consumers in Ireland. Using iReach Conversations, we build secure and private panels for each client engagement to discuss any topics related to buyer behaviours, online and in-store customer journey, or product usage. We learn about the drivers to such consumption habits and the brands purchased, what are the triggers to product selection, impact of advertising and promotions, brand connection, competition and so on.

## Also from iReach – Focus Groups, Trackers and Custom Projects

- Gaining access to the iReach Consumer Decisions Panel of Adults in Ireland, iReach clients can build custom projects on any topic and across a wide range of methods to include in-depth interviews, focus groups, usability testing, exit interviews and closeness workshops.
- Using the iReach twice monthly Omnibus, consumers and shoppers can be researched at regular intervals on key topics such as brand awareness, product consideration, purchase intent and consumption drivers to build sales and opportunity funnels in cost effective ways.
- Research Projects can cover consumer segments in ROI, Northern Ireland and overseas markets.

## iReach Insights

iReach Insights is a full Marketing and Research Agency, across all research disciplines and methodologies. iReach is the only agency in Ireland to have built our own research panels of 40,000 adult consumers and over 9,000 business decision makers in ROI. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

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