

A man with dark, curly hair and a light beard is shown in profile, looking down at a brown suede shoe he is holding with both hands. He is wearing a blue denim button-down shirt with a decorative embroidery on the chest pocket. The background is a blurred retail store environment with shelves and clothing racks.

 mfour

THREE SECRETS
HOW TO MEASURE IN-STORE DISPLAYS.

Here's a secret...

You're impulsive.

It's okay, I am too. Well, everyone is, really – if they're honest. In fact, impulse buying is so prevalent, it's easy to track. And, cracking its code will crush your competition.

I'll show you how, in three little-known secrets.

Let's take a look at your in-store display.

It's a multi-million dollar investment.

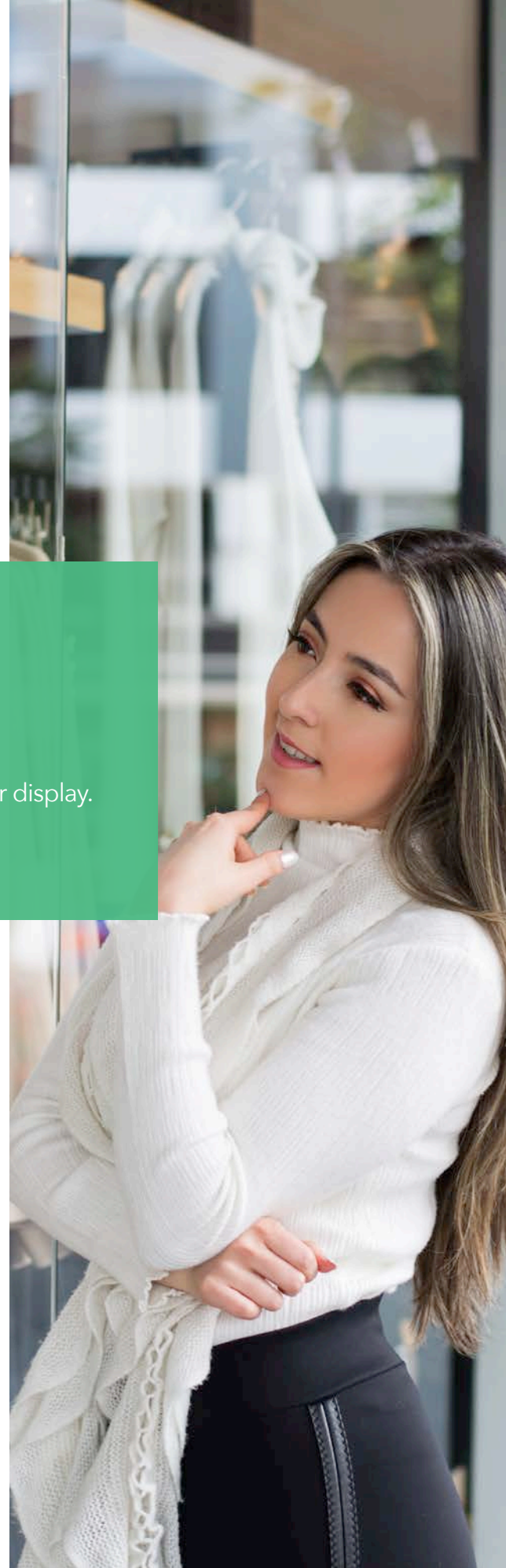
Right now, shoppers are walking by it. A few will stop to look at it. Maybe a couple will buy from it. But, most will walk right past your display.

Let's stop them...

...and ask why.

That's how impulse research works. You talk to buyers – and non-buyers – in the heat of the moment. While their wheels are still spinning. That's when you survey to see what's working.

It's also the first secret.



Secret #1: Talk to non-buyers.

This is a massive arrow in your quiver.

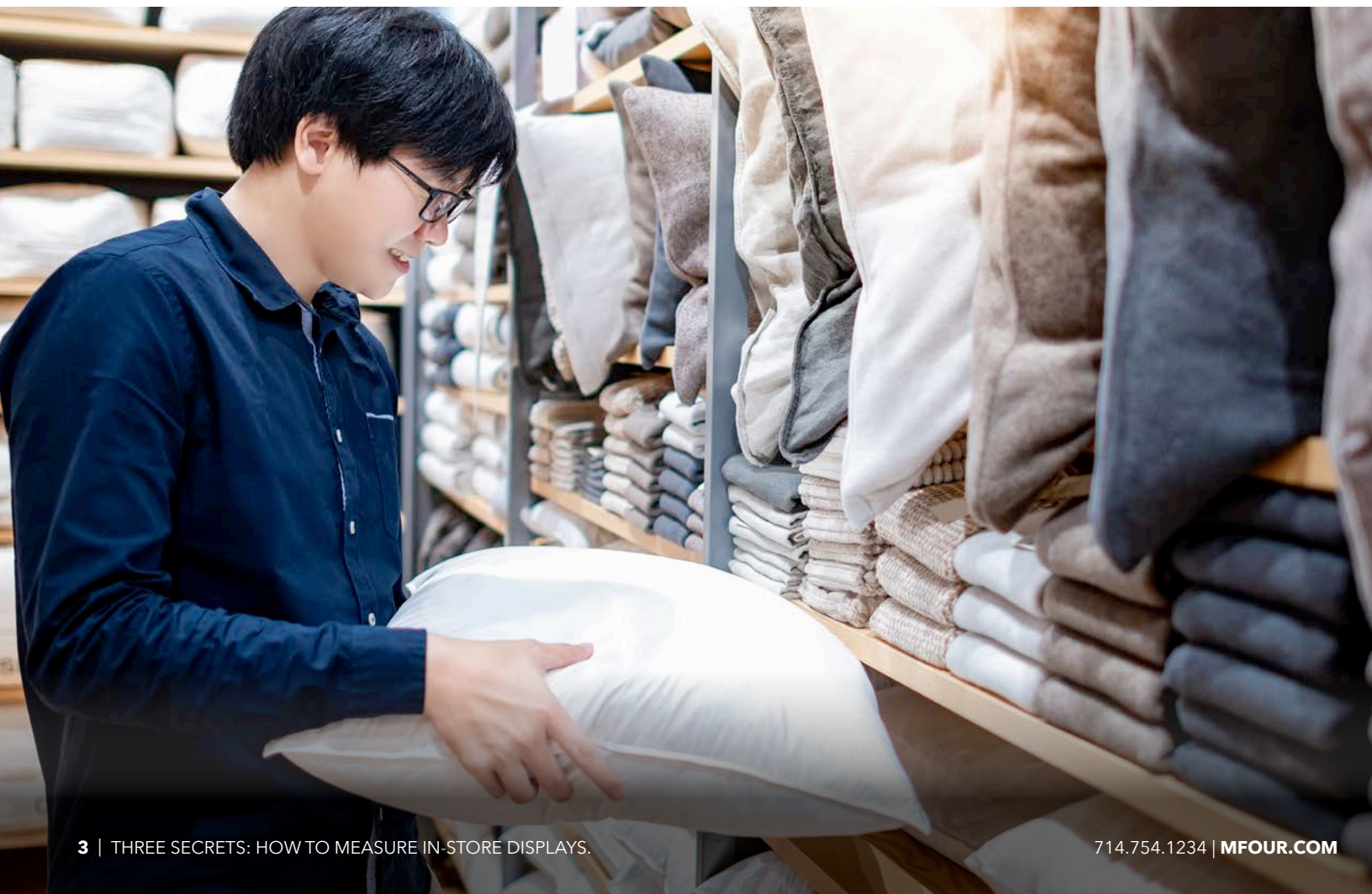
For starters, because your competition may not know it's even possible. After all, your competitors are probably still looking at receipts to figure out who to talk to.

Yikes.

But not you. It's easy for you to see the value of collecting non-buyer insights, especially on your in-store display. They're raw. This group will share what you need to change to increase purchases. And, after all, the brand that influences non-buyers, is the brand that wins more sales.

That's you.

You're that brand.



Secret #2: Step away from stated surveys.

So, step back, for a sec.

A stated survey can't see non-buyers. It misses who (and what) matters most. And, it's not just non-buyers you want.

You need to talk to validated shoppers. People that you can prove saw the in-store display. Then, you need to reach them at the right time.

That's how to get [90% to see your display](#).

Reject recall bias. It's the real problem. You may struggle to remember what you had for dinner last night.

Let alone what you bought last week.

Consumers are just like you. The longer you wait to ask for their input, the less they will remember. Recall bias ruins research.

Don't let it in.

Instead...



Secret #3: Be a fly on the wall.

Not a real one, ew.

That would be gross...but I digress...

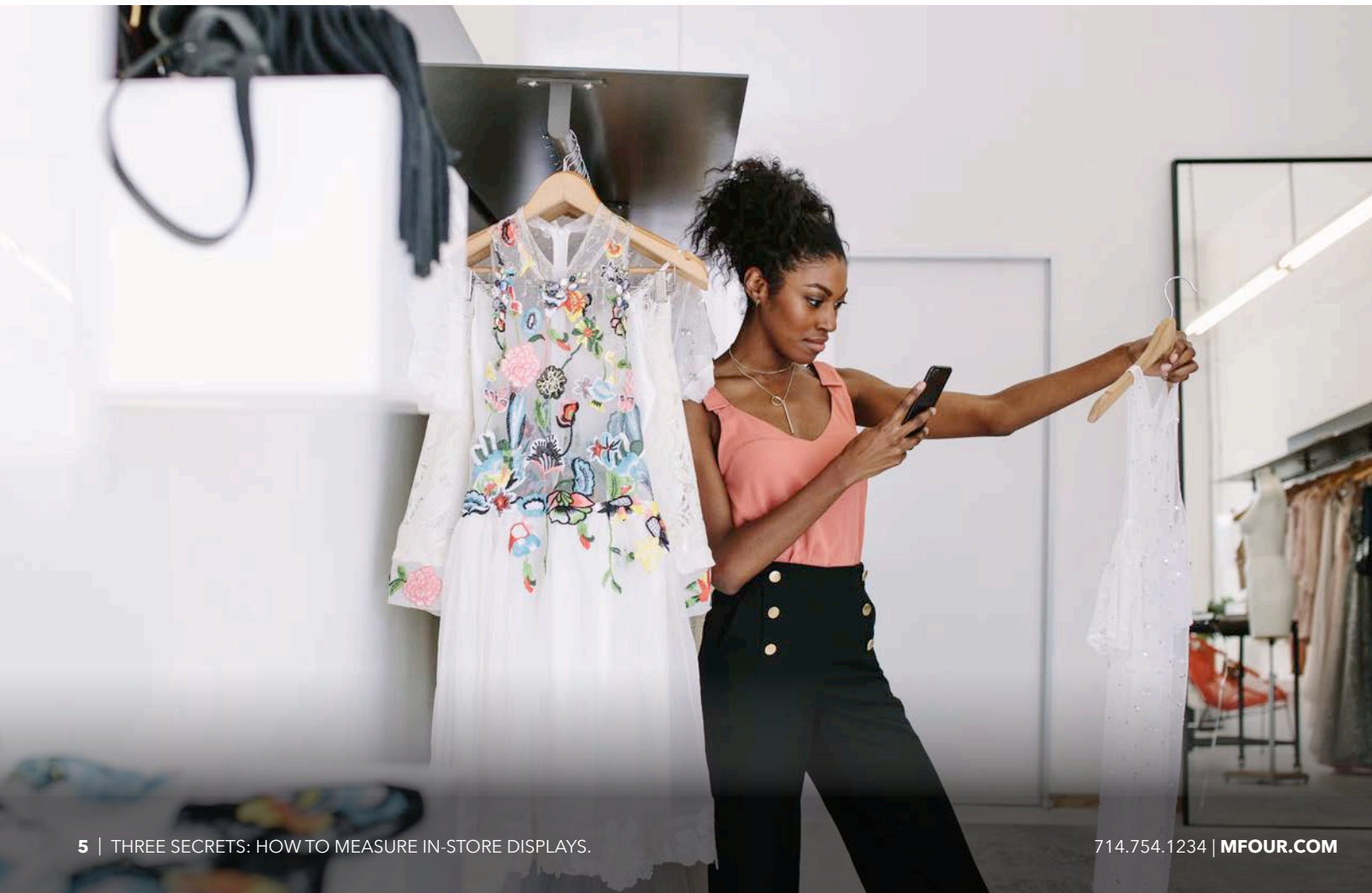
Remember, it's easier to sit inside your buyer's pocket than ever before. Surveys can be sent straight to shoppers' phones. So, while they're still in the store, you can "see" what they're doing.

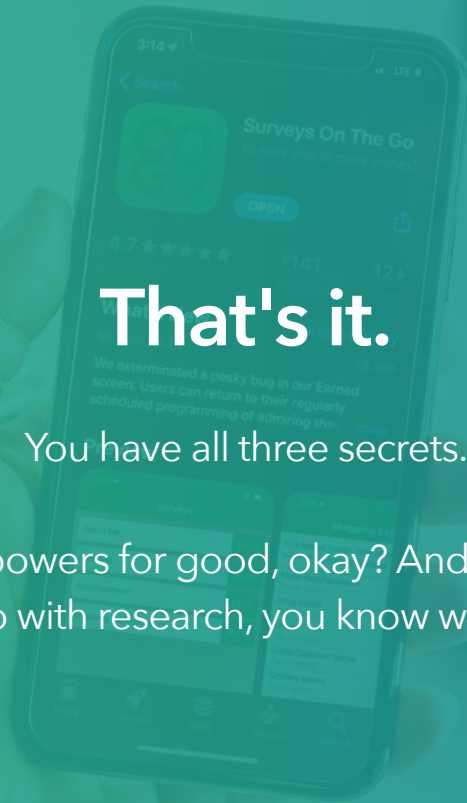
Ask them to take pictures and videos. Get a glimpse of your in-store display from their viewpoint.

You'll cover a lot more ground this way, I promise.

The goal here is to get System 1 responses. People act differently in a real-life scenario than they do in a simulated one. Steer clear of augmented reality research, for the same reason.

It's why pilots log flight time. Thank goodness 🥰 They (and we) need real results.





That's it.

You have all three secrets.

Use your powers for good, okay? And if you need any help with research, you know who to call.

CONTACT US

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