

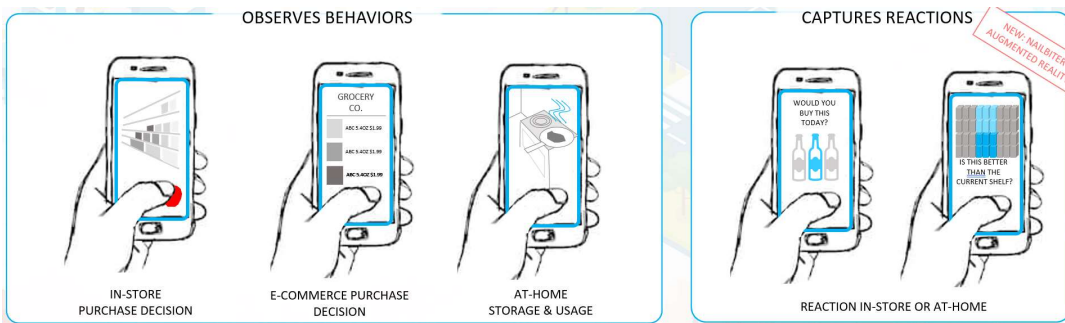
INTRODUCING QUANTITATIVE VIDEOMETRICS



NAILBITER observes real shoppers on real shopping trips making decisions at the moment of truth through quantitative video. NAILBITER then provides actionable metrics based on shoppers' natural behaviors at the point of purchase.

AS A TECH DRIVEN, FULL SERVICE, MARKET RESEARCH AGENCY, NAILBITER does the hard work of coding quant video into metrics. For the last 8 years we have provided shopper & category management teams with actionable results to bring to your key customers.

What Makes NAILBITER Unique: 100s of videos from real shoppers that are coded to understand shopper behavior at the moment of truth



We code what they see & do: Category Navigation, Shelf Dynamics, Marketing Activity, Purchase Decision
We also code what they say: Shoppers' narrative gives us the WHY behind the buy

Reasons for Purchase	Barriers to Purchase
Brand	Brand
Price	Price
Count / Size	Count / Size
Benefits/ Claims	Benefits/ Claims
Variety/ Flavors	Variety/ Flavors
New	New

<start audio> inaudible noise< /laughter>.... Here are the storage bags....<unclear words> ... we have Ziploc, Up and Up brand and Hefty ...Umm I'm on a budget so I'm going to get the cheaper one which is the Up and Up 150 Snack bags< /inaudible noise> 409 <price??> I put it in my <laughter??> basket <end audio>

NAILBITER capabilities for Shopper and Category Management include:



- Leverage Augmented Reality methods to test new POGs or marketing activity not yet in market
- Illuminate the complete omnichannel Shopper Journey
- Observe impact of planogram and shelving changes both in-store and online
- Evaluate marketing effectiveness using pre/post or test/control testing