

THE EXPERIMENT

Insights from the Inside:

How our brains read, see and feel about the landing pages and emails we receive

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INTRODUCTION

More and more businesses are investing heavily in their online presence. This is of course all directed at trying to get leads, prospects and customers to visit their websites, engage with their content, provide valuable details (like email addresses and renewal dates) or simply to part with their money. However, the industry is waking up to the fact that very small changes in the design of their online presence, can significantly impact the results achieved.

For example, in 2014 Google changed the shade of blue used for their advertising links. They used to be blue, they still were blue, just a slightly more purple shade of blue. The net result according to their UK Managing Director, Dan Copley, was “an extra \$200m a year in ad revenue.”

Spotler (as CommuniGator) have been carrying out a number of ‘split tests’ over the years to determine the most effective format and style for web landing pages and emails. They have experimented with different subject lines, sender names, button colours, images and even included deliberate typos. They have been able to establish a number of factors which, when combined, can create significantly impactful differences in the responses received. These insights have been shared with their customers and audiences and are frequently reviewed, revised and refreshed to reflect the changing environment.

However, they wanted to go one step further. Spotler wanted to find out what was going on inside the brains of the people who received the various email formats and landing page layouts, to try to understand why some are more effective than others. Technological developments within neuroscience have made it possible to take previously immovable pieces of equipment, out of the lab and into the workplace to answer just such questions.

Rhetonic was approached to operate as their research partner. The brief was to improve the industry’s understanding of the way the materials produced by Spotler, and their customers, were being received, and the responses they were generating, within the brains of actual and potential customers

* Source: <https://www.theguardian.com/technology/2014/feb/05/why-google-engineers-designers>.

METHOD

When seeking to capture internal brain responses, a number of possible methods are available. However, in this case it was decided to utilise EEG (electroencephalography) as the primary measuring method. This would provide the optimum balance of portability, validity and objectivity.

Design

In order to ensure the results obtained measured people's responses to the layout and not the content, it was decided that the content would remain virtually the same across all formats. It was not possible to replicate it precisely in every version, as some were measuring the different responses obtained when text volumes are increased or reduced.

The other element standardised on, was the nature of the content itself. Again, it needed to be equally relevant to all of the professionals studied, and not something which would elicit extreme responses within people's brains. The topic selected was GDPR.

The final significant element of the experiment's design, was to prevent saturation effecting the results obtained. When presenting a subject with a number of different formats all presenting similar content, it is to be expected that the brain will respond differently to it the first time it is seen, from its response to the last exposure. Novelty has an evolutionary association with survival, so the brain is hard-wired to respond to it. Therefore, the order of the presentations was varied to equally balance the saturation effect.

Participants

Spotler offered the opportunity of taking part in the research to their customers, a number of whom responded positively. These were self-selecting and although they were already aware of Spotler (as CommuniGator), no incentive or benefit was provided for them to host the research.

The companies who hosted the research days (appendix A) were spread across England, and came from a variety of sectors.

In each location, the host company sought to recruit a few willing volunteers from their organisation who would be interested in being involved. They were told the research would take no longer than 30 mins out of their day, and again, no incentive was provided for those who did.

In all, a total of 87 subjects (demographics broken down in appendix F) completed the research, from 14 different companies.

Materials

The Spotler inhouse design team created the different formats and layouts, utilising the same range of colours and branding that GatorCon 2020 was having. Their IT department also created a mock-up of an outlook inbox so that the emails would appear realistic and be engaged with as usual.

The formats were pre-loaded onto laptops in one of four different order variations. In each case, the emails and webpages were separated into two different sections of the research. Some participants would view the emails first, whilst others would view the web layouts first. Then within each section, the orders were varied to prevent saturation and tedium skewing the results.

Two 'Go-Pro' cameras were used alongside the EEG recording equipment- one to capture the subjects' faces as they reviewed the various content, and one to capture their activity on the keyboard and screen. Zoom recordings were also made of the screen. These combined to ensure that specific spikes of activity or responses within the brain could be mapped against a particular element of the subjects' view.

The use of eye-tracking software was also discussed and considered, although the costs were thought to be prohibitive at this stage.

In each location, a dedicated room was provided where the experiment could take place away from the distractions of people's colleagues and desk environment. Two experimenters remained in the room with the participant at all times, one from Spotler and one from Rhetonic.

Procedure

Participants were welcomed into the room one at a time. They were shown to their chair in front of the laptop, and asked to read the experiment briefing sheet (appendix D), disclaimer and then sign to say they agreed (appendix E).

The Spotler researcher then talked them through the first part of the experiment, outlining what would happen and showing them the relevant tabs on the laptop. Each screen was loaded so that these explanations could be provided without the subject seeing the first formats of the experiment.

After any questions were answered, the EEG headset was then put on them. The sensors were placed in the correct locations, and the software used to ensure good contact had been achieved. Once all sensors were green (indication of strong signal) and the connections were at 100%, subjects were given the opportunity to see the outputs which would be recorded. If

they wanted to see this, subjects were shown both the raw data and the Performance Metrics screens.

Once ready, the subjects were once again asked if they had any questions, they were reminded about the process and asked to start.

The first task they were asked to do was complete a short demographic questionnaire. This captured their basic details of name, age, gender, organisation they worked for, role, function and number of employees (appendix B). Upon completion of that they were asked to start the experiment, indicating that they were doing so by saying 'start'. This was to allow for a marker to be placed on the software, recording the moment they completed survey one and began the core part of the study.

Subjects then worked their way through the different formats/layouts they had in their own time. They were instructed to act as they 'normally would' regarding the links, call-to-actions and video clips i.e. if they wanted to engage with them, they could, but there was no obligation to. They were asked to say 'close' as they closed each web layout window or email test and moved on to the next, again, allowing for a marker to be recorded for analysis purposes.

On completion of the first phase of the study (either webpages or emails) they were then briefed on the second phase by the Spotler researcher, and shown the location of survey two (see Appendix C) for them to complete at the end. Again, any questions were answered and then the subject was asked to proceed and indicate when they started.

Once the formal research had finished and the subjects were completing survey two, they were asked if a photograph could be taken.

When both phases of the research had been completed, and both the pre- and post- research surveys had been done too, the subjects were finished with the experiment. The researcher removed the headset, asked them if they had any further questions, and provided them with contact details for if they had any queries or concerns about what had taken place. They were notified that the report would become available for them to access in due course, and again, thanked for their participation. They were then free to go.

The researchers would then save the relevant recordings and prepare the materials again for the next subject.

Data

Due to the similarity of the content being provided within the different formats, it was not expected that widely differing results would be obtained. If we were comparing GDPR content

against ones for a new action movie release, a luxurious holiday resort and a new social start-up, we would expect to get more diverse results from within the brain.

Therefore, in this instance, differences between the average scores of greater than 5% were considered to be highly significant, and differences of 3% or more were considered significant.

Live testing

In order to verify the results of the research findings, it was decided to conduct some live split-testing of a number of the elements being studied. This is because when neuromarketing findings and conventional marketing surveys are carried out, the results frequently differ. People recall or report one thing, and yet their brain activity tells us another. So, which is the truer indicators of actual behaviour in the real world...?

For the weeks between 19th November 2019 and 7th January 2020 (inclusive) a number of different combinations were tested out using the usual Spotler (then CommuniGator) marketing channels.

The results of the live tests are discussed at the end of each section below, along with their parallels to the EEG findings.

RESULTS

In order to make the results meaningful, the raw data was not used. Instead, the ‘performance metrics’ generated by the software were adopted as the main targets for analysis. The raw data was only used to explore anomalies or to verify individual sensor performance when required.

The six performance metrics were:



Engagement

ENGAGEMENT – this refers to the conscious direction of attention towards the task. It measures the levels of immersion in the moment, and is a combination of attention and concentration. **A high score indicates greater levels of attention and workload being utilised.**



Excitement

EXCITEMENT – this refers to the physiological arousal which is achieved through either attraction or fear, e.g. pupil dilation, heart rate increase, blood diversion, digestive inhibition. **A high score indicates a short-term activation of the sympathetic nervous system.**



Stress

STRESS – this refers to the assessment someone makes of their ability to complete a task, and is on a scale with ‘comfort’ at one end and ‘challenge’ at the other. Low levels of this response generally improve productivity. **A high score indicates feelings of overwhelm, inability to complete a task or fearing negative consequences if the task is not satisfactorily completed.**



Relaxation

RELAXATION – this refers to the subjects’ ability to switch off and recover from periods of intense concentration. It is essentially measuring the legacy of the stimuli, and someone’s ability to move on having seen it. **A high score indicates very effective ability to recover, as seen in trained meditators.**



Interest

INTEREST – this refers to the degree of attraction or aversion the subject feels regarding the stimuli they are presented with (Valence). Scores in the middle-range indicate no strong views either way, whilst low scores indicate a strong aversion. **A high score indicates a strong affinity with the task or stimuli.**



Focus

FOCUS – this refers to the attention being dedicated to the completion of the task. Is the attention fixed on what is being presented, or is it switching between tasks. The metric measures the depth of attention as well as the frequency with which the attention is switched. **A high score indicates strong focused attention is being applied, with few distractions.**

At the same time as these metrics were being measured, a record was being taken of the duration each participant spent viewing a particular format or layout.

Through combining these, we can get a really accurate sense of the way the recipients view and feel about the stimuli they have been presented with.

Before being able to interpret the results, the data from the performance metrics went through four stages of analysis:

1. to remove any individual anomalies which occurred during the time the subject was undertaking the research. Examples included alarms going off outside the building window, loud conversations happening in the next room or a significant reduction in sensor contact.
2. dividing the individuals' responses up into each of the 19 web layouts and 9 email formats (and the pre- and post-research surveys and mid-research briefing)
3. collating all the responses for each of the formats to create a broad picture of the groups' response
4. breaking the results down according to key segments identified in their initial demographic survey:
 - Gender (Male, Female)
 - Function (Marketing, Non-marketing)
 - Seniority (Directors, Managers, Executives, Interns)

In most instances, the higher the response produced, the more positive the impact on the participant (although 'high' is of course relative). However, with the metrics of stress and relaxation, low responses are actually more desirable in this instance. This is for the following reasons:

Stress - The EEG readings are measuring the extent to which someone is challenged by what they are presented with. Low results indicate the subject was comfortable with the content and their perceived task. High results indicate the subject was anxious and concerned about their ability to complete the task. Clearly, we do not want to produce high levels of anxiety in actual and potential customers.

Relaxation - The EEG readings are measuring the extent to which someone is able to recover and 'move on' from what they have seen. Low results indicate that the content has left a legacy and is 'staying with them'. High results indicate the content has been easy to move away from and has not had a lasting impact. Clearly, marketing wants to create impact and leave legacies within the brains of actual and potential customers.

In the tables which follow, these have been indicated by highlighting the 'best' results for each metric in green, while the 'least desirable' results are highlighted in red.

Emails

Nine different email formats were presented to the participants, in four different inbox folders. They contained:

- Long and short text
- Optimised and Default preview header (PVH)
- Static and Gif image
- Outlook, Pyramid and Zig zag layout

These were designed to emulate the way 'normal' emails appear, to increase the accuracy of the results obtained. To that effect, they were shown as being 'unread' in the folders, and people went through them in their own order. A preview pane was used, although participants could also click open the full email if they preferred.

Combining all of the metric results obtained, from all of the groups studied, the table of scores is as follows:

Position	Title	Overall score
1	Outlook	333.98
2	Pyramid	328.58
3	Zig zag	328.38
4	Optimised PVH	323.36
5=	Default PVH	322.34
5=	Gif	322.34
6	Short	322.23
7	Long	319.67
8	Static	317.45

On the face of it, the 'Outlook' format is the one which most participants responded most positively to out of all the formats they saw. However, it is important to be mindful of the familiarity effect here. People are most used to seeing the standard 'Outlook' format and as humans, we are naturally drawn to, and feel comfortable with, things which are familiar to us. This hypothesis is further evidenced by the fact that the group who liked Outlook least, and who did not provide high responses for it in any of the metrics, were the Interns. These were the youngest people in the group of participants, and so would be likely to have had the least exposure to emails in this standard format.

In order to gain more meaningful and detailed information about the responses participants made to each different format, the results were broken down to reveal the individual metrics. From this analysis it is possible to see which formats produced the strongest (highest) and

weakest (lowest) responses in the participants for each of the metrics. This approach enables us to select particular aspects which we may want to apply (or avoid) in order to gain a desired response from our audience.

Overall

Metric	Lowest		Highest	
Engagement	62.04 %	Long	67.00 %	Outlook
Excitement	28.79 %	Static	35.68 %	Outlook
Stress	42.77 %	Zig zag	49.86 %	Default PVH
Relaxation	27.66 %	Zig zag	29.87 %	Pyramid
Interest	55.10 %	Static	57.65 %	Outlook
Focus	45.03 %	Static	50.70 %	Outlook
Count	10.69 secs	Default PVH	24.59 secs	Gif

Best results versus Least desirable results.

Again, as useful and improved as this is, it is still very generic i.e. it is for all of the participants studied. In order to understand the responses received in greater detail, and to make them more relevant and useful when approaching potential audiences, an overall view is not particularly helpful. The following pages therefore contain analysis of each of the categories, and those formats which produced the highest and lowest results for each of the groups identified as targets.

Gender

Broken down by gender, we can still see the strong influence of 'Outlook'. Indeed, it does not score lowest for any of the metrics for either males or females.

Both genders spent the least amount of time looking at the 'default preview header' format, and the longest looking at the 'gif'. However, it is important to note that the 'gif' had been pre-loaded onto the laptops used, so it was visible from the outset. Clearly, this is not the case with most emails which contain gifs as they will not appear until downloaded (if downloaded!).

The 'long' format was not well received by either gender, as the metrics of engagement and focus are two of the key ones where high results are sought. Without engagement and focus, the content is not going to be effectively received within the brain.

The low scores for 'zig zag' on stress are actually quite positive, as this means both genders were comfortable with the way the information was presented, rather than challenged by it.

Female

Metric	Lowest		Highest	
Engagement	62.42 %	Long	66.62 %	Outlook
Excitement	29.10 %	Gif	37.96 %	Outlook
Stress	44.51 %	Zig zag	53.00 %	Short
Relaxation	29.34 %	Deflt PVH	32.04 %	Pyramid
Interest	56.5 %	Zig zag	59.98 %	Short
Focus	44.56 %	Static	50.76 %	Outlook
Count	10.45 secs	Deflt PVH	25.49 secs	Gif

The average scores produced by the female participants were generally higher than the average scores produced by the male participants. In places this was by as little as 0.11% and in other places by almost 6%. These were the averages remember, in places individual results varied by over 25%.

The female response to viewing the 'short' format was among their most powerful, with significant responses for both stress and interest. This is a clear indication that although they tended to like what they saw, they found its brevity challenging and quite uncomfortable.

Male

Metric	Lowest		Highest	
Engagement	61.71 %	Long	67.35 %	Outlook
Excitement	28.11 %	Static	33.55 %	Outlook
Stress	41.12 %	Zig zag	47.08 %	Deflt PVH
Relaxation	25.69 %	Zig zag	28.38 %	Deflt PVH
Interest	53.16 %	Static	55.88 %	Outlook
Focus	45.22 %	Long	50.65 %	Outlook
Count	10.91 secs	Deflt PVH	23.75 secs	Gif

The default preview header format was not viewed favourably by the male participants, as high scores on the two metrics of 'stress' and 'relaxation' are not desirable. These suggest the participants were challenged or made anxious by the format, whilst also being easily able to move on from it.

Conversely, the low scores for stress and relaxation with the 'zig zag' format, indicate that this was regarded positively by the males – they were comfortable with the layout and yet it was not easily forgotten. These are more favourable responses which we want to encourage within the brains of our actual and potential customers.

The 'long' email format was also not regarded well by the male participants. The low scores for 'engagement' and 'focus' are clearly indicative of content which they found hard to concentrate on.

Function

When the results were broken down according to those who considered themselves to work in marketing, or not, the strength of 'Outlook' was still apparent. Also, the time spent viewing the different formats still had the 'default preview header' at the shortest end and the 'gif' at the longest end.

Marketing

Metric	Lowest		Highest	
Engagement	60.75 %	Long	65.07 %	Pyramid
Excitement	24.25 %	Gif	33.50 %	Outlook
Stress	45.49 %	Zig zag	55.24 %	Opt PVH
Relaxation	24.81 %	Outlook	29.71 %	Default PVH
Interest	51.94 %	Zig zag	59.29 %	Short
Focus	43.39 %	Short	51.65 %	Outlook
Count	8.98 secs	Default PVH	24.2 secs	Gif

Despite the marketing professionals having high levels of interest in the 'short' format, these did not convert into focusing on the content it presented. This is particularly significant, as levels of focus often drop during exposure to marketing materials. Therefore, more succinct designs often benefit from an initial surge of focus, which soon fades. Not here though! 'Outlook' continued to dominate even for the marketers, as it recorded the highest results for excitement and focus, and lowest for relaxation. The content presented to them in this format was stimulating, it held their focus and it was not easily dismissed or forgotten. Despite spending the longest amount of time looking at it, the 'gif' format had the lowest levels of excitement for marketers, some 8% lower than the non-marketers. This is clearly not the outcome sought by developing such content.

Non-marketing

Metric	Lowest		Highest	
Engagement	62.43 %	Long	67.75 %	Outlook
Excitement	29.60 %	Static	36.51 %	Outlook
Stress	41.70 %	Zig zag	48.24 %	Short
Relaxation	27.87 %	Long	30.64 %	Pyramid
Interest	55.59 %	Static	58.76 %	Outlook
Focus	45.31 %	Static	50.34 %	Outlook
Count	11.35 secs	Default PVH	24.74 secs	Gif

For non-marketing professionals, the 'Outlook' format was again seen very positively. Providing the highest results for four metrics again, this was clearly their favoured format. Conversely, the 'static' layout they saw was a source of little positive for them. It provided their lowest

responses for excitement, interest and focus. This effectively means they did not like it, and nor did it hold their attention well.

The 'long' format did not engage with them either, although some of the content could have benefitted from the increased exposure as it does appear to have left an impression. However, this could have been for negative reasons – legacies can be left by both positive and negative impacts.

Seniority

Some interesting differences became apparent when the participants were separated according to the seniority they claimed for themselves in the workplace. These are most apparent when comparing the two extremes (directors and interns) with some elements of overlap in the 'middle' ground.

Firstly, the amounts of time they spent looking at the formats were very different – the interns spent almost twice as long on reviewing the samples as the directors. The executives and managers tended to be closer to the directors in terms of their results, so the interns were definitely the anomalies.

Directors

Metric	Lowest		Highest	
Engagement	59.11 %	Long	66.18 %	Outlook
Excitement	33.06 %	Static	42.53 %	Opt PVH
Stress	46.41 %	Zig zag	57.91 %	Opt PVH
Relaxation	24.18 %	Long	30.48 %	Default PVH
Interest	56.41 %	Static	63.41 %	Outlook
Focus	50.95 %	Static	56.25 %	Outlook
Count	9 secs	Static	20.39 secs	Gif

The directors were clearly very unimpressed by the static format, which produced their lowest results for four metrics. The 'long' format again was not easy for them to move on from, although it did not engage them when they were presented with it.

The 'optimised preview header' created a surge of relative excitement for the directors, although this brought with it a larger sense of challenge and anxiety than any of the other formats too.

Finally, the directors were the ones who contributed most to the success of 'Outlook' among the formats. With results topping three of the metrics (engagement, interest and focus) this was a clear winner for them. As previously mentioned though, this may be influenced by the familiarity they feel with this format, and their expectations of it.

Managers

Metric	Lowest		Highest	
Engagement	62.52 %	Zig zag	65.40 %	Gif
Excitement	29.20 %	Static	40.39 %	Outlook
Stress	42.14 %	Static	49.56 %	Default PVH
Relaxation	25.91 %	Zig zag	28.88 %	Pyramid
Interest	52.42 %	Static	57.30 %	Pyramid
Focus	46.05 %	Opt PVH	52.39 %	Outlook
Count	10.79 secs	Short	24 secs	Gif

The managers were the only group to rate the 'gif' the highest on any metric other than count (time), and they produced the highest result for it on engagement. Contrary to most of their peers, they also had very positive responses to the 'pyramid' format, giving it their highest result for interest.

Again, the 'zig zag' and 'static' formats were viewed negatively on a number of metrics, including some of the most key ones e.g. engagement, excitement and interest.

It is surprising to note that the 'optimised preview header' created low levels of focus for the managers, as this targeted device is usually received more favourable than its 'default' counterpart.

Executives

Metric	Lowest		Highest	
Engagement	60.18 %	Long	66.95 %	Outlook
Excitement	25.78 %	Gif	35.78 %	Default PVH
Stress	41.05 %	Zig zag	50.28 %	Opt PVH
Relaxation	27.20 %	Zig zag	30.09 %	Pyramid
Interest	54.28 %	Static	58.85 %	Short
Focus	43.98 %	Static	50.72 %	Outlook
Count	9.93 secs	Deflt PVH	23.46 secs	Gif

Similar to the director and the managers, the executives viewed the 'Outlook' format positively. However, for the executives it was the only format which provided high results on more than one metric.

At the opposite end of the spectrum, the 'static' format again produced low results for two metrics. This is perhaps one of the more intuitive results, as it may not have been hard to predict that a format referred to as 'static' would score low for both interest and focus (although the subjects were not able to see the reference each format had been given).

The 'zig zag' format has again produced low scores for the two metrics which seek low scores, so this too was well received by the executives.

It is worth noting that in general, the responses produced by the executives were the least 'remarkable' of the four seniority groups. They often fell into the middle ground, with results that were rarely exceptional in either direction.

Interns

Metric	Lowest		Highest	
Engagement	63.14 %	Long	69.70 %	Opt PVH
Excitement	17.84 %	Short	24.21 %	Deflt PVH
Stress	40.68 %	Long	53.63 %	Static
Relaxation	35.36 %	Long	38.70 %	Gif
Interest	62.04 %	Opt PVH	63.98 %	Static
Focus	31.75 %	Zig zag	36.67 %	Short
Count	16.38 secs	Short	39.63 secs	Gif

The interns were the only group to not feature the 'Outlook' format in any of their highest scores. In fact, many of their responses were different, if not diametrically opposed, to those from the other groups.

One of the most prominent differences was the amount of time the interns spent looking at the various formats provided. This was approximately twice the time of the other groups and categories. This may indicate a more conscientious approach to completing the research task, or a less developed ability to scan and filter information. It is hard to be sure.

Post-research survey

In the post-research survey which participants were asked to complete, significant differences were noted between the different formats that had been presented to them.

The most frequently recalled format with 36.78% of the participants free-recalling it, is the gif format. Remember, this is the one they all spent most time looking at, but it only registered highly elsewhere for the interns, in the relaxation metric. Hardly impactful!

In second place, the next most remembered format was the zig zag version which was free-recalled by 12.64% of participants. Again, the only time this appears on individual response lists, it is in the low or negative list. However, this is most often in the stress column where a low result is desired as it shows a level of comfort with what is being seen. So, although they are the most frequently recalled, neither of these results are accurate indicators of overall design impact when you look at the responses going on inside the brain.

Finally, there were differences in the formats which generated the most recalled calls to action:

- 36.6% of respondents reported that the longer format incentivised them to complete the call to action more
- 63.4 % of respondents reported that the shorter format incentivised them to complete the call of action more

As it was, a magnificent 41.9% of participants completed at least one call-to-action on the email formats. These clearly are rates which can only be dreamed of outside the experimentation room!

Live testing

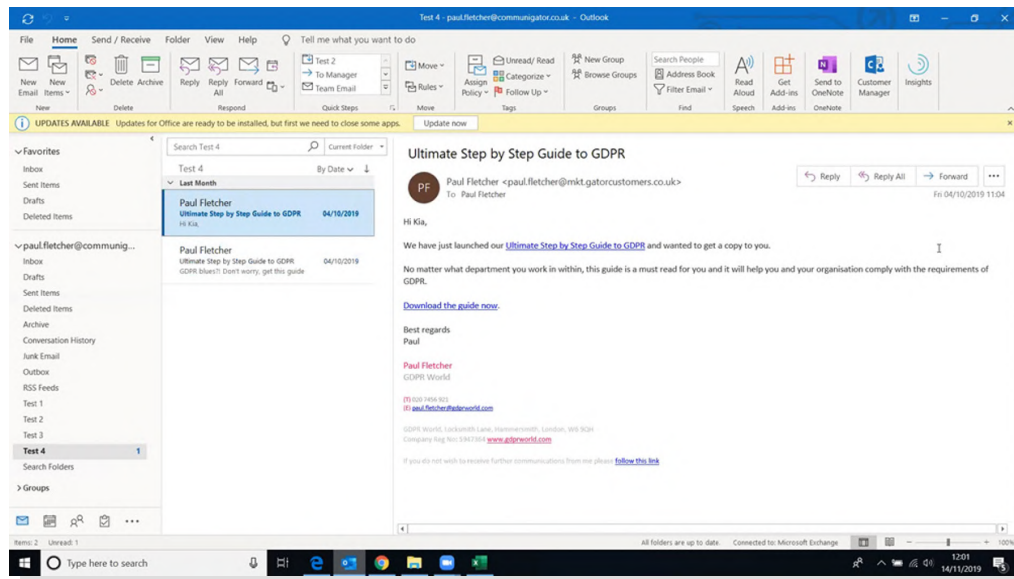
The results of a number of campaigns trialled through live testing, showed significant similarities with the results achieved through the use of EEG.

Firstly, the popularity of Outlook over HTML campaigns. The Outlook layout not only won on the click-through rate, but it also achieved the highest number of opens, and the lowest numbers of unsubscribes. This directly reflects the findings of the EEG research.

Of the HTML design layouts which were live tested, the Pyramid layout achieved the highest average win (1.71) with the Zig zag layout coming in close behind with an average win of 1.4. These results featured in second and third place within the EEG research, in the same order as the live testing places them.

Such findings provide real-world evidence to back-up the neuroscience and prove the relationship between our unconscious brain responses, and our actual behaviours.

Email: Default Preview Header (PVH)



Time (s)

People spent the least amount of **time** looking at this format (10.69 seconds)

Director

The **Directors** found this most stressful with an average score of 55.72%



Stress

This version was top of the list for the **stress** metric, but still only had a mid-range score (49.86%)



The **Marketing** people were more stressed by this format than the non-marketing ones (54.18 vs 48.15%)



Excitement

The Interns produced the lowest scores for both **excitement** (24.21%) and **focus** (34.77%) despite having spent the most time looking at it (17.25 seconds)



Females were more stressed by this than their male counterparts (52.95 vs 47.08%)



Focus

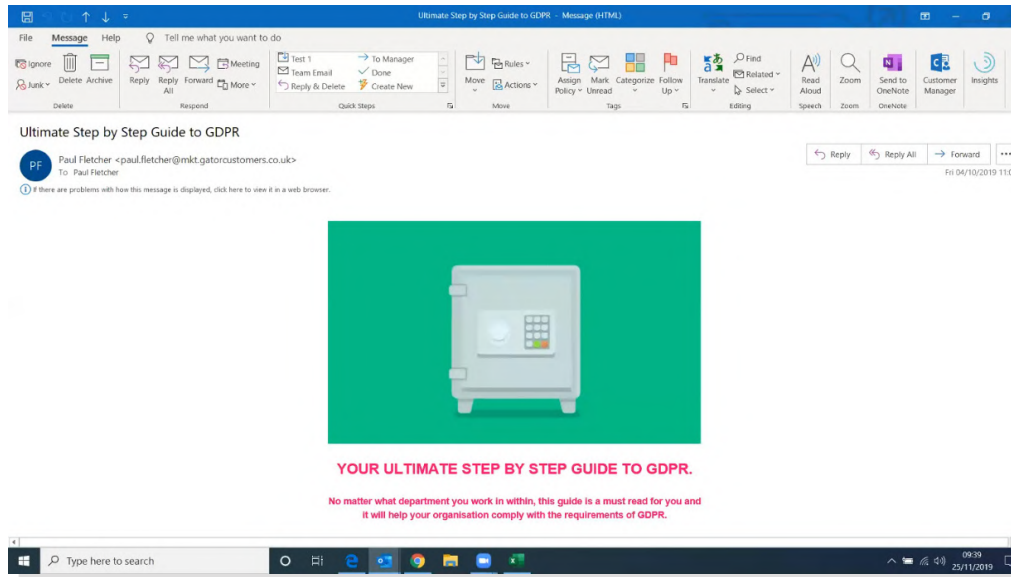
In the post-research **survey**, only one of the respondents free-recalled this format



Overall, this format **ranked** joint 5th out of all the email content researched.



Email: Gif



Time (s)

Of all the email formats researched, this is the one which people spent the longest average **time** viewing (24.59 seconds)

Manager

This was the email format the **Managers** found most engaging of all of them (65.40%)

Director

The **Directors** viewed this for the shortest amount of time (20.39 seconds)



Non-marketing people found this format more exciting than the marketing ones (32.23 vs 24.25%)



Excitement

On average, this produced the second lowest email score for **excitement** (30.02%)



Males found this format less stressful than the females (42.67 vs 49.55%)

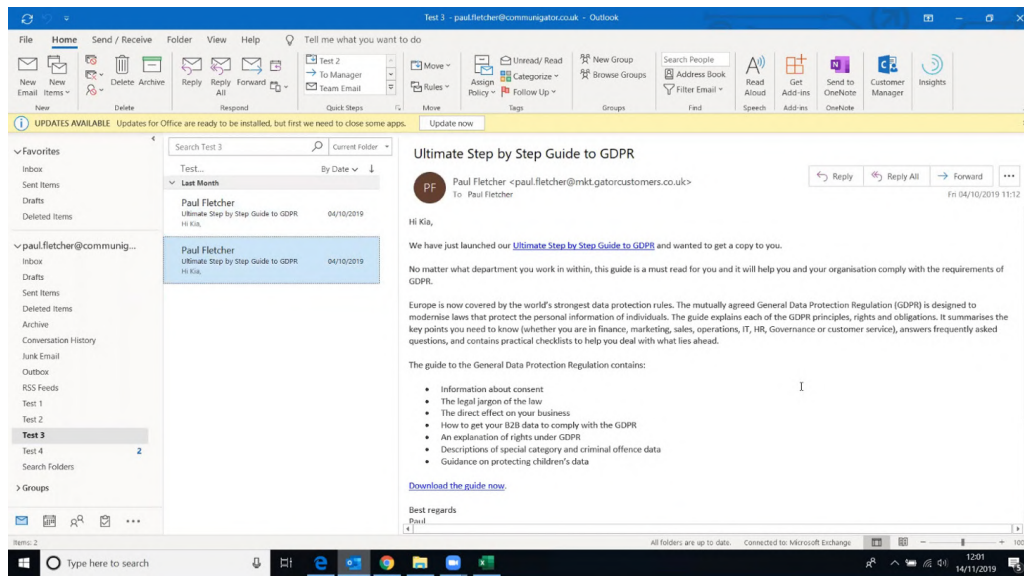


In the post-research **survey**, this format had the strongest free-recall of all the email formats (36.78%)



Overall, this format **ranked** joint 5th out of all the email content researched.

Email: Long



Director

The **Directors** spent the shortest amount of time looking at this format (15.16 seconds)



Engagement

Although the respondents were still **engaged** with this format (62.04%) this was the lowest score received for any of the emails



Interest

The **Interns** were the most **interested** in this format (62.79%)



Marketing

Marketing people found this format more stressful than non-marketing people (54.17 vs 45.73%) and spent an average of 6 seconds less looking at it (17.08 vs 23.4 seconds).



The **females** produced higher results than males for both excitement (33.73 vs 28.56%) and stress (52.34 vs 44.25%)



Males produced the lowest focus score of the emails on this format (45.22%)

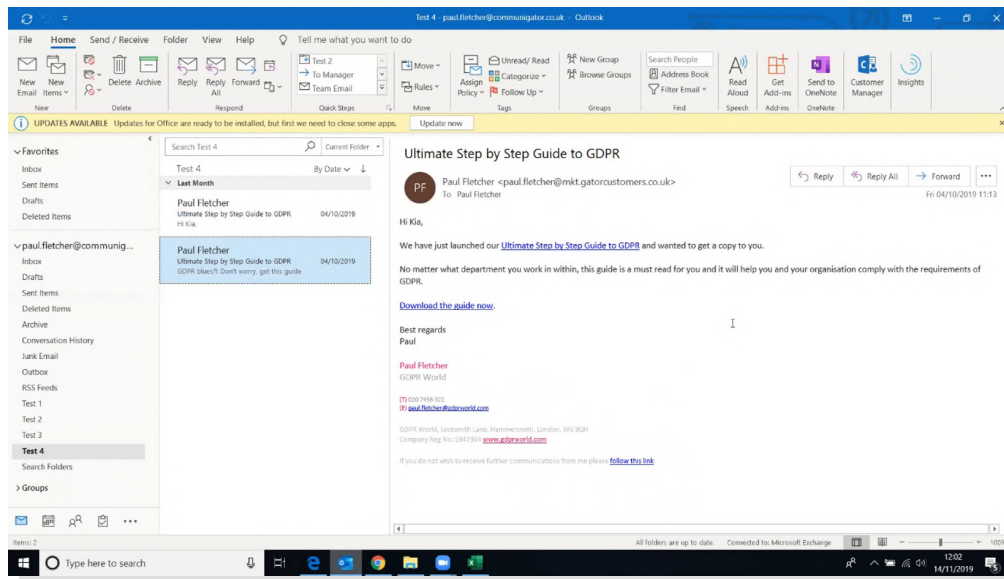


In the post-research **survey**, 9.1% of participants free-recalled this format



Overall, this format **ranked** 7th out of all the email content researched.

Email: Optimised Preview Header (PVH)



Director

Only the **Directors** demonstrated significant differences between the Optimised and Default preview headers. All six metrics showed an increase in responses produced by the Optimised version, and they spent an average of 2.39 seconds longer looking at it.



Although the averages were very similar, the longest amount of time one of the **males** spent looking at this format, was 11 seconds longer than the longest female spent looking at it.

Intern

The **Interns** were most engaged with this format (69.70%)



Non-marketing people were less stressed by this format than marketing people (46.64 vs 55.24%)



Excitement

This format produced the highest score for **excitement** among the Directors researched (42.53%)



Engagement

This format produced the second lowest score for **engagement** of all the emails (63.08%)

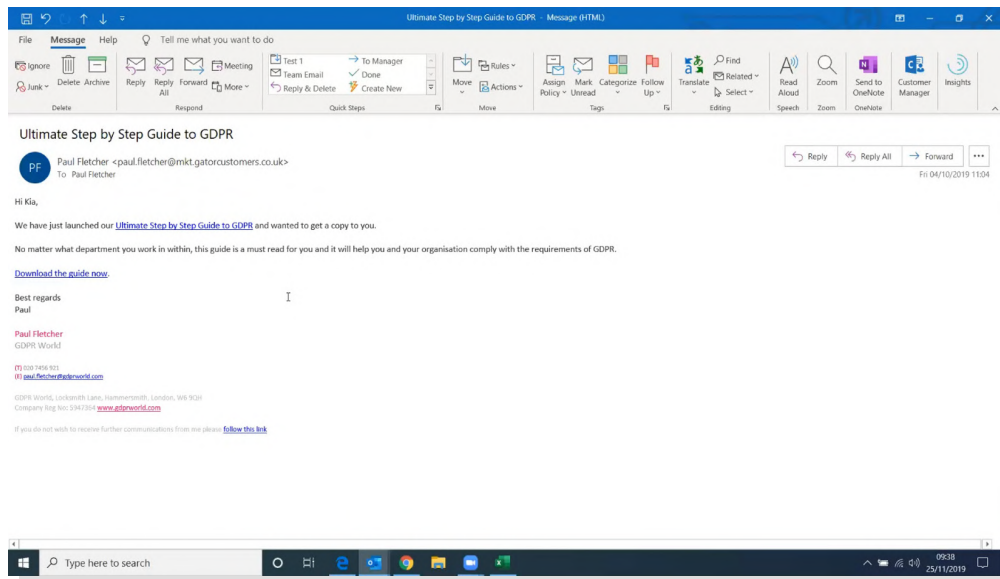


In the post-research **survey** only two respondents free-recalled this format



Overall, this format **ranked** 4th out of all the email content researched.

Email: Outlook



Director

This format produced the highest interest response for the **Directors** (63.41%) of all the email formats they were exposed to



On average, the **males** spent 5.03 seconds longer looking at this format than their female counterparts.

Executive

This format produced the highest engagement score for the **Executives** of all the email versions they saw (66.95%)



The **non-marketing** people found this more relaxing than the marketing people, who took longer to recover from seeing it (30.42 vs 24.81%)



Focus

This format came out top of the emails for the **focus** metric, (50.7%)



Marketing

Of all the groups, the **Marketing** people were the least engaged (64.5%)



In the post-research **survey** 10.34% of participants free-recalled this format



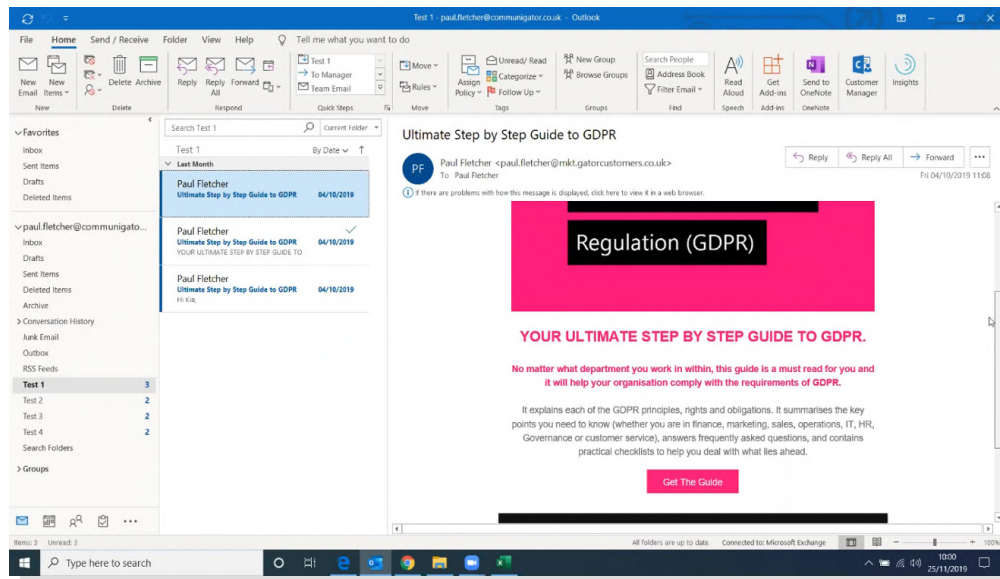
Engagement

The Outlook format produced the highest score of the emails for **engagement** (67.00%)



Overall, this format **ranked** top out of all the email content researched.

Email: Pyramid



Director

The **Directors** spent significantly less time than average looking at this format (13 vs 21.23 seconds)



The **male** participants found this format less stressful than the females (43.99 vs 50.25%)



Time (s)

The **interns** spent the most time looking at this format (35.88 seconds)



Female participants found this format more exciting than their male counterparts (37.71 vs 31.89%)



Engagement

This format produced the second highest results for **engagement**, **excitement** and **focus** of all the emails



This was the only email format which showed no significant differences between **marketing** and **non-marketing** people on any of the six metrics measured



Excitement



Focus



In the post-research **survey**, 8.04% of respondents free-recalled this email format



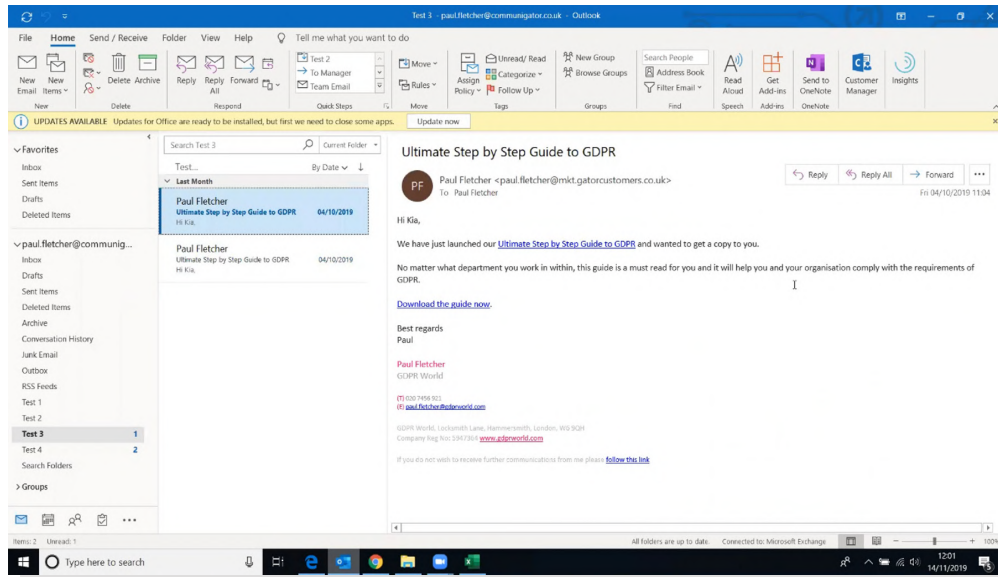
Relaxation

This format produced the highest results for **relaxation** of all the emails (29.87%)



Overall, this format **ranked** 2nd out of all the email content researched

Email: Short



Manager

The **Managers** spent the least amount of time looking at this format of all the samples they saw (10.79 seconds)



Focus

This short format produced the second lowest email result for **focus** (45.9%)

Intern

The **Interns** were the group who were most engaged with, and interested in, this format (66.48 and 62.99%)



The **females** found this more stressful than the males (53 vs 46.39%)



Excitement

The highest score produced for **excitement** by a male was 25.96% higher than the highest produced by a female.



Non Marketing

The **non-marketing** participants found this more exciting than the marketing group (33.6 vs 28.49%)



In the post-research **survey** only two of the participants free-recalled this email format



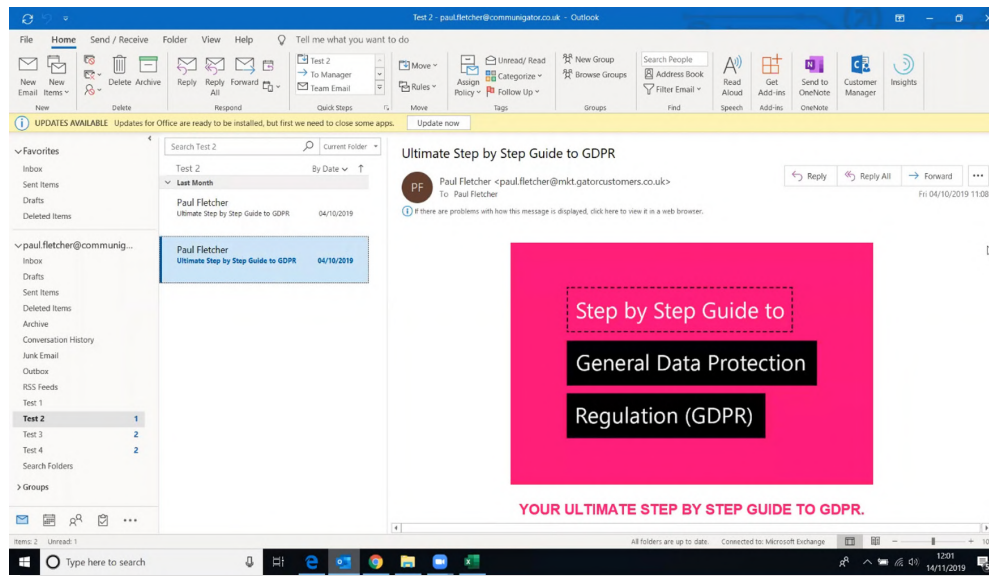
Stress

This was the second most **stressful** of the email formats for the participants (49.56%)



Overall, this format **ranked** 6th out of all the email content researched

Email: Static



Director

The **Directors** spent the least amount of time looking at this format of all the emails versions (9 seconds)



Relaxation

The females produced higher results for **relaxation** than the males, indicating that they were less affected by the challenge they perceived (31.47 vs 26.45%)



Interest

The interns were the only group who showed **interest** in this format (63.98%)



The **female** participants found this format significantly more stressful than their male counterparts (48.97 vs 43.09%)



Excitement

This format produced the lowest results for **excitement, interest** and **focus** of all the email formats participants viewed.



Marketing

The **Marketing** participants found this format significantly more stressful than their non-marketing colleagues (50.72 vs 44.09%)



Interest

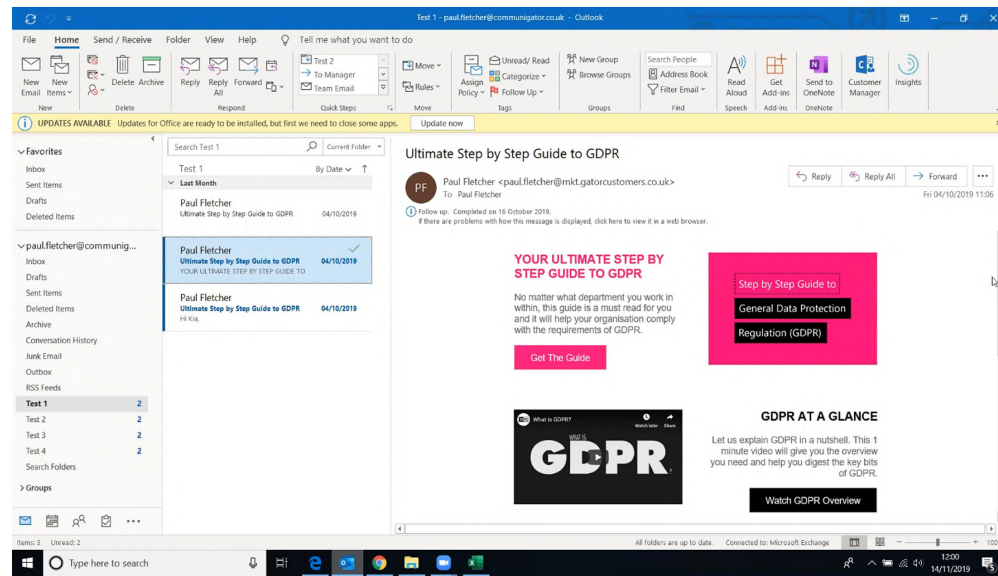
Focus

In the post-research **survey** only two participants free-recalled this email format



Overall, this format **ranked** last out of all the email content researched

Email: Zig zag



Director

The **Directors** spent the least amount of time of all the groups looking at this format (17.22 seconds)



Time (s)

This format came second in the list of how much **time** participants spent looking at the emails (22.51 seconds)

Intern

The **Interns** found it significantly harder to focus on this format than the other groups (31.75% vs an average of 47.66%)



The highest response produced for excitement by a **male** was 21.93% higher than the highest produced by a female.



Relaxation

This format produced the lowest results for **relaxation** of all the email formats (27.66%)



Non Marketing

The **non-marketing** participants provided the maximum response figures recorded for all metrics in this format



In the post-research **survey** 12.64% of participants free-recalled this format



Stress

This zig zag layout produced the lowest response for **stress** of all the email formats provided (42.77%)



Overall, this format **ranked** 3rd out of all the email content researched

Webpages

Nineteen different web page layouts were presented to the participants in different orders, mixing up a number of variables. The links were pre-loaded, so once the first survey (or the email task) had been completed, the first layout was there to be viewed.

Upon completion of each page, the participants were asked to close the page and the next layout was waiting behind it. This meant the researchers were able to control the order in which the participants were exposed to different versions or variations, and capture their immediate responses through the EEG results.

Combining all of the metric results obtained, from all of the groups studied, the table of scores is as follows (see Appendix G for this table with thumbnail images added):

Position	Title	Overall score
1	Visual Button Right	326.27
2	Layout Forms Webform	322.49
3	Layout Centre Image	320.96
4	Layout Forms Button	320.92
5	VI Click to Play Video	320.76
6	Layout Centre	320.27
7	Visual Image Male	320.16
8	Squeeze Text Visual Form	320.01
9	VI Autoplay Video	318.80
10	Squeeze Text Form	318.34
11	Layout Forms Webform BTF	317.96
12	Squeeze Text Testimonials	317.64
13	Squeeze Text Socials	317.06
14	Visual Image Female	316.48
15	Visual Image Product	315.38
16	Visual Image People	315.17
17	Visual Image Picture	314.29
18	Layout Centre Video	313.67
19	Visual Button Left	313.59

Presenting the results in this format makes for one very remarkable discovery: the results which come first, and last, are identical with the exception of the location of the squeeze text box. In every other way they are the same, and yet by moving the box from the left of the page to the right, very different responses were produced within the brains of the participants.

The second clear difference which stands out when viewed in this manner, is the cluster of responses in places 14-17. These were all similar with the exception of the image on the right-hand side of the page. The interesting point to note here is that there were five variations, four of which create this cluster, and the fifth of them is in position 7 of the table. Another clear winner.

As with the email formats, greater understanding of such anomalies can be made when we consider the detailed responses for each of the metrics.

Overall

Metric	Lowest		Highest	
Engagement	61.12 %	Visual Image Product	66.67 %	Visual Button Right
Excitement	29.74 %	Visual Button Left	34.89 %	Layout Forms Webform
Stress	48.18 %	Squeeze Text Socials	53.29 %	Visual Image Female
Relaxation	30.25 %	Squeeze Text Form	34.32 %	Visual Image Picture
Interest	56.36 %	Layout Forms Webform BTF	59.67 %	Visual Image Male
Focus	44.59 %	Visual Image People	48.21 %	Visual Button Right
Count	6.09 secs	Squeeze Text Form	33.35 secs	VI Click to Play Video

Here we can instantly see that the two metrics which the 'Visual Button Right' does score the highest for are engagement and focus. The other metrics are crowned by different layouts. Also, the 'Visual Button Left' layout only appears lowest for one metric, that of excitement.

More interesting is the fact that six of the seven highest scores were achieved by layouts which included an image. This clearly demonstrates the impact they have on the brain and the influence this has when measuring more esoteric responses. These impacts can be both positive or negative, as seen in the results for stress and relaxation, which both feature images for negative reasons.

The lowest score for focus was achieved by the image which contained the group of people. This sort of image is a device which is often used to try and ensure a diverse impression is created i.e. it contains a mix of males and females, of differing ages, from different racial backgrounds etc. The cost of using such images can be seen, as the overall effect within the brain is negative and reduces the brains ability to focus effectively.

The following pages again include analysis of some of the key observations from the different categories, and the layouts which provided the highest and lowest responses for each.

Gender

Female

Metric	Lowest		Highest	
Engagement	59.95 %	Visual Image Product	66.78 %	Visual Button Right
Excitement	31.45 %	VI Click to Play Video	37.94 %	Layout Forms Webform
Stress	48.70 %	Squeeze Text Socials	56.46 %	Visual Image Female
Relaxation	33.62 %	Visual Button Left	37.46 %	Visual Image Picture
Interest	57.99 %	Layout Forms Webform BTF	63.90 %	Visual Image Male
Focus	43.68 %	Visual Image People	47.84 %	Visual Button Right
Count	5.93 secs	Squeeze Text Form	30.58 secs	VI Click to Play Video

The female participants showed little consensus in their highest and lowest results, with only the 'Visual Button Right' layout appearing more than once at either extreme. The 'VI Click to Play Video' layout was the one they spent most time looking at, although it also produced the least excitement for them.

Note the 'VI Female' layout here which scored highly for stress for the females.

Male

Metric	Lowest		Highest	
Engagement	62.16 %	Visual Image Product	66.99 %	Layout Forms Button
Excitement	26.82 %	Visual Button Left	36.07 %	VI Click to Play Video
Stress	46.74 %	VI Click to Play Video	51.58 %	Squeeze Text Testimonials
Relaxation	26.76 %	Visual Image Product	31.68 %	VI Click to Play Video
Interest	54.84 %	Layout Forms Webform BTF	56.94 %	Visual Image Female
Focus	45.16 %	Squeeze Text Socials	48.56 %	Visual Button Right
Count	6.25 secs	Squeeze Text Form	35.93 secs	VI Click to Play Video

The male participants favoured the 'VI Click to Play Video' format which produced their highest responses for excitement as well as time spent looking at the page. It was also their lowest for stress which is again considered a good result. However, despite all of these positive responses, it was also high in relaxation, which suggests it did not leave much of an impression – it was easy for participants to recover from and move on.

Going back to the 'VI Female' layout, this scored highly for the males too, but it was on interest this time – a much more positive result.

Function

Marketing

Metric	Lowest		Highest	
Engagement	59.58 %	Visual Image People	65.01 %	Visual Image Female
Excitement	24.78 %	Squeeze Text Form	32.38 %	Layout Forms Webform
Stress	45.13 %	Visual Button Right	55.94 %	Visual Image Product
Relaxation	29.96 %	Layout Centre Video	37.93 %	Visual Image Female
Interest	53.96 %	Visual Button Left	57.43 %	Visual Image Male
Focus	41.16 %	Squeeze Text Socials	45.75 %	Layout Forms Webform
Count	5.26 secs	Squeeze Text Form	35.74 secs	VI Click to Play Video

The marketing professionals provided the highest scores for engagement and relaxation courtesy of the ‘VI Female’ layout. Again, most of their top choices included an image of some kind, and their longest and shortest views matched those previously discussed. However, it is worth mentioning that a time of just 5.26 seconds is the shortest any of the groups took to view the ‘Squeeze Text Form’ layout.

With high scores for both excitement and focus, the ‘Layout Forms Webform’ layout was popular with the marketers, although as we shall see, this did not necessarily differentiate them from the non-marketers.

Non-marketing

Metric	Lowest		Highest	
Engagement	60.91 %	Visual Image Product	67.53 %	Visual Button Right
Excitement	29.88 %	Layout Forms Webform BTF	35.85 %	Layout Forms Webform
Stress	47.86 %	Layout Forms Webform BTF	53.01 %	Visual Image Female
Relaxation	28.93 %	Layout Forms Webform BTF	34.36 %	Visual Image Picture
Interest	56.43 %	Layout Forms Webform BTF	60.53 %	Visual Image Male
Focus	45.62 %	Visual Image People	50.51 %	Visual Button Right
Count	6.41 secs	Squeeze Text Form	32.44 secs	VI Click to Play Video

As just mentioned, the non-marketers too found the ‘Layout Forms Webform’ format the most exciting, in fact they found it even more exciting than the marketers did.

The non-marketing professionals did not appear to take to the ‘Layout Forms Webform BTF’ layout. However, two of these low responses are for stress and relaxation, which are positive

when low so we need to consider the overall result carefully. On balance, it is likely that the other two low responses (excitement and interest) will be more dominant in this instance, so the overall perception of it would have been negative.

The only layout which received more than one highest result from this group was the 'Visual Button Right' layout.

Seniority

When considering the results according to the seniority the participants declared for themselves, some interesting differences again stand out.

Directors

Metric	Lowest		Highest	
Engagement	63.29 %	VI Autoplay Video	71.90 %	Layout Centre Image
Excitement	32.44 %	Visual Button Left	54.43 %	Layout Centre Image
Stress	51.06 %	Visual Image Male	72.70 %	Visual Image Female
Relaxation	28.24 %	Layout Centre Video	38.86 %	VI Autoplay Video
Interest	56.41 %	Layout Forms Webform BTF	63.59 %	Layout Centre Image
Focus	48.48 %	Visual Image Male	60.57 %	Squeeze Text Testimonials
Count	7.06 secs	Squeeze Text Visual Form	35.34 secs	VI Click to Play Video

The directors were most stressed by the image containing the lone female, and most comfortable with the one containing the lone male. However, the 'Visual Image Male' layout was also their lowest for focus, suggesting they were so comfortable with it that they barely gave it any attention.

The 'Layout Centre Image' was their preferred layout, scoring highest on engagement, excitement and interest – three really significant and impactful metrics.

Managers

Metric	Lowest		Highest	
Engagement	59.56 %	Visual Image Product	65.55 %	Layout Forms Webform
Excitement	30.04 %	Visual Button Right	39.13 %	Squeeze Text Socials
Stress	43.39 %	Visual Button Right	53.82 %	Layout Centre Video
Relaxation	26.72 %	VI Autoplay Video	32.82 %	VI Click to Play Video
Interest	52.73 %	Layout Forms Webform BTF	57.65 %	Visual Image Male
Focus	45.71 %	Visual Button Right	52.07 %	Layout Centre
Count	5.84 secs	Squeeze Text Form	35.15 secs	VI Autoplay Video

The managers showed no real preference with their highest scores, but they showed a clear preference against the (overall winner) 'Visual Button Right' layout with their lowest results. This did, however, include the stress metric.

They spent the longest amount of time looking at the 'VI Autoplay Video' layout, although this was not wasted time as it was also their lowest for relaxation. This is particularly noteworthy as the highest score for relaxation for the managers was produced by the 'VI Click to Play Video'. This is the same precise layout for the design, the only difference being that in one version the video played automatically, whilst on the other it had to be clicked to be played. It seems as though the managers were impacted more by the autoplay version than by the one they had to actively engage with.

Executives

Metric	Lowest		Highest	
Engagement	60.60 %	Visual Image Product	66.17 %	Visual Button Right
Excitement	27.71 %	Layout Centre Video	33.44 %	Visual Button Right
Stress	47.06 %	Squeeze Text Socials	55.58 %	Layout Forms Webform
Relaxation	29.62 %	Visual Image Product	34.79 %	Visual Image Picture
Interest	57.19 %	Layout Centre Image	61.31 %	Visual Image Male
Focus	42.31 %	Visual Image Picture	48.46 %	Visual Button Right
Count	5.46 secs	Squeeze Text Form	40.36 secs	VI Click to Play Video

The executives again scored the 'Visual Button Right' layout highly on three of the metrics - engagement, excitement and focus. They were also the group in this category who spent the least amount of time looking at the 'Squeeze Text Form' layout, moving on in just 5.46 seconds.

The images were important to this group, with all of the metrics which weren't topped by 'Visual Button Right', having a high result from a layout which included an image again. The exception to this was stress, where the lowest (more desirable) score was attained by the layout which contained all the social media icons. More images there then.

Interns

Metric	Lowest		Highest	
Engagement	63.24 %	Visual Image Product	76.09 %	Visual Image Female
Excitement	15.03 %	Visual Button Left	30.95 %	Squeeze Text Form
Stress	35.87 %	Layout Centre	58.20 %	Squeeze Text Form
Relaxation	33.71 %	Visual Button Left	41.72 %	Layout Forms Button
Interest	58.06 %	Layout Forms Webform BTF	65.62 %	Layout Forms Button
Focus	31.70 %	Layout Centre	40.11 %	Squeeze Text Form
Count	6.38 secs	Squeeze Text Form	75.88 secs	VI Autoplay Video

Finally, the interns. Once again we can see that this group responded quite differently from most of the others. They still spent the least amount of time looking at the 'Squeeze Text Form' layout, but this group certainly responded to what they saw. The top results for excitement and focus both went to this layout, as did the stress score. On balance, the results for this suggest they were more afraid of this format than in favour of it.

Post-research survey

In the post-research surveys, the layouts which included video were free-recalled the most often (39%). However, this needs looking at closely. The EEG results showed low scores for engagement and interest across most of the video layouts, and this is reiterated by the deeper analysis from watching the video footage. Although lots of participants recall seeing videos in the layouts, few of them engaged with the videos:

- 37.93 % did not watch any of the videos at all
- 33.33 % watched some of one of the videos (average time was 22.8 seconds of it)
- 28.74% watched one video all the way through to the end
- 21.8% watched more than one of the videos (same content)

When asked which people they recalled seeing in the layouts, many people recalled seeing a female, a male and a mixed group. However, some recalled just seeing either the female and the group, or the male and the group. The interesting part here is that the number of people who recalled seeing the male and the group, was nine times (9x) higher than the number who recalled seeing the female and the group. Remember, the female image came out on top for the stress metric overall the layouts, whilst the male topped the interest metric. We recall what we are interested in, not what we find challenging!

Live testing

These recorded the number of sessions each landing page layout was viewed, and the number of downloads which took place. From these, a conversion rate was calculated, and it is this rate which is used as the ultimate determinant of success. As every marketer knows, there is no point securing vast amounts of hits, if no action is taken as a result of them.

Image vs video

The first test was to examine if the use of video was preferable to static images. Over all of the tests, across all of the weeks, the use of images achieved a 9.25% conversion rate, compared to 8.08% for video. However, it should be noted, that just text, without either video or image, only achieved a 3.72% conversion. So clearly, either video or images are an improvement on nothing.

Visual image

The next result was to explore which images achieved the highest conversion rates. The visual image containing the male character, consistently outperforms the same text with the image

of the female character beside it. Over a number of sessions, the male image achieved a conversion rate of 17.48% compared to just 4.09% for the female image. This clearly reinforces the EEG findings which showed that the female image elicits a higher stress response than the male one who secured the top result for interest.

Left text

The final element to be examined, was the position of the content. Was it more effective and productive to position items in the centre of the page, or on the left-hand side as is conventional? On average, it was at least twice as effective to have the content positioned on the left than it is to centralise it. This was the same for the video (8.64% vs 2.92%) and text (4.13% vs 1.77%).

Web: Layout Centre

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Executive

The **Executives** provided the highest levels of interest in this format (59.25%)



The **females** presented significantly higher responses for interest in this format than the males (61.62 vs 54.91%)

Intern

As a group, the **Interns** spent the longest time looking at this format (22.38 vs 14.15 seconds)



Relaxation

The female participants produced higher responses for **relaxation** on this metric than the males (34.87 vs 29.24%)



Excitement

Female participants found this format 5.21% more **exciting** than males



Engagement

Although all of the metrics for this format fell into the 'mid-range' category, the highest results produced were for **engagement** (5th with 65.05%) and **interest** (5th with 58.14%)



Interest



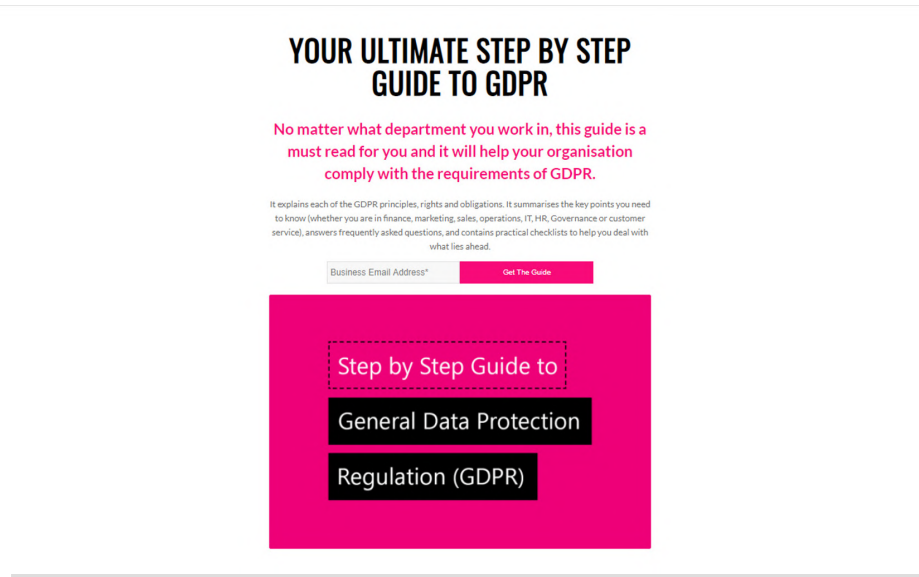
In the post-research **survey** only two respondents free-recalled this layout*



Overall, this format **ranked** 6th out of all the web layouts researched

*2 respondents cited 'centralised' in their free-recall

Web: Layout Centre Image



Director

The **Directors** were the group who produced the highest results for all of the six metrics for this format



The **males** produced lower scores on relaxation for this format than their female colleagues (29.81 vs 35.31)



Focus

The lowest response produced for **focus** by a male was 16.91% higher than the lowest produced by a female (26.7 vs 9.79%)



Engagement

Of all the web layouts they saw, this was the version the Directors **engaged** with most (71.9%)



Time (s)

The interns spent almost twice as much **time** as all the other groups looking at this layout (26.63 vs 13.45 seconds)

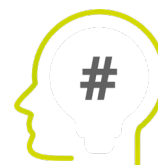


Non Marketing

The **non-marketing** participants were able to focus more on this format than their marketing counterparts (47.67 vs 43.47)



In the post-research **survey** only two respondents free-recalled this layout*



Overall, this format **ranked** 3rd out of all the web layouts researched

*2 respondents cited 'centralised' in their free-recall

Web: Layout Centre Video

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Director

As a group, the **Directors** spent by far the shortest amount of time viewing this layout (11.72 vs an average of 20.83 seconds)



The **female** participants were much more relaxed whilst viewing this web layout than their male colleagues (35.65 vs 27.31%)

Intern

The **Interns** produced their second lowest score for excitement for this layout (17.46%)



Engagement

Overall, this web layout had the second lowest score for **engagement** of all the different layouts presented (62.27%)



Time (s)

The interns viewed this for the longest **time** of all the groups (64.13 seconds)



Excitement

Despite the use of video, this layout produced the third lowest results for **excitement** (30.8%)



In the post-research **survey** only two respondents free-recalled this precise layout, although 39% recalled seeing a video in at least one of the layouts



Marketing

Marketing people spent significantly less time looking at this layout than their non-marketing colleagues (15.92 vs 22.72 seconds)



Overall, this format **ranked** 18th out of all the web layouts researched

Web: Layout Forms Button

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Director

The **Directors** provided the highest score of all groups for the excitement metric with only 40.68%



Female participants were much more able to relax and recover from this format than their male counterparts (34.10 vs 27.89%)

Manager

The **Managers** had the lowest response for relaxation (29.6%)



Engagement

The interns showed the highest levels of **engagement** with this layout, providing results of 70.39%



Time (s)

The **directors** spent the least amount of time looking at this layout (9 secs) and the interns spent the most (23.25 secs)



Stress

This layout was one of the lowest ranked for **stress**, i.e. most people were comfortable with it



In the post-research **survey** only one respondent free-recalled this layout



Non Marketing

The **non-marketing** participants found this layout more exciting than their marketing colleagues (33.63 vs 27.10%)



Overall, this format **ranked** 4th out of all the web layouts researched

Web: Layout Forms Webform

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Manager

The **Managers** provided their highest response for engagement on this layout, out of all the versions viewed (65.55%)



The **female** participants recorded significantly higher responses for excitement, relaxation and interest for this web layout, than the males.

Intern

The **Interns** were the most excited by this format (71.82%)



This web layout produced the second highest score for **focus** out of all the web versions sampled (47.98%)



The Directors spent the least amount of **time** looking at this layout (7.61 secs)



This web layout ranked top for the **excitement** metric out of all the layouts viewed (34.89%)



In the post-research **survey** no respondents free-recalled this layout



This was one of seven web layouts which showed no significant differences between **marketing** and **non-marketing** people on any of the six metrics measured



Overall, this format **ranked** 2nd out of all the web layouts researched

Web: Layout Forms Webform BTF

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The guide to the General Data Protection Regulation contains:

- Information about consent
- The legal jargon of the law
- The direct effect on your business
- How to get your B2B data to comply with the GDPR
- An explanation of rights under GDPR
- Descriptions of special category and criminal offence data
- Guidance on protecting children's data

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Director

The **Directors** were the most focused on this layout with an average of 53.61% (vs the average of the other groups, which was 44.74%)



The **males** were significantly less excited by this web layout than the females (27.49 vs 33.22%)

Intern

The **Interns** spent over twice as long as the other groups, looking at this layout (38 vs 17.55 seconds)



This layout had the lowest average score for **interest** of all the web layouts tested (56.36%)



Excitement



Stress

This layout scored in the lowest 20% for **excitement, stress, relaxation and interest**



Relaxation



Interest



Excitement

This web layout produced the second lowest responses of all the layouts for the **excitement** metric (30.25%)



In the post-research **survey** only two respondents free-recalled this layout



Marketing

The **marketing** participants provided significantly higher readings for the relaxation metric than their non-marketing colleagues (35.87 vs 28.93%)



Overall, this format **ranked** 11th out of all the web layouts researched

Web: Squeeze Text Form

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Executive

The **Executives** spent the least amount of time looking at this layout (5.46 seconds)



The **females** were significantly more relaxed with this layout than the males (33.69 vs 27.06%)

Intern

Unusually, the **Directors** were the group who spent the most time looking at this format (9.45 vs 5.93 seconds)



Of all the web layouts seen, this produced the lowest result for **relaxation** (30.25%)



This web layout provided the third highest score for **focus** (47.82%)



The Directors provided the highest results for **excitement** of all the groups, with just 36.94%



In the post-research **survey** only one respondent free-recalled this layout



The **marketing** participants were significantly less excited by this web layout than their non-marketing colleagues (24.78 vs 34.52%)



Overall, this format **ranked** 10th out of all the web layouts researched

Web: Squeeze Text Socials

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1,200
TWEETS

562
LIKES

2,400
SHARES

Director

The **Directors** were the group who found this layout the most stressful (54.29%)



The **females** recorded significantly higher results for relaxation on this web layout than the males (37.06 vs 29.40%)

Intern

The **Interns** were the least focused of all the groups when viewing this layout (34.72%)



As a result of the comfort participants experienced when they viewed this format, it was in the top 20% for **relaxation** of all the web layouts



This web layout was the least **stressful** of all the versions the participants viewed (48.18%)



The interns spent almost twice as much **time** looking at this layout, as the other groups (28.38 vs 16.84 seconds)



In the post-research **survey** only one respondent free-recalled this layout

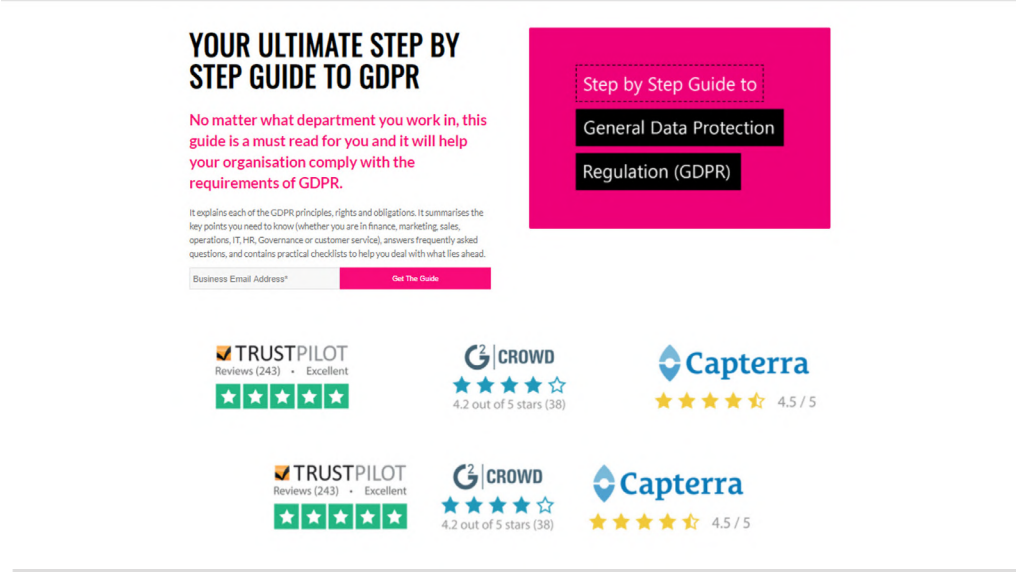


The non-marketing participants were significantly more excited by this format than their marketing colleagues (33.83 vs 27.81%)



Overall, this format **ranked** 13th out of all the web layouts researched

Web: Squeeze Text Testimonials



Director

The **Directors** provided the highest results for focus of all the groups (60.57%) which was also the highest score they produced for focus on any of the layouts seen



The **males** were significantly less relaxed with this layout than their female colleagues (30.8 vs 36.3)

Intern

The **Interns** provided the highest responses for this layout on engagement, relaxation and interest



The Directors were also the most **excited** by this format (50.55 vs the other groups average 32.88%)



This format provided the second highest results for **excitement** and **relaxation** of all the web layouts seen



The **marketing** people recorded significantly lower levels of focus for this layout (41.93%) than all the other groups except the interns (34.05%)



In the post-research **survey** 13.79% of respondents free-recalled this layout



Overall, this format **ranked** 12th out of all the web layouts researched

Web: Squeeze Text Visual Form

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Director

Of all the web layouts viewed, this is the one the **Directors** spent the least time viewing (7.06 seconds)



The **female** participants were significantly more excited by this web layout than their male counterparts (35.56 vs 29.77%)



This layout was in the bottom 20% for **focus** of all those seen



The **male** participants were significantly less relaxed with this format than the females (28.55 vs 35.48%)



For this layout the interns provided the highest response for **engagement** of all the groups (68.99%)



For this layout the interns provided the the lowest score for **excitement** (24.11%)



In the post-research **survey** only one respondent free-recalled this layout

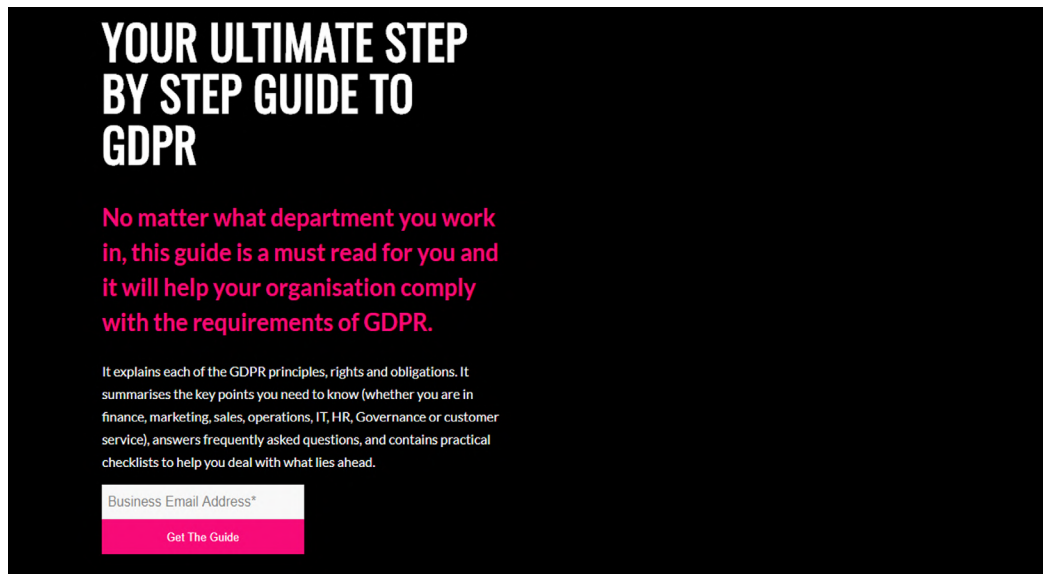


The **non-marketing** people were more interested in this format than the marketing ones (59.54 vs 54.84%)



Overall, this format **ranked** 8th out of all the web layouts researched

Web: Visual Button Left



Director

The **Directors** were the most stressed by this layout (62 vs 51.71%)



The highest response produced for excitement by a **female** was 28.79% higher than the highest produced by a male.

Intern

With a result of just 15.03%, the **Interns** viewing this web layout produced the lowest response for excitement of the whole experiment



Excitement



Stress

The female participants were significantly more **excited** (32.87 vs 26.82%) and **stressed** (55.95 vs 49.74%) with this format than their male colleagues



Time (s)

The interns spent over twice as long as other groups looking at this layout (24.5 vs 10.35 seconds)



Excitement

This layout produced the lowest response of all the websites, for **excitement** (29.74%)



In the post-research **survey** 10.34% of respondents free-recalled a black background



Non Marketing

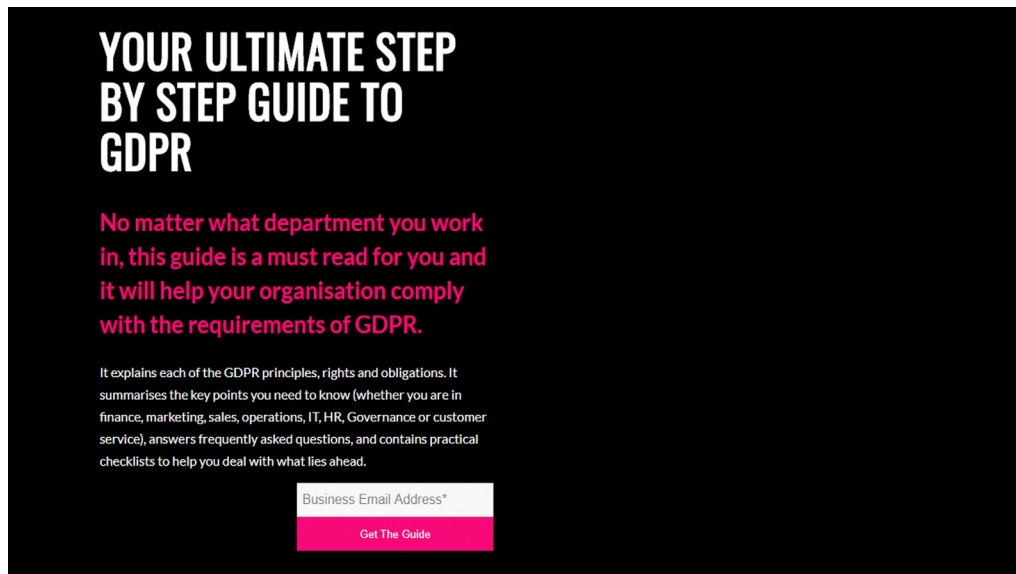
The **non-marketing** participants were more excited by this format than the marketing professionals (31.15 vs 26.03%)



#

Overall, this format **ranked** last out of all the web layouts researched

Web: Visual Button Right



Executive

The **Executives** viewed this format really positively. It provided their top responses of all the web layouts seen, for engagement, excitement and focus



The **females** who took part, were more interested in this format than the males (60.8 vs 55.61%)

Manager

The **Managers** gave this layout their lowest web scores for excitement, stress and focus



This web layout scored top for **focus**, with a position 10 places higher than its 'left' counterpart



The longest time a male spent looking at this format was 20 seconds longer than the longest **time** spent by a female (43.5 vs 23.5 seconds)



As a group, the Directors gave this layout the highest score for **excitement** (71.27%)



Marketing people were less excited by this layout than their non-marketing peers (26.2 vs 35.75%). They were also less stressed and gave it significantly less focus than the non-marketers



In the post-research **survey** 10.34% of respondents free-recalled a black background



Overall, this format **ranked** top out of all the web layouts researched

Web: VI Auto Play Video

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Manager

This web layout was the one the **Managers** spent the most time looking at out of all the versions (35.15 seconds) but it was also the one they found the least relaxing (26.72%)



The **females** were significantly more relaxed than the males (35.09 vs 28%)

Intern

The **Interns** spent almost 4x as long looking at this format, as the Directors (75.88 vs 19.61 seconds)



The **male** group were less excited by this format than the females (28.8 vs 35.73%)



Time (s)

Of all the web layouts seen, this version came second in terms of the **time** people spent viewing it (28.22 seconds)



Interest

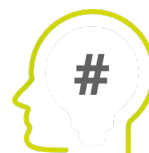
The results provided for **interest** by this web layout were the second lowest of all the versions seen (57.01%)



In the post-research **survey** 39% recalled seeing a video in at least one of the layouts



The **non-marketing** people focused on this layout more than the marketers (48.83 vs 43.53%)



Overall, this format **ranked** 9th out of all the web layouts researched

Web: VI Click Play Video

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Executive

Director

The **Executives** and **Directors** both spent almost twice as long looking at this layout, as the 'autoplay' version (40.36 vs 23.77 secs and 35.34 vs 19.61 secs respectively)



The **male** participants were more engaged with this format and less stressed by it than their female peers



Excitement

This layout ranked 4th in terms of **excitement**, 9 places ahead of the 'autoplay' version



Relaxation

This version ranked 6 places higher in terms of **relaxation**, than its 'autoplay' equivalent (6th vs 12th place)



Time (s)

The average amount of **time** the participants spent looking at this layout was approximately 5 seconds longer than the 'autoplay' version (33.35 vs 28.22 seconds)



Focus

The highest response produced for **focus** by a male was 21.93% higher than the highest response produced by a female.



In the post-research **survey** 39% recalled seeing a video in at least one of the layouts



Marketing

Marketing people spent longer looking at this and were more relaxed than their non-marketing colleagues



Overall, this format **ranked** 5th out of all the web layouts researched

Web: Visual Image Female

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Director

With a result of 72.70%, this layout produced the highest score of all the versions for **Directors** on the challenge



The **females** were 6.22% more excited by this web layout than their male colleagues (36.02 vs 29.79%)

Manager

Of all the groups, the **Managers** were the least stressed by this layout (46.89%)

Intern

The **Interns** provided the lowest result of the groups for focus on this layout (33.44% vs 48.4%)



Stress

This web layout was ranked top for the stress it created within the brains of the participants. It also provided the highest scores for this metric for directors, females and non-marketers



The highest response for a **non-marketing** person on the excitement metric was 31.19% higher than the highest response from a marketer



When asked about gender in the post-research **survey** 44.8% of respondents included mention of 'a female'



The **marketers** were more relaxed when viewing this layout than their colleagues (37.93%)



Overall, this format **ranked** 14th out of all the web layouts researched

Web: Visual Image Male

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Executive

This was the layout which provided the highest response from the **Executives** on the interest metric (61.31%)



As a group, the **female** participants found this layout significantly more exciting (37.25 vs 29.98%) and interesting (63.90 vs 55.74%) than their male counterparts.



Engagement

The Interns provided the highest results for **engagement** on this layout (68.59%)



Interest

This layout came top of the **interest** metric, some 8 places above the female version



Stress

This layout provided two of the lowest scores, for all web layouts, from the Directors. These were for the metrics of **stress** (51.06%) and **focus** (48.48%)



Focus



Marketing

The **marketing** participants were much less excited about this format than their non-marketing colleagues (28.71 vs 35.32%)



When asked about gender in the post-research **survey** 57.45% of respondents included mention of 'a male'



Overall, this format **ranked** 7th out of all the web layouts researched

Web: Visual Image Picture

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Executive

For the **Executives** this layout created their highest result for relaxation (34.79%) and their lowest score for focus (42.31%)



The **male** participants were significantly less relaxed when viewing this layout than their female peers (31.33 vs 37.46%)



Time (s)

The Directors spent the least amount of **time** looking at this format of all the groups (7.84 vs 11.99 seconds)



Relaxation

This was the web layout which had the highest overall score for **relaxation** (34.32%)



Excitement

Despite looking at it for the shortest amount of time, the Directors were also the group who produced the highest results for this layout for **excitement** and **focus**



Non Marketing

The **non-marketing** professionals were more excited by this web layout than their marketing colleagues (33.74 vs 29.16%)



Focus



In the post-research **survey** only two respondents free-recalled this layout



Overall, this format **ranked** 17th out of all the web layouts researched

Web: Visual Image Product

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Engagement

This web layout produced the lowest average response of all the designs researched, for the **engagement** metric (61.12%)



Of the two genders, the **female** participants were significantly more excited by this layout than their male colleagues (36.12 vs 27.31%)

Manager

Executive

Intern

Of all the layouts they saw, this one had the lowest response for engagement from the **Managers, Executives** and **Interns**



Marketing

The **marketing** people were significantly more stressed by this layout than the non-marketers. It was the highest score for the marketers for this metric of all the layouts they saw (55.94%).



Relaxation

The males who took part, found this the least **relaxing** of the web layouts they saw (26.76%)

Non
Marketing

The **non-marketers** gave this layout their lowest score for engagement (60.91%)



In the post-research **survey** four respondents free-recalled this layout



Overall, this format **ranked** 15th out of all the web layouts researched

Web: Visual Image People

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Director

The **Directors** provided the highest responses of all the groups viewing this layout, for excitement, stress and focus



The **females** who took part in the experiment, found this layout significantly more relaxing than their male colleagues (36.27 vs 29.92%)

Intern

The **Interns** spent the most time looking at this format, over twice the time of the other groups (23 vs 10.66 seconds)



Focus

This layout provided the lowest responses for **focus** of all the web layouts the participants saw (44.59%)



Time (s)

The marketing people showed less **interest** in this format than their non-marketing peers (54.24 vs 59.24%)



Excitement

The most **excited** non-marketer found this layout 34.78% more exciting than the most excited marketer



In the post-research **survey** 11.49% of respondents free-recalled a group of people



Marketing

Both the **marketing** and the **non-marketing** participants produced one of their lowest responses for this layout. For the marketers it was on the engagement metric, and for the non-marketers, it was on the focus metric



Non Marketing



Overall, this format **ranked** 16th out of all the web layouts researched

Additional Insights

The structure of the experiment was designed so participants got 'used' to the sensations of being filmed and also wearing the EEG headset. This was to try and make their response as close to 'normal' as could be achieved within the confines of practicality. However, this provided some additional 'bonus' insights which are detailed below:

Survey 1

The first task the participants were asked to do once the headset was on and verified, was complete a survey (appendix B) to capture their basic demographics. This was made up of 9 questions, most of which were open text response. Only one (seniority) was populated by a drop-down box which they had to select from.

Survey 2

After the participants had viewed all of the email formats and the web layouts, they were then asked to complete a second survey (appendix C). This was designed to follow the format of more conventional research questions, and ascertain which versions they thought they liked best, and which they were able to recall etc.

The survey operated on a 'free-recall' basis, so it tried to ascertain the formats and layouts which the participants could remember voluntarily. The alternative to this is to show formats and layouts and ask if they remember seeing them. This is not so relevant for research in the marketing sector, as we usually want to know what images and designs had sufficient impact to be recalled...without prompt.

During their time completing these two tasks, the following observations were made as a result of the activity captured by the EEG headset:

Bonus: Survey 1

Director

The **Directors** found the survey the most stressful of all the groups (67.20 vs 54.71%)



The slowest **female** took 40.5 seconds longer than the slowest male to complete the survey

Manager

The **Managers** were the fastest to complete this survey, in an average of 49.96 seconds



The **males** were significantly more relaxed when completing this survey than the females (31 vs 37.14%)

Executive

The **Executives** took the longest time to complete the survey, and they were the least relaxed whilst doing so



The **non-marketers** were more engaged in this task than their marketing colleagues (74.89 vs 69.75%)



All of the groups were more **engaged** with this than with any of the email formats and web layouts they saw. The most **engaged** group completing this survey were the Interns (84.72%)



With the exception of the directors, all of the groups provided higher **excitement** and **focus** results for completing survey 1 than they did for any email format or web layout they saw

On average, the females took 9.74 seconds more **time** to complete the survey than the males (64.33 vs 54.59 secs)

Bonus: Survey 2

Director

The **Directors** were significantly more stressed by the VIF web layout (72.7%) than they were by completing this task (64.41%).



The **males** took longer to complete this survey (179.7 vs 169.4 seconds), with the fastest female completing it 40 seconds quicker than the fastest male

Manager

The **Managers** showed more interest (i.e. attraction) completing this end of task survey, than they had in any of the email formats or web layouts they had viewed (58.5%)



Marketing professionals found this task significantly more stressful than their non-marketing peers (61.08 vs 54.68%)

Executive

The **Executives** found survey 1 more stressful to complete than this one (58.51 vs 55.24%)



The slowest **non-marketer** took 123 secs longer to complete this survey than the slowest marketer



Time (s)

In a reversal of nearly all the formats and layouts, the Interns completed this in the least amount of **time** while the Directors took the longest (139 seconds vs 184.34 seconds)



Stress

The Managers, Interns, Females, Males, Marketers and Non-marketers all produced their highest responses for **stress** when completing this survey.

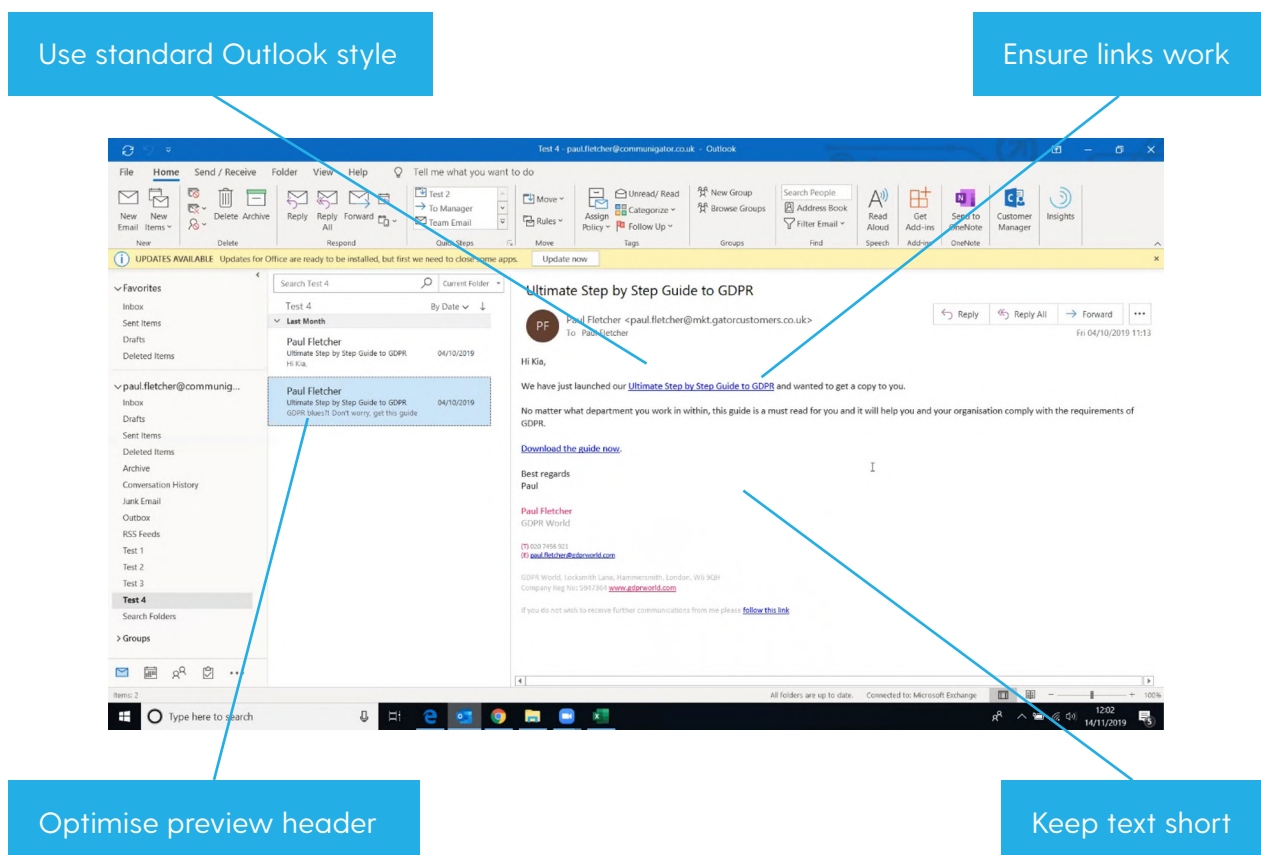
DISCUSSION

The research conducted has demonstrated that even minor changes within the design and layout of emails and web landing pages, can produce significantly different responses within the brains of recipients. The same content presented in a number of different ways, has shown that powerful responses are triggered by some, and not other, design elements.

In order to achieve the best results for email and marketing activities, in an ideal world the content would be tailored for individual users. However, where more generic approaches are required, what is the optimum combination from the results that have been achieved here?

Email

The conclusion of the EEG responses and the live tests carried out, are that 'standard' Outlook is the most effective way of engaging with a wide variety of audiences. This produced the highest results for all four of the six metrics where high results are considered desirable – engagement, excitement, focus and interest. The Pyramid layout was second, with the Zig zag layout third.



The email content should be kept short, and there is a very marginal preference for the preview header to be optimised. Gifs can increase the duration someone spends engaging

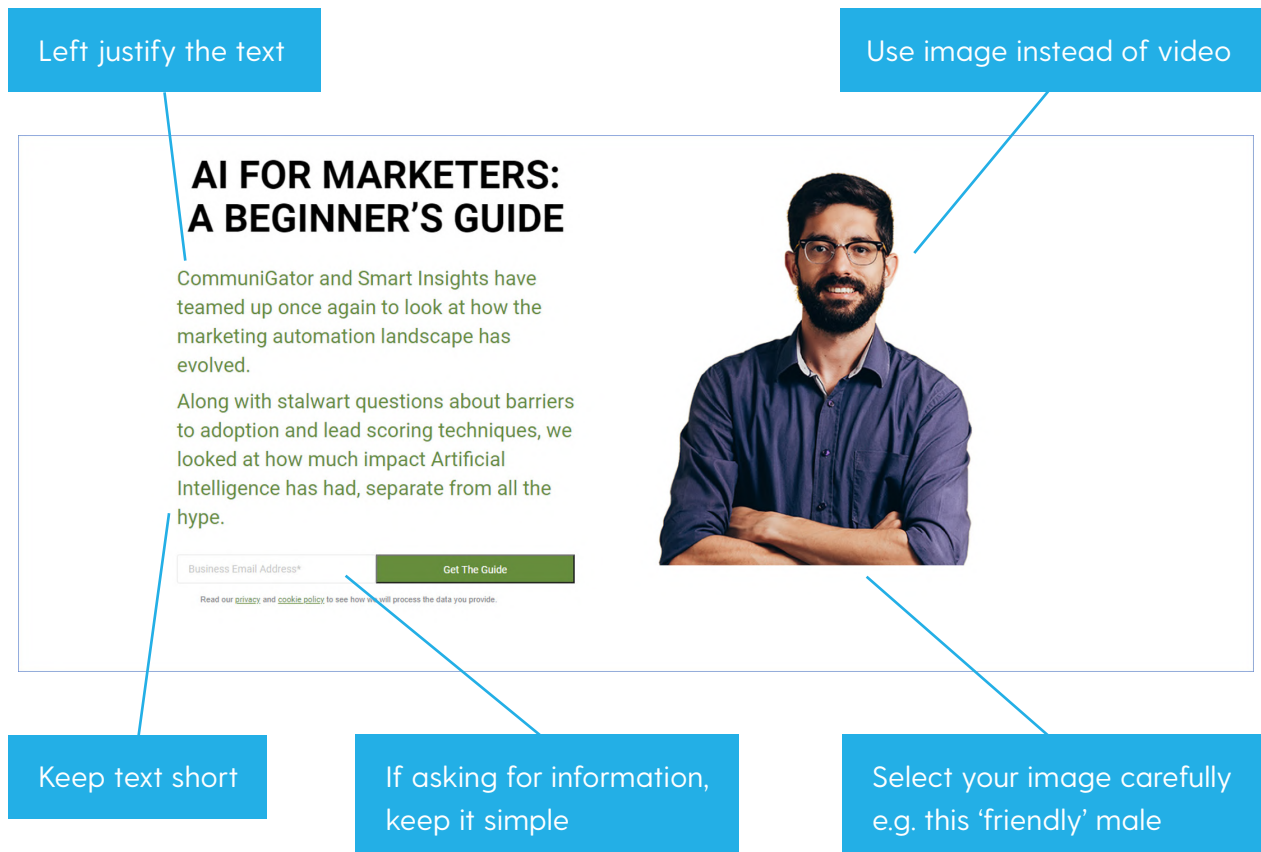
with the email...however, please recall that they had been pre-installed on the machines used

during the research, so these results are unlikely to be as positive in real-world examples (where few people download such content). Static images should be avoided – if people are to download the content, they appear to want it to be worth their effort!

There was one more interesting observation which was made during the email part of the research. Within the emails and landing pages, a number of links were included to help simulate real activity and capture attempted calls to action. However, in several cases, these links were designed to return an error code, similar to those which are all-too-commonly found and experienced. The interesting aspect of email behaviour, was that in the vast majority of cases, when someone experienced the error code, they went back to the original email and simply moved on to the next message. Where this link was early in the copy of the email, they rarely progressed any further through the rest of the text. Furthermore, the brain responses at this time showed short-term spikes in stress levels and were often paired with drops in interest. On the few occasions where participants did return to read the rest of the email copy, the interest metric did not return to the level it was prior to experiencing the broken link. This provides two different ways of proving how detrimental broken links are to the flow of email consumption. Avoid them!

Landing page

Here, the live tests and the EEG responses again align regarding many of the results. So, the optimum landing page should be made of the following components:



Across both the EEG research and the live testing, this layout performed the best. The highest overall result for interest, combines with high levels of engagement, focus and recall to make this an effective layout. In the live tests, for one period of results, this even achieved a conversion rate of 40%!

The key elements are that the text is left justified, and there is enough to be informative, but not laborious. Images are preferable to video, although if you have to include one, it should be click to play rather than autoplay. The CTA should be simple to complete, and not seeking to capture information or data which is too personal or sensitive. Finally, the image. Choose very carefully! Of the two used throughout this research, the image of the male consistently outperformed that of the female. However, this may be as a result of body language or perceived authenticity, rather than simply a gender bias. What is clear, is that images of groups detract attention and divide focus, so are not such an 'easy' choice after all!

APPENDICES

Appendix A – Organisations who participated in the research

Appendix B – Survey 1 (pre-research)

Appendix C – survey 2 (post-research)

Appendix D – Welcome and Briefing sheet

Appendix E – Consent form

Appendix F – The participants

Appendix G – Web layout results table with thumbnails

Appendix A – Organisations who participated in the research

CommuniGator (now Spotler)
Compufile Systems Ltd
CPI UK
Freeman Clarke
GMG Business Coaching
Iconic Digital
iOpener Institute
Kingpin Communications Ltd
Martek Marine Ltd
NatWest Bank
Pomegranate Media
Web Results Direct
West Midlands Growth Company
Workbooks Online Ltd

Appendix B – Survey 1 (pre-research)

Number	Question	Options
Q1	First and last name	
Q2	Age	
Q3	Gender	
Q4	Company name	
Q5	Industry sector	
Q6	Job Title	
Q7	Function	
Q8	Seniority	<ul style="list-style-type: none"> • Director • Manager • Executive • Intern
Q9	Approx no. of employees	

Appendix C – Survey 2 (post-research)

Number	Question	Options
Q1	I had a good understanding of what was expected of me during the experiment.	<ul style="list-style-type: none"> • Strongly agree • Agree • Disagree • Strongly disagree
Q2	Did you feel engaged with the experiment from start to finish?	<ul style="list-style-type: none"> • Strongly agree • Agree • Disagree • Strongly disagree
Q3	Do you have any suggestions to improve the way the experiment is conducted?	
Q4	Which Web Page do you recall the most?	
Q5	Which Email do you recall the most?	
Q6	Which Web Page was the most aesthetically pleasing?	
Q7	Did you complete the call to action on any of the Web Pages?	
Q8	Did you complete the call to action on any of the Emails?	
Q9	Do you recall any specific genders within the Web Pages?	
Q10	Would you be more likely to complete the call to action when presented with an image or a video?	
Q11	Did a Longer or Shorter content email incentivise you to complete the call to action more?	<ul style="list-style-type: none"> • Longer • Shorter

Appendix D – Welcome and Briefing sheet

Thank you for agreeing to take part in our exciting research. We expect it to last no longer than 1 hour, although you are of course free to cease your involvement and leave at any time if you wish to do so.

Purpose

The research being conducted is to discover what activity is taking place within the brain as people encounter a variety of email and webpage formats. This is to help us better understand the ways we can make marketing materials more engaging, and ensure they have greater impact with a wide cross-section of the target audience.

Process

The research requires you to wear a remote EEG (electroencephalograph) headset. This is a non-invasive way of measuring which parts of the brain are being activated by the things that are going on around us. Although it may look and feel quite strange, there is nothing to fear from it at all.

The EEG headset measures tiny electrical impulses which occur within the brain. The location and intensity of these messages tells us a lot about the way the brain is responding to what it is being exposed to. In order to work effectively we need to ensure each of the 14 sensors has good contact with your skull, so some 'rearrangement' of hairstyles may be required.

Whilst wearing the headset, try not to knock it, move it or make any 'extreme' facial movements (e.g. scrunching your whole face up) as these can be detrimental to the results we will be able to achieve.

We will also be videoing you during the research. This is so we are able to match the responses measured within your brain to precise stimuli and actions you are completing at that time.

Once the headset is properly fitted, we will show you a number of different emails styles and webpage formats. In order for us to analyse your responses to the format rather than the content, each of these will show the same basic information presented in a number of different ways. Please read through the information you have presented to you, and then do one of two things. If you feel this format interests you and that you would like to find out more, please complete the 'Get This Guide' box with your email address (no content will actually be sent, this is just for demonstrating your intention at this stage). If you do not feel that you would like to find out more from the format presented, please just close the tab down by pressing the 'x' at the top of the screen, and the next format will be presented to you.

Please work your way through the examples provided in the order they appear, working from the tab on the left of your screen, across to the one on the right.

Once you have seen them all, we will then ask you some further questions before removing the headset.

Results

The results obtained will be treated confidentially and kept completely anonymous. However, we will ask you for your basic demographic information to enable us to report the findings at this level.

Please be assured that there will be no record that links the data collected from you with any personal data from which you could be identified.

Queries

If you have any questions during this research, please do ask your associate.

Thank you.

Principal researchers:

Katie Hart, Rhetic Ltd. (katie@rhetic.co.uk)

Simon Moss, CommuniGator Ltd. (simon.moss@communigator.co.uk)

Professional Indemnity Insurance is provided by Hiscox.

Appendix E – Consent form

This research has been designed in accordance with the British Psychological Society's 'Code of Human Research Ethics 2014' and as such it has been designed to ensure it demonstrates:

- Respect for the autonomy, privacy and dignity of individuals and communities
- Scientific integrity
- Social responsibility
- Maximising benefit and minimising harm

All information and results obtained today will be kept anonymous and will be available for you to access after the findings have been presented at the GatorCon 2020 event on the 5th and 6th February 2020.

By signing below, you are agreeing that:

- (1) you have read and understood the Welcome and Briefing Sheet,
- (2) questions about your participation in this study have been answered satisfactorily,
- (3) you are aware of the potential risks (if any),
- (4) you are taking part in this research study voluntarily (without coercion),
- (5) anonymised data only may be shared, and
- (6) you provide your consent to be videoed and photographed during the research, and for these images to be used in the final presentation if required

Participant's Name (Printed)*

Participant's signature*

Date

Thank you again for your participation.

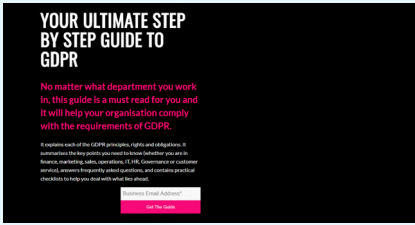



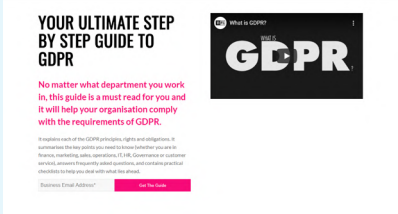


If you have any questions after today about what has taken place, or you would like a copy of the results when they are available, please contact one of the Principal Researchers (whose details will be provided to you on departure).

Appendix F – The participants

The 87 participants were made up in the following ways:

- Gender
 - 42 females
 - 45 males
- Age
 - 2 x less than 20 years old
 - 46 x 20-29 years old
 - 21 x 30-39 years old
 - 12 x 40-49 years old
 - 4 x 50-59 years old
 - 2 x more than 60 years old
- Function
 - 23 Marketing
 - 61 Non-marketing (self-declared as:
 - 13 Sales, 12 Account Managers, 7 Misc. or N/A,
 - 4 Technical Support, 3 Admin, 3 Finance,
 - 2 Client Services, 2 Customer Services, 2 Owners,
 - 2 Project Managers, 2 Software Developers, 1 Analyst,
 - 1 Board & Event Organisation, 1 Engineer, 1 Executive,
 - 1 Inward Investment, 1 Operations, 1 Quality Checker,
 - 1 Tech Attraction and 1 Training),
 - 3 unspecified
- Seniority
 - 9 Directors
 - 25 Managers
 - 38 Executives
 - 4 Interns
 - 11 unspecified

Appendix G – Web layout results table with thumbnails

Position	Title	Thumbnail	Overall score
1	Visual Button Right		326.27
2	Layout Forms Webform		322.49
3	Layout Centre Image		320.96
4	Layout Forms Button		320.92
5	VI Click to Play Video		320.76
6	Layout Centre		320.27
7	Visual Image Male		320.16

Position	Title	Thumbnail	Overall score
8	Squeeze Text Visual Form		320.01
9	VI Autoplay Video		318.80
10	Squeeze Text Form		318.34
11	Layout Forms Webform BTF		317.96
12	Squeeze Text Testimonials		317.64
13	Squeeze Text Socials		317.06
14	Visual Image Female		316.48

Position	Title	Thumbnail	Overall score
15	Visual Image Product		315.38
16	Visual Image People		315.17
17	Visual Image Picture		314.29
18	Layout Centre Video		313.67
19	Visual Button Left		313.59

T 07736 008 915
E katie@rhetonic.co.uk
W www.rhetonic.co.uk
@rhetonic
/aboutkatiehart



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If you want to say 'hello', give us a call: +44 (0)1483 411 911

SpotlerUK

3 The Billings Walnut Tree Close
Guildford Surrey GU1 4UL

info@spotler.co.uk

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