

Insights



Honda CR-V campaign, Bethesda

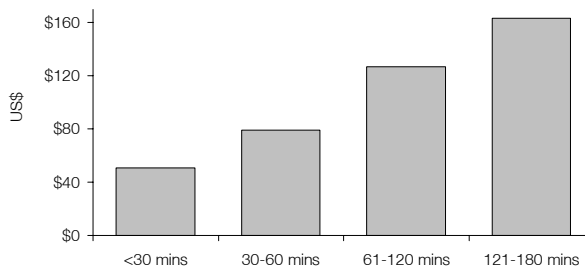


Sephora campaign, Los Cerritos Center, CA

EYE deliver 91% exposure¹ to high spending, persuadable Browsers.

Time is money in malls!

- There are 58 million Browsers in the Eye Shop network each month.
- As a shopper's time in center increases, so does the amount of money spent per visit².



- Browsers spend 25% more time in malls compared to the Specific Purchase Shopper², and consequently spend more money in the mall.
- Over 70% of all purchase decisions are made by shoppers inside the mall³, making mall media the last chance to influence the Browser.
- Eyelites are strategically positioned by design and not default. EYE's ability to impact these Browsers is proven by 91% of all shoppers seeing our ads¹

Sources:

¹ EYE proprietary research study conducted in partnership with Millward Brown 2007

² ICSC Research Review, Vol 14 No 2 2007

³ POPAI 2007