



blueyonder

Innovation in Insight

Introducing Clickscape



We innovate to create insight that gives
your business a *genuine edge*.



It's about finding a way to win



1	BAH	S. MILLER	49.44
2	USA	A. FELIX	49.51
3	JAM	S. JACKSON	49.85





"We're in the 'Tweakment age'. Years of optimization have lead us to a point where advancements, often too subtle for those experiencing them, to articulate, can make a big difference to the brand experience.

Traditional research tools struggle to pull these differences apart – they didn't need to in the past."

Anna Heath, Head of Solutions, Blue Yonder



Transformations are
beautiful.
They are also very rare.
iPhone created a
category in 2007...



...In 2020 iPhone
added a lens.
It's winning this year's
battle that drives
brands forwards.



Insight is only as
valuable as its
ability to give
you an edge...
to make *the*
difference

"You find out that life is a game of inches. Because the margin for error is so small...

I mean, half a step too late or too early, you don't make it. One half second too slow or too fast and you don't quite catch it.

The inches we need are everywhere around us. There in every break of the game, every minute every second"

Al Pacino, Any Given Sunday



It takes a certain
mindset to create
these wins, and push
business forwards

Entrepreneurship

Partnership

Positivity

Nauthenticity*



*nauthenticity = combining the best of the north: being authentic with great storytelling



We combine this
mindset with the
latest insight tech
to find your edge

For example...



CAMELOT





How will we
find your
edge?
Clickscape



2 years ago, a client
set us a challenge...



Q: How can I evaluate instinctive sensorial response to a product, in the moment?

Stan Knoops, Global Head of Insight, IFF

Traditional techniques got close to the moment...but weren't quite there...

	IN MOMENT	EMOTION / SYSTEM 1	ATTITUDES / BEHAVIOUR
Neuroscience		✓	
Diary apps	Effortful		
Liking scales / 'JAR' scales			✓
Wrist bands / pulse based metrics	✓		
Social Media / Digital Behavioural	✓		Strong bias



Clickscape *TRULY* takes us into the moment

- Wearable Button
- Binary data recorded with an exact time stamp
 - 1 Click A
 - 2 Clicks B
- Sensory, Emotions, Attitudes, Observations, Counts
- Recorded at moment of occurrence
- All uploaded to dashboard via smart phone app in real time



Now for a bit more detail...

Button

Patented Technology



Compact - 3cm wide



Bluetooth enabled



Low Energy - 12 month battery life



LED validation system

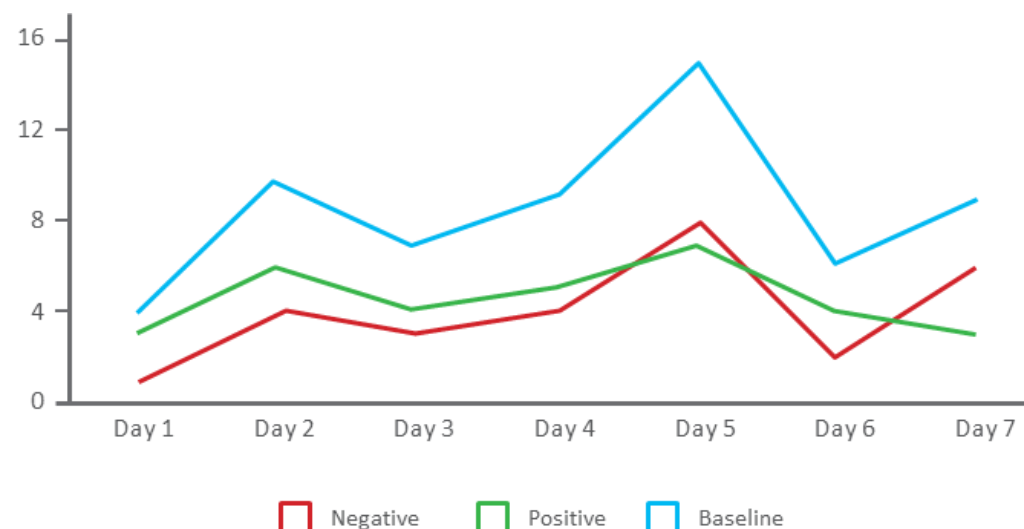


Internal memory stores user specific demographics



Branded or unbranded

Actual size











Records 3 metrics per interaction, in this instance positive/negative



...and the details of the App...

App

-  First time only connection
-  User friendly interface
-  3 Power Buttons to enrich click data (Re-Applied etc)
-  Prompting capability
-  Internal messenger
-  Requests button data every 0.5 seconds
-  Captures 'In The Moment' spontaneous insight
-  Instantly uploads to client dashboard

Combines click data with smartphone metrics:



Temperature



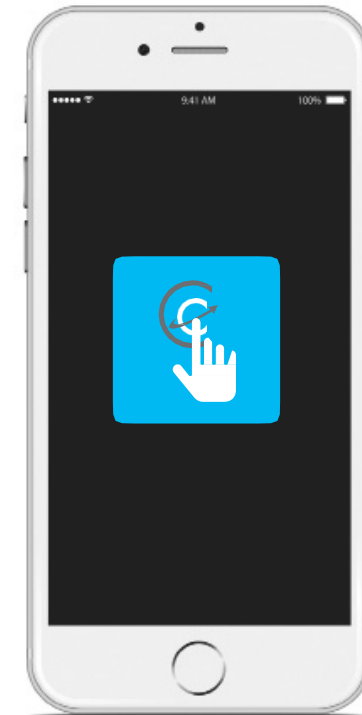
GPS



Step counts



Altitude









Heart Rate (apple watch only)

Activity levels (apple watch only)



...and the behind-the scenes Live Dashboard

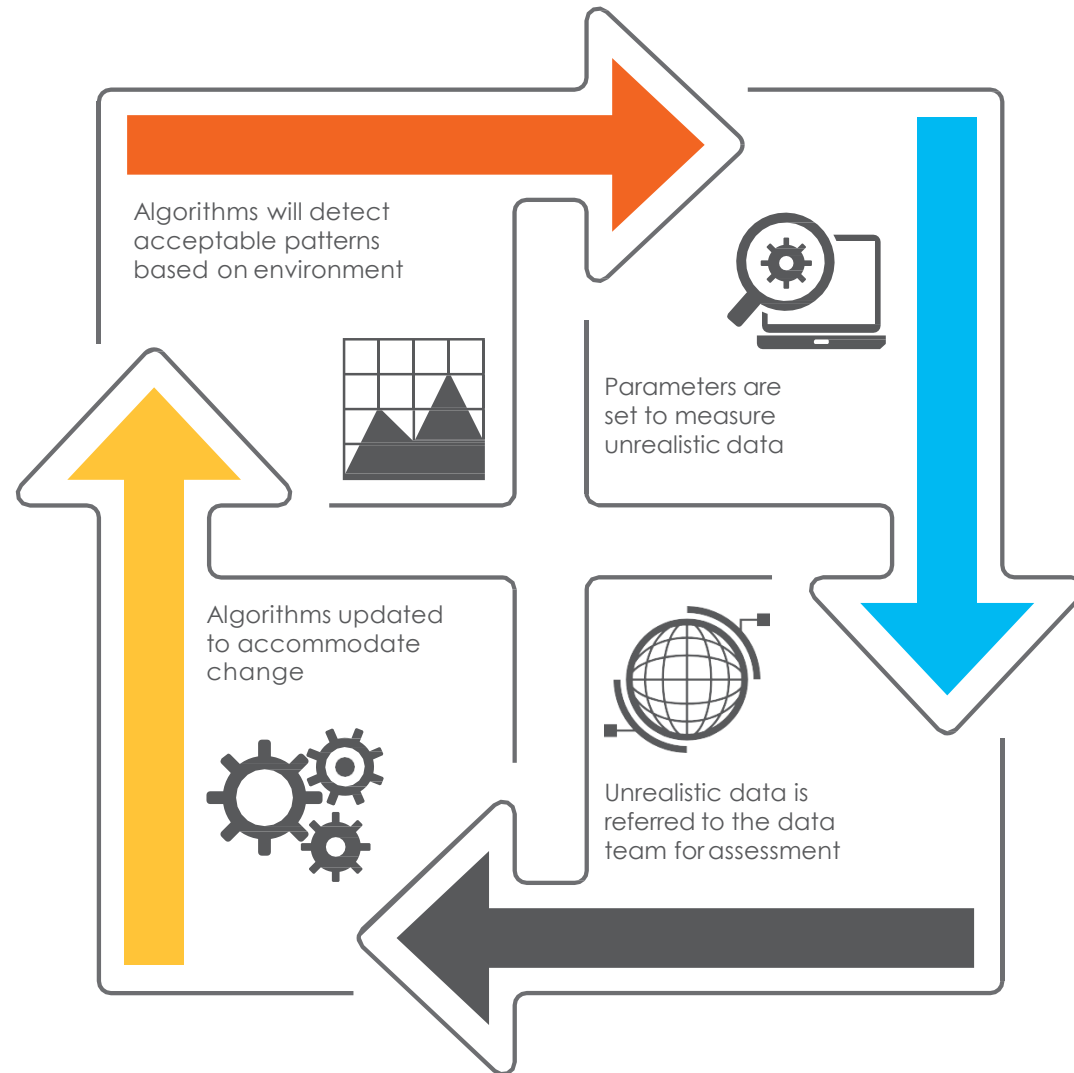
Dashboard

-  Live data updated every second
-  Platform available at www.clickscape.digital
-  Bespoke to client needs
-  Cross tab builder
-  Algorithm to identify suspect data
-  Automated reporting



...with robust data checks

Innovative algorithms detect unusable data cases (flatliners / child playing with button) and remove them from the dataset, pre-broadcast.



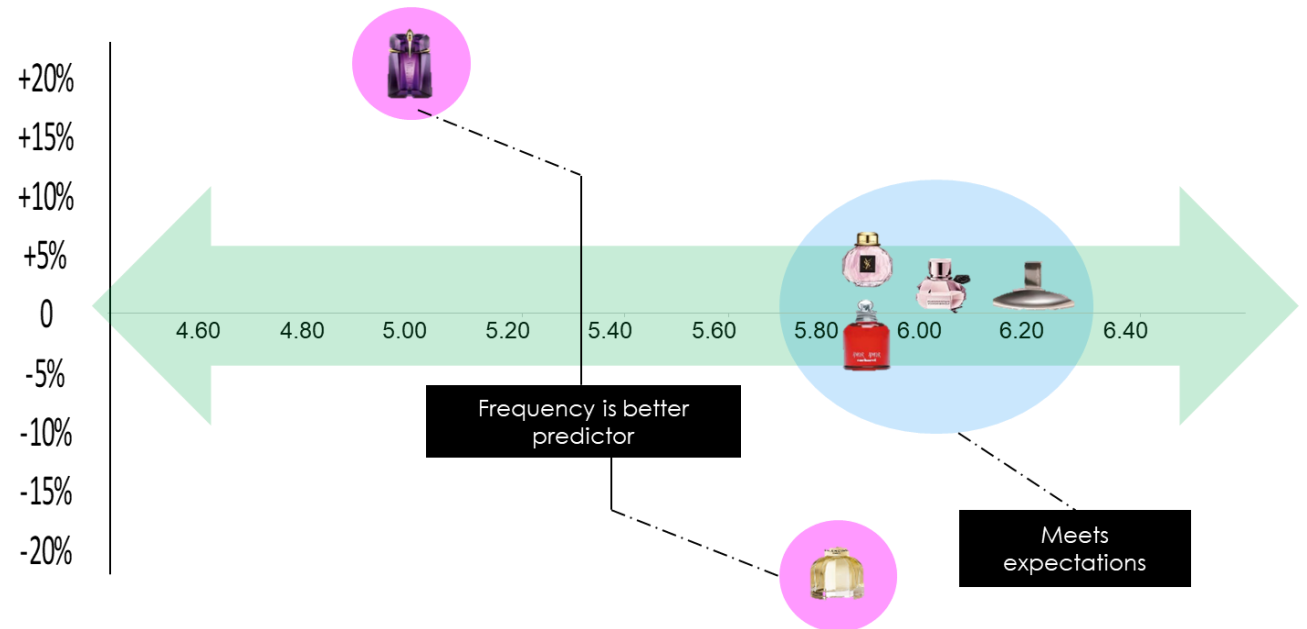
In fragrance, we have revealed a key driver of sales: frequency + emotion

7X

More detailed feedback than app based model

Frequency is a better predictor of in market success

Frequency of smelling vs. traditional liking



"This was a refrigerator insight; we opened the door and a light came on!"

Stan Knoops, Global Head, Insight, IFF



There are just so many cross sector applications



Innovation Development



Brand and Communications measurement



Health Care and symptom tracking Logistics / City /



Road Networks flow CX/UX Moments of truth



Employee Satisfaction



Sports entertainment / Live TV feedback Media /



Politics reach and response

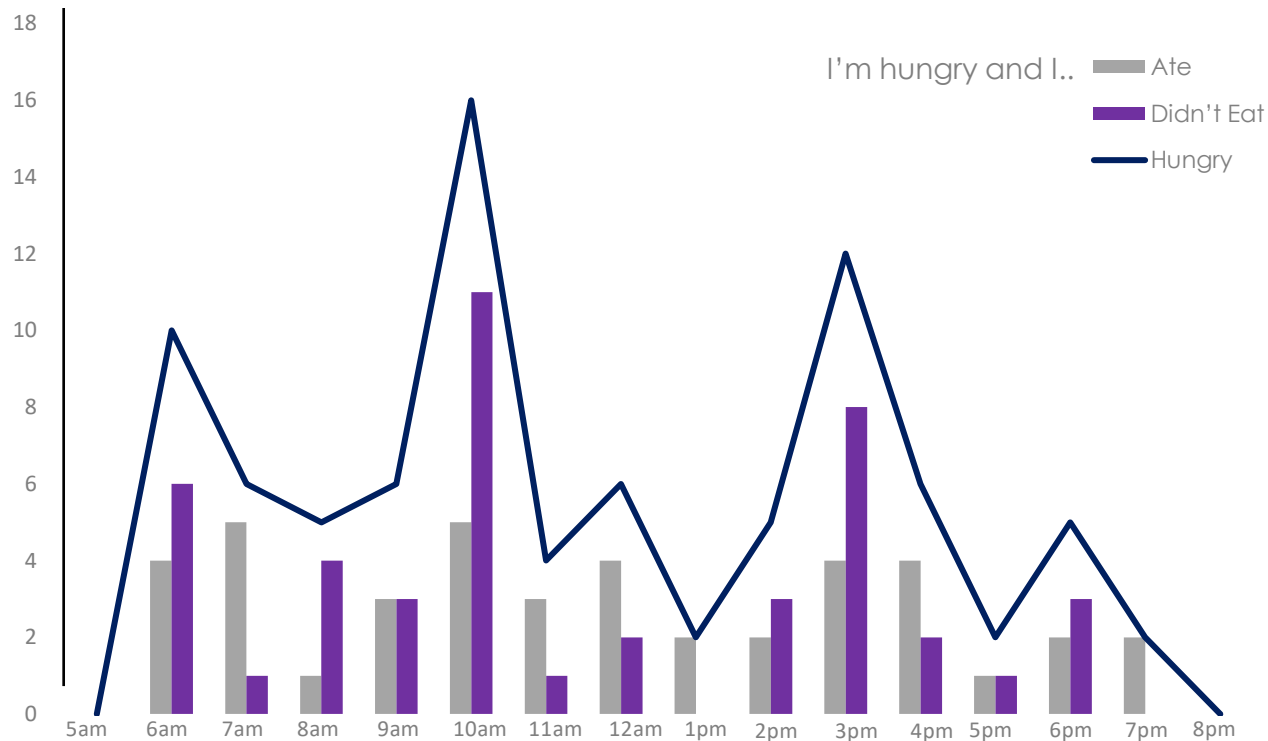
“

...Anywhere we
need to
understand a
moment, in
the moment...

”



Clickscape can help identify unmet needs, or tap into who/what is currently fulfilling consumer demand



Click patterns can also be overlaid to give greater consumer insight for example:

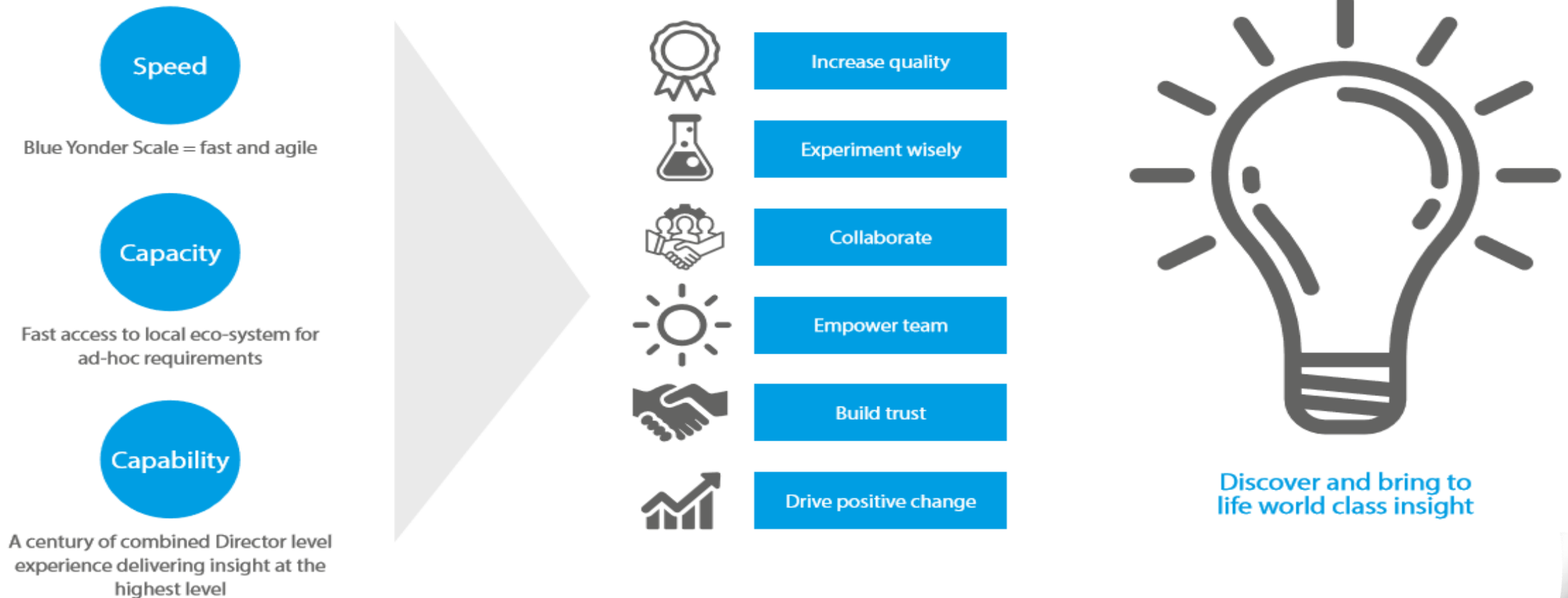
- Peaks in unsatiated hunger coincide with times of day when we're more open to and positive towards advertising
- Afternoon peak coincides with the time of day that we're feeling least satisfied with our reflections

There are lots of scenarios that could be explored:

- + which brands are noticed at key occasions?
- + what type of snack are consumers reaching for?
- + what's the after effect of chocolate on happiness?



With 2 years of hard work, piloting, patenting and partnership behind it, Clickscape shows Blue Yonder's entrepreneurial mindset at its finest...



Introducing Clickscape



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