ARE YOUR SCRATCH GAMES DISPLAYED IN A PLAYER-FRIENDLY WAY TO MAXIMIZE REVENUE POTENTIAL?

OPTIMIZE YOUR PLANOGRAMS

Ipsos presents a unique approach, to test which planogram design best allows for a player-friendly experience.

Designed to closely mimic how Scratch games are shown to players at retailers, and a simulated shopping exercise that allows them to buy tickets based on insert styles.

Use Planogram Testing to:

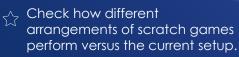


Find the best arrangement of Scratch Games, that maximizes revenue or ease of convenience for players.



Understand the stand-out power and purchase rate for a given planogram design.

Key benefits





The exercise entails showing a mix of ticket 'insert' images – like consumers would be faced with at retail – as well as full ticket images upon clicking-in the specific ticket.

Interested? For further details contact:

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