

5 new neuromarketing insights



Tim Zuidgeest
Neuromarketeer @ ST&T
www.sttresearch.nl
www.studiostt.nl



CONVERSION

ADVERTISING

STRATEGY

RESEARCH



The Latest Neuromarketing Insights Made Actionable

Every month we're searching through 100's of scientific articles, so you don't have to.

Join subscribers from:



Google

HubSpot

Kellogg's



YACHT

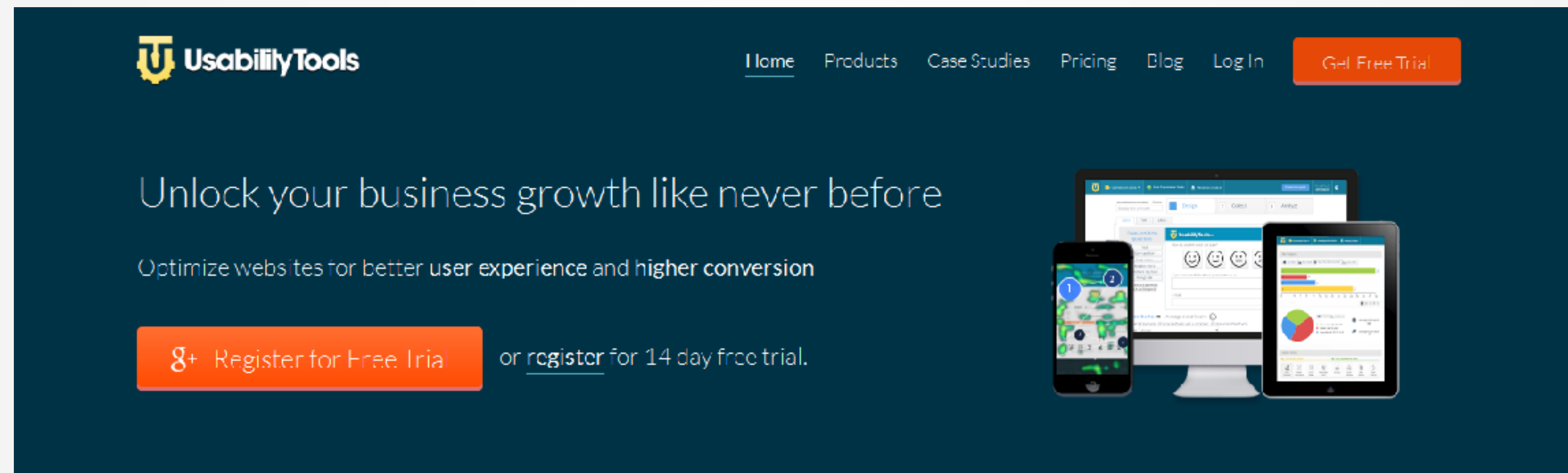
Stay on top of neuromarketing by email

KEEP ME POSTED

De eenzame CTA



Hubson's +1



The screenshot shows the homepage of UsabilityTools. The header features the UsabilityTools logo on the left and a navigation menu with links for Home, Products, Case Studies, Pricing, Blog, and Log In. A prominent orange button labeled "Get Free Trial" is positioned on the right side of the header. The main content area has a dark blue background with the headline "Unlock your business growth like never before" and the subtext "Optimize websites for better user experience and higher conversion". Below this, there is an orange button with a Google Plus icon and the text "Register for Free Trial" followed by the text "or [register](#) for 14 day free trial." To the right of the text, there is an image of a desktop monitor, a smartphone, and a tablet, all displaying the UsabilityTools interface.


UsabilityTools

[Home](#) [Products](#) [Case Studies](#) [Pricing](#) [Blog](#) [Log In](#) [Get Free Trial](#)

Unlock your business growth like never before

Optimize websites for better user experience and higher conversion

[+ Register for Free Trial](#) or [register](#) for 14 day free trial.



Forced choice



Want To Know How To
Build The Physique
You Want?

Check out our exclusive Kinobody Physique Builder Tool

YES SHOW ME HOW!

No thanks, I don't need help reaching my fitness goals.

Loss aversion

- Regret averse
- reluctance to say no



Limieten

- Clicks \neq conversions



Opt-in?

- A. Ja, ik krijg graag 5 euro korting en de nieuwsbrief
- B. Nee, ik mis liever het laatste nieuws



Product Placement

- https://www.youtube.com/watch?v=WJ_-uXQeGSo
- <https://www.youtube.com/watch?v=eb5fpva5iEs>



Product placement

DIT PROGRAMMA BEVAT PRODUCT PLACEMENT PP



Voor en tegen

- Valt meer op (wordt meer gezien)
- Wordt beter onthouden

Maar:

- persuasion knowledge
- negatieve attitude



Cialdini

Robert Cialdini

Sociaal Psycholoog



Schaarste

„Ik wil hebben wat ik niet kan krijgen“



Schaarste

Te veel vraag



Schaarste

Limited supply



Need for uniqueness

- Low
 - conformeren aan de groep
- High
 - onderscheidend



Loss / gain frame

- Low need for uniqueness
 - gain frame
- High need for uniqueness
 - loss frame



The Fee Effect



Fee of Free

- Kamer upgrade
 - gratis
 - voor 10 euro



The Fee effect

- Meer waardering voor betaalde goederen
- Let op: werkt alleen bij producten



Meer?

Elke twee weken nieuwe inzichten in je postvak-in

