

VOXPOPME CASE STUDY

Unlocking Digital Shelf Insights with Voxpopme's Screen Recording for a Global CPG Brand.

OVERVIEW

A global consumer packaged goods (CPG) company with a portfolio of widely recognized household brands had a clear mission: optimize performance across the digital shelf. From product display page (PDP) improvements to third-party seller audits, their shopper insights team focused on understanding how consumers interacted with their products across leading online retailers like Amazon, Walmart, and various regional grocers.

But while the team had made strides in collecting verbal feedback and survey data, they lacked visibility into actual shopper behavior—how consumers clicked, scrolled, filtered, compared, and ultimately made decisions across digital shelves. Their tools told them what shoppers said. They needed to understand what shoppers actually did.

They turned to Voxpopme to fill that gap.

70%

Faster turnaround on digital shelf optimization projects.

5x

Increase in stakeholder engagement from video-based insights.

60x

Faster analysis of user research recordings.

THE CHALLENGE

Seeing Half the Picture.

The team ran regular digital research projects to evaluate how product pages performed across retail sites. They assessed:



Searchability and navigation issues.



Third-party seller impact on brand presentation.



Gaps in content or conversion signals.

But their methods—surveys and post-task interviews—missed key friction points in the shopping journey.

“We kept getting feedback like, ‘The page was easy to use,’ but we’d still see drop-offs or low conversion. We weren’t seeing where shoppers were hesitating or clicking around in circles,”

SENIOR SHOPPER INSIGHTS MANAGER

Complicating things further, different regions had unique retail environments with localized UX quirks and category layouts, especially across regional grocers and international platforms. The team needed a scalable, secure way to see the journey, not just hear about it.

THE SOLUTION

Enter: Voxpopme’s Screen Recording & AI-Powered Analysis.

Already familiar with Voxpopme’s video survey platform, the team expanded their usage to include screen recording studies, embedded directly into their video surveys.

Here’s how they made it work:



Embedded Shopper Tasks: Participants were asked to complete specific tasks, such as finding a specific SKU, comparing prices versus delivery speeds, or locating product usage information, while their screen was recorded. This enabled the team to capture the actual flow across retailer product detail pages (PDPs) and search pages.



No Time Limit, No Lost Context: Because Voxpopme imposes no artificial time limits, the team captured entire journeys, including moments of indecision, tab-switching behavior, and in-depth reviews of content and FAQs.



Region-Specific Journeys: Using Voxpopme’s desktop testing and mobile apps, they ran localized studies in multiple countries, ensuring each market’s unique retail dynamics were captured without requiring a different platform or vendor.



AI-Powered Insights & Centralized Sharing: Each screen recording was analyzed using Voxpopme’s AI insights, which automatically flagged key behaviors, patterns, and sentiment. The research team compiled short highlight reels showcasing stakeholder-specific moments, such as users struggling to locate shipping options or skipping over critical product details.

“We had one project where a key product line was underperforming on two major retailer sites. Once we saw the screen recordings, it was clear shoppers couldn’t find the variant. They were filtering by size and flavor, and never saw it. That wasn’t something they would’ve said in a survey,” GLOBAL DIGITAL INSIGHTS LEAD

RESULTS

Better Visibility, Faster Action.

The shift to Voxpopme's screen recording solution unlocked a new layer of digital insights for the team:



70% Faster Turnaround for digital shelf optimization projects.



5X Increase in stakeholder engagement due to video highlight reels and visual insight delivery.



Improved PDP conversion after directly observing shopper confusion around variant selection.



Consistent, GDPR-Compliant Global Execution across North America, Europe, and LATAM.

The ability to watch the digital shopping journey, and overlay it with sentiment, click paths, and AI analysis, transformed the team's role from analysts to strategic advisors on everything from retailer partnerships to content syndication.

With Voxpopme's user research capabilities, this leading CPG brand finally gained the behavioral visibility it needed to close the loop on digital shelf optimization. With real shopper journeys, no barriers to scaling, and AI transforming video into insights, the team is now positioned to optimize faster, collaborate better, and stay ahead of the ever-evolving digital retail landscape.