

MARTIN OLAUSSON



THE KEY INSIGHTS ABOUT USER BEHAVIOUR

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**CHIEF ANALYST,
ZOOMA**

**THE KEY INSIGHTS ABOUT
USER BEHAVIOUR**



1/3





94%

2,8-8 s





9 s



60,000



**Close capture
image of an eye
in grey scale with
long eyelashes
and iris in
multiple colours,
including green,
yellow, orange,
red, rose, purple
and blue.**

57%



12%



5,4



46%

