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Psychology research company increases client's turnover by 900%



The latest company to move into Tamar Science Park's new Phase 4 development has increased one client's turnover by an incredible 900% using psychological research into how we decide to make a purchase online.

MYO International, which moved into the innovative Phase 4 development this week, employs doctorate-level psychological research to investigate the way the human mind makes decisions, particularly that all important, split-second decision of whether to buy a product when shopping online.

The company assesses clients' websites in order to streamline the communication used, including text, layout and images, both to make it quicker and optimise download times. Psychological optimisation techniques are used to ensure that information either stands out or is ignored, depending on the client's preference. MYO is the only company worldwide to be using such techniques to increase marketing turnover.

DVD distribution company Cornwall DVD increased turnover by 900% after asking MYO to increase the effectiveness of its website.

'We employed the services of MYO International to improve our Christmas sales,' says Kevin Fisher of Cornwall DVD. 'The optimisation was completed quickly and we were delighted when our sales doubled for the next month's business. I was even more delighted when December saw it triple from the previous year. In the current retail climate this is excellent and MYO International has helped our business to stay afloat during these hard times.'

Doctoral Researcher, Neil Trigger, MYO International managing director, says: 'After attending the Internet World Exhibition last year, we felt that people were tackling their marketing in an odd way. They saw that their websites were not converting people so they searched for marketers who only generated more ineffective traffic. This is expensive. If it's not working, that tells you something – try something else! We utilise the existing website visitors and, once conversion rates rise, the money spent on conventional marketing becomes a wiser investment. We have had amazing feedback on our work, so we are really excited to be offering these dramatically increased profits to our clients.' He adds: 'Phase 4 is perfect for our business and we have really benefited from the value-added services the Park provides.'

Nigel Halford, Chief Executive of Tamar Science Park, said: 'It is hugely beneficial to have a company such as MYO International based here at the Park and we hope other client companies take advantage of the services it provides. We are delighted to welcome another company to our prestigious new Phase 4 development, which provides a total business environment.'

Pictured: Neil Trigger, MYO International Managing Director

Friday, 30th January 2009