**Market Research**:

* iMotions (eye tracking): https://imotions.com/eye-tracking/?creative=295783951585&keyword=eye%20tracking%20system&matchtype=b&network=g&device=c&gclid=EAIaIQobChMIq5Xy7fD66wIVy8DACh11lAuFEAAYASAAEgKTHPD\_BwE