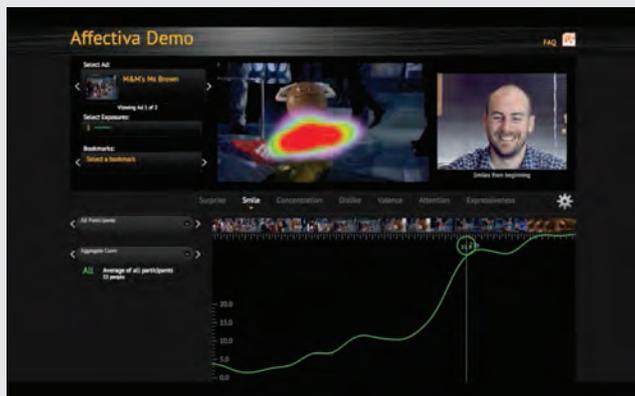


Affdex® with Eye Tracking

Measure consumer attention and engagement with facial coding, emotion analytics and eye tracking – quickly and cost effectively



Ad Engagement Test – Affdex dashboard with Eye Tracking heat map

Today, with so many distractions on a screen, audience attention is dispersed across many competing elements of the page. In this challenging environment brands, media companies, agencies and publishers need to develop impactful digital content, and then serve and place this content in a way that it captures the viewers' attention and emotionally engages them.

To boost advertising revenue, social media outlets and video content providers need to prove that their platform captures viewer attention and engages the viewer emotionally. Not only that, they need to assure the advertisers that they can do this better than competing platforms.

Similarly, concept testing requires you understand what exactly the viewers are engaging with.

The Solution

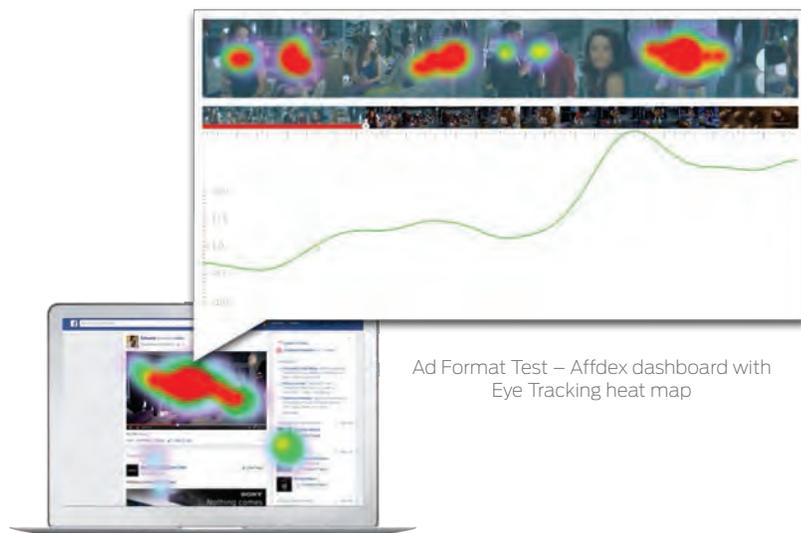
Affdex facial coding and emotion analytics combined with eye tracking offers a unique solution. Facial coding shows moment by moment how your viewers are engaging with your digital content. Eye tracking measures where viewers are directing their attention and for how long.

Benefits

Affectiva works with leading eye tracking vendors to offer a comprehensive end-to-end solution that enables brands, agencies and publishers to measure attention and emotion engagement to boost ad effectiveness and placement – quickly and cost effectively.

About Affdex

Affdex is proven technology used by over 1,400 brands today. Accuracy and scale is afforded by tests of more than 11,000 media units, and analysis of over 2.6 million facial reactions in 75 countries around the globe. Along the way we have built the world's largest emotion data repository with over 7 billion emotion data points that we use to continually boost accuracy and resiliency in real-world conditions.



Ad Format Test – Affdex dashboard with Eye Tracking heat map

Highlights

- See a frame-by-frame analysis of your audience's emotional response to a digital stimulus with a heat map overlaying eye movement.
- Understand if viewer's are struggling to hold attention, look at competing stimuli or dropped-off completely.
- Determine the most attention grabbing and emotionally impactful video format – pre-roll, forced play, click-to-play or other.
- Make informed decisions on where to place your media content.
- Conduct studies in-lab or scale globally online.

GET STARTED NOW

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