# COOL TOOL

## Agile Behavioral Insights
Fast. Easy. Reliable

CoolTool is a a self-service platform based on automation and AI that incorporates the very best of nonconscious measurement tools and traditional survey-based research. By providing automated holistic measurements, we democratize behavioral science and make insights agile.

## The issue

Total digitalization opens access to a large number of communication channels but at the same time makes it much more difficult for brands to attract attention and provoke emotions.

The problem of traditional survey based research - declarations and actual consumer behavior are often very different. In most cases, today surveys are not enough for comprehensive research because people can hide true feelings or can just do not know what they truly think. The role of nonconscious measurements is huge and continue to increase.

Deep behavioral insights obtained on time, analysis of implicit reactions, measuring the emotions of an audience can prevent failure and show previously unclear opportunities for growth and success.

Previously nonconscious measurements were really expensive, time-consuming and required mandatory personal contact with respondents. We solved this problem by using AI and automation.

## The solution

CoolTool makes nonconscious measurements **agile, affordable** and **scalable.** We help our clients to better understand their consumers, innovate and accelerate their research, and reduce the costs significantly. On average, projects run at CoolTool **cost 70% lower** compared to traditional research and **take up to 3 days**.

CoolTool's online solutions use webcam Eye Tracking, Emotion Measurement, Implicit tests to provide deep insights on where visual attention goes, how people react on an implicit level, what emotions they experience at any interaction step.

Our company offers automated behavioral insights for following research directions:
- Ad performance
- Brand performance
- Product performance
- Digital customer experience research
- User experience research (usability)

## How to use CoolTool

**1. DIY.** Use CoolTool as a self-service platform. Upload your methodology or choose one from our marketplace, collect the responses via built-in online panels or use own respondents and get automated reports.

**2. Ad-hoc projects.** We'll provide an insightful solution to answer your questions. Just entrust everything to us and achieve business success.

**3. Integrations** with current approaches and methodologies.
- Augment existing methods and technologies with nonconscious measurements.
- Seamless integration via links and backlinks (in-out) or API calls (coming soon).
- We assist the setup process and connect your certified suppliers.

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Currently, we cover 72+ countries over the world. However, tools are available globally.