



EEG (BRAIN ACTIVITY)

DISCOVER HOW CONSUMERS REACT

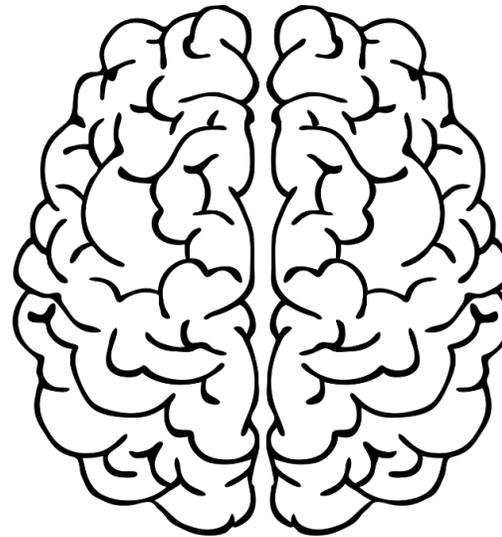


WHAT IS EEG?

EEG (Electroencephalography)

EEG (Brain Activity) is the method of recording electrical activity generated by the brain.

The medium of this electrical activity is our neurons, which communicate with help of electrical signals. Electrical voltage or signal is later converted into waves. This becomes possible thanks to complex mathematical transformations. Brain waves have different amplitudes depending on one's states of mind, as well as external stimuli. Measuring brain activity with help of EEG headset is a non-invasive way to see which messages/images capture consumer's attention and which ones just go by unnoticed.



WHY USE EEG?

People can look at but not think about materials you test. Results from the EEG testing report tell you if consumer is paying attention, if he is focused when he looks at your product, text in ads etc.

HOW IT WORKS

The level of attention/focus is calculated from raw EEG values through the implication of sophisticated machine-learning algorithms, which amplify raw waves signals and remove ambient noises. All that you need to conduct neuromarketing projects with EEG technology is an account at CoolTool and EEG headset.

This is EEG headset



HOW TO SET UP EEG HEADSET

1. Check the battery on your headset and turn the headset on.
2. Turn on Bluetooth on your laptop or computer and pair devices.
3. Place the EEG device on the head – make sure one sensor is intact with your forehead and the clip is attached to your ear.

How to wear EEG headset



WHAT YOU CAN TEST

VIDEO MATERIALS

WEBSITES

ADVERTISEMENT

MARKETING MESSAGES

EEG FOR VIDEO

When the level of attention is high it means messages/objects/visuals you put in the video have achieved the main goal – people looked at it consciously and understood what they've read/saw.

If the level of attention is low it means people didn't focus on your messages in the video. So, your marketing goals haven't been reached yet and you have a chance to rebuild the video material, put more upbeat messages in it, change the video sequence or rearrange insignificant elements if they distract people from the key messages.

Electromagnetic waves produced by lobe part of the brain are crucial for understanding whether the video material can provoke interest, or if it leaves viewers uninvolved and reluctant



EEG FOR WEBSITES

When testing a website, EEG will show the level of attention of user during clicks and mouse movements.

It is great for testing calls-to-action (CTA). You can compare several website designs/layouts to find out which calls to action encourage clicks rather than simply get user's attention.



EEG helps you track increases in brain activity of a user when he is browsing your website.

OTHER TECHNOLOGIES

All neuromarketing technologies are fully integrated into surveys.

We recommend to use EEG in combination with other neuro-tools to cross analyze collected data



Eye Tracking



Surveys



Implicit Priming Test



Emotion Measurement



Mouse Tracking



About CoolTool

CoolTool is the technology company that provides a platform to automate neuromarketing research process.

Our comprehensible solution allows brand advertisers, digital marketers, and researchers to get quick and accurate consumer insights, cross-analyzing both conscious (traditional surveys) and unconscious (biometric research) reactions to marketing stimuli. All your data, from survey responses to sophisticated insights neuro-tools bring you, will be together in one place.

Get closer to real consumer trends with automated solution for neuromarketing.



Contact Us

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