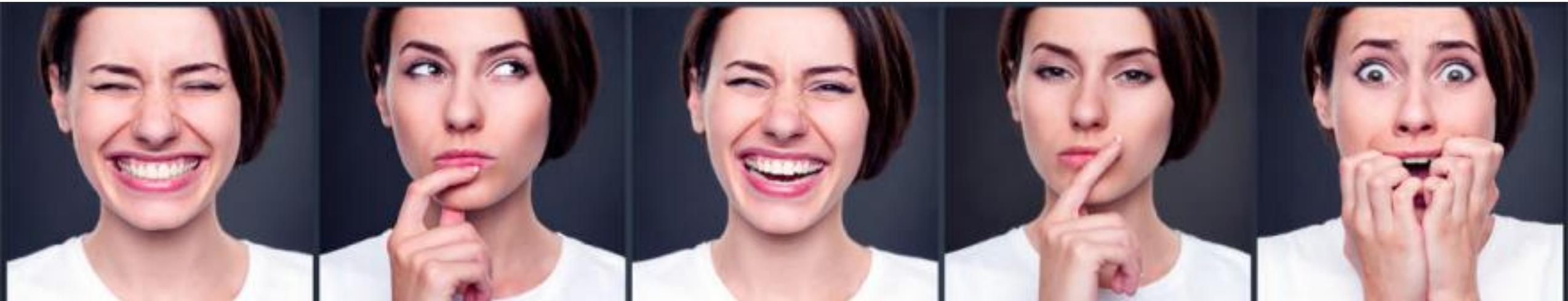




# EMOTION MEASUREMENT

DISCOVER WHAT CUSTOMERS FEEL



# COMPANIES

WHICH HAVE MANAGED TO APPEAL TO CUSTOMERS THROUGH THEIR EMOTIONS HAVE RECEIVED HUGE BENEFITS. THEY HAVE ATTRACTED FANS AND CREATED UNMATCHED ADDED VALUE FOR THEIR BRAND.

# WHAT IS IT



## What is Emotion Measurement

**Emotion Measurement** is the neuromarketing technology that allows you to capture all respondents reactions via facial coding. Often emotional, subconscious attachment to the product plays a crucial role in decision-making process.

This tool helps you to output average result at each particular viewing time – if they are satisfied, unhappy, or they do not care. Having received this data you will be able to analyze which parts of your advertisement have to be more engaging.

## Why you need Emotions in browser tool

The ability of measuring emotions in browser has three major advantages:

1. It is simple to measure emotions - only a webcam is needed
2. It's fast as well.
3. You can carry out emotion measurement using mobile devices.

# BASIC EMOTIONS

Our software detects seven so-called "basic" (or universal) emotions. Basic emotions are emotions that have been scientifically proven to have a certain facial expression associated with it. This means that each emotion could be recognized no matter the age, race or religion of the respondent. These seven emotions are:



**Delight**

Joy, happiness, satisfaction, elation, optimism



**Sadness**

Melancholy, hopelessness, misery



**Negative**

Hatred, impatience, displeasure, outrage



**Surprise**

Amazement, curiosity, wonder, sadness, jolt



**Fear**

Anxiety, despair, concern, doubt, scare



**Neutral**

Neutral emotion is symbolized as initial state of the face.



**Skeptical**

Contempt, neglect



**Disgust**

Antipathy, dislike

# POSITIVE

EMOTIONS ARE THE KEY TO THE EFFECTIVENESS OF THE AD.

YOU WILL KNOW WHICH KIND OF EMOTIONS PEOPLE FEEL BEFORE RELEASING THE ADS.

# WHAT YOU CAN TEST

“Decisions are emotional, not logical” (Antonio Damasio, professor of neuroscience at the University of Southern California).

People who are not able to feel emotions have a problem with decision making even when it comes to a very simple decision (what to eat or how to dress). Moreover, people start feeling emotions 200 times faster than start understanding what they see. It means, no matter what you create. It must provoke emotional response from a target audience.

Actually, you can test any type of visual content. But it will be much better if the material was designed to provoke emotions. Such testing will give you more thoughtful and useful insights.

To get the best results using emotion measurement tool we recommend to test such preferable types of content to test:

## 1. Emotional video:

- commercials for YouTube/TV,
- viral videos,
- movie trailers,
- social advertising, etc.

## 2. Series of pictures (to find out the most creative one).



# WHAT YOU GET

In NeuroLab by CoolTool, the emotion measurement tool in browser is fully integrated directly into a professional survey. It provides accurate data for you to optimize the ability to create and deliver powerful brand messages that are truly connected with the minds of a target audience.

## What you find out

- What level of emotions (in relation to the timeline of the video) consumers experience
- Whether different elements or heroes of advertising are not perceived as contradictory
- Which elements and moments of advertising are the most creative, etc.

## How you can use the results

Insights you get allow you:

- Improve your advertisement making it as effective as possible
- Cut the video to make it shorter and catchy
- Compare two or more variants of creatives to find the “winner” etc.



# INTEGRATE

ONLINE EMOTION MEASUREMENT  
TOOL INTO YOUR NEXT RESEARCH  
PROJECT



# HOW IT WORKS

You can conduct the survey project using online emotion measurement tool in 3 easy steps:



1. Create a survey



2. Upload the materials



3. Collect data

The only requirement which respondents should meet – having their device (laptop or smartphone) equipped with a camera. Facial coding allows you to detect emotions of consumers just by taking 6 photos per second of their faces.

You can get access to respondents and measure their emotions during the testing just by sending a link for the survey directly to:

- e-mails of respondents/customers (you can upload your own contact list to the system);
- members of respondents' panels;
- subscribers in the social media.

# OTHER TECHNOLOGIES

All neuromarketing technologies are fully integrated into surveys.  
It is very easy to cross analyze collected data



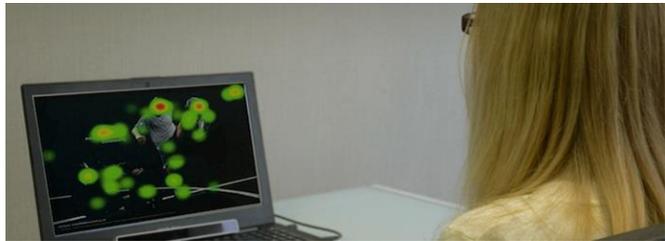
Implicit Priming Test



Surveys



EEG (Brain activity)



Eye Tracking



Mouse Tracking

Press About Our Product

RESEARCHLIVE

RW  
CONNECT

mrweb



COOL  
TOOL

## 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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