

entropik TECH

Self-service
Consumer Research
for the Emotion
Economy



Speakers



James Otoole

Sales Director, Entropik Tech

James is passionate about customer/consumer insight. James has led Sales Teams, delivered growth, and helped develop a customer-centric vision for several small and mid-sized companies as well as multinationals like Dell and Salesforce over his 25-year career. James has been a speaker at several UX/UI, CX and Marketing events.



Stefka Mihaylova

Sales Director, Entropik Tech

Stefka's BA studies are in journalism, and she also has Specialization in Management from Harvard Business School Online. She has over 8 years' experience in the SaaS sales with strong focus on digital solutions for the market research industry. Her competence covers qualitative, quantitative and Emotion AI solutions.

entropik TECH



Entropik Tech is a world leader in building Emotion AI tech to understand human emotions by facial expressions, eye gaze, voice tonality, and brainwaves.

Our diverse product portfolio allows brands to measure experiences across Media, Digital, and Shopper interactions in an accurate and meaningful way.

We serve 150+ global clients across US, EMEA, India, MEA and SEA regions.

- 17 Patents pending
- 2nd Largest Emotion Benchmark globally
- 45,000 + Experiences Tested
- Backed by Global VCs



Best Media AI



Cool AI Vendor



Best Emotion Tech

Trusted by 150+ Enterprise Customers



MARS



Emotion Economy

1.5 times more loyal when they share an emotional connection with the brand³

Exposed to **more than 6000 ads** a day and more than 12 choices for a product²

Only 15% agree that brand executives understand their emotional preferences³

Customers make **95%** of the purchase decisions **subconsciously**¹



Modern-Day Consumer

More than 60% executives want to invest in new research technologies in 2021⁴

Introducing Emotion AI

Facial Coding



Eye Tracking



Speech Recognition



Brainwave Mapping



Deep Insights
Unbiased & 4X Faster



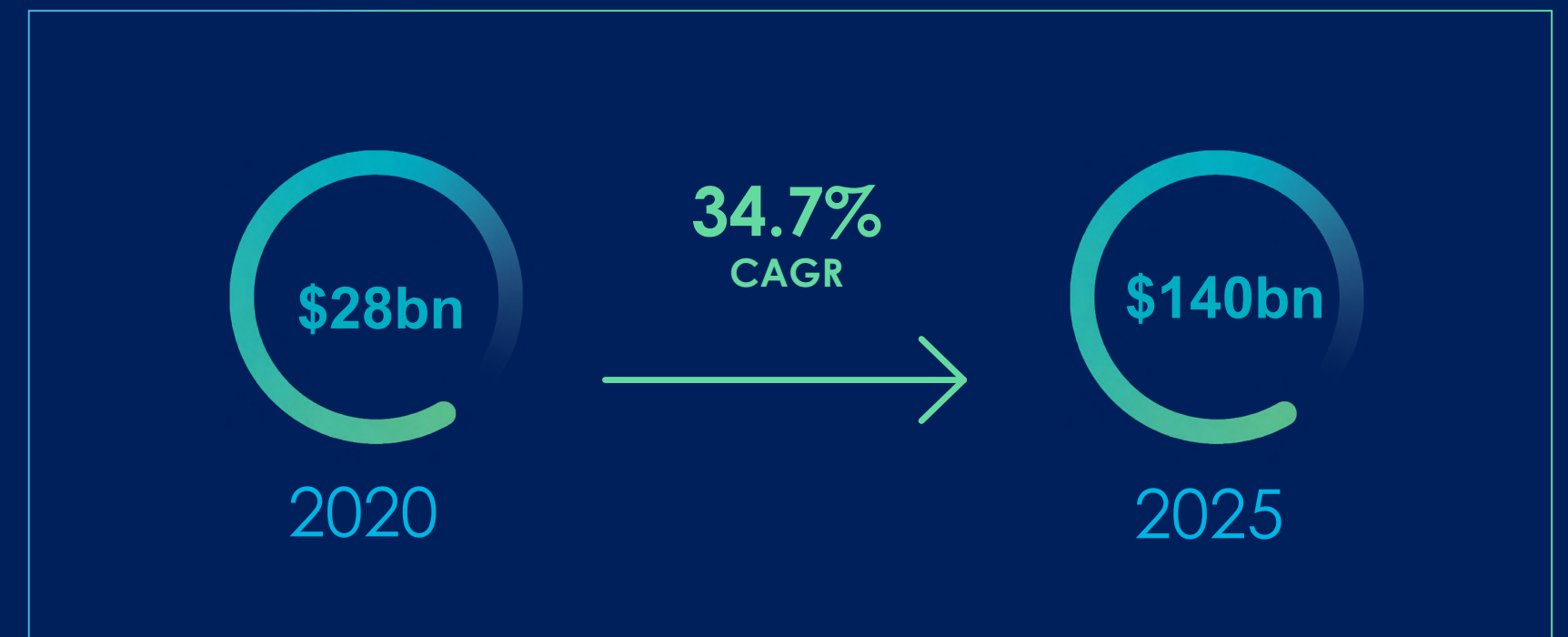
Highly Accurate
& Actionable



Webcam or Mobile
Camera Based



Online and
No Hardware



Customer Journey

Shopper Experiences
Packaging, Shelf Placement,
Point of Sale and Purchase

Shopper Experiences
Product Comparison
and Purchase Intent

Digital Experiences
Product Reviews,
Path to Purchase



Digital Experiences
Product Discovery, Product
Description & Images

Media Experiences
In-context Ads, Retargeting
Ads, Brand Placements

Media Experiences
TV Ads, Social Media Ads,
YouTube Ads, Print Ads

Media Experiences



Content Distribution Insights

- Media Planning
- Audience Segmentation
- Category Benchmarking

Content Creation Insights

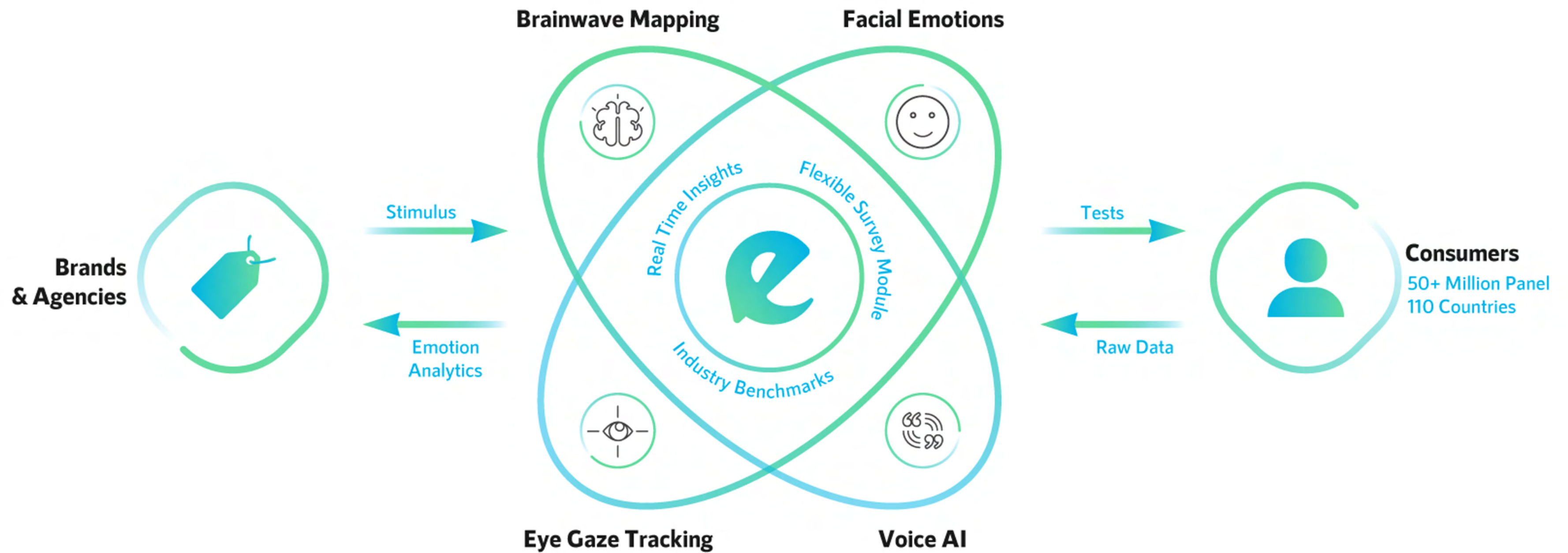
- Test Scripts or Concepts
- A/B Test Market Ready Ads
- Measure Creative Efficacy

Digital Experiences



Shopper Experiences





Emotion AI enabled [DIY Consumer Insights Platform](#) to deliver real, quick & meaningful insights

Client Case Studies

Audience

Mothers of children aged 6-12 years
United States | Urban Areas

Business Need

A/B Test 2 Ad films to choose one
Tackle Decreased Sales during Covid-19

Technologies Used

Facial Coding
Eye Tracking

Business Impact

34% increase in Ad Spend ROI
45% increase in Brand Equity

**Multinational American
Food Manufacturing Company
- Breakfast Cereal**

Audience

Men aged 20-39 years
Thailand | Inactive and New Users

Business Need

Product Launch in an Unfamiliar Market
Package Testing and Shelf Placement

Technologies Used

Facial Coding
Eye Tracking

Business Impact

42% increase in Package Pick-up
23% increase in Sales & Conversions

**Multinational American
Brand of Men's Personal
Care Products**

Audience

Men and Women aged 21-40 years
United Kingdom | Urban and Sub-urban

Business Need

Increase Online Presence during Covid-19
Track Online Path to Purchase

Technologies Used

Facial Coding
Eye Tracking and Screen Recording

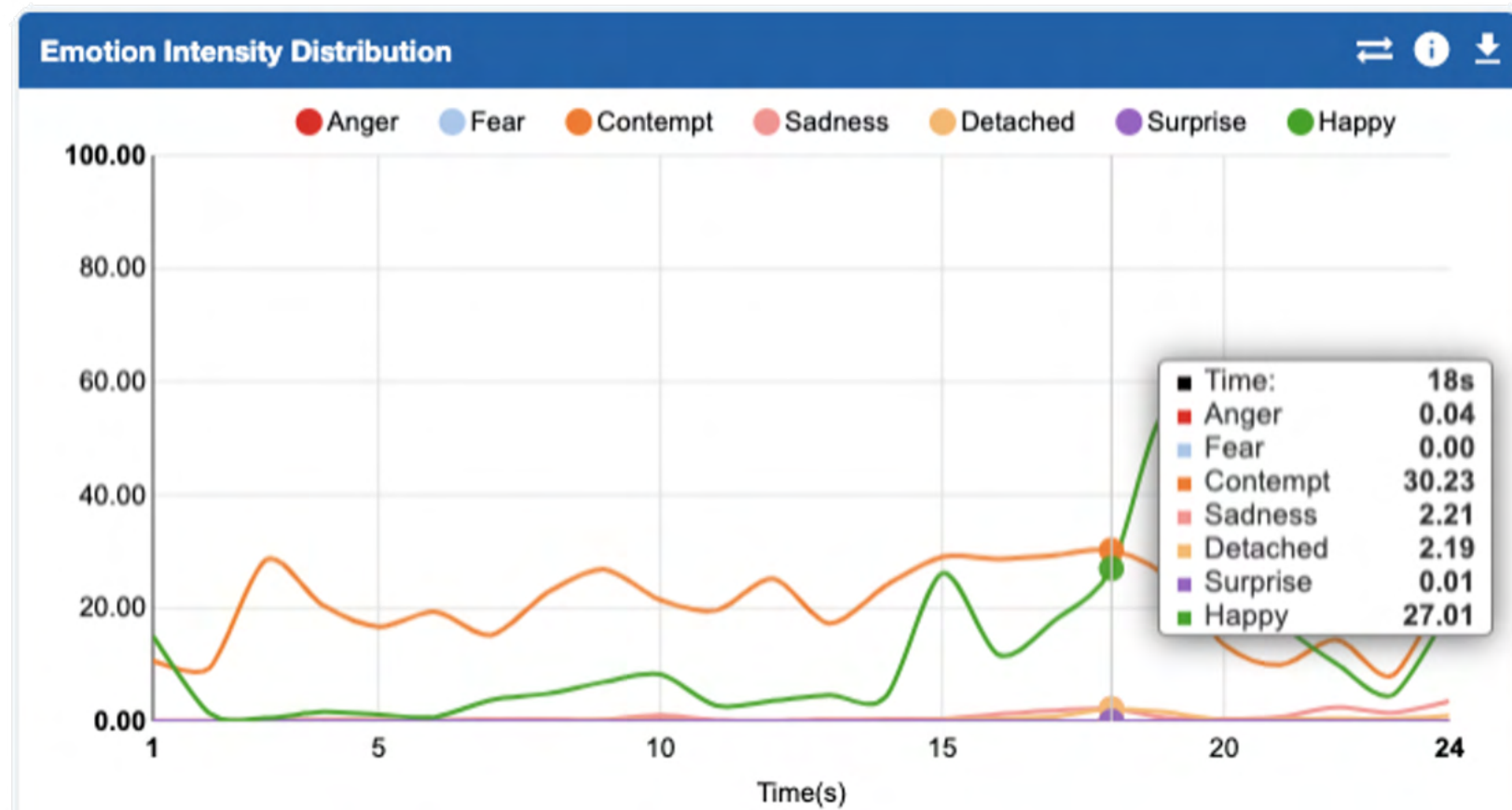
Business Impact

16% increase in Online Conversions
63% savings in Customer Acquisition

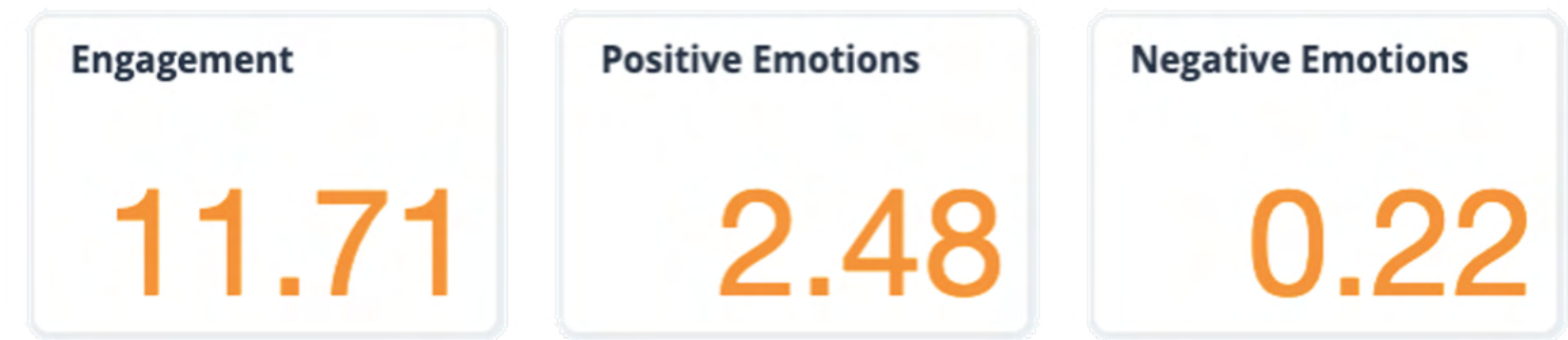
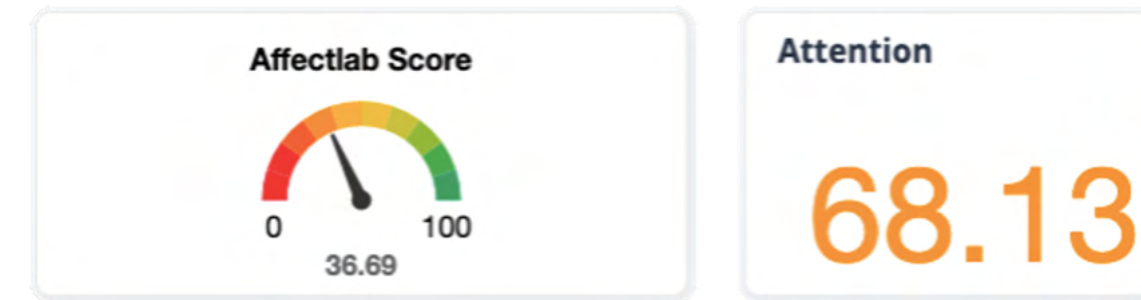
**Multinational British
Consumer Goods Company
- Cleaning Products**

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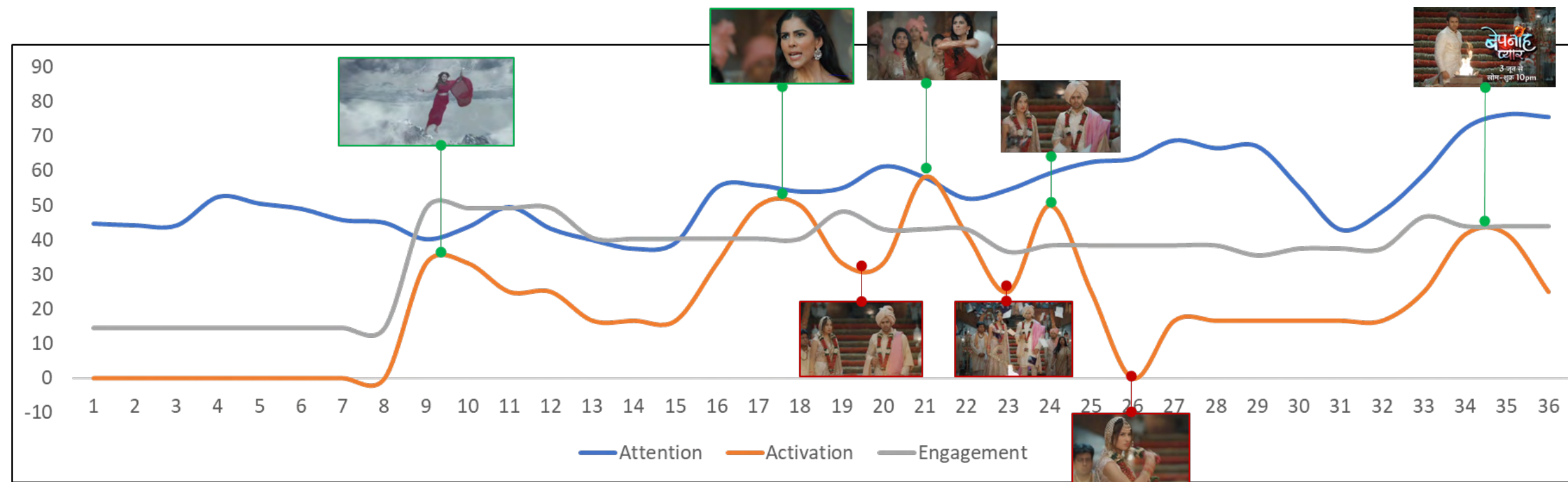
Media Insights Facial Coding



Sec by Sec Emotion Insights

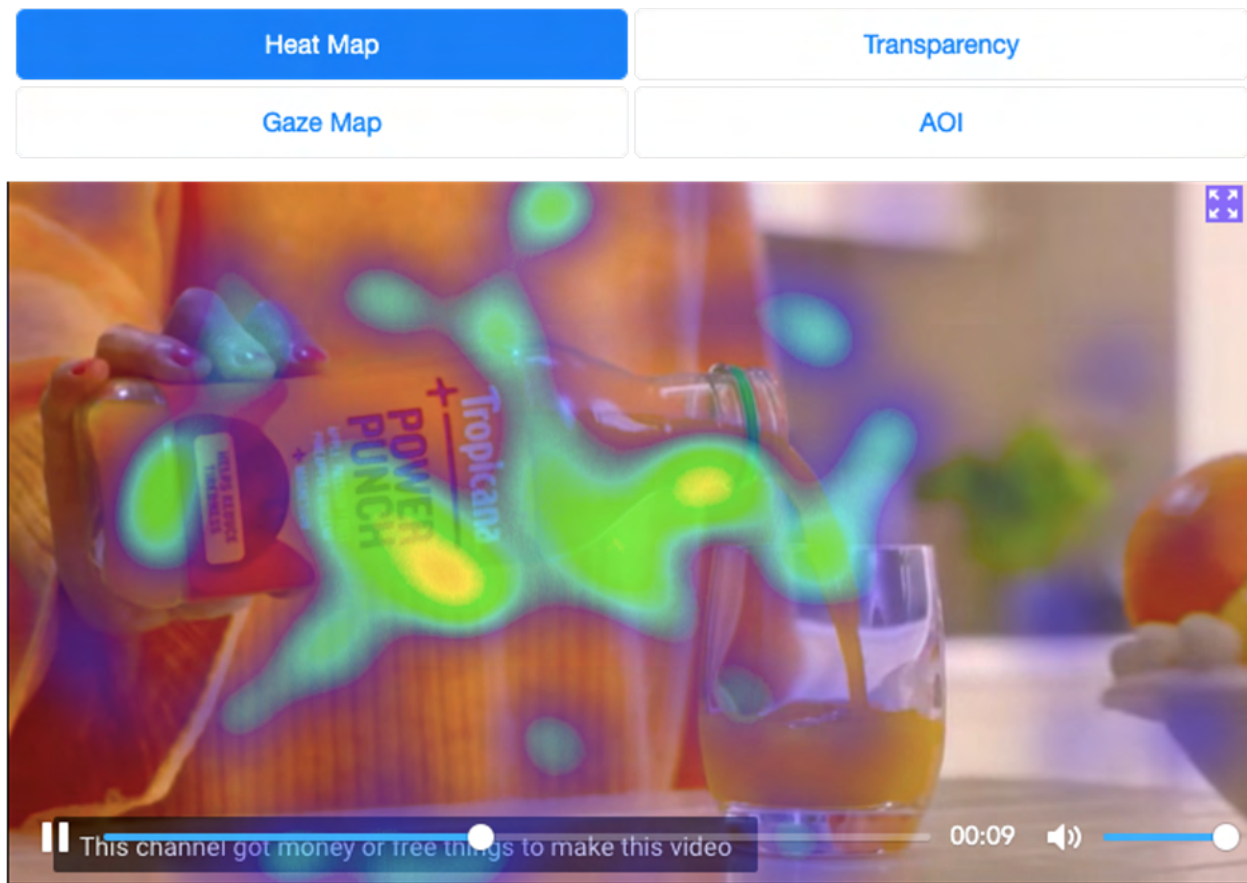


Overall Emotional Engagement

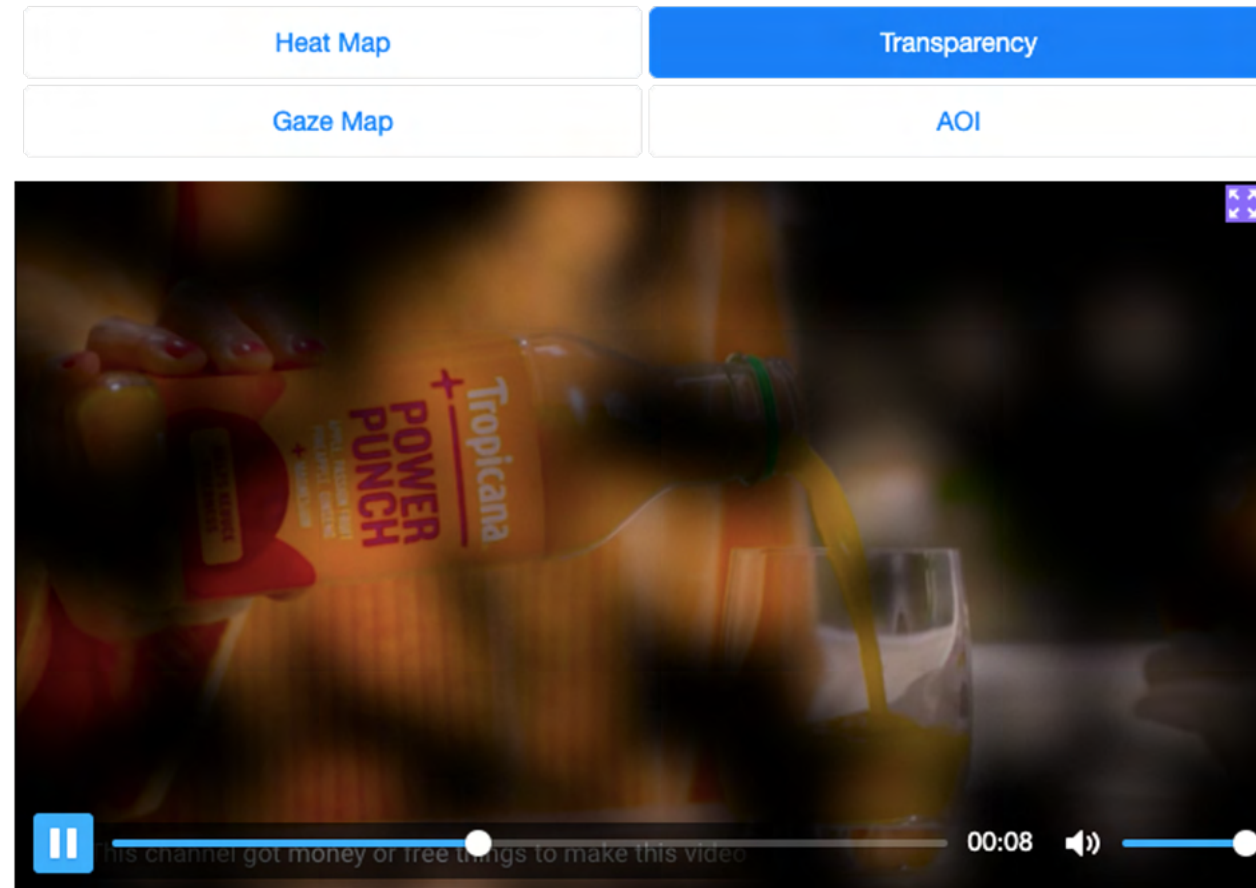


Scene/Segment Level Insights

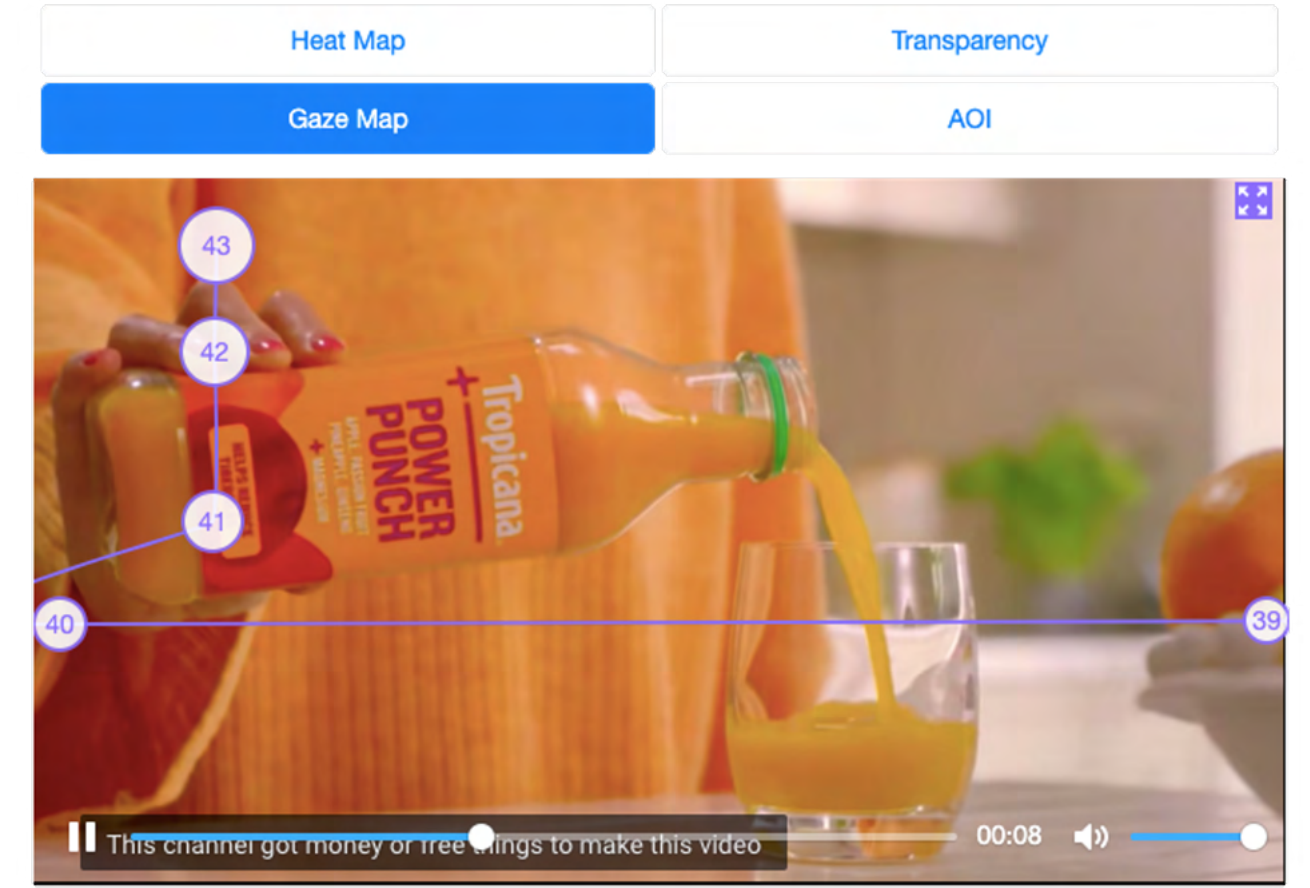
Media Insights Eye Tracking



Heatmaps



Transparency Plots

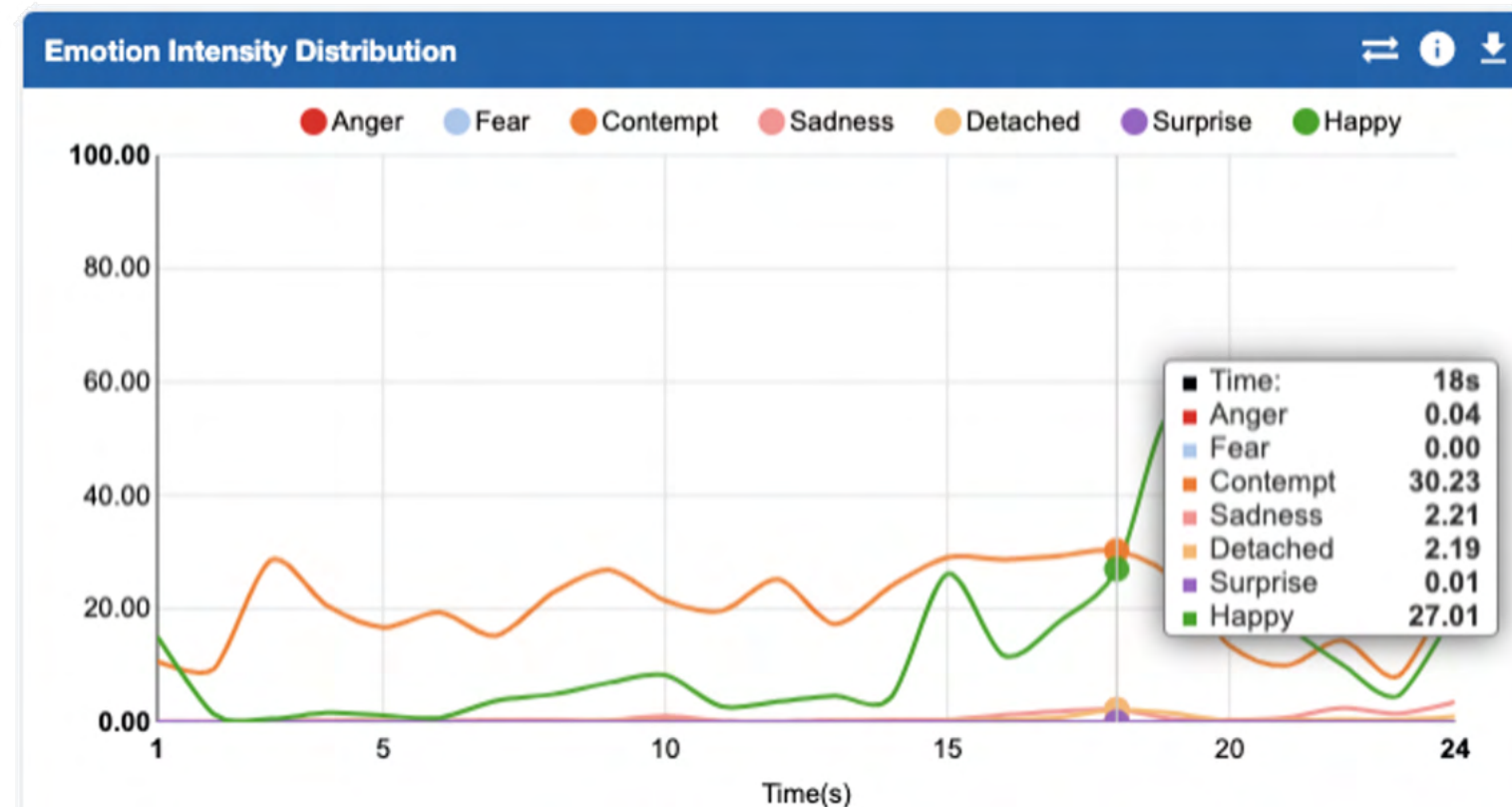


Gaze Plots

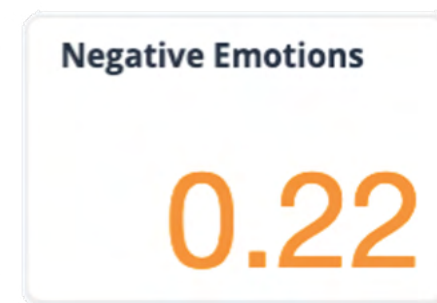
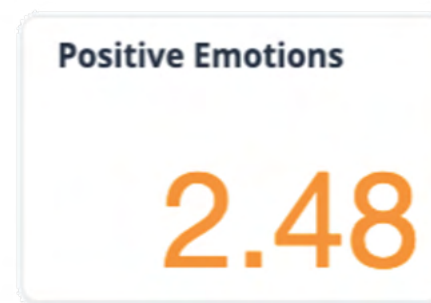
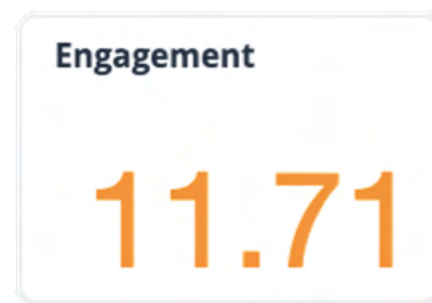
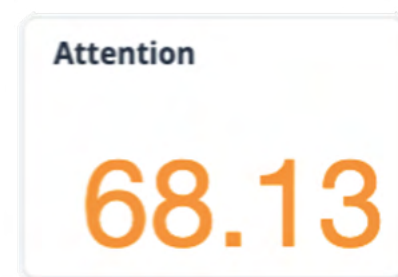
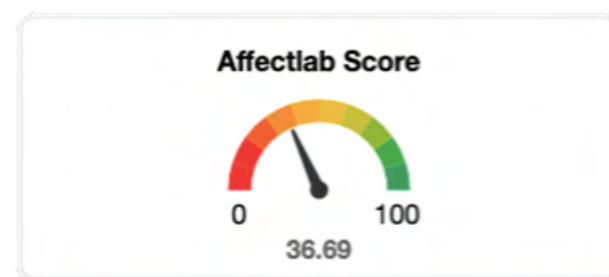
Area of Interest								
Abbr.	Name	Start Time(s)	End Time(s)	Attention	Activation	Engagement	Enjoyment	AL Score
S2	GirlInFrame	10	14	37.04	22	41.9	42	40
S3	Girl	15	20	47.13	28.33	45.19	35.83	42.22
S4	qwere	18	27	41.58	24	44.68	41.5	42.17
S5	SOI1	7	31	39.78	26.4	41.95	38.4	39.66
S6	Girlwalkingscene	5	16	36.52	28.75	36.51	28.75	33.41

AOI Charts

Shopper Insights Facial Coding



Sec by Sec Retail Experience



Overall Emotional Engagement



Purchase Intent

Shopper Insights Eye Tracking



Packaging Heatmaps

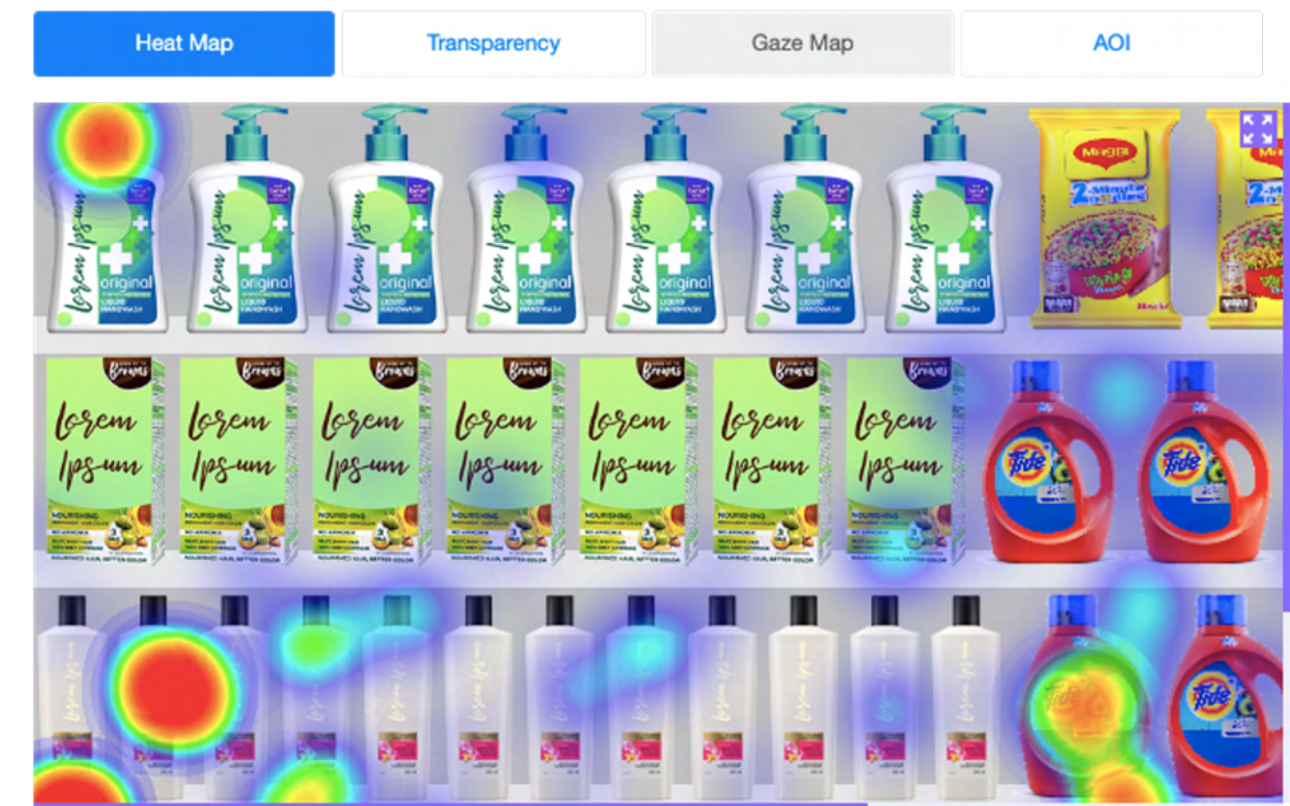
Heat Map Transparency

Mouse Plot Gaze Map

Area of Interest

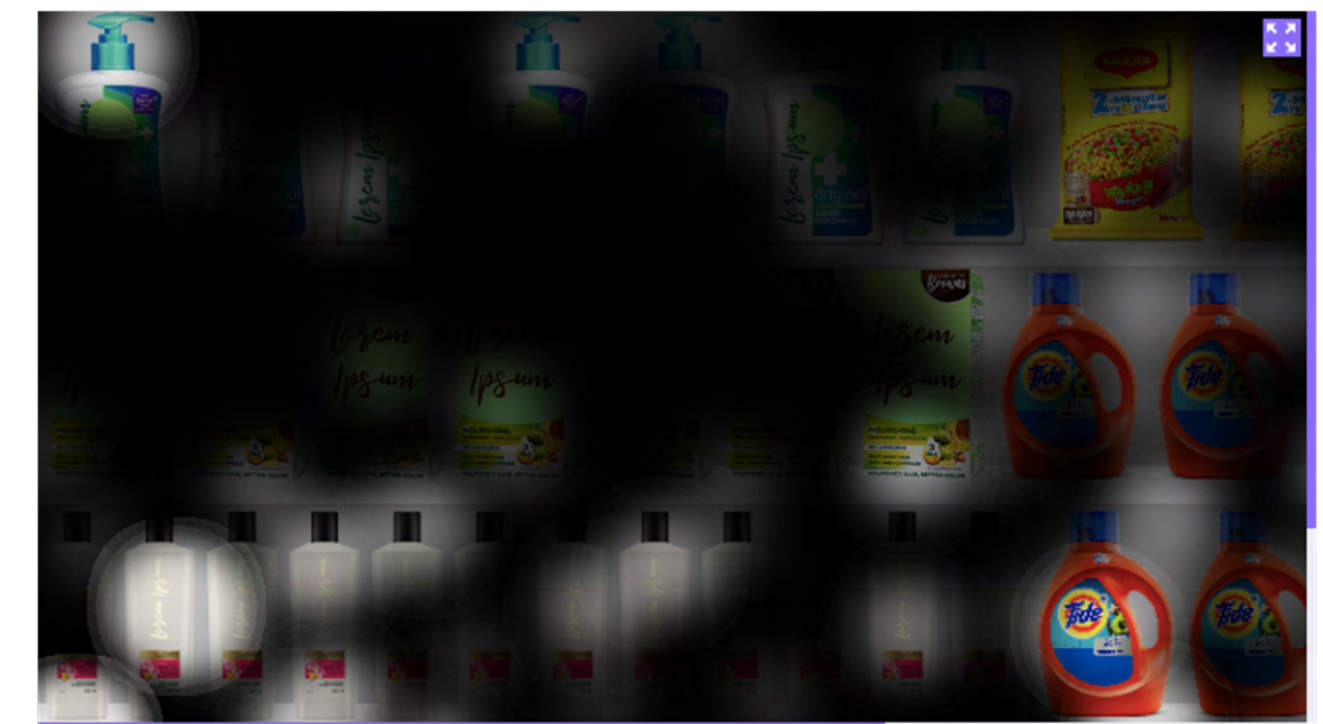
Abbr	Name
A1	Tagline
A2	Chips
A3	Logo

Packaging AOI



Planogram Heatmaps

Heat Map **Transparency** Gaze Map AOI

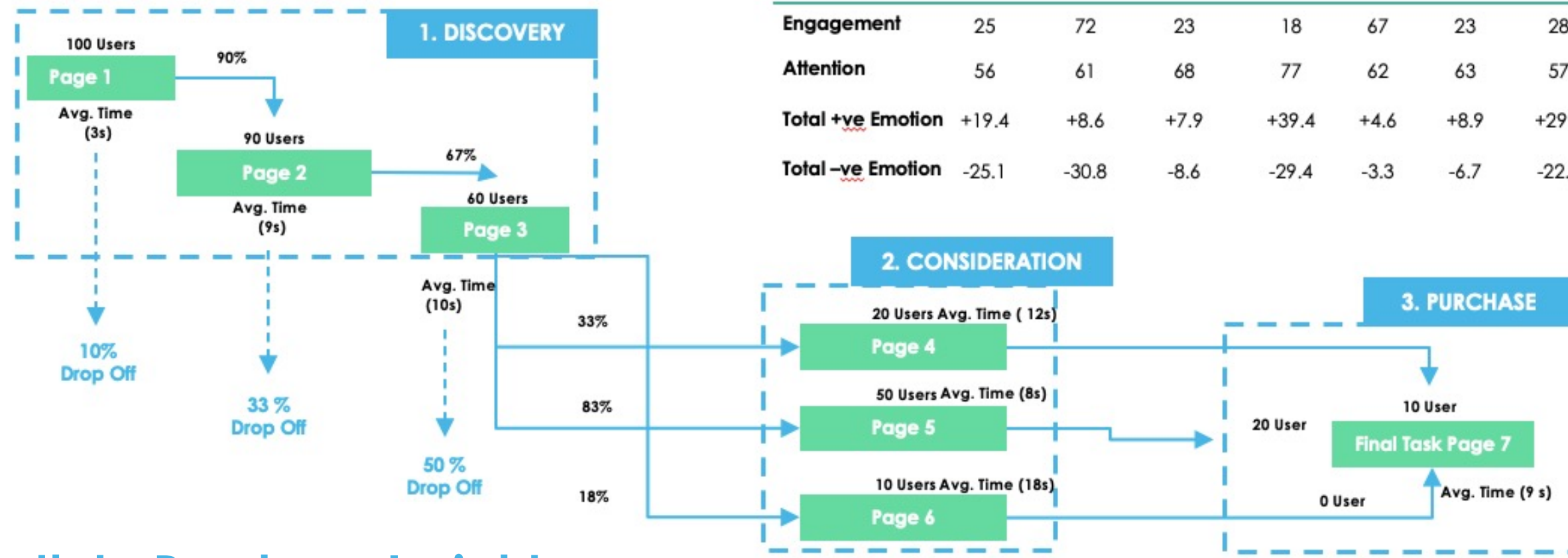


Planogram Transparency Plots

Online Shopper Eye Tracking

Path to Purchase Analysis

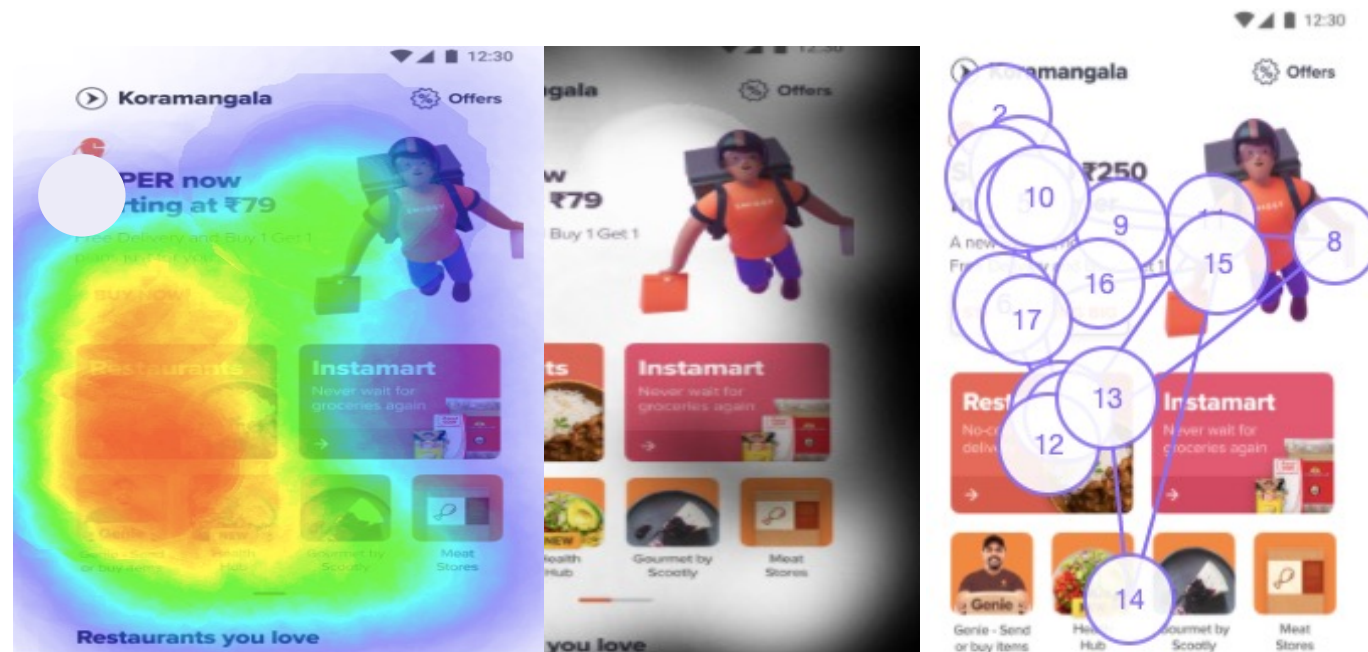
Identifying the Drop offs & optimize purchase path



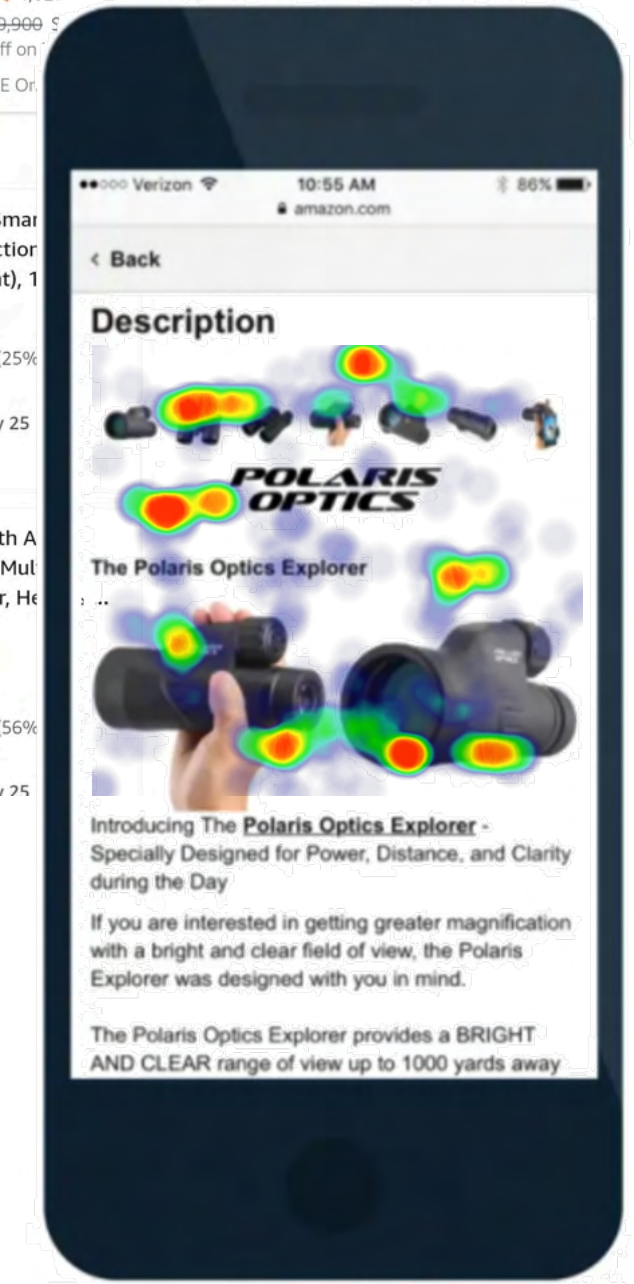
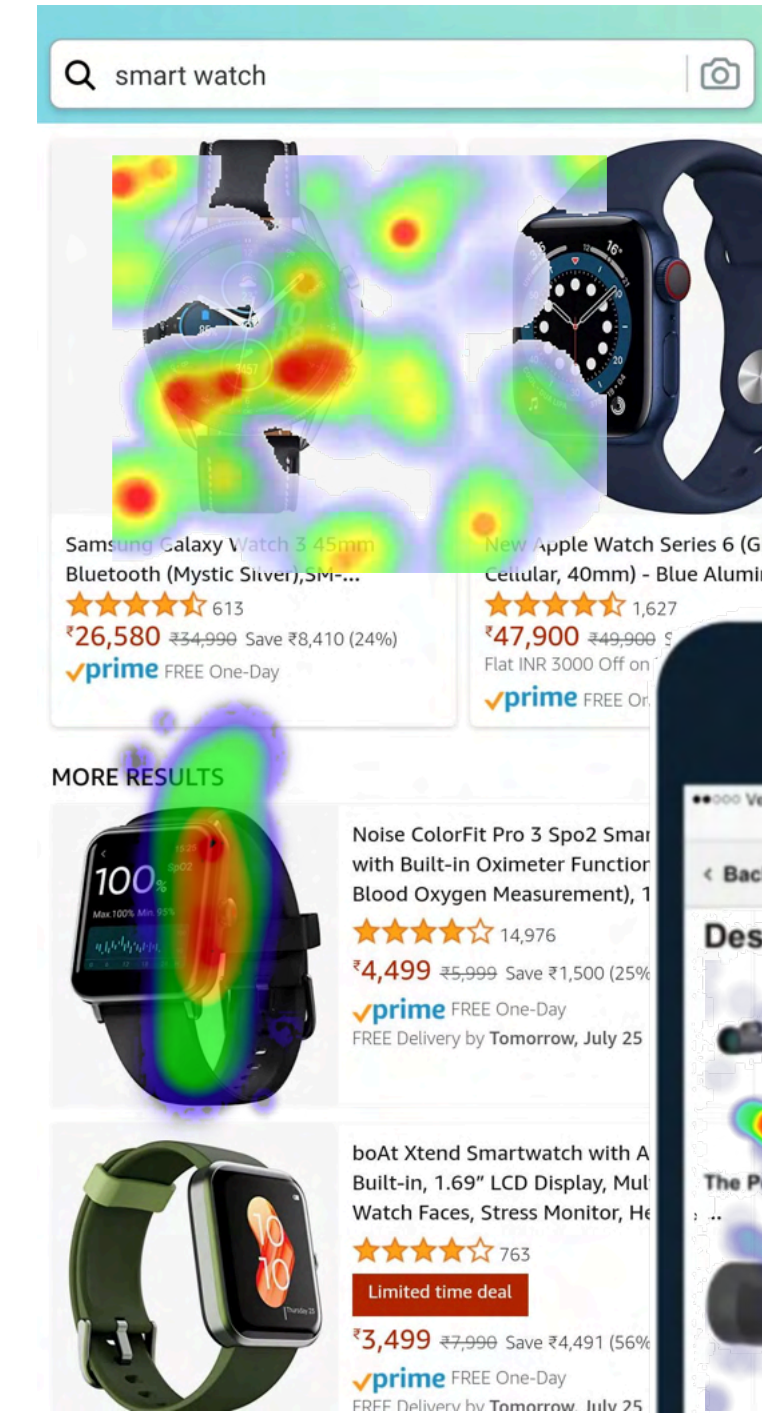
Page by Page Attention & Emotion Mapping

	Page1	Page2	Page3	Page4	Page5	Page6	Page7
Engagement	25	72	23	18	67	23	28
Attention	56	61	68	77	62	63	57
Total +ve Emotion	+19.4	+8.6	+7.9	+39.4	+4.6	+8.9	+29.5
Total -ve Emotion	-25.1	-30.8	-8.6	-29.4	-3.3	-6.7	-22.4

Path to Purchase Insights



Ad/Banner Insights



Placement/Listing Insights