

How do you optimize your  
creative before you go live?



For every campaign...



You should have answers to these questions:

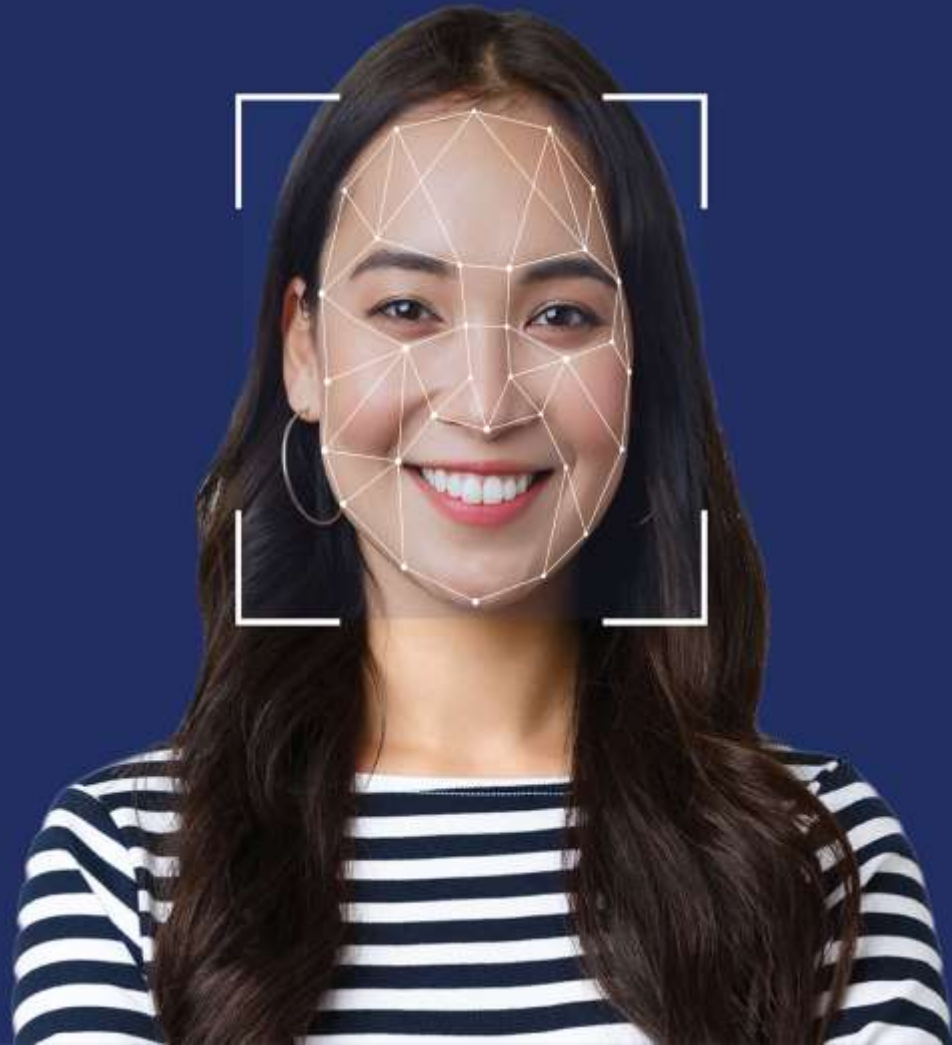
- How will your audience feel about your creative?
- Is your message resonating as expected?
- Are you targeting the right audience?

... before you spend a lot of money on your campaign

We Know...



Decisions are based on emotions and feelings  
93% of communication is non-verbal



Our software analyzes  
micro facial expressions

- Reveals authentic emotions
- Validates your instincts
- Provides a roadmap for your campaign

**Facial Action Coding**

<https://www.paulekman.com/resources/micro-expressions/>

## Product Overview



Discover how your message resonates **emotionally** with each audience demographic before you go live with your creative so you can **maximize** your campaign results and **prevent** damage to your brand.

© EmotionTrac



# How It Works



1

Record, Upload  
Creative Spot

(mp4, mov, mpeg, avi, wmv, <50MB)  
[creative.emotiontrac.com](http://creative.emotiontrac.com)

+



2

Select Your Desired  
Panel Audience

(min 100 panelists)  
Select from our 30 million person  
marketplace, desired criteria

+

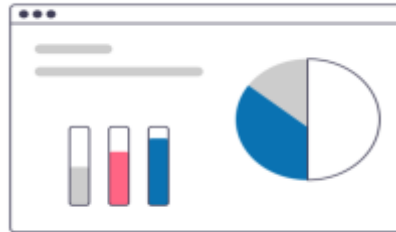


3

Include 4 NPS  
Survey Questions

Questions can be multiple choice  
or open ended

Publish your story and questions  
to our virtual panel audience



Real-time Insights  
Reported to Dashboard  
Tied To Objectives

# The Dashboard



Valuable insights – across core emotional sentiments.

## AI Metrics

### Engagement <sup>?</sup>

How Engaged Is The Audience With The Content

● **All Panelists** [Details](#)

Benchmark	Score	Total Count
90%	85%	100

### Rapport <sup>?</sup>

How Appealing Does The Audience Find The Content

● **All Panelists** [Details](#)

Benchmark	Score	Total Count
50%	56%	100

### Story Index <sup>?</sup>

How Immersed Is The Audience With The Content

● **All Panelists** [Details](#)

Benchmark	Score	Total Count
100%	94%	100

## NPS - Survey Results

### Endorse <sup>?</sup>

% Would recommend it to a family or friend

● **All Panelists** [Details](#)

Score	Total Count
79%	100

### Social Share <sup>?</sup>

% Would share or post on social media

● **All Panelists** [Details](#)

Score	Total Count
69%	100

### Intent <sup>?</sup>

% Would definitely purchase or use

● **All Panelists** [Details](#)

Score	Total Count
75%	100

### Brand Recall <sup>?</sup>

% Remembered the brand name advertised

● **All Panelists** [Details](#)

Score	Total Count
87%	100



# Choose a package that works for you:

Basic	
<b>Cost Per Test:</b>	\$600
<b>Add Custom Survey Questions to Your Test:</b>	\$125 per question, per 100 panelists
<b>About Survey Questions</b>	
<b>Add Additional Panelists:</b>	\$6 per panelist
<b>Add Additional Video Minutes:</b>	\$6 per panelist minute
<b>Add Premium Report:</b>	\$1200
Premium Reports include a pre-test call with an Insights Manager. This includes a detailed analysis and written report that an analyst will review with you via Zoom	
<b>Get Started</b>	

What Does a Basic Test Include?	
<b>100 Panelists</b>	EmotionTrac standard audience: Gender, Age, Race, Household Income
<b>Video Length:</b>	Up to 60 seconds
<b>Post Video Survey:</b>	4 post-video pre-selected questions
<b>Dashboard:</b>	For post-test review
<b>Test Results:</b>	Summary Results (as shown below). Sentiment Analysis with Video Playback to review emotional reactions second by second

Payment Due at Checkout

Packages
<a href="#">Call For Volume Pricing</a>
Packages are ideal if you plan to do multiple tests during the year, or if you have multiple users.
Packages provide better per test pricing and can have more flexible terms.
<b>Let's talk</b>
<a href="#">Call For Volume Pricing</a>



YOU ARE AWESOME



Jacob Edenfield (Associate Creative Director)



Once upon a time, it took \$50K, an outside research firm and a month's lead time to give my client meaningful qualitative feedback on a video. I don't miss those days. EmotionTrac was efficient, simple to use and crystal clear in its depiction of what the test audience was experiencing at every second of the spot. If you don't realize how valuable that is, you clearly never had to do it the old-fashioned way.



# Thank you!



Jonathan Brickman, CRO



240-670-5323



[jonathan@emotiontrac.com](mailto:jonathan@emotiontrac.com)



[EmotionTrac.com](http://EmotionTrac.com)



[Book an online meeting here](#)

