



SMILE	100
JOY	99.991
CONTEMPT	0.00
ANGER	0.00
EXPRESSIVENESS	100.00

Affectiva Media Analytics

Optimize entertainment content, marketing campaigns and brand experiences by measuring consumer emotional responses

It is widely acknowledged that understanding human emotion is central to creating successful brands, customer experiences and creative content.

Emotions influence consumer behavior, but too often are still ignored or poorly understood. Organizations need the same emotional intelligence that people have — they need to understand their audiences and customers without making them think about how they feel, or even realize how they feel. Traditional approaches to gaining insight into emotions are costly, time-consuming and do not scale.

Affectiva's AI

Affectiva's Media Analytics solutions are built using our industry-leading, patented AI technology that measures, with their consent, customers' unfiltered and unbiased emotional and cognitive response, unobtrusively and at scale. Our software uses computer vision and deep learning to analyze facial movement, and are delivered either in the cloud or on device. With 14M naturalistic face videos from 90 countries to draw upon, our system allows us to train classifiers with unparalleled accuracy and take into account a huge variety of cultures and face types, and is fair across demographic groups.

Highlights



Device Agnostic



Customizable &
Intuitive Analytics



Seamless Integrations



Comprehensive
Coverage to Drive
Actionable
Guidance



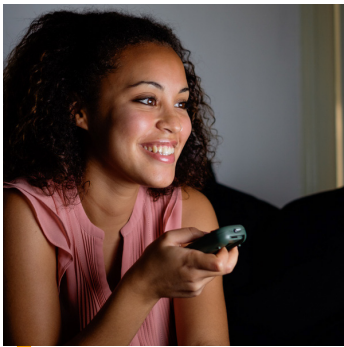
Globally Validated
Measures



Unrival Scale,
Accuracy, and an
Understanding of
Cultural Context

Applications

Our most commonly used applications are:



Ad Optimization

Analyze how target consumers respond to animatic and finished film video material using the emotion insight to answer creative, media and ROI challenges.



Entertainment Content Development

Understand viewer emotional engagement with content such as movies and trailers, creating experiences that make the viewer want to see more.



Qualitative Research

Quickly and convincingly understand the emotional responses of participants, in both traditional physical settings and an online environment.

Affectiva's AI is used by the world's largest brands and insights firms

KANTAR

nexxøen

qualtrics.^{XM}

HARK
CONNECT

Kellogg's

toluna*

research
partnership

MARS

Affectiva's AI technology is used by more than 90% of the world's largest advertisers and 26% of Fortune Global 500 companies to understand consumers' and customers' emotional reactions to content and experiences, maximizing brand ROI.

Affectiva has continuously invested in its media analytics and Affectiva's AI capabilities, both leading up to and after being merged into iMotions. iMotions is a global leader in human behavior research software, bringing together multimodal data to provide deep insights into human emotions, attention, and responses.

Affectiva's AI is integral to Kantar's LINK+ creative product. We've relied on it for over a decade to evaluate and diagnose attention and emotional response across different types of creative content. Affectiva is unrivaled in its validated accuracy, academic underpinnings, and the scale and diversity of its dataset"

— Duncan Southgate,
Sr. Director, Global Creative -
Insights Division at Kantar