

Media Analytics



Turn creative intuition into quantifiable proof

Measure attention and emotional response across global markets before committing media spend. Compare creative, identify weak moments and benchmark performance against global consumer data.

TRUSTED BY TEAMS AT KANTAR, MARKETCAST, NEXXEN & MORE

Study type capabilities



Calibration-less eye tracking

See what captures attention and when it drops.



Norms & benchmarking

Compare emotional reactions by market and category.



Facial expression analysis

Identifies 20 Action Units, 7 core emotions and more.



Integrated surveys

Slice and dice biometric data by your own survey questions.



Webcam respiration

Deeper insights into moments of tension, arousal and excitement — no specialized hardware required.



No specialized hardware

Runs entirely in the browser. Respondents join from anywhere using their own webcam — no downloads, no lab setup, no friction.

Built for

- **Ad & Creative Testing**
- **Media & Entertainment**
- **Market Research Agencies**
- **Creative & Digital Agencies**