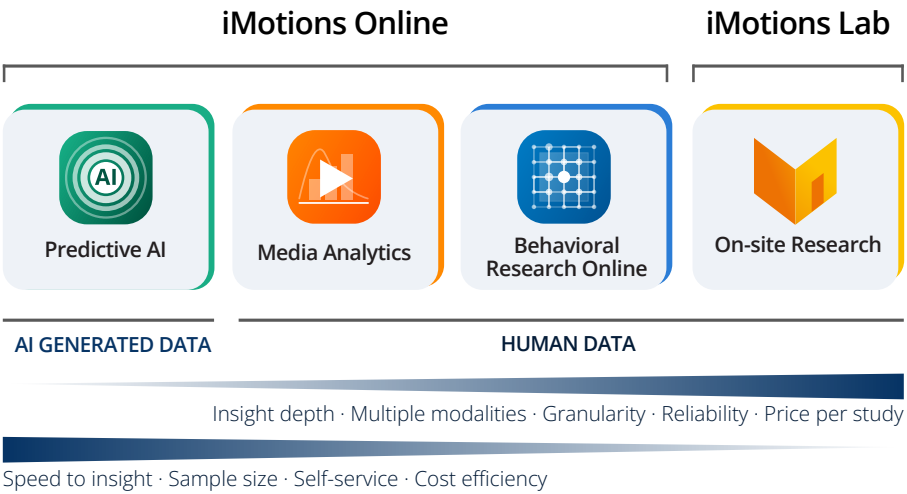
PRODUCT PORTFOLIO OVERVIEW

iMotions Suite.

The full spectrum of human insight.



Predictive AI	Get an AI-powered performance prediction benchmarked against our global database — no respondents, no waiting.
Media Analytics	Scale Video Ad Testing — Moment-by-moment emotional and attention tracking against global norms.
Behavioral Research Online	Global Online Reach — Fast, remote human biometric studies via standard web browsers.
On-site Research	Lab-Grade Multimodal Integration — Full hardware integration for maximum scientific precision.

iMotions Lab

Research software platform built for advanced behavioral research.

50+ integrations — multiple devices & locations at once.

Real-time sync — every biometric source aligned, live.

Universal file format — Matlab / R / SPSS

Multimodal in-lab platform — extendable via RDC (Remote Data Collection).

iMotions Online

Browser-based platform for scalable, fast, remote research.

A Fully Browser-based Biometric Software Ecosystem — for zero-install data collection and data analysis.

Beyond Surveys & Self-Report — Capturing authentic attention, emotion, and reaction, alongside self-reported answers.

Capture Only Authentic Human Behavior — Studies that rely on eye tracking and facial expression analysis can't be faked by bots.

iMotions Lab - Modules

- Eye Tracking
- Facial Expression Analysis
- Electroencephalography (EEG)
- Electrocardiography (ECG)
- Electromyography (EMG)
- Galvanic Skin Response (GSR/EDA)
- Respiration
- fNIRS

iMotions Online - Modules

- Webcam Eye Tracking
- Facial Expression Analysis
- Webcam Respiration

Services, Training & Integrations.

Expert-run research, hands-on enablement, and technology you can build on.



iMotions Services

Full-service, partial, or specialized research, run by iMotions specialists.

Research Services

Our team collects & analyzes human data on iMotions software, delivering actionable reports.

Research areas

Consumer & sensory research, claims testing, fragrance testing, UX, media testing.

Full & partial service

Full projects from consultation to reporting, or targeted study-design & methodology support.



iMotions Training

Onboarding and ongoing training to get the most out of the platform.

Onboarding

Lab set-up, sensor integration & calibration, plus materials, support, updates & Help Center.

Workshops

On-site customized workshops — lectures and hands-on experiments, academic or commercial.

Academy

5-day in-person training week, hands-on. 500+ people certified since 2022.



Tech Integrations

Integrating iMotions technology and products into customer solutions.

Affectiva API

Self-serve cloud platform — frame-by-frame coding from video. JSON / CSV, pay-per-use.

Affectiva SDK

Integrate core tech for real-time facial analysis — multiple faces, speaker detection, real-time.

DMS Evaluation Tool

Evaluate Driver Monitoring System performance, running tests seamlessly with less manpower.

WHY IMOTIONS

Competitors sit in one zone. We span the whole arc.

Breadth of coverage, depth of data, and richness of signal.

1. End-to-end coverage

From fast AI prediction, through online testing via webcam in Behavioral Research Online and Media Analytics, to full multimodal biometrics in Lab — one vendor, one customer relationship, seamless workflows.

2. No other competitor has this large facial expression data repository.

iMotions' AI tools are built on decades of research with real respondents around the world, creating the world's largest emotional database. With more than 100,000 ads tested and billions of facial-expression frames analyzed, our AI tools are grounded in genuine human responses rather than modeled assumptions.

3. Physiology, the full effect picture, in the browser

The only browser-based platform that captures attention, expression, AND physiological arousal — via webcam respiration tracking, with no extra hardware. Real human signal where rivals only see faces.