

EMOTRACK

THE SCIENTIFIC ENGINE TO
MEASURE AND TRACK
YOUR CUSTOMERS **NON
CONSCIOUS** EMOTIONAL
EXPERIENCE TO YOUR BRAND

Research from Harvard (2018) stated that **90%** of customer decisions and behaviour is **non-conscious**. Brands that fail to measure this are pretty much operating in the dark.

1) Want to quantify what impact your marketing, PR or advertising work is having on your target audience?

2) Want to measure and compare how your brand is doing against your main competitors?

3) Want unambiguous and scientific indications of what really improves your customer experience?

What we offer...

- Emotrack is our unique psychometric customer engine that measures customers non conscious reactions and associations with your brand and its associated activity.
- Designed by our neuroscientists, it is a statistical psychological tool that measures and tracks your target audience in terms of what enhances and spoils their feelings about your brand.
- Emotrack can measure and score your customers emotional responses to your brand over the work year providing tracking scores over the year.



Emotrack...

- Can measure the emotional impact of specific brand events, marketing campaigns and PR activity
- Can give you a read on testing which options work best before going live with them
- Removes response bias
- Can be completed in under 10 minutes online
- Can be easily added to your existing data tracking or customer surveys
- Measures the real emotional/psychological engagers and barriers to your brand
- It operates with 90% advanced statistical accuracy



CUSTOMERS NON CONSCIOUS EMOTIONAL EXPERIENCE TO YOUR BRAND

— Conscious — Non Conscious



— Conscious — Non Conscious



— Conscious — Non Conscious



Q1

Planned marketing campaigns to increase brand **value** and **relevance**

Planned PR activity to increase **trust** and **responsiveness**



Q2

11% increase in perceived **affordability**

16% increase in perceived **responsiveness**

15% increase in perceived **good value**



Q3

16% increase in perceived **helpfulness**

12% increase in perceived **trust**

18% increase in perceived **relevance**

EMOTRACK

CLIENT FEEDBACK



*"This gave us the ability to track and give **actual numbers** to our customers experience in relation to our marketing and advertising work."*

*"A **brilliant** tool that unlocks so much hidden emotional data that complimented our existing non psychology based measurements. It pinpointed **unrealised communication opportunities** as well as revealing hidden barriers to our on boarding activity."*

"This engine enabled my team to get impact numbers for our marketing activity which justified obtaining bigger budgets for the coming year."

*"We used this engine to fully understand what advertising message created the largest positive emotional spike in our target audience. Prior to this we were pretty much just trial and erroring live! **it saved us time, budget and uncertainty.**"*

Speak to us about the potential of Emotrack...

We would love to show you the potential of Emotrack and how it might be best deployed within your business.



***Email us at nudge@innovationbubble.eu
or lana@innovationbubble.eu***

No obligation to have a chat that might give you options you never knew you had.

