



NEUROSCIENCE & PURCHASING BEHAVIOR

Select companies are invited to participate in the first study of its kind to answer an age old question. How does engagement with advertising affect purchasing?

BACKGROUND

Directly linking advertising to sales is a difficult task with many variables and layers interfering with a credible study. Let's add one more complication! Standard self-report research methods like focus groups and surveys lack a quantifiable evaluation of how ads perform. So how are we to understand the true, monetizable benefits of an engaging campaign?

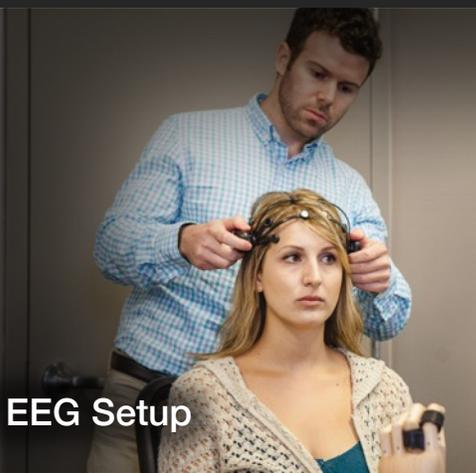
STUDY OVERVIEW

We will present ads and movie trailers to research participants and analyze their brain and other nervous system responses, outputting scientific measures of engagement. But does more engagement lead to more purchases? We hypothesize that the answer is "yes," but so far no study has investigated that question to our satisfaction. We will compare our neuroscience-based metrics to multiple forms of real-world behaviors to provide the most holistic answer to this fundamental question.

OUR UNIQUE NEUROSCIENCE APPROACH

We know that self-report methods are filled with biases (case in point: the presidential polls got it wrong!). Instead, we tap into the source--the human brain and nervous system. We don't just use one sensor because any one data point leaves a gap. We combine EEG to read brain activity, GSR to quantify emotional arousal, Facial Encoding to capture micro-expressions, and Eye Tracking to measure eye movements.

All of these biometrics combined produce thousands of data points per second, which are cranked through SPARK Neuro's algorithm to output how much people are paying attention and what their emotional states are. Nothing is this robust. We see second-by-second levels of attentiveness and emotionality that allow for the most granular understanding of every moment: the good and the bad.





CORRELATING WITH REAL-WORLD BEHAVIORS

By tracking biometric activity we will score attention and emotion along a standard scale, looking for higher attention levels and more intense emotional arcs. Then it comes time to correlate with the real world. In order to do so effectively, we prefer an approach where we bring together multiple holistic angles:

- **Point of Purchase:** After exposure to the ads, participants will be given money to spend at a mini-store. Does what they buy correspond to which ads engaged them most? This method provides strong internal validity (avoids confounding variables), but doesn't tell the whole story.
- **Longitudinal Behaviors:** For one month after the study, we will track participants' activity, including purchases, via Amazon. While the point of purchase method enhances internal validity, here we increase external validity (translating to the real world).
- **Social Activity:** How do the best performing ads, according to our neuro-measurements, compare to their online popularity as measured by social shares, likes, comments, online sentiment, and YouTube views? We'll compare the results.
- **Other Partners:** We are evaluating other partners that track brand and sales performance to consider adding into our method in an effort to provide the most complete study to date.

BENEFITS TO PARTICIPATION

In addition to answering the advertising question of the century, we will also provide detailed analysis of the ads and trailers each partner submits. You can look forward to:

- Neuroscience-based evaluation of your creative
- Averages to compare to competitors
- Benchmarks to set engagement goals for future creative
- Thresholds for changing behavior
- Data-driven creative best practices
- An active part in thought-leadership that will differentiate you, big time!

GET IN TOUCH

For more information about participation, please email alyssa@sparkneuro.com to schedule a meeting. Visit www.sparkneuro.com

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