



Emotion AI for Consumer Insights

Make data-driven decisions by generating rich and meaningful consumer insights

Transformation of Consumer Insights

At the heart of your business is your customer – to grow and scale your business and to achieve long-term business success, you need to know them well. Organizations that have a 360-degree view of their customers are in a much better position to gather and find meaningful customer insights.

Gathering and analyzing meaningful customer insights begins by collecting all the data you can about your customers, but not every business is doing that.

In fact, most businesses are collecting data only through traditional methods which aren't perfect. And there are very few businesses that are collecting their customers' emotion data – which in turn is stifling their long-term growth and revenue.

Learn how with emotion AI technology you can collect and analyze your customer emotion data so you can build deep and meaningful relationships with your customers, make intelligent business decisions and impact your bottom line positively. But before we do that let's first discuss the challenges it involves.

80% of executives feel their brand understands the needs and desires of their consumers, only **15%** of consumers agree

–Capgemini

Challenges

“What do my customers want?” The savviest executives are asking this question more frequently than ever, and rightly so. Organizations across the globe understand that they are in the customer-experience business. C-Suite executives are constantly pursuing ways to improve customer experience by gaining insights to build customer loyalty, achieve revenue gains of 5 to 10 percent, and reduce costs by moving from a touchpoint-driven approach to focusing on the entire consumer journey.

Though businesses have been trying to become customer-centric for over a decade now, but not every business has achieved this goal successfully. As in this fast-paced world, it is quite complicated to create a customer-centric business. Why? Because customer centricity starts by listening and understanding your customer needs. And, in today's digital world it is a challenge to create actionable insight from the vast quantity of data – and unstructured information that businesses gather from their customers.

Companies can move from mass customization to true personalization by using customer insights. But they still cannot effectively use these insights. And there are several reasons for that.



Research Outcomes

Due to an ever-increasing complex business dynamic, clients' expectations are increasing. Brands expect to receive actionable insights from consumer insights companies to make informed business decisions quickly. However, providing rich and strategically crucial insights is becoming increasingly challenging for consumer insights companies globally.



Quality

Manually collected data runs into the risk of being of inferior quality. With the volume of data collated increasing, there is a substantial risk of manual errors due to human fatigue. With the collated data not being of excellent quality, the insight into the mined data turns out to be of substandard quality.



Differentiate from your competitors

As per a report by Capgemini, gaining deep consumer insights has become a priority for over 80% of executives of large organizations.

Consumer Insights is no longer a supporting input for product and marketing tactical needs but has become an important part of the strategic agenda of organizations.

There is a sense of urgency among organizations to tap into the subconscious mind of the consumers by analyzing consumer data and producing actionable insights to empower business decisions in organizational units such as sales, marketing, and supply chain.



Emotion AI-Driven Consumer Insights

Emotion AI-driven consumer insights are much more accurate and valuable compared to consumer insights collected by traditional methods like focus group discussions, surveys, and in-depth interviews. Here's how:



Accurate and Real

Emotion AI-led technologies like Eye Tracking and Facial Coding have more than 90% accuracy in mapping non-verbal cues of human behaviour. Vital metrics like engagement, emotions, and noticeability are measured in real-time – capturing every human expression.



Bias-free

With emotions measured in real-time, Emotion AI marginally removes the inherent bias of a moderator. Moreover, Facial Coding and Eye Tracking add precision to surveys and interviews by ensuring the genuineness of responses.



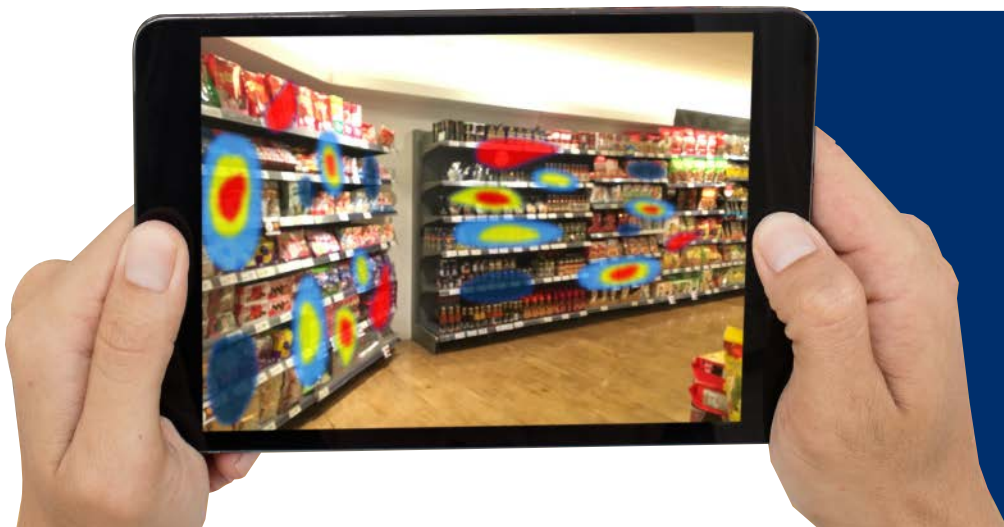
Scalable

Computer-vision-based Facial Coding, Brainwave Mapping, and Eye Tracking are easy to use and implement. With readily available online respondent panels, researchers can remotely generate consumer insights 4X faster than traditional methods.



Rich and Actionable

Emotion AI-powered consumer insights are not only accurate, but also, incredibly actionable. It quantifies subconscious behavior and human emotions. Additionally, these insights can be interpreted as quantified data for agile decision-making.



With the increased adoption of AI, tech disruption is seeping into the field of consumer insights. As per a Gartner report, 27% of the survey respondents see Emotion AI as a gamechanger for brands that want to improve their customer experiences.

Application of Emotion AI

Emotion AI technologies like Facial Coding and Eye Tracking are widely used for measuring media experiences, digital experiences and shopper experiences. These technologies assist brands in measuring creativity of television ads, effectiveness of packages design and customer satisfaction on websites and chatbots.

Some of the sectors wherein Emotion AI powered consumer insights plays a stellar role are as follows:



Media & Publishing

With emotion insights, brands can create content that emotionally resonates with the audience and bypass the guesswork. How? Well, by using this technology they can measure their audiences' emotions when they watch the promos or ads by tracking their in-the-moment facial expressions. This in turn helps them gain deep insights into their audience and they can use it to further engage them.



Retail

The retail world has shifted from merely knowing customers to fully understanding them. Providing valuable retail recommendations is important to drive shoppers to choose their brands when faced with many options.

Emotion AI help retailers in managing the inventory, influence customers' purchasing decisions, and promote brand advocacy to stay ahead of competitors.



Digital First

Emotion insights is of paramount importance for digital-first brands as it assists in uplifting digital engagement by measuring engagement metrics like emotion, attention, and noticeability. Emotion AI-powered consumer insights provide actionable recommendations to optimize products and branding as per consumers' cognitive preferences and helps businesses get a competitive edge in the target market.

Emotion AI powered consumer insights help in achieving business goals and deliver a more efficient and effective user experience by mapping-out decisions and improving experiences. It is instrumental when it comes to identifying and prioritizing usability improvements with short term wins and work in improvements in longer term plan.

Impact of Emotion AI

Emotion AI-powered customer insights can help brands across the globe improve their brand and marketing strategies. It brings accuracy, agility, attention, engagement and actionability by tapping into subconscious consumer behavior. Its behavioral insights provide rapid analysis with unbiased responses and an accurate picture of the consumer. This, in turn, brings in creative efficacy, and better decision making on the part of the brands. Not only Emotion AI-powered insights are real and accurate, but they are also incredibly richer and actionable.

Consumers with high emotional engagement have a high propensity for **brand recall and purchase**





Helps Improve Customer Journey

Consumer insights can help brands improve their customer's journeys. With Emotion AI technology businesses can collect emotion data and can easily convert it into actionable customer insights. This, in turn, can help them grow their sales and bottom line in the long run.



Helps Personalize Marketing

In a world where competition is tough, personalization has become a necessity for retail brands. With emotion, AI-powered insights brands can create personalized and highly relevant messages, which, in turn, can help them get better ROI on their marketing spend. Also, with these insights' brands can easily understand why people are buying certain products over other ones and what's driving those preferences.



Helps Multi-Media Content Connect with Audience

Measuring emotional resonance and creating multimedia content that helps brands emotionally connect with their audience is important. A richEmotion AI powered consumer insights analysis can get you many steps closer to achieving your business goals.

With multi-modal and multi-channel emotion analysis of all content types and formats, consumer insights become important in creating efficacy of produced content. It assists different media outlets in driving media planning insights for different mediums, channels, and target groups.



Enhance Shopper Experience

Translating insights about customers shopping experiences into concrete business ideas and profitable growth is one of the important KPIs of C-suite executives. Superlative Emotion AI adds agility and accuracy to shopping, which, in turn, measures human emotion and create resonating experiences that drive ROI. Comprehensive Emotion AI derive and quantify engagement metrics for shopper experiences, thus, increasing sales.



Optimize Digital User Experience

Emotion AI powers your brand and is all about improving your side of the customer relationship. And this applies to digital first brands, too. It provides decisive analysis into user behavior across digital touchpoints that measures digital experience, the efficacy of digital elements, and customer satisfaction.

Benefits of Emotion AI-Powered Consumer Insights

With actionable insights, brands can optimize path-to-purchase journeys to ease navigation, product discovery, and sales.

Emotion AI, the Differentiator

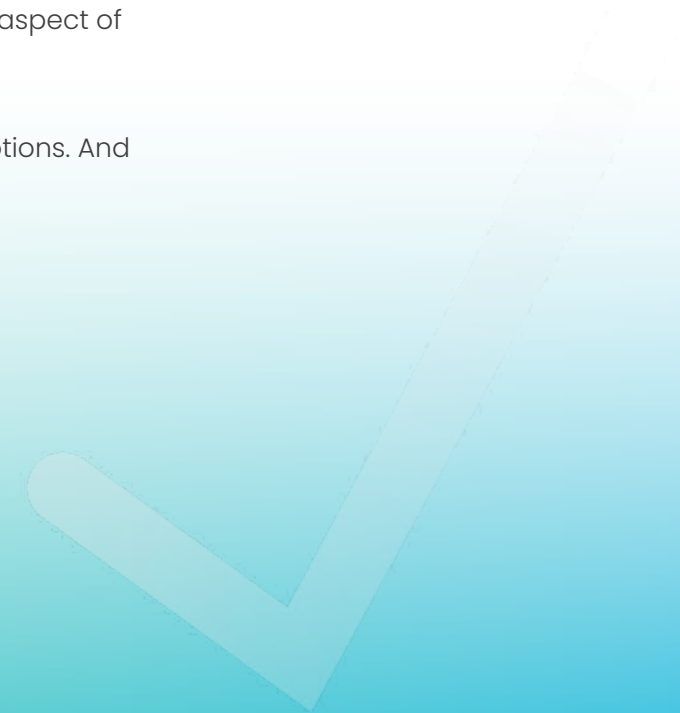
**DO
YOU
KNOW**

51% of consumers expect that companies will anticipate their needs? But how will you anticipate your consumers' needs if you don't understand their emotions.



This is where emotion insights come in. With emotion AI technology, brands can measure and analyze their consumer emotions in real-time. This, in turn, can help them get the insights that can improve every aspect of their business.

Remember: you'll never have a complete picture of your consumer if you can't understand their emotions. And brands that aren't capturing and analyzing their consumer emotions are going to fall behind.



Emotion AI: Future of Consumer Research



According to Microsoft, organizations that leverage their consumer behavior to generate insights outperform their peers by 85% in sales growth.

We all know that emotions play a huge role in consumer purchasing behavior, and the most actionable consumer insights are often hidden deep in their emotions. With emotion AI technology, you can unleash the insights locked in your customer emotions and transform them into a conduit for growth.

Though emotion AI is an emerging technology – it's quickly evolving to become an asset that businesses shouldn't ignore anymore – if they want to stay competitive. So, if you haven't boarded the emotion AI bandwagon yet, it's time to do that as it's no longer a futuristic technology – it's the present. And businesses who'll adopt this technology early on will gain a lot.



Entropik Tech is the world's leading Emotion AI platform that reads human emotions and helps brands redefine their offerings and experiences. In our mission to humanize experiences, we have built AI technologies that understand human emotion through Facial Expressions, Eye Movement, Voice Tonality, and Brainwaves – in a fast and scalable manner.

Our diverse product portfolio allows you to measure experiences across Media, Digital, and Shopper interactions in an accurate and meaningful way.

Entropik Tech provides emotion insights to over 150 global brands in CPG, Retail, Media & Publishing, Telecom, and Financial Services industries, amongst others. We are present across North America, Europe, the Middle East, India, and South-East Asia.

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