

# Neurons

Predicting Customer Behavior

Problem:

## Predicting customer responses is hard

82%

of people **ignore online ads and 37% of TV ads**

*Goo Technologies*

35-48%

of products **fail on the market**

*Merle & Cooper*

97%

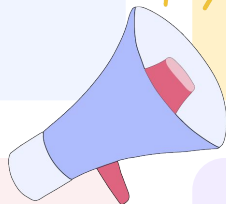
of websites **fail to do their job**

*Forrester*

49%

**drop in consumer loyalty** in 2021 from 65%

*Omnicom*



## What most companies focus on is not enough

### Attention

First thing that happens in the brain is to get the attention

### Emotions

This is often confused or merged with feelings. However, emotions happen subconsciously and have a massive impact on your decision

### Memory

Does this actually stick?  
Do people remember the product, the ad, and the brand?



### Stated Responses & Feelings

Most companies only use this step in design and planning, ads etc. However **less than 10% of decisions in the brain are made like this**

### Cognition

What associations you get to a consumer touchpoint, and whether you are "overloaded" with information

**Ninety-five percent of thought,  
emotion, and learning occurs in the  
subconscious mind.**

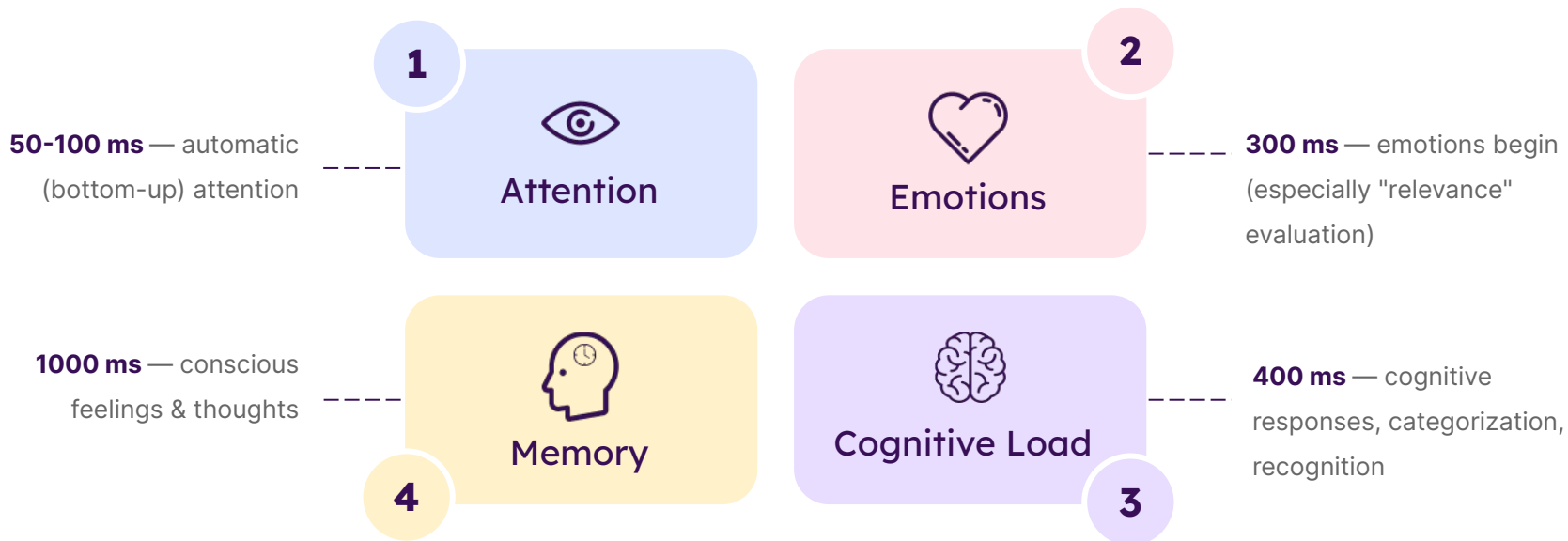
**Gerald Zaltman,**  
*Harvard University*



**How do we tap into  
this?**

## Subconscious decisions

take a different path, and Neurons Inc. measures them all



Solution:

## Neuroscience solves that!



Neuroscience  
research studies



Best in class  
methodologies



Designed for  
your needs



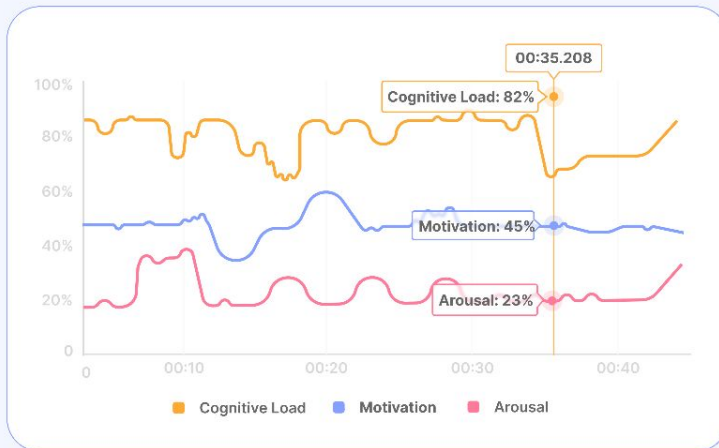
Second by second  
responses



EEG and  
eye-tracking



Implicit  
and stated measures



## Neurons is founded by the leading Neuroscientist



**Dr. Thomas Zoëga Ramsøy**  
PhD in Neurobiology, Certified  
Neuropsychologist & CEO at Neurons



## Trusted by top global brands and innovators

### Tech & Social



### Media & Advertising



### Retail



### Finance & Insurance



### FMCG



### Agency



## Optimize for what's **important**

29.5%



**Schibsted**  
Increase in CTR

42%



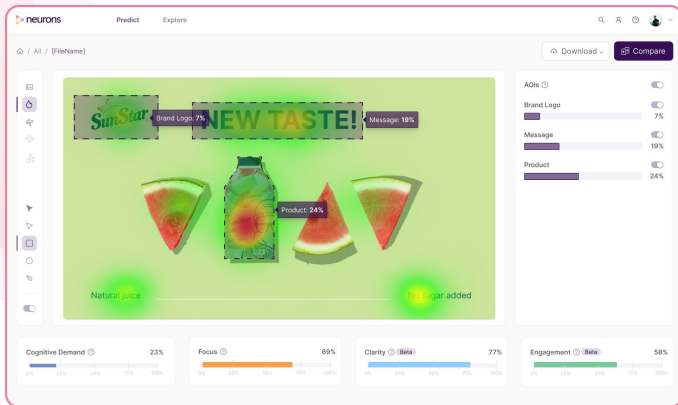
 **TotalMedia**  
The Behavioural Planning Agency  
Increase in engagement

55%



**NEOHUB**  
Increase in conversions

## predict

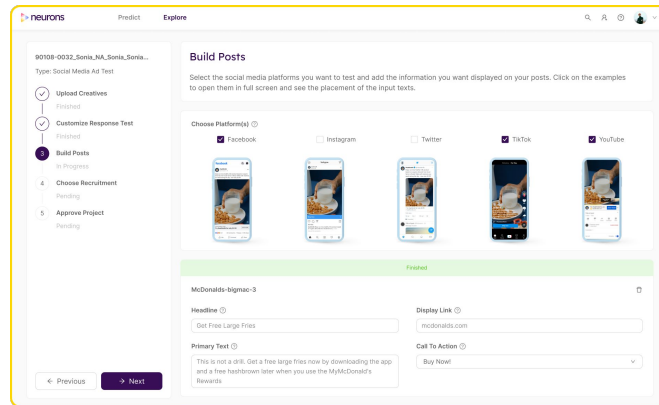


95% Accuracy

Predict attention, cognitive responses and engagement in a matter of seconds

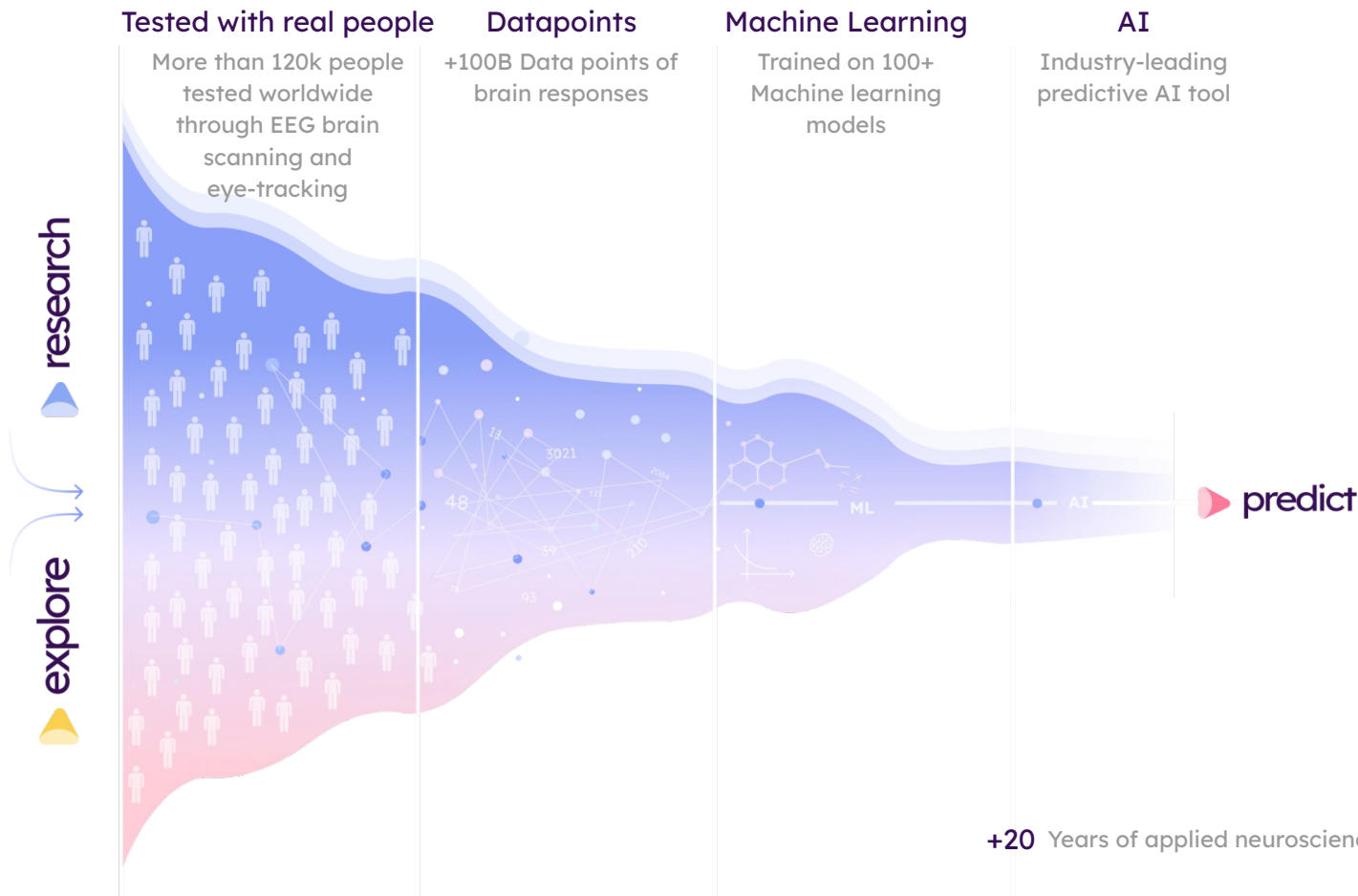
## explore

3-5 days turnaround

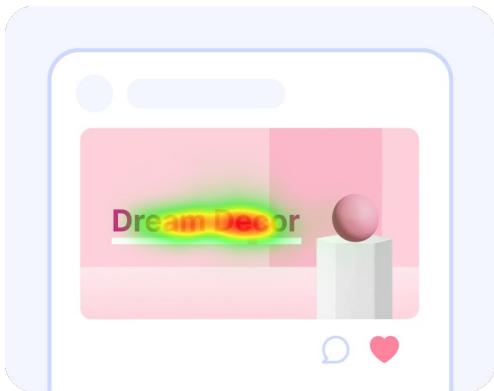


Measure attention, emotion, intent, memory, and stated impact of assets worldwide

# How the predict tool is engineered



# Optimize any creative asset



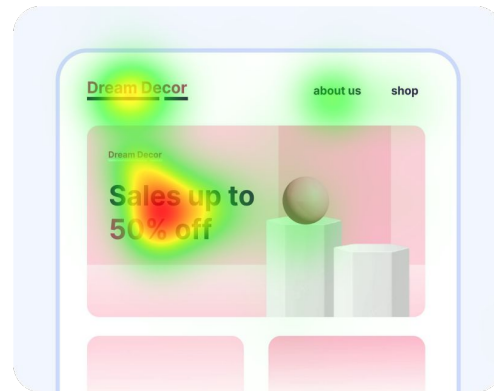
## Advertising & Media

- ▶ Optimize ads in a matter of seconds by predicting attention, cognitive responses and sentiments.
- ▶ Create effective advertising and communication



## Packaging & Retail

- ▶ Create effective packaging that stands out on store shelves and e-commerce sites
- ▶ Drive positive emotional and motivational responses leading to higher revenue



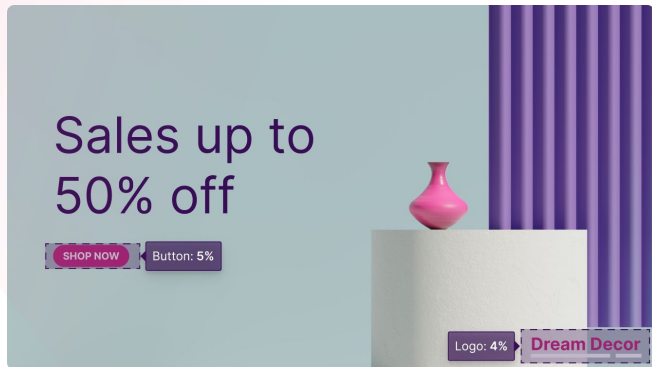
## Website Design & UX

- ▶ Build optimal website landing pages for higher conversion rate
- ▶ Deliver better UX design to drive more and easier use of products

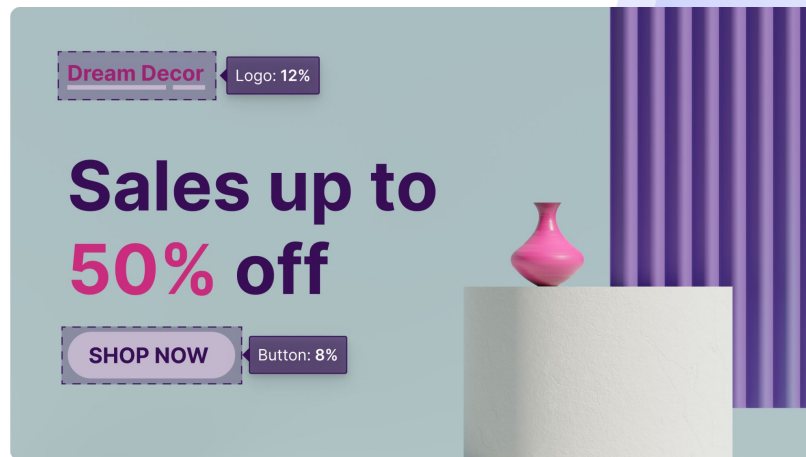
## Accelerate your design flow & prove impact

**3X** Memorable brand

Before



After



**1.6X** Attention to CTA

**Thank you**