

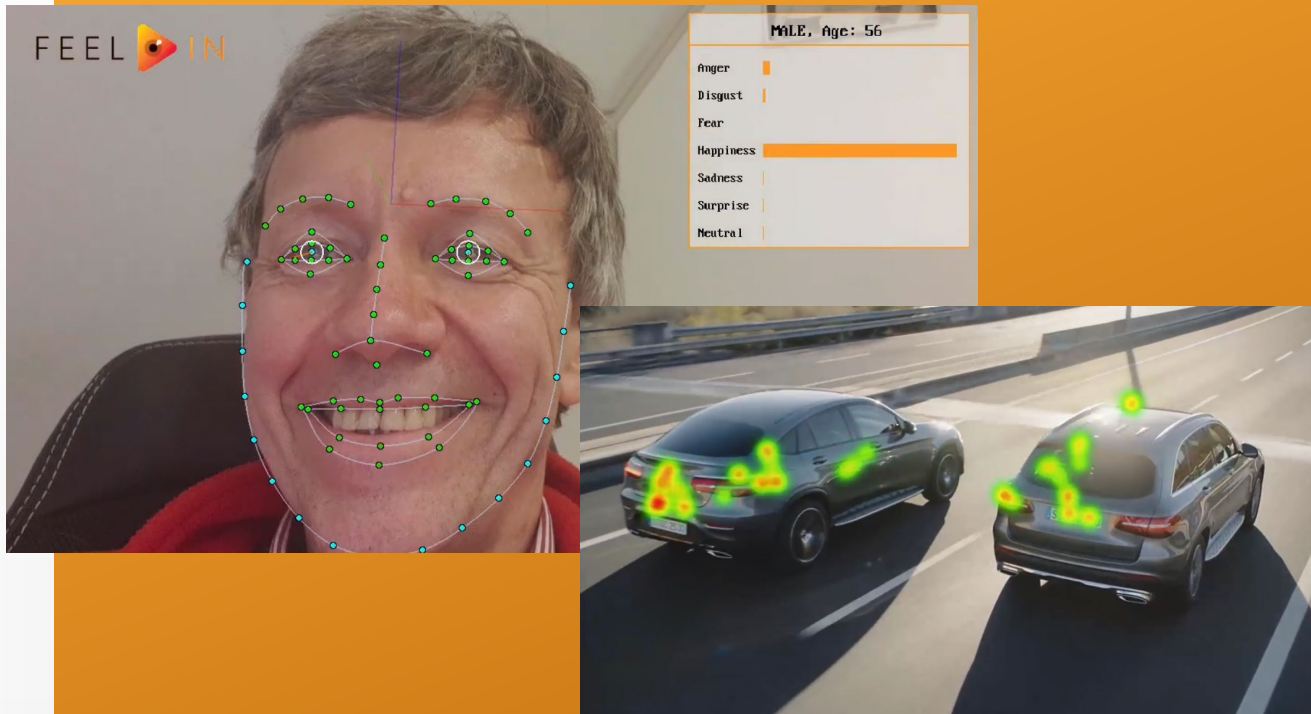


FEEL  IN

GET YOUR INSIGHTS WHEN IT COUNTS



# Accurate eye tracking & emotion recognition analysis on the go



EMOTIONAL ANALYSES MADE EASY

## A NEW WAY TO PRETEST YOUR ADS

With our online platform you can perform eye tracking analysis and observe what captured people's focus in your video.

You can replay the video heatmaps at anytime and cross the emotional reactions to pinpoint the best moments and improve your editing.

Make sure that people Feel !



## Improve your editing

Identify the sequences with the strongest impact  
Select the best editing that delivers your message  
Select impactful assets for your campaigns



## The right format for your ads

Select the right format for your ads based on the audience's visual engagement  
Decide if your ads should be skippable or not



## Increase brand awareness & recognition

What did the viewers understand ?  
Is my brand recognised by the audience?  
Did I manage to deliver I wanted to deliver?

— A CHALLENGING ERA

**Agencies must  
make many  
decisions uncertain  
conditions**



— INSTANT FEEDBACK AT YOUR FINGERTIPS

# We **capture reactions** on hundreds of people in a few hours, thanks to their smartphones

Feelin is the best way to pretest ads. A new, faster and cost-effective way to collect feedback about your viewers' emotional reactions to your video. We **deliver high quality insights on hundreds of people in just a few hours.**



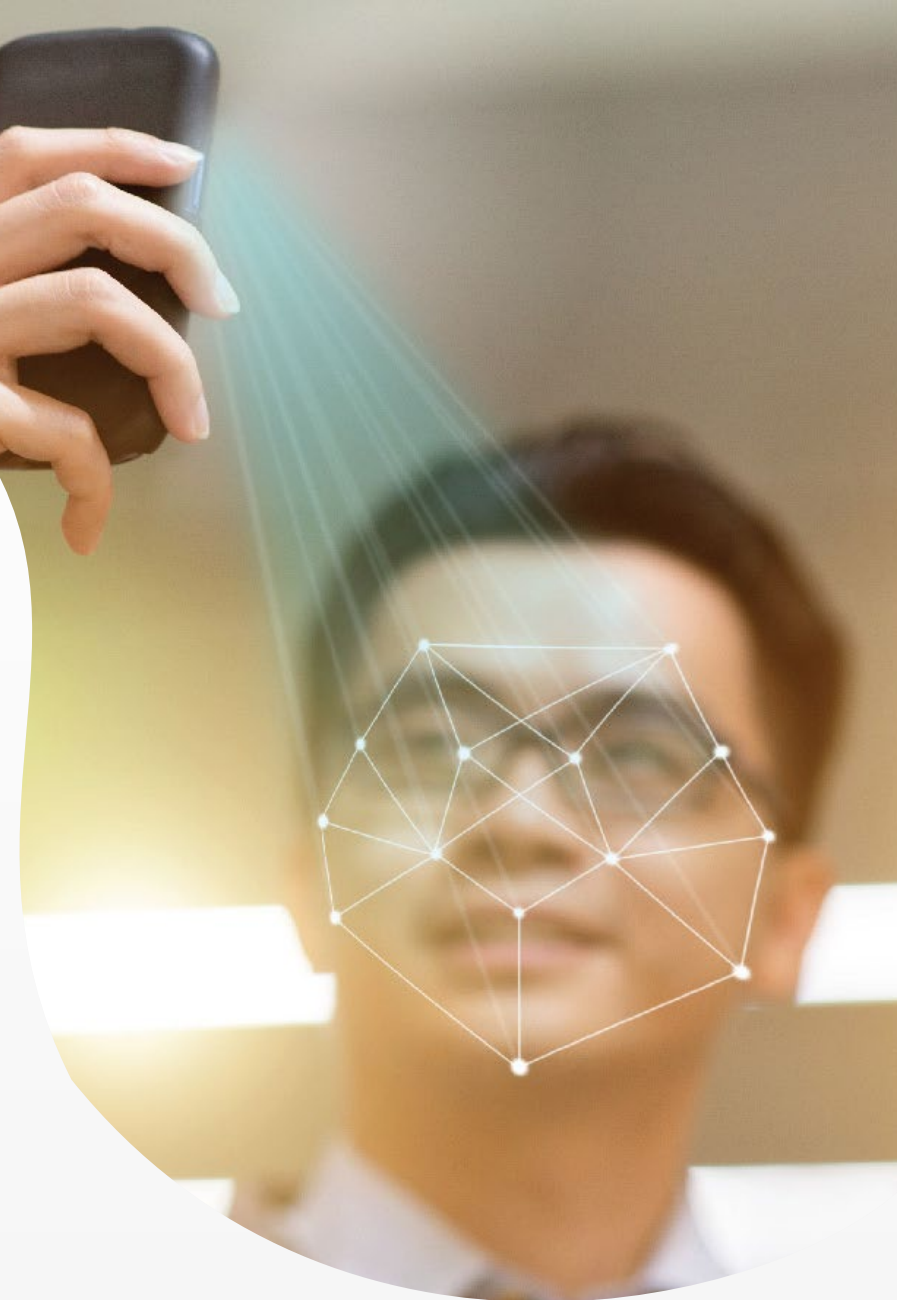
Eye  
Tracking



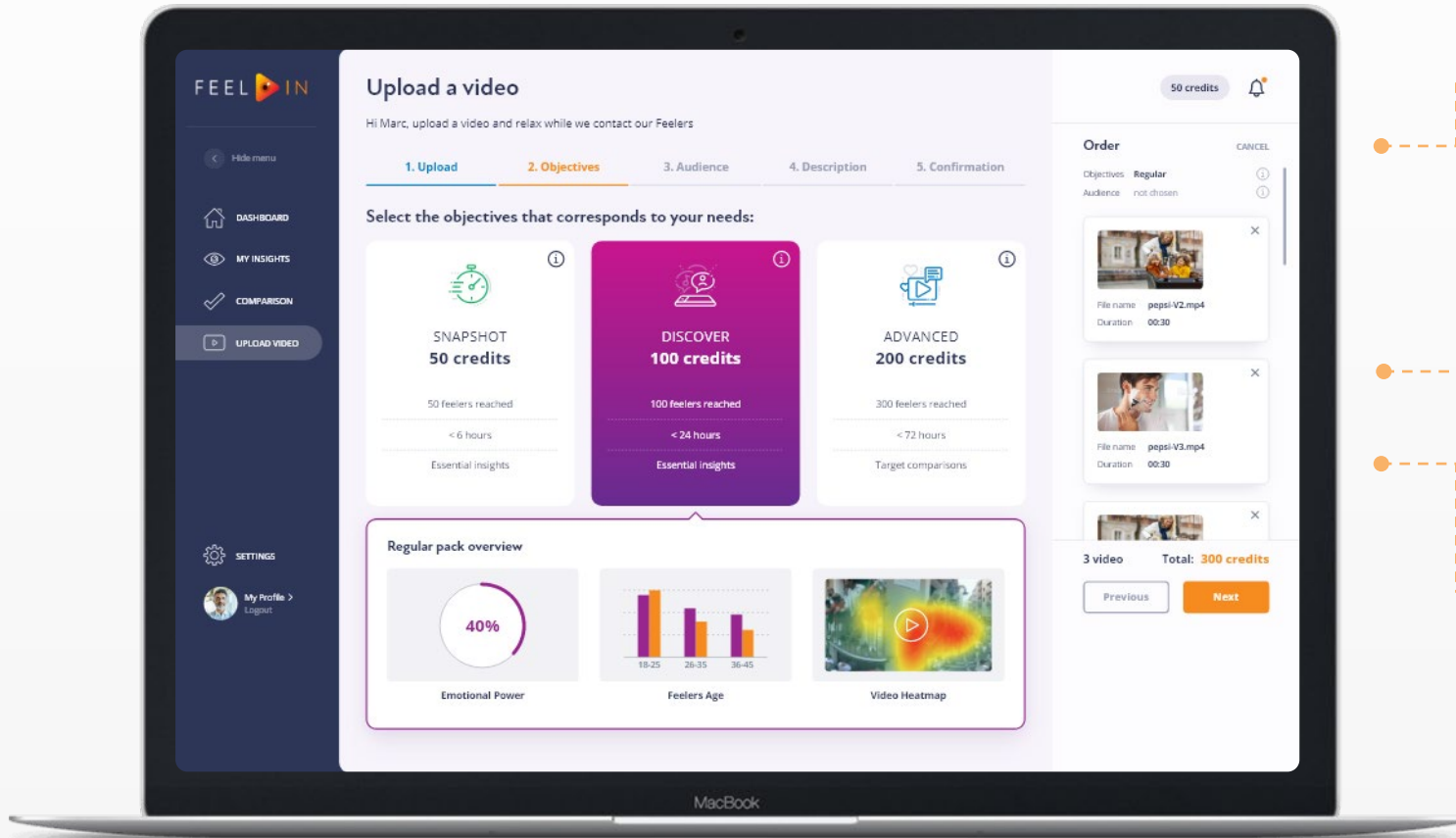
Emotion  
Detection



Quantitative  
Survey



# You manage your tests through our dedicated online platform



## Pay for what you need

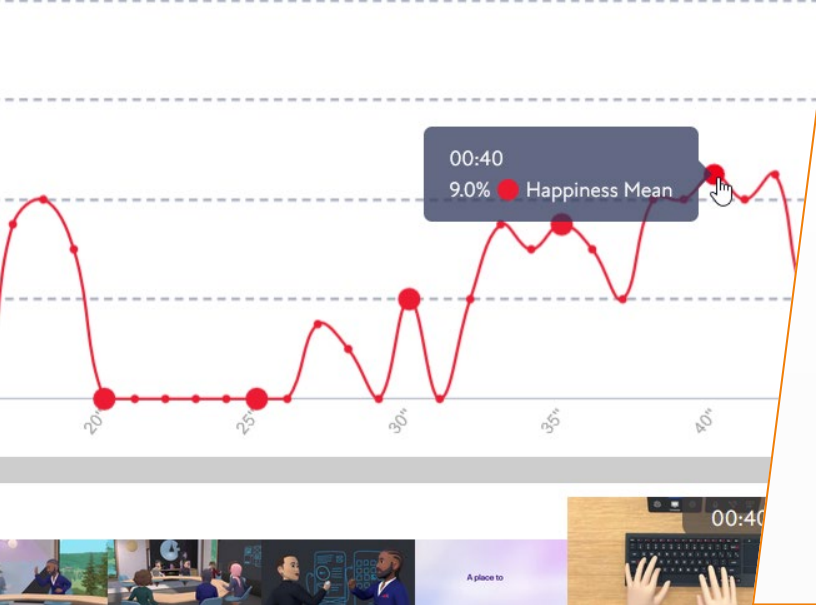
You can choose the type of test that fits your needs :  
**Snapshot, Discover or Explore.**

## Target the audience of your choice

Select the audience you want to target based on its **location**,  
**gender** or **age**.

## Start & run your test in real time

Get your results within a couple of hours. **No more waiting time**, mail chains or endless conversations.

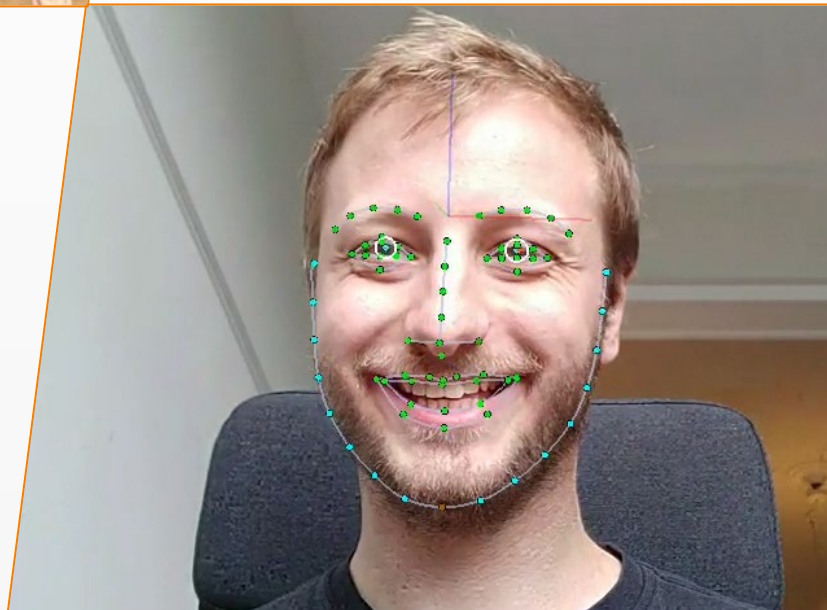


## Emotional reactions

Identify the most impactful sequence of your videos and avoid generating unwanted emotions

## Real People Real Insights

You get feedback from real people watching your ads directly on their smartphones to deliver insights as fast as possible.



EMOTIONS MATTER

# Stronger emotions means better **brand** **recognition**

Connecting with the audience on an emotional level is a strong driver of the brand recognition and awareness.

If you want your spot to be remembered ...

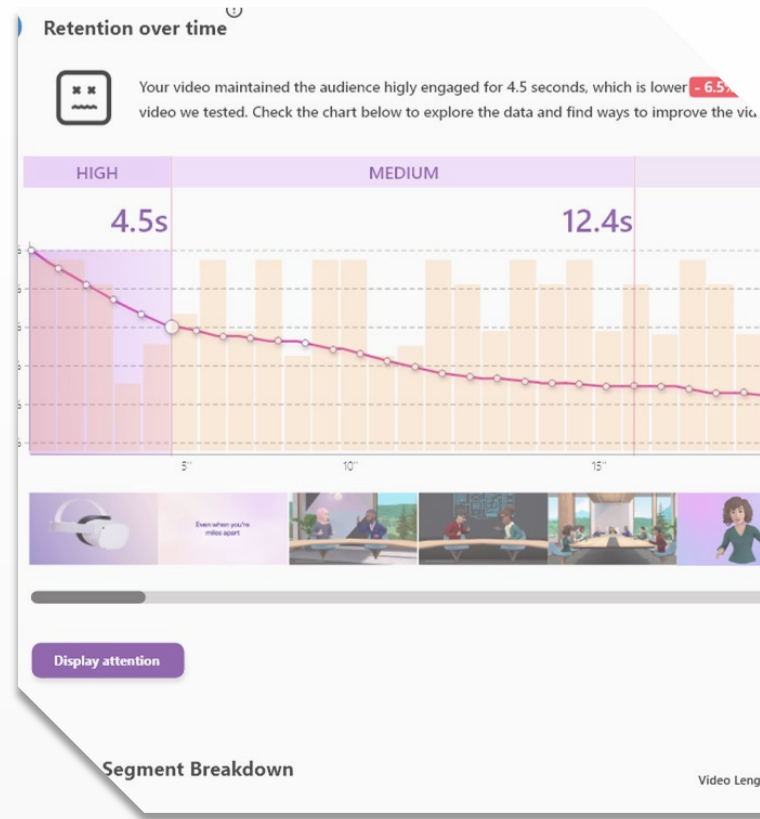
**Make your audience feel !**



## Video heatmap

See what people are looking at on your video and validate that your message is read as well as your CTA noticed.

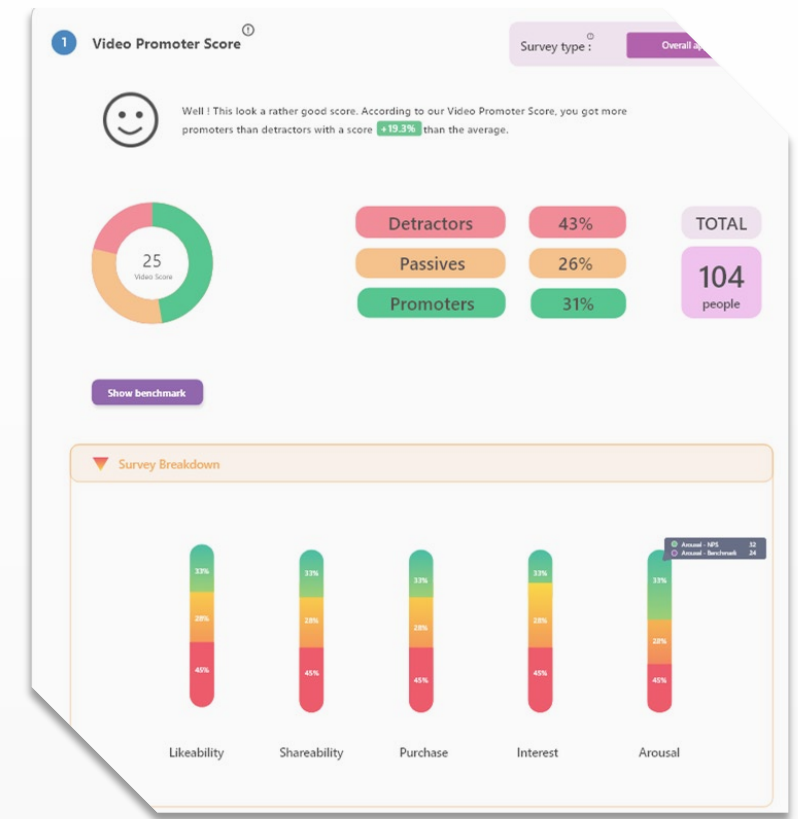
Improve your message delivery



## Retention

Check whether your video maintain the audience highly involved throughout the video and when they stop watching.

Improve your audience retention



## Survey

Understand what people think of your ads through questions and custom surveys.

Improve your word of mouth



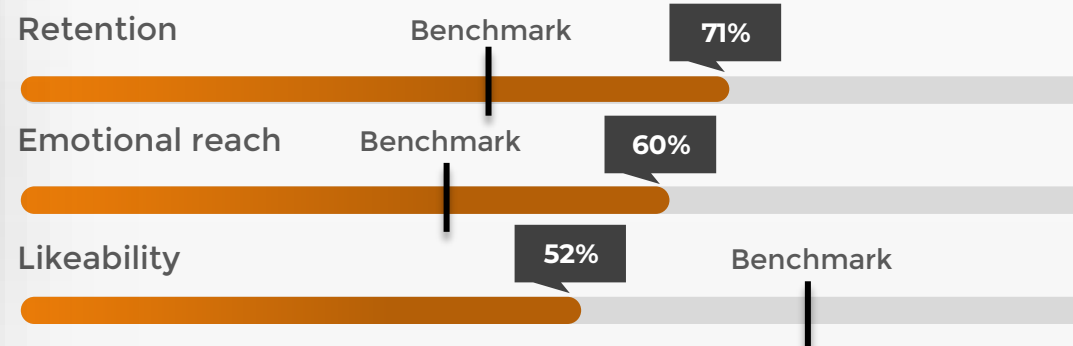


— POSITION YOUR PERFORMANCE

# Benchmark your ads against your industry competitors

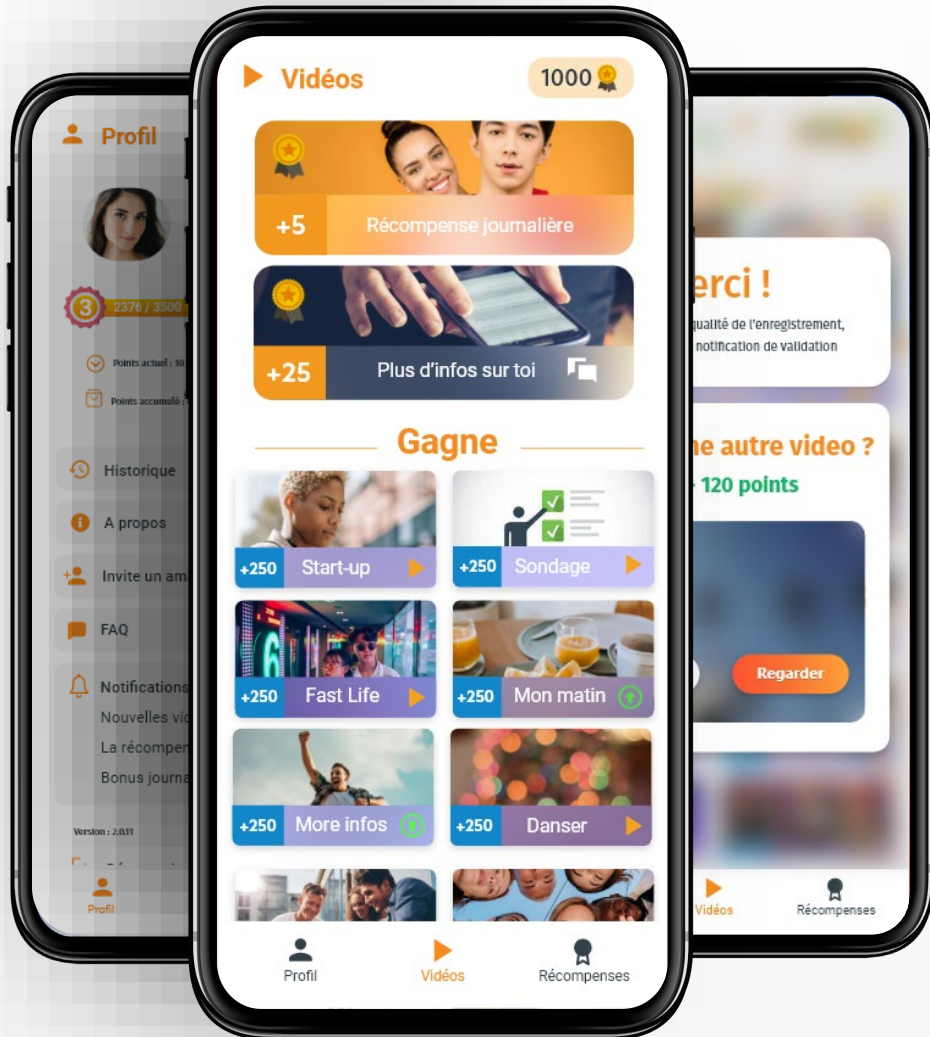
Thanks to our comprehensive scores, you can position your ads scores against similar ads from the same industry.

Check if your ads outperformed your competitors and increase the probability that your brands and products have an impact on your consumers



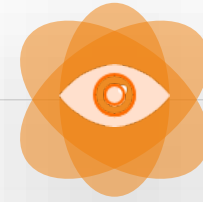


ALL DATA IS COLLECTED THROUGH OUR MOBILE APP



## Eye tracking

Track consumers' attention  
Identify what catches the eyes  
Optimise recall



## Pupillometry

Get access to the true emotion  
felt by your audience with this  
new neurophysiological metric



## Facial Expression

See how people react to your  
media content and validate  
your storyboard



## Brand Attitude

Combine physiological data  
with declarative questionnaires  
to fully understand people's  
reactions to your ads

WE FIT IN YOUR PROCESS TO HELP YOU MAKE THE BEST DECISIONS



**Briefing**



**Storyboard**



**Shooting**



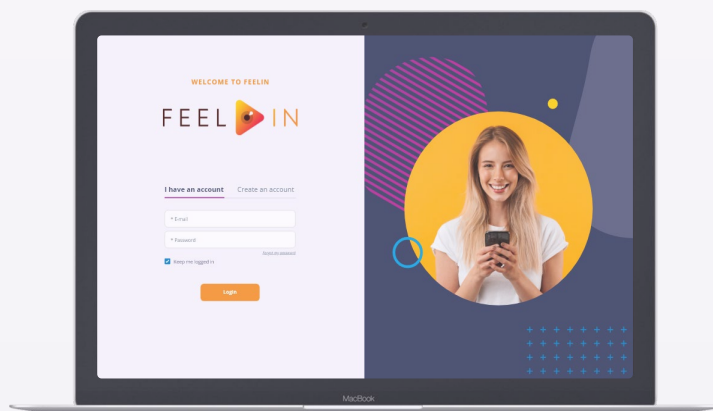
**Editing**



**Validation**



**Campaign**



*Identify the sequences with  
the strongest impact*

*Select the best edit to  
deliver your message*



*Select impactful assets for  
your campaigns*

*Target the audience that  
connects with your ads*

THE BEST STORIES BEGIN WITH EMOTIONS

# They already trust Us





# FEELIN IS YOUR PRIVILEGED PARTNER

WHATEVER YOUR  
SIZE

WHATEVER YOUR  
MOTTO

WE FIT ALL  
AGENCIES



## One time need

You deliver only a few videos a year or you are just curious



## Package

You want to test 5, 10 or 20 videos in a year



## Subscription

You want to integrate Feelin in your processes for most of your videos



## Tailor-made

You want to combine several plans or you have specific challenges. **Let's talk.**

LET'S TALK TO

# Make your audience **FEEL**



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[Book a meeting](#)