Media Frankfurt

AeroVision^{AI}



AeroVision^{AI*}

Fast & cost-effective attention measurement

HEATMAPS & ATTENTION SCORES PER KEY VISUAL



HEATMAPS IN AIRPORT ENVIRONMENT



EMOTIONAL & COGNITIVE ANALYSES

Gain insights into how a creative is perceived, the effort required to process its messaging, and its impact on audience engagement.

Obtain precise scores for visual, emotional, and cognitive analyses to accurately predict viewer behavior and improve your creative.

Can be applied for **static images.**
The creative will normally be tested in the airport environment, using standard situations per asset type.

*Quelle: *AeroVisionAI is a licensed AI tool which was developed based on: 1) inhouse eyetracking lab, 2) Neurons AI eye-tracking database with more than 20.000 participants and 3) machine learning (with more then 200 models compared to find the best solution). The tool provides an accuracy of 95% prediction vs. eye-tracking data.*

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Fast & cost-effective attention measurement

Gain insights, where the attention of passengers is; i.e. if the campaign attracts the attention in the airport environment and how your key visuals work.

Use the results and learnings to enhance creative effectiveness.

Costs: 2.500 Euro per analysis





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