EMOTIONAL ANALYTICS

WAVEMAKER
MEDIA. CONTENT. TECHNOLOGY.

EMOTIONAL ANALYTICS

WHY IS IT RELEVANT?

In a world of data driven marketing, we're often quick to overlook the role of unconscious preference in brand bias

With no conscious effort, we form opinions about brands whenever we encounter them, also when we're not actively looking to buy something. Modern neuro-science studies have clearly demonstrated how our unconscious reactions dominate over our conscious thoughts.

An emotional reaction in favor of a brand will create positive bias. After surveying the purchase behavior of 400,000 respondents across 72 categories in 35 markets, one of Wavemaker's key insights is that such bias, formed before people even are in the market for a product, plays a fundamental role when they move on to make a purchase decision. A brand with high positive bias is much more likely to convert than a brand with low or no bias – and the multiplying effect of positive bias onto sales ranges between 5 and 9 times, depending on the category.

There's so much data and it's not always giving us the information we need

How can we capture the way positive bias is generated? The rise of data has brought with

it a proliferation of metrics. Most of these, particularly in digital, focus on rational and quantitative facts. Marketers measure the exposure of a piece of content by tracking the viewability of banners, the completion rate of videos, the interaction with posts – but seldom evaluate the impact on brand bias and the role it plays within the purchase journey.

Traditional brand measures are not able to intercept brand bias as they focus on measuring the perception when it's already formed in the consumer's mind, for example by answering questions like "is this a brand for me?", "is it a brand I would recommend?", "does it give me value for my money?".

Questions like how engaged an ad makes someone feel, what they are feeling when they are looking at the ad, or which elements attack their attention first, are what we try to address through **emotional analytics**.

Wavemaker has been working with neuromarketing experts Behavior & Brain Lab from IULM University of Milan to study emotional response to videos, banners, images and other digital advertising content to understand what drives positive brand bias.

EMOTIONAL ANALYTICS AND THE CONSUMER PURCHASE JOURNEY

To better understand where emotional analytics can apply, let's have a look at the customer journey.

The Wavemaker purchase journey model is a simple explanation of the underlying process by which people choose and buy brands and it's divided into four stages:

PRIMING STAGE - when consumers are not actively thinking about buying a brand or are "in market" for a specific product. This is where emotions and unconscious beliefs are key to build consideration.

TRIGGER - the needs and desires that generate a positive reaction in people's mind and move them to actively search for brands, products or services.

ACTIVE STAGE - when consumers are looking to make a purchase, gathering information, going to the shops – all that is needed to decide.
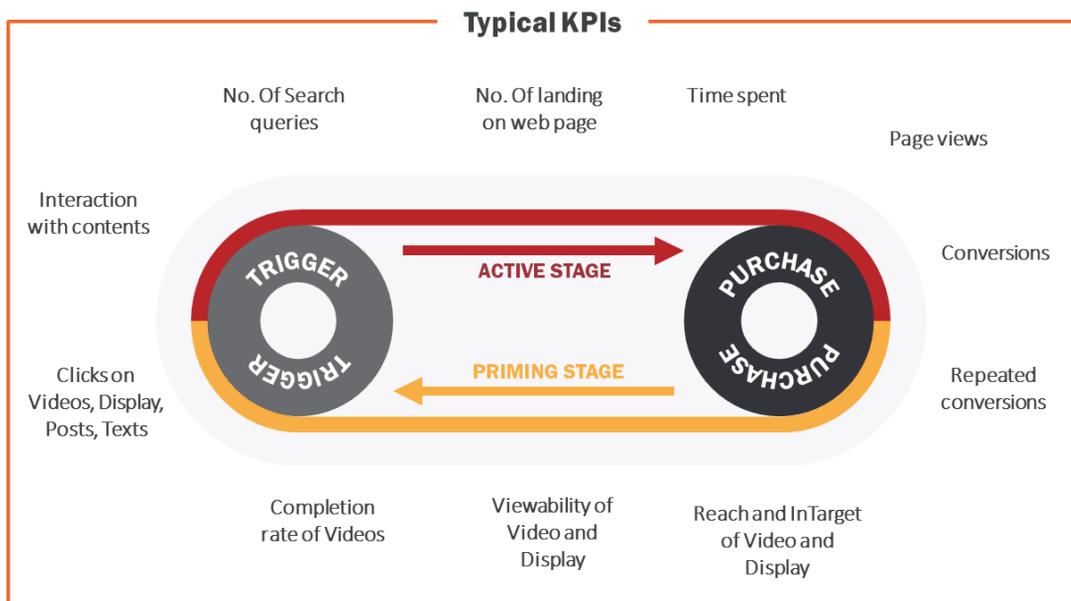
PURCHASE - where consumers buy, use and recommend brands. This can be captured into CRM systems and used for re-contact; to push the consumer back into the purchase journey cycle.
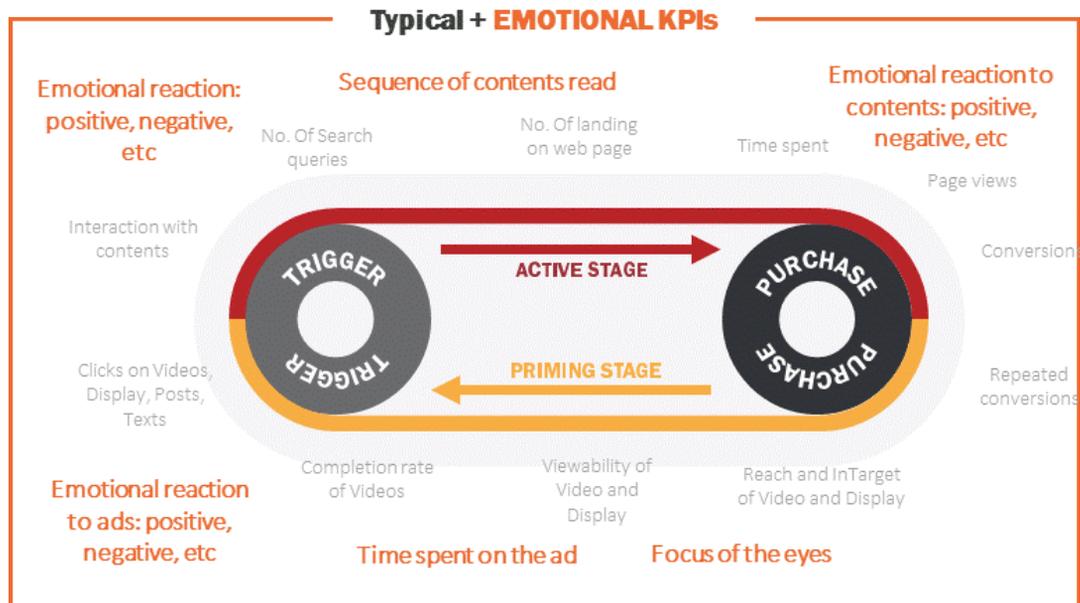
When measuring how digital media perform, we look at the entire purchase journey cycle and typically consider a few significant digital metrics to describe the results of a paid media campaign:

− In Priming and Trigger Stages: Reach, viewability and completion rate (videos); number of clicks, comments or shares, for example.

− In Active and Purchase stages: Volume of queries in search engines, website visits, time spent on the site pages, finally followed by conversion figures.

These metrics all measure outcomes but none of them can help us know if the ad is building bias.

Typical KPIs

No. Of Search queries

No. Of landing on web page

Time spent

Page views

Interaction with contents

TRIGGER

ACTIVE STAGE

PURCHASE

Conversions

TRIGGER

PRIMING STAGE

PURCHASE

Clicks on Videos, Display, Posts, Texts

Repeated conversions

Completion rate of Videos

Viewability of Video and Display

Reach and InTarget of Video and Display

Typical + EMOTIONAL KPIs

Emotional reaction: positive, negative, etc

Sequence of contents read

No. Of Search queries

No. Of landing on web page

Time spent

Emotional reaction to contents: positive, negative, etc

Page views

Interaction with contents

Conversion

TRIGGER

ACTIVE STAGE

PURCHASE

Clicks on Videos, Display, Posts, Texts

TRIGGER

PRIMING STAGE

PURCHASE

Repeated conversions

Completion rate of Videos

Viewability of Video and Display

Reach and InTarget of Video and Display

Emotional reaction to ads: positive, negative, etc

Time spent on the ad

Focus of the eyes

Emotional analytics introduce a new layer of metrics that can help us track an ad's ability to generate bias.

From measuring viewability to looking at which area of the ad was looked at and for how long

How did someone's eyes move around on the image or video? Where did they stop? How long did the person look at the ad? Long enough to take in the message? Were there any emotional reactions to pictures, messages, products, claims and call to actions?

From counting clicks to registering emotional engagement and reactions

We've used the number of clicks to measure someone's interest in a banner. However,

a message can be delivered effectively without generating clicks. So far, we have tried to measure this by seeing if someone exposed to an ad would later search for that specific content or access a landing page.

With emotional analytics, we can identify the details that drive interest and revise our messaging accordingly. In the following examples, we've used eye tracking techniques to record if and where consumers focus their attention.

In the first example, the user's sight is directed towards the woman's eyes and then lands on the first bottle of wine. The second bottle on the right is not noticed. In the second example, the woman is now looking at the wine instead of the observer. Consequently, the user's eyes' shift to the right, and the product and the copy get a lot more attention.

1: lady looking at you
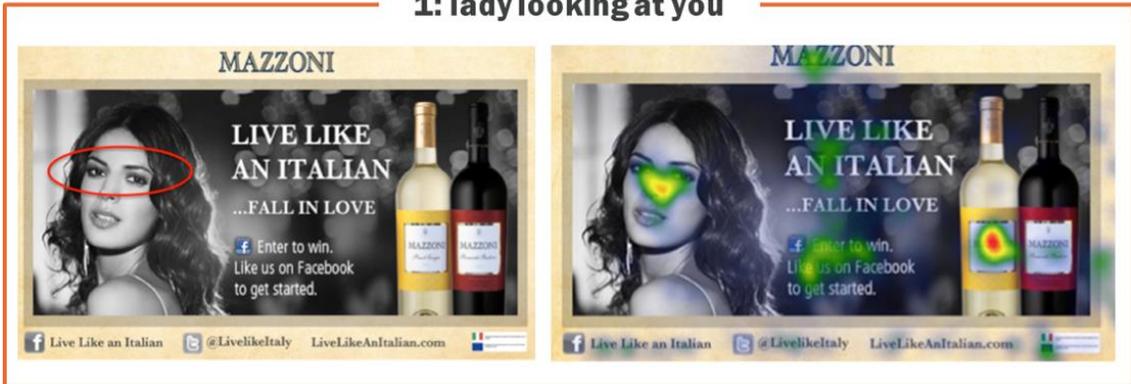
2: lady looking at the product

This a very basic example of how eye tracking can be used to improve the effectiveness of a message. A similar approach can be used with other types of assets and the next example show the eye tracking analysis of a webpage. The content in red, orange, yellow and green get most attention and, naturally, this is where the most important messages should be placed.

Another method of emotional analysis is facial recognition, here applied to marketing and communication in two examples.
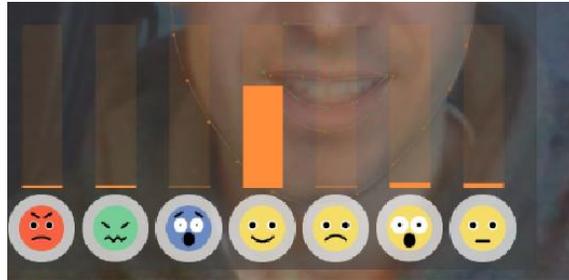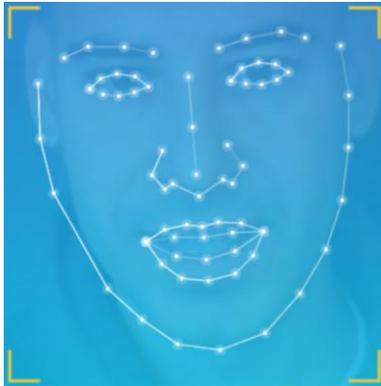
In the first, we use facial recognition to map consumer reactions to an ad. This is for example useful when testing a creative.
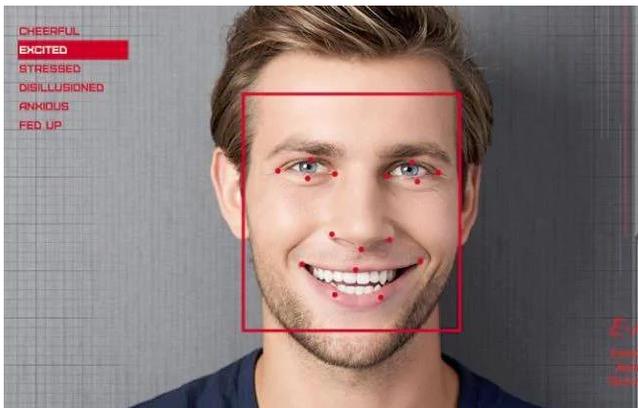
The second example is from a campaign created by Just Eat in collaboration with the famous Spanish chef Ferran Adrià. The campaign uses facial recognition to map the consumer's mood and propose a menu to fit. If the consumer looks stressed for example, Just Eat can suggest dishes containing magnesium that has a calming effect.

How can emotional analytics make a difference to advertisers?

- By adding a new set of metrics when evaluating ad effectiveness, for example adding "watchable impressions" to the currently used "viewable impressions" to reveal if a specific product/brand/service/claim has been received as intended. That someone has been exposed to a video, does not tell us if they have really watched it or how they felt when they saw it.

- Measuring a direct, and perhaps unconscious, reaction to content, can give brands a steer on how to generate positive Priming Stage Bias and, consequently, improve their conversion in the Active Stage.

- By introducing a new digital planning variable, mixing emotional analytics with data analytics. For example mixing geolocation-based or meteo-based approaches with facial recognition to deliver responsive ads that will change according to the weather and the viewer's feelings.

- Adding emotional response as a variable in the attribution modelling or econometric modelling. This would help link the emotional contribution to hard facts like conversions and sales.

- By creating customized products or offers and responsive ads or contents to promote them, moving from media planning to mood-responsive planning.

GET STARTED

1. Define your objectives and key performance indicators. How will understanding the emotional value of a specific message or piece of content help your brand? How will you measure success?

2. Partner with an expert. Make sure you attack emotional analytics with a solid methodology; this is best done by partnering with someone that has years' of experience doing research in this field. Analyse and test.

3. Choose your tools. The emotional analytics tools and technologies are evolving fast. Some solutions can even be embedded within mobile app or websites to read feelings and deliver personalized experiences in real-time (for example Peekabeat.com that can suggest music to fit user's mood in real-time).

4. Launch, measure and course-correct. Go live: launch new initiatives based on emotional results (if available) and use emotional analytics to monitor and measure your campaign. Make changes based on the results of the emotional analysis. Measure and learn – have the results improved? How does this impact your brands purchase journey?

To find out how emotional analytics can support your brand throughout the purchase journey, contact:

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