Uses Of Data In Neuromarketing

- analyze brain and unconscious reactions of people to understand and influence consumer behavior
- help you discover what are customer’s neural responses to product ads, promotions, packaging, price, etc.
- allow you to track eye and gaze movement, detect mouse movement, track consumers’ attention and emotions
uncover your brand perception, marketing campaign performance and even predict intentions

show you how to create a design that better capture attention and how to build products and packages that drive emotional engagement

can help you create brand positioning strategies and reduce a variety of costs

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