



AI tools demo day

Speakers



**Dharmendra Jain -
Moderator**
Committee member
ESOMAR



Judith Passingham
Committee member
ESOMAR



Ben Hsieh
Co-Founder
Synapbox



Chrisitan Bobzin
Senior Director of Experience & Design
Market Logic Software



Bradley Taylor
Senior Strategist
Converseon.AI



Vedran Jelaca
CEO
Shopnosis



AI Creative Content Testing

Discover the WHY behind Creative Engagement



Agenda

- 1. Measuring Creative Engagement Is Hard**
2. New Approach To Creative Testing
3. Platform Demo
4. Future Of Creative Development



Measuring Creative Engagement Is Hard





The Cost Of Bad Advertising Is Very Expensive





Agenda

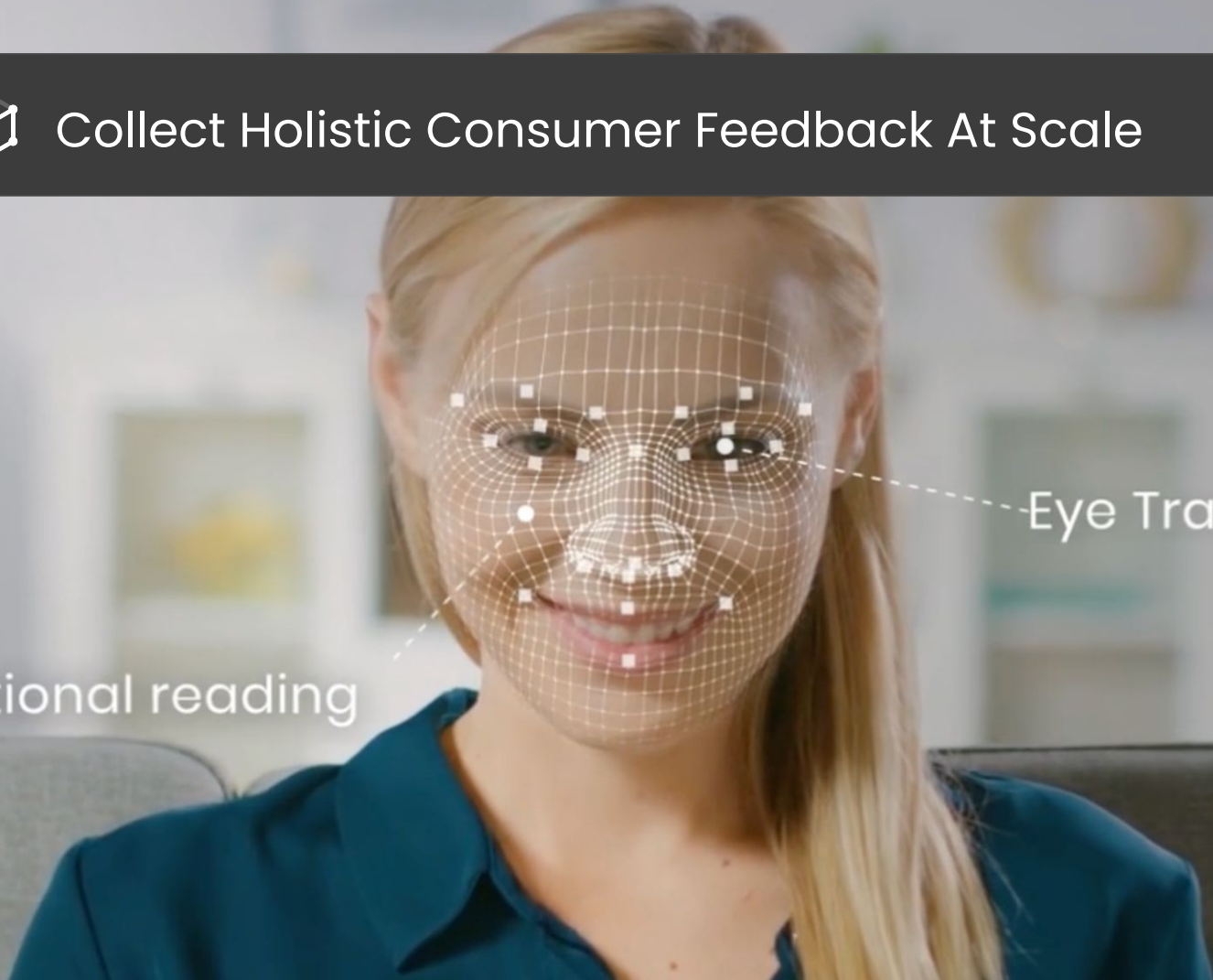
1. Measuring Creative Engagement Is Hard
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Collect Holistic Consumer Feedback At Scale

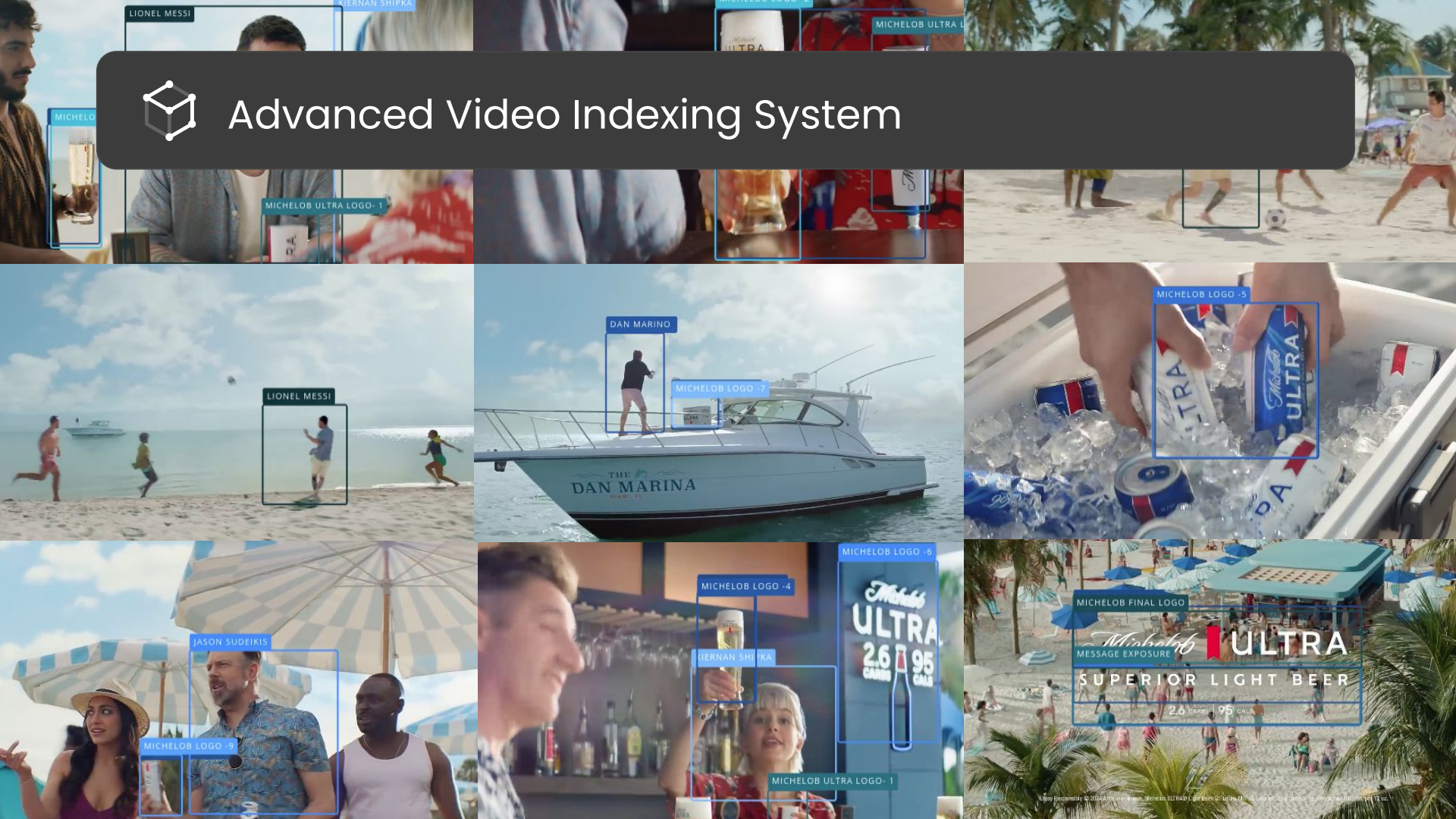
Emotional reading

Eye Tracking



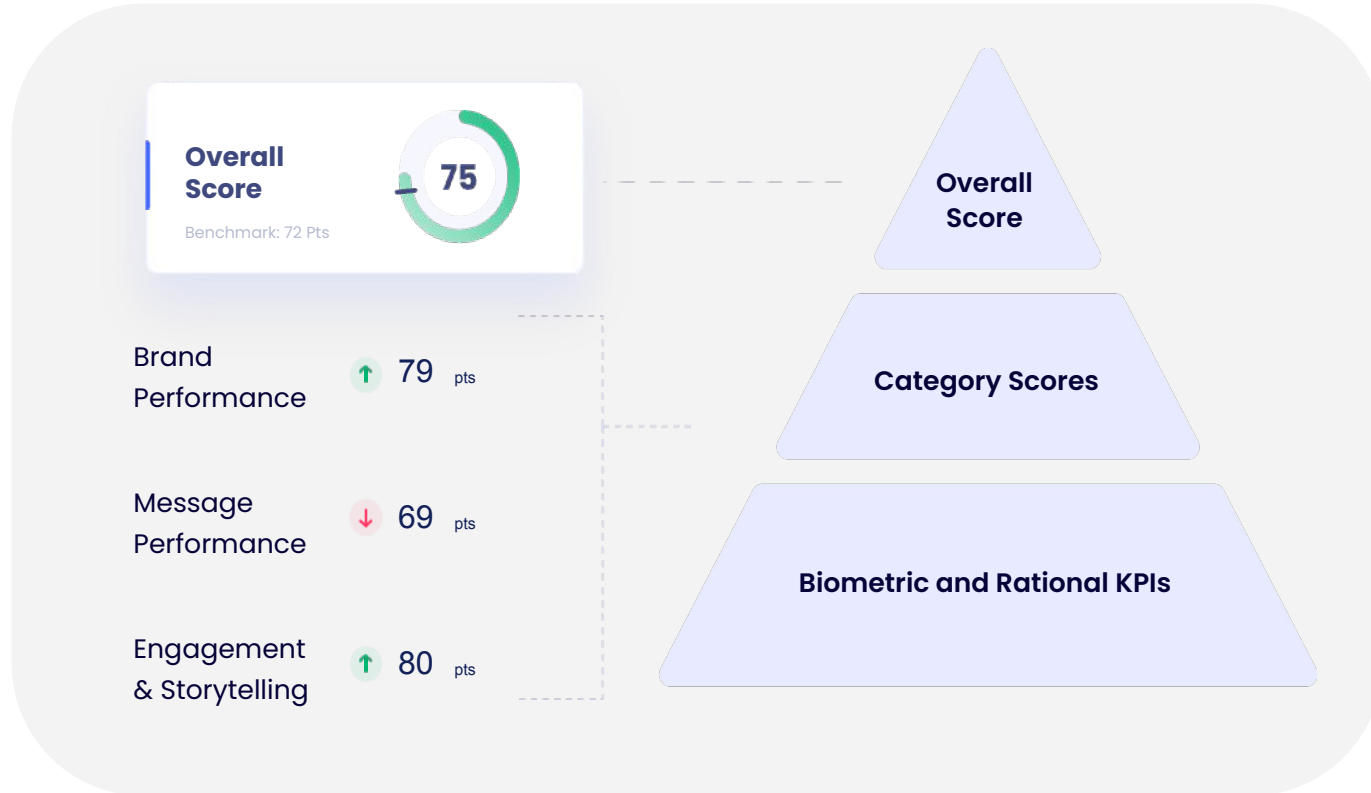


Advanced Video Indexing System





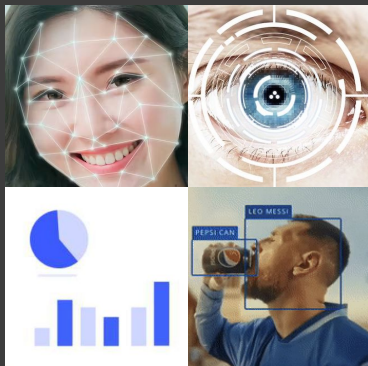
Proprietary Scoring System And Algorithms





Automated ML Pipeline To Measure Creative

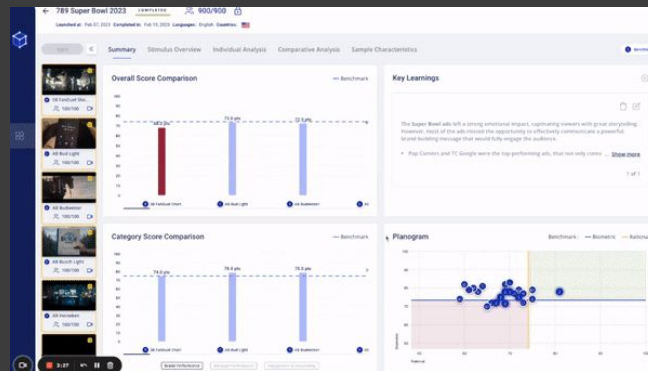
**Multimodal
Consumer Feedback**



**Synapbox
AI System**



**Automated Scores
& Key Learnings**





To Achieve AI Generated Key Learnings In A Click

Key Learning



B I U | 1 2 3 | ☰ ☷

The asset TC Google achieved an average performance with an overall score of 78.0, which is compared against a performance variable that includes a benchmark value of 74.69.

The Brand Performance Category Score achieved a high performance, indicating that the brand is successful in being visible, recognized, remembered, and appealing to consumers, and that the content is effectively building the brand. The performance of the Brand Performance Category Score is influenced by the performance of specific metrics. The Rational metric, Brand Appeal, performed high with a score of 68.0. Additionally, the Rational metric, Fit with the Brand, also performed high, registering a score of 85.68.

The Category Score for Engagement & Storytelling performed high, indicating that the content was successful in generating an emotional impact, engaging the audience, and being highly valued for its composition. The performance of the Category Score for Engagement & Storytelling is supported by the high performance of the following metrics. The Biometric metric, Emotional Arousal, performed high with a score of 75.97. The Rational metric, Shareability, also performed high with a score of 76.16.

The Message Performance Category Score was evaluated as average, indicating that the brand is not achieving the optimal level of performance necessary to prompt participants to action.

The Category Score for Message Performance is influenced by the performance of specific metrics. The Rational

Cancel

Save

Overall Score

Category Score

Brand Performance

83.1 pts

Message Performance

70.1 pts

Engagement & Storytelling

81.6 pts

TC Doordash

250/250

TC Google

250/250

TC Microsoft

250/250

TC Squarespace

250/250

TC Uber Eats

245/250



Agenda

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2. New Approach To Creative Testing
- 3. Platform Demo**
4. Future Of Creative Development



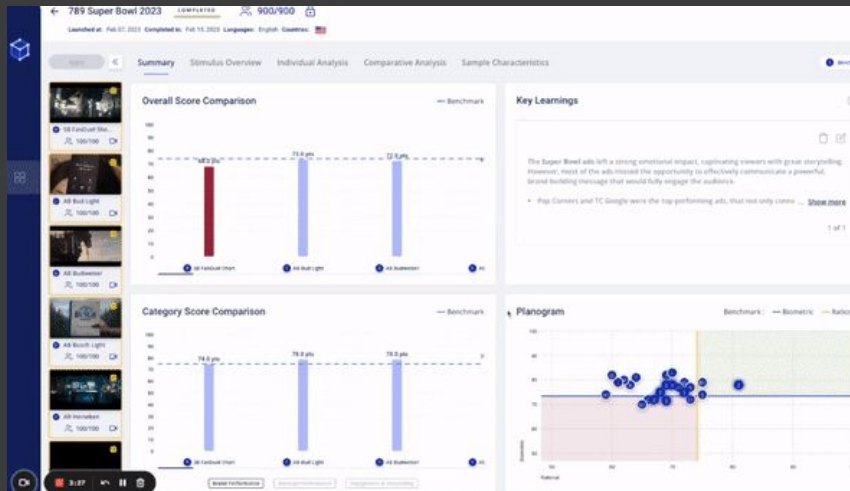
Please Meet Cristina Who Will Demo The Platform



Cristina de la Peña
Founder & CEO



**Innovators
Under 35**



Clients



NETFLIX





Agenda

1. Measuring Creative Engagement Is Hard
2. New Approach To Creative Testing
3. Case Study & Demo
- 4. Future Of Creative Development**



Creative AI Trained On Consumer Preferences

Create Content

1



2

Test with Audience

3

Optimize Content

ben@synapbox.com





Turn Unstructured VoC Data into Predictive Brand “Decision Intelligence”

Powerful new data and analytics solutions powered by award winning AI powered NLP + Predictive and GenAI + Econometrics

ESOMAR AI DEMO DAY | May 2024



Meet Our Speaker



Bradley Taylor

Senior Strategist, Converseon

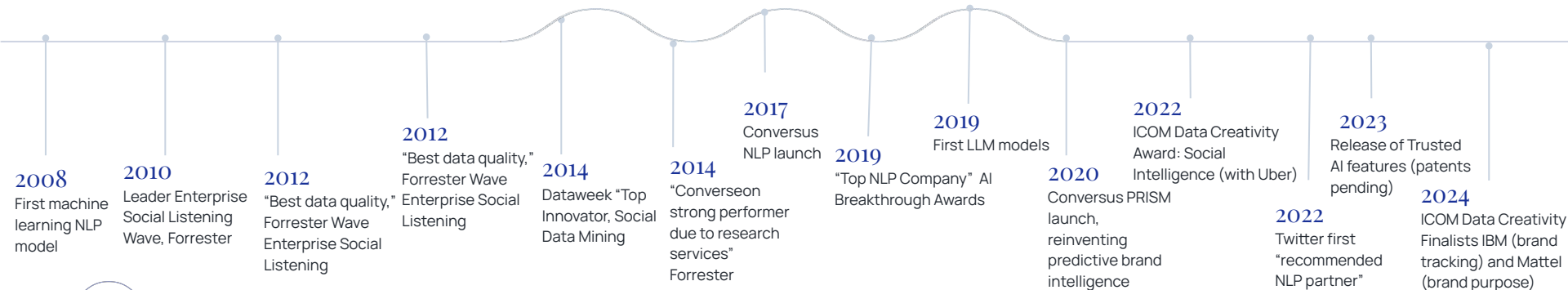
Bradley has 20 years of experience pioneering decision intelligence which uses multiple data sources and disciplines including social media data, consumer research, psychology, behavioral economics as well as advanced analytics to understand the consumer's mind and forecast future outcomes. This work has helped a number of Fortune 500 companies find opportunities and configure their businesses to provide industry-leading products and services to their customers. Recently Bradley co-invented GfKnewron as the Global VP of Product for GfK. He then went on to head up advanced analytics as a Director for KPMG UK. Bradley now leads the development of Converseon's Advanced Analytics product offering.

The Problem

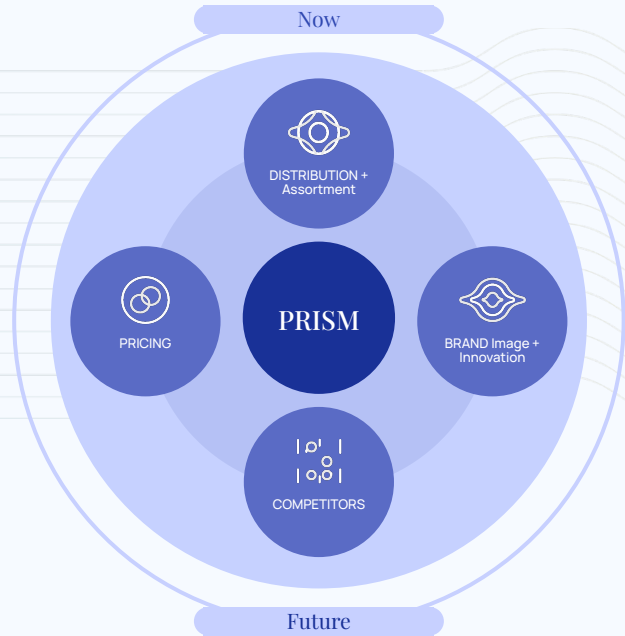
Unstructured data, which makes up 80% of all data created last year, has always had enormous potential for insights. But the challenges of cleaning and enriching this data for accuracy, separating signals from the noise and then transforming it into predictive intelligence you can trust and act on have been many.

Since 2008, Converseon has been working on solving this challenge through the application of AI powered NLP. The combination of this technology with new predictive and generative AI, together with econometric modeling, is now providing successful in transforming this rich data into innovative, powerful and predictive “decision intelligence

About Converseon



Conversus PRISM: Enabling cross functional decision making



Not just Brand Intelligence – Decision Intelligence.

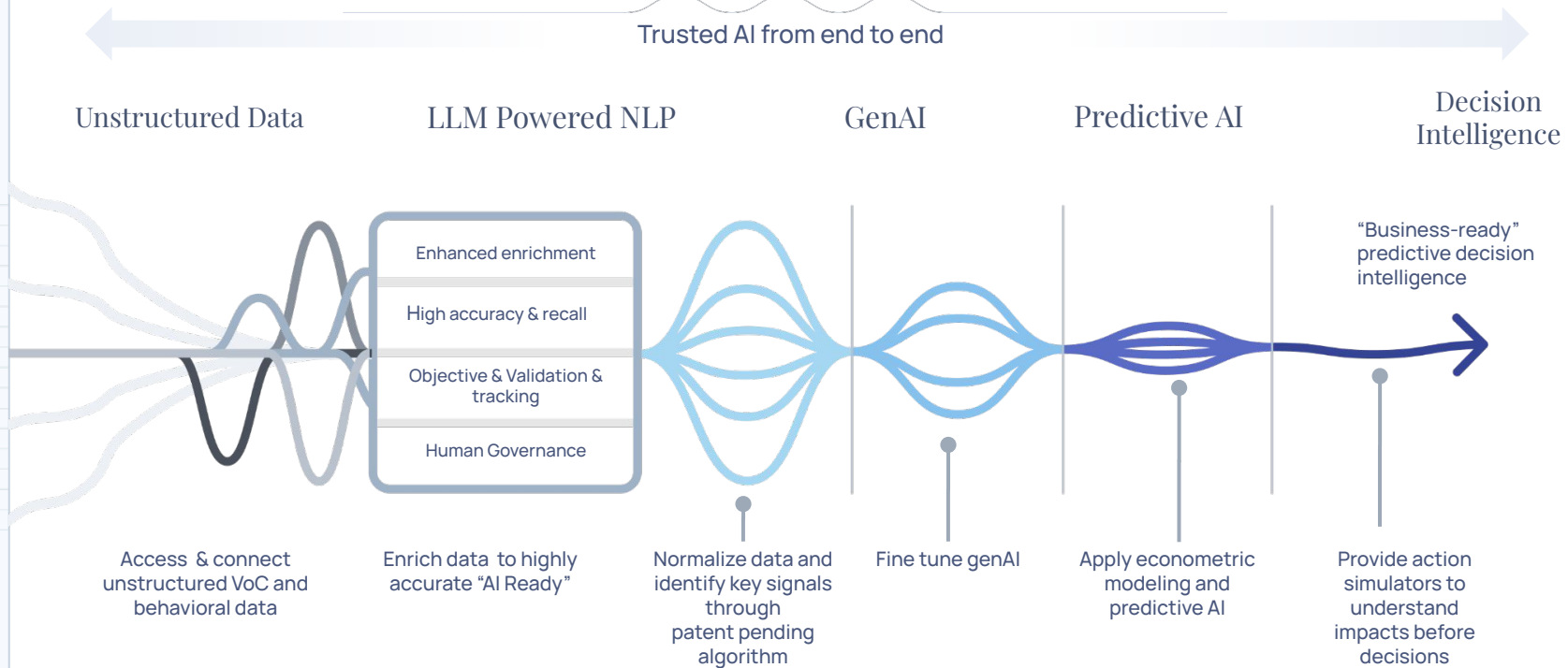
A breakthrough in the holistic management of brands across multiple business functions.

The system enables Brand owners to understand and test how the market would respond to various changes, i.e. what the volumetric changes would be due to changes in the marketing mix.

- Pricing
- Distribution and Product Assortments
- Shifting Brand image and associations
- Promotions / Advertising Effectiveness

PRISM gives answers in sales units not metrics which means operations and financial can join the conversation and confidently use the results.

Conversus PRISM (Predictive Intelligence System)



Our industry-leading Trusted AI, together with patent pending technology, and advanced analytics allows us to tie unstructured data to clean and accurate perceptions; and then tie those "perceptions to profit"

Predictive Regulatory Intelligence System (SDR Industry) | [View Help](#) | [Download and SDR Data with Tables](#) | [Get Information](#)

Heat Map: Heat and C&A Sub-categories

Heat Map: Heat and C&A Sub-categories

Product	SDR Sub-category	Correlation Coefficient
Power	SDR Sub-category 1	0.1
Power	SDR Sub-category 2	0.1
Power	SDR Sub-category 3	0.1
Power	SDR Sub-category 4	0.1
Power	SDR Sub-category 5	0.1
Power	SDR Sub-category 6	0.1
Power	SDR Sub-category 7	0.1
Power	SDR Sub-category 8	0.1
Power	SDR Sub-category 9	0.1
Power	SDR Sub-category 10	0.1
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Power	SDR Sub-category 121	0.1
Power	SDR Sub-category 122	0.1
Power	SDR Sub-category 123	0.1
Power	SDR Sub-category 124	0.1
Power	SDR Sub-category	



Get to the metrics
“that matter”

Cross-Functional Modules Across Enterprise



Description

Predictive and Prescriptive brand reputation intelligence

Understand trust and perceptions of your ESG efforts among stakeholders

Clearer and more actionable analysis of CX and Voice of customer

Transform your brand health into predictive navigation system

Get to the future first by separating fads from trends and trends to business opportunity

Value

Quantify value of reputation to bottom line
Invest more intelligently.
Smarter content

Protect against greenwashing. Built trust

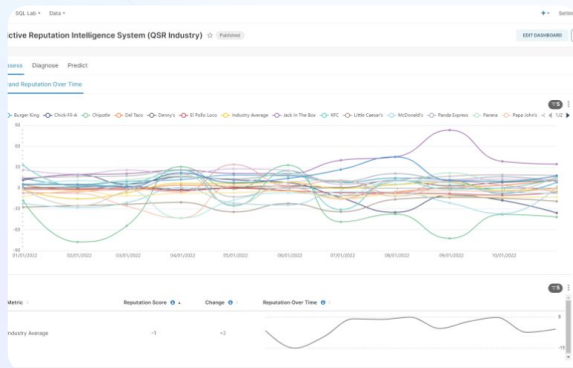
Understand drivers not just NPS or related scores

Predict survey and sales months in advance.
Discover "unknowables."
Answer "why's"

Discover new product and business opportunities. Drive innovation

How Conversus PRISM™ Works

Assess

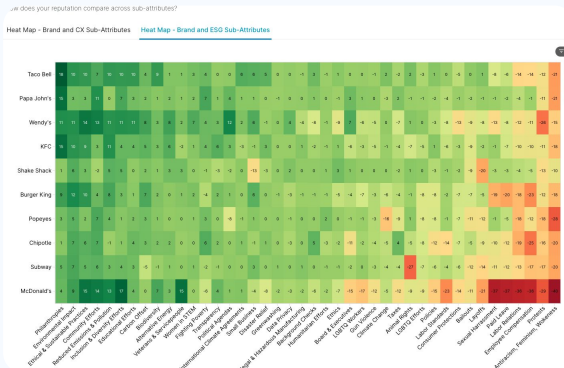


Assess your brand against competitors and past performance.

Provides ongoing “executive scorecard”: overall tracker of brand health and reputation.

Answers key questions regarding client positioning compared to key competitors and over specific time periods:

Diagnose



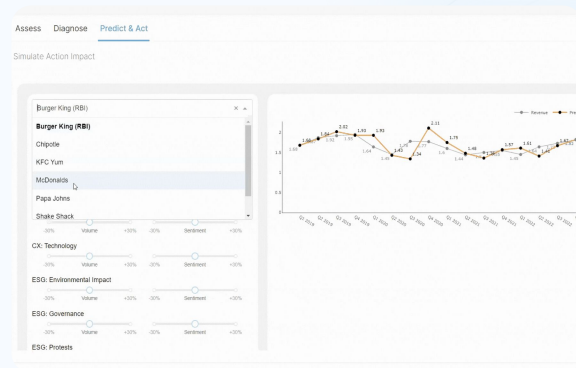
Diagnose the root-cause drivers of overall competitive reputation, so that you can implement changes quickly and effectively.

What issues and topics shape current and past perception for you and your competitors?

What are competitive strengths and weaknesses with regard to these issues?

Drill-down to underlying conversations for each topic/issue.

Predict



Econometric modeling approach accurately predicts future business outcomes based on conversation data (with 85% confidence)

Moves from data-driven to “decision focused”

Intuitive UI enables users to **simulate the business performance impact of marketing and communications decisions** tied to specific perceptual attributes.

Invest available resources in the areas with biggest impact (and avoid those that do not).

Quick Service Restaurants: Forward Testing Industry Trend Predictions

What

In July 2022 we ran conversation data on QSR Brands through our Conversus PRISM platform. The results were predictions on important trends for the coming year.

How

Using 5 years of sales data along with key brand image extracted from social media, we understood the relationship each topic had to sales and momentum of category level topics.

Results

Which Predictions made the news?

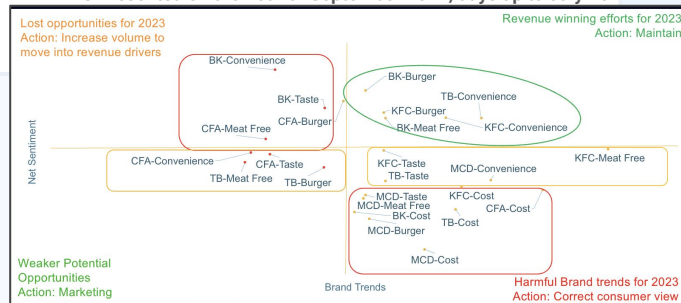
- (1) MCD Stops its Meat-free offering End September 2022 (in harmful quadrant below), one year after launch.
- (2) Burger King's Meat-free offering continues as predicted (in revenue winning quadrant).
- (3) Costs becomes a major issue for all QSR brands.

- CNBC April 2023 "Customers in some of McDonald's markets have pushed back more than expected against price increases, and diners have slightly decreased how many menu items they include in an order."
- James King, Titan Hospitality "With rising inflation and the cost of goods at an all-time high for restaurants, virtually all restaurant operators are looking at re-engineering their menus to find unique and creative ways to be able to provide perceived value" (QSR Mag. Dec. 2022)

- (4) Threat of Convenience.

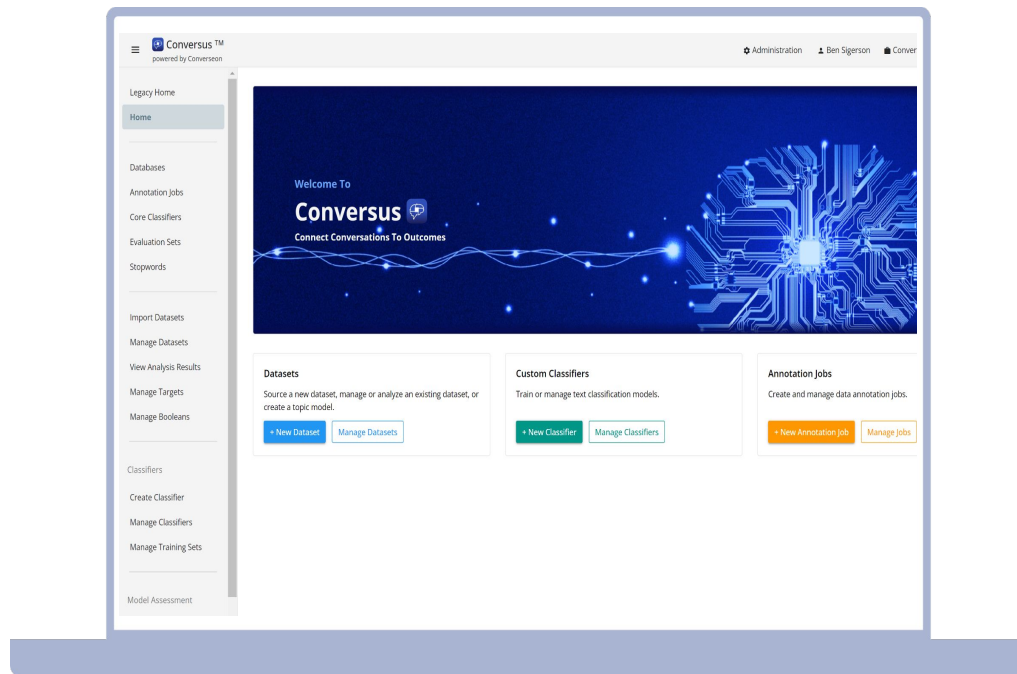
"With rising inflation and the cost of goods at an all-time high for restaurants, virtually all restaurant operators are looking at re-engineering their menus to find unique and creative ways to be able to provide perceived value to the guest in terms of menu items, while tweaking or changing the ingredients used and the portion sizes." (QSR Mag. January 2023)

As Presented on the 16th of September 2022, days up to July 2022



Platform Demo

CONVERSEON AI
CONNECT CONVERSATIONS TO OUTCOMES





Thank You

Bradley Taylor

btaylor@converseon.com

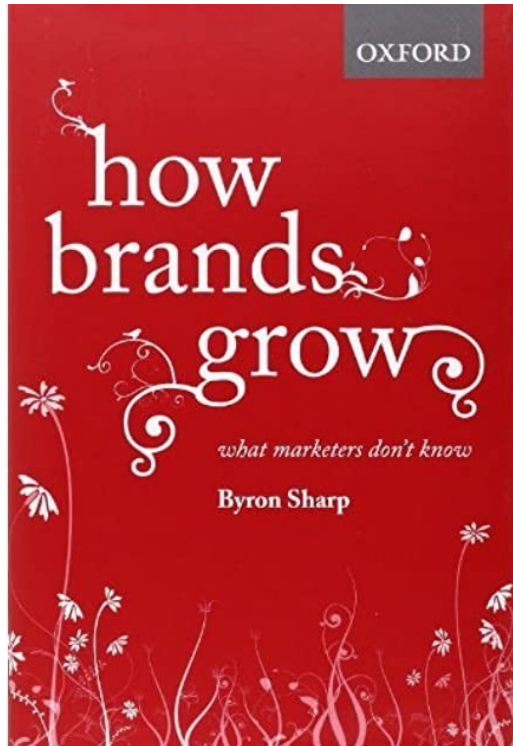


Your AI Assistant for Winning Shopper Marketing

Dr. Vedran Jelaca, CEO

Shopper marketing is THE WAY to grow brands

The first moment of truth: What doesn't get BOUGHT doesn't get consumed



Byron Sharp: How Brands Grow

Physical availability

Visibility on shelf

Mental availability

Coming to mind when shoppers shop

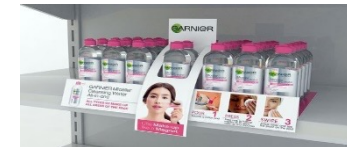
Brands invest millions in shopper marketing

Which marketing touchpoints work vs. which are waste of money?

Which design & content works for shoppers & leads to higher sales?



SNICKERS



The Challenge

Over 50%* of marketing campaigns don't break even

- ❌ Campaigns are rarely backed with real-world in-store effectiveness data
- ❌ No up-to-date guidelines
- ❌ No efficient A/B testing



**Path to Purchase Institute data*

Solution

AI assistant specialized for effective shopper marketing

- ✓ AI trained on **millions of observations of real shoppers** in real stores making real purchases
- ✓ AI learns from what shopper **see, engage with and buy** in store



How it works: AI powered by real-world data

✓ Over 2 million shopper observations and over 10.000 campaigns already recorded

Shoppers recruited in store



Shoppers do a short interview and take camera glasses at store entrance.

Shoppers shop as usual



Shoppers wear camera glasses while in store and record their shopping trip. All recordings are anonymous.

Analysis and Shopnosis.AI training



Videos are uploaded to our server and processed using our AI/computer vision software. Shopnosis.AI learns from that data.

How it works : Data processing demo

- ✅ Recordings are processed by our AI/computer vision software to capture all interactions

How you use it: Shopnosis SaaS platform

1. Upload any
in-store creative



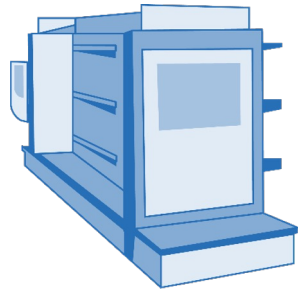
2. Processing by
Shopnosis.AI



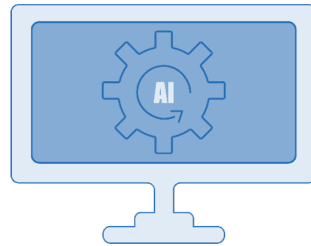
3. You get
Effectiveness Scores



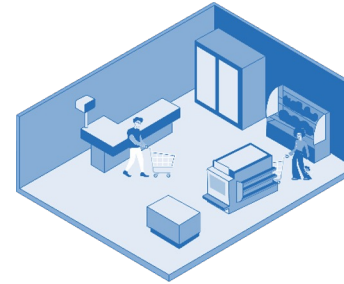
4. You get *How to
improve guidelines*



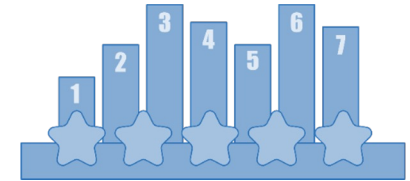
Define Campaign goal,
Season, Retailer,
Category & Brand.
Takes less than 5 minutes.



AI finds patterns
amongst thousands of
POS campaigns, based
on 100+ parameters.



AI predicts effectiveness of
the uploaded creative in a
real in-store context and
real shopper behavior.



AI scores the creative
on 7 key parameters,
with recommendations
on how to improve.

What you get: Shopnosis scores and benchmarks

Effectiveness Scores

Go/No Go Decision



Stopping Power



How effective in attracting shopper attention?

Engagement Power



How effective in engaging shoppers towards buying?

What you get: Shopnosis scores and benchmarks

Key Benchmarking Parameters

Comparison with Best in Class



Takes into account POSM type, Campaign goal, Season, Category & more

Promotion Visibility

How visible is the main promotion?

Product Exposure

How visible is the product visual?

CTA Visibility

How visible is call to action or the main brand message?

Key Visual

Key graphics visibility?

Text Balance

How much text?

Visual Simplicity

How many distinctive elements?

Shopping Experience

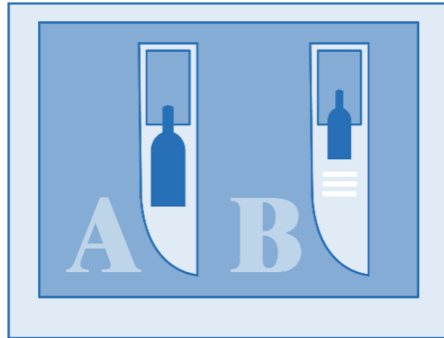
How inspiring & creative?

Branding

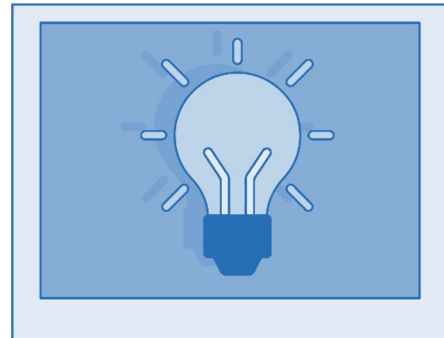
How does it fit with your brand?

What you use it for

Design & Content optimization

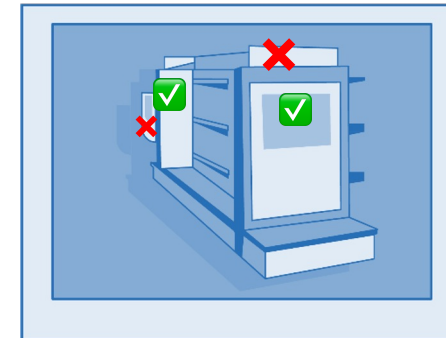


Pre-test one or multiple creatives to measure sales potential



Get recommendations on how to improve your design & communication

Guidelines



POS Design guidelines based on patterns from your and competitors' POS
#graphics #message #layout

Additional use cases

✓ Based on additional recordings at the store(s) of your interest

Address lost sales

Understand where you lose shoppers and action(s) you need to take

Conversion Funnels

Category: Soft Drinks



Optimize secondary placement

Compare conversion at different secondary locations



Optimize POSM placement



About Shopnosis

Ghent University spin-off



Solving a big problem

Over half of in-store marketing campaigns don't perform well or lose money.

Most of campaigns aren't optimized using actual data about how shoppers behave and how they buy in store.

Trusted by Market Leaders

Our data is used by leading retailers and brands.



TESCO



coles



Metcash

UNIVEREXPORT



Kimberly-Clark

FERRERO



MARS



Heinz

Dr.Oetker



KIND



Beiersdorf



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<https://shopnosis.io>
vedran@shopnosis.io

Make Shopnosis part of your process.
To win at POS. Every time.