

affdex

Facial expressions paint a rich canvas of emotional response that provide valuable insights into advertising and brand effectiveness.



Affdex for Ads delivers intuitive, objective moment-by-moment insights.

Affdex, from Affectiva, is breakthrough facial expression analysis technology that delivers new insight into unspoken, spontaneous reactions to advertisements in real-time. Affdex scientifically measures emotional responses unobtrusively, cost effectively and at scale. No special equipment, no extra process.

How Affdex works?

Affdex tracks facial and head gestures in real-time using key points on viewers' face to recognize a rich array of emotional and cognitive states, such as enjoyment, attention and confusion.

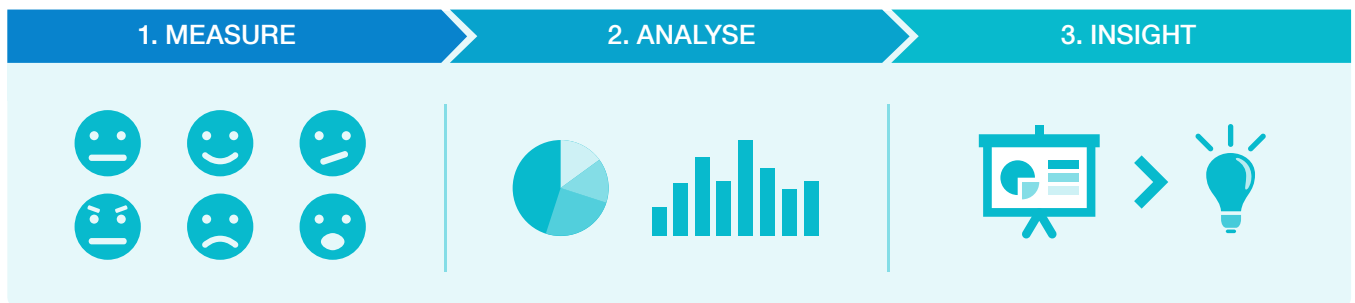
Individual emotional responses are then aggregated, analyzed and presented in an interactive dashboard that provides moment-by-moment analysis of the emotional track with dynamic segmentation by emotion and survey responses.

Affdex takes your ads from good to great:

Most Accurate Emotion Analysis Available
Affdex uses the largest database of naturally occurring facial expressions to power its sophisticated facial recognition algorithms.

Augments existing methodologies
Affdex integrates seamlessly into your existing survey process from measurement through insight. This includes the Affdex dashboard, where your survey results are combined with Affdex emotional analysis for more powerful insights, faster.

Scale & reach
Unleash the power of cloud computing coupled with a simple webcam to easily and cost-effectively test with more people, in more places.



Need more insights? Affdex answers.

MIT-spinoff Affectiva has some of the best and brightest emotion experts continuously perfecting the Affdex platform science. This ongoing investment in research and development is focused not just on measuring, but also on predicting which ads will really work to drive sales and build brands.



Emotional Traces

Does your ad evoke the right feelings?
At the right time?



Effective Engagement

When and how much are the viewers engaged?



Repeat Exposure Impact

How do reactions change with repeat viewing?

Intuitive dynamic dashboard for powerful analysis.

Affdex interactive dashboard upgrades your current ad measurement methodology.



Individual expressions are captured, analyzed and incorporated in the dashboard results.



Emotion traces are tied to the advertisement for moment-by-moment insight.



Ads are integrated with emotion traces and metrics to support interactive, intuitive analysis.



Automatic segmentation analysis through survey integration.

