AI FOR VISUAL ENGAGEMENT MONITORING

Kamilė Jokubaitė
CEO of Attention Insight
10 hours and 34 minutes with media in Germany
Marketers and media need insights on consumer attention that go beyond click through rate.
EYE TRACKING
Technology enables COMPUTER to understand where EXACTLY the person is looking.
Collect a target group

Collect and analyse data

after 1 month get results.
10-50 k and 1 month to get the results
ATTENTION INSIGHT

AI platform for consumer visual engagement monitoring.

Platform based on deep learning algorithm which enables implementation of eye tracking studies in minutes.
Deep learning algorithm trained with previous eye tracking studies data.

Upload design files

How it works?

How it works?

Analyze the results.
WE ELIMINATE
TIME-CONSUMING PARTS

How it works?
Algorithm accuracy compared with eye tracking studies.
WEBSITE TESTING
Consumer attention prediction

CONTENT ELEMENTS

VISIBILITY
Evaluate menu, button, text, images placement.

UX AND CX DESIGN IMPROVEMENT
Improve possible usability problems.

A/B TESTING
Choose between 2 different design options.

PURCHASE FUNNEL IMPROVEMENT
Improve user path and visual flow.

www.attentioninsight.ai
ATTENTION INSIGHT PLATFORM
User attention prediction

SPEED
SAAS platform enables quick result generation.

84% ACCURACY
Compared with eye tracking studies.

SIMPPLICITY
There is no need for specific knowledge the reports are easily interpretable.

PRIVACY
No users needed for test. Results are visible just in the client account.
Corporates and media channels that want to adopt Attention Insight technology to their industry.
LET'S GRAB AND KEEP YOUR CUSTOMER'S ATTENTION!

JOIN BETA

KAMILĖ JOKUBAITĖ
+370 6 22 81384

www.attentioninsight.ai
kamile@attentioninsight.ai