



AI FOR VISUAL ENGAGEMENT MONITORING

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10 hours
and 34 minutes
with media in Germany

PROBLEM

Marketers and media need insights on consumer attention that go **beyond click through rate.**

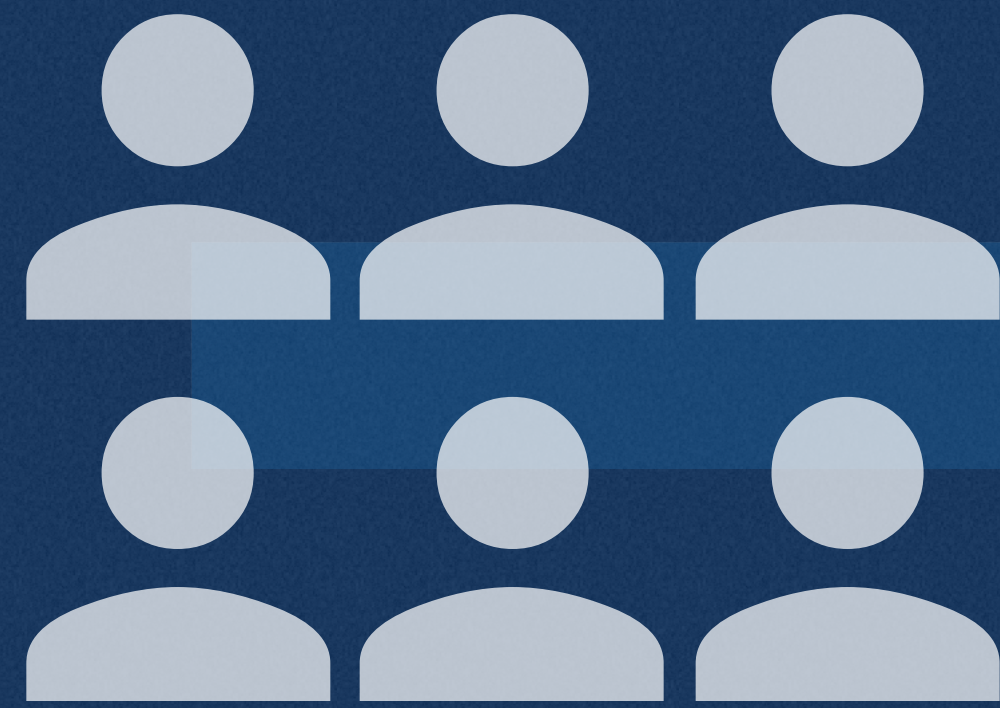




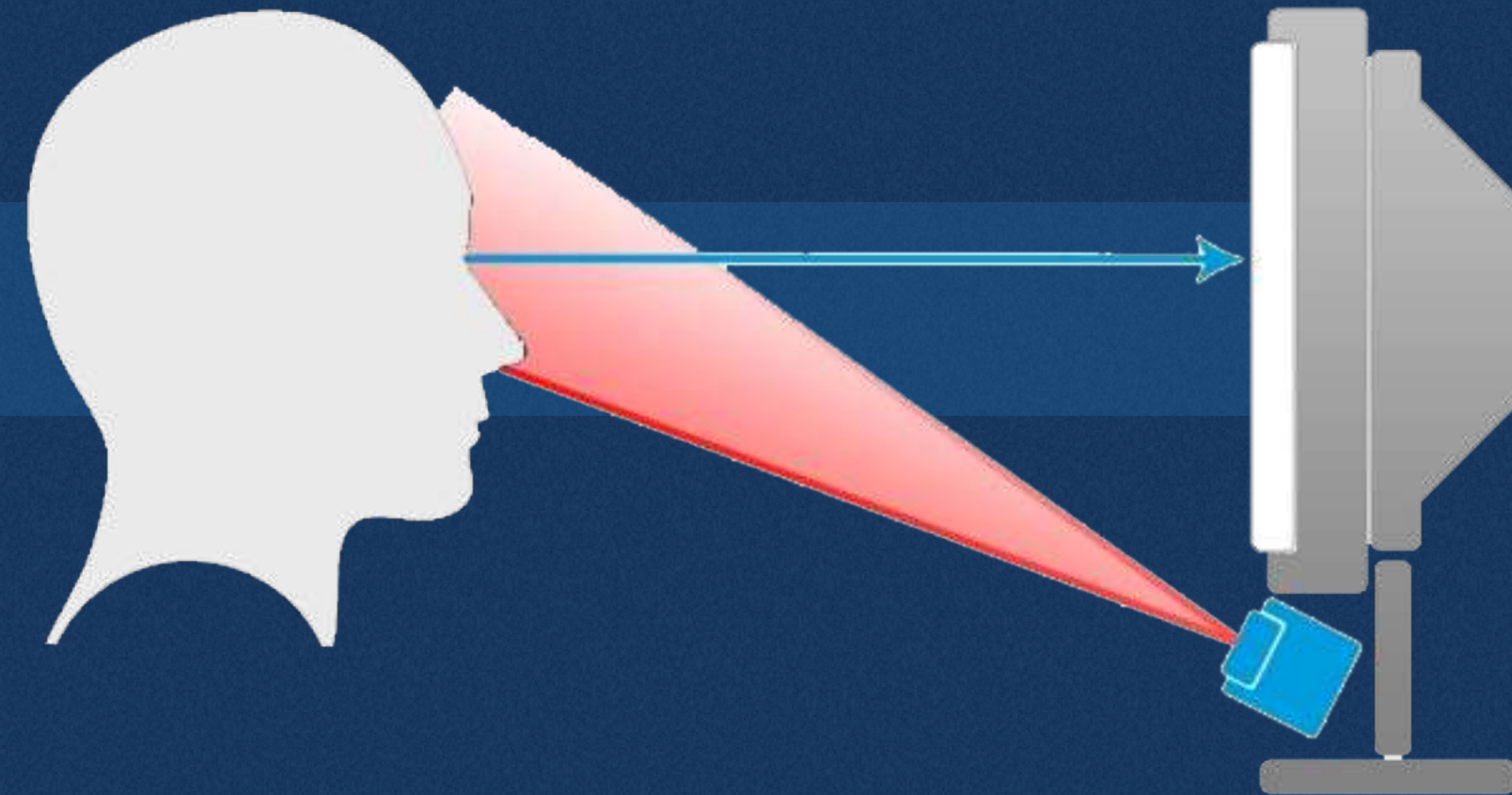
EYE TRACKING

Technology enables COMPUTER to understand where EXACTLY the person is looking.

EYE TRACKING RESEARCH



Collect a target
group



Collect and analyse
data



after **1 month**
get results.





10-50 k and 1 month
to get the results

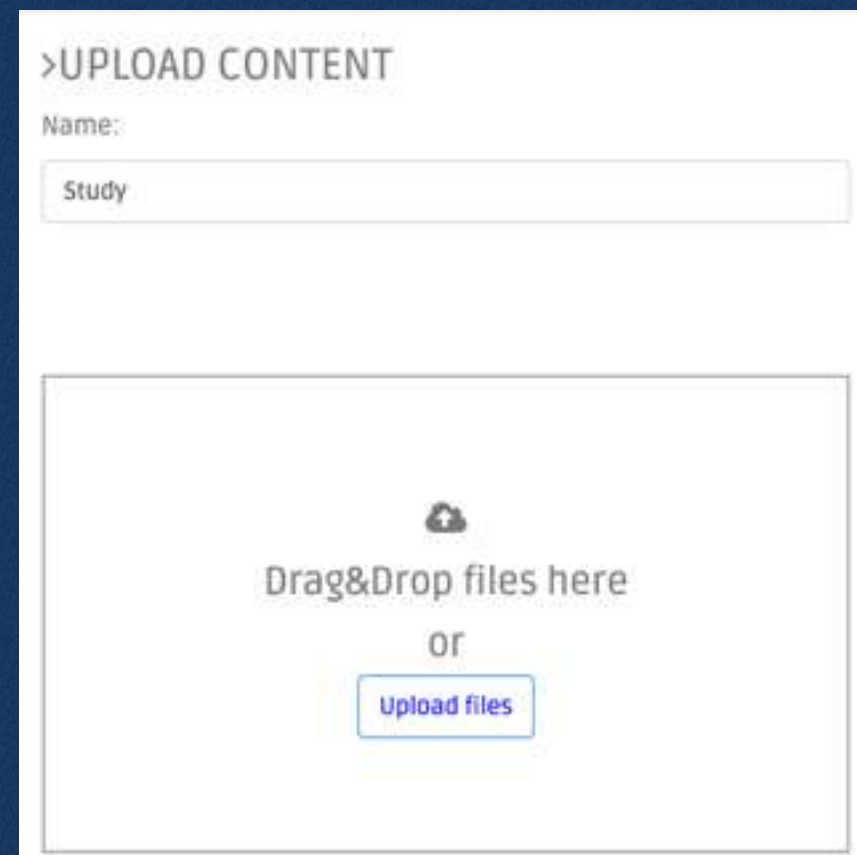
ATTENTION INSIGHT

AI platform for consumer visual engagement monitoring.

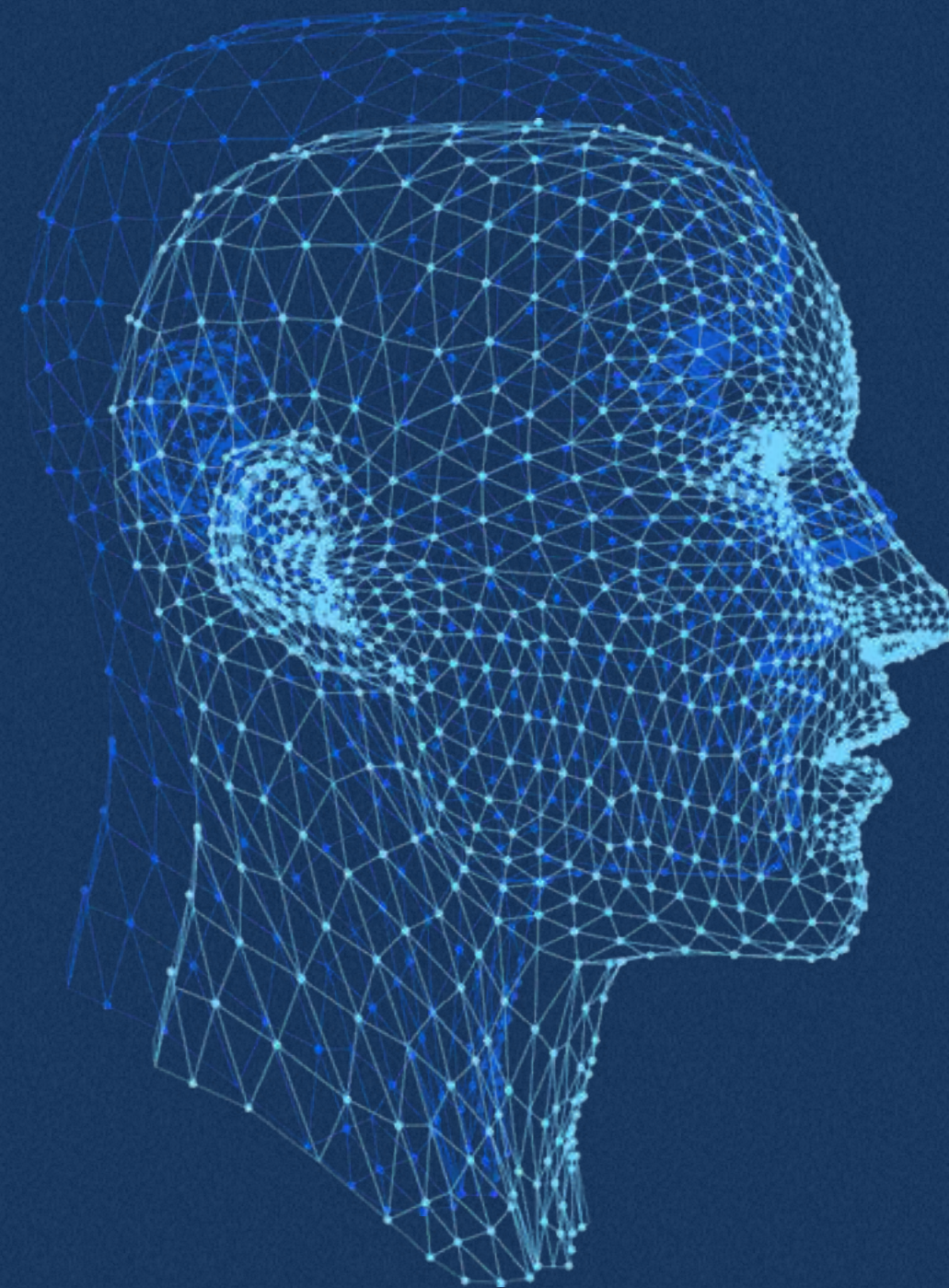
Platform based on deep learning algorithm which enables implementation of eye tracking studies in minutes.

USE TECHNOLOGY TO AUTOMATE PROCESS

How it works?



Upload design
files



Deep learning algorithm trained
with previous eye tracking studies
data.



Analyse the results.



WE ELIMINATE TIME-CONSUMING PARTS

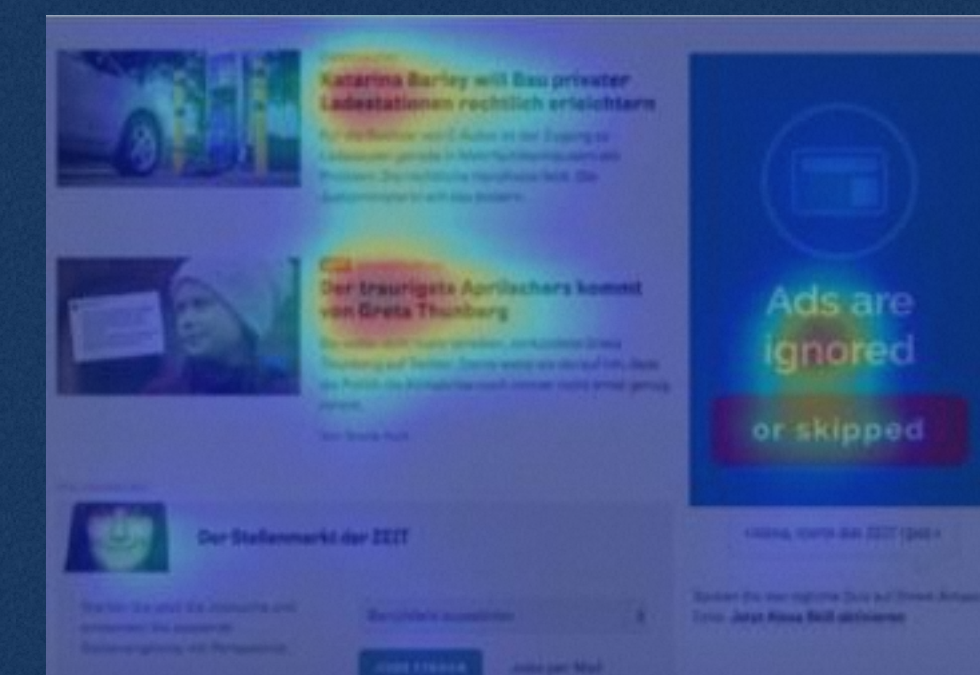
How it works?



ALGORITHM ACCURACY

Attention

84%



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.

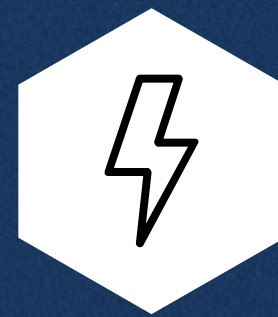


ATTENTION INSIGHT PLATFORM

User attention prediction

SPEED

SAAS platform enables quick result generation.



84% ACCURACY

Compared with eye tracking studies.



SIMPLICITY

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.





>UPLOAD CONTENT

Name:



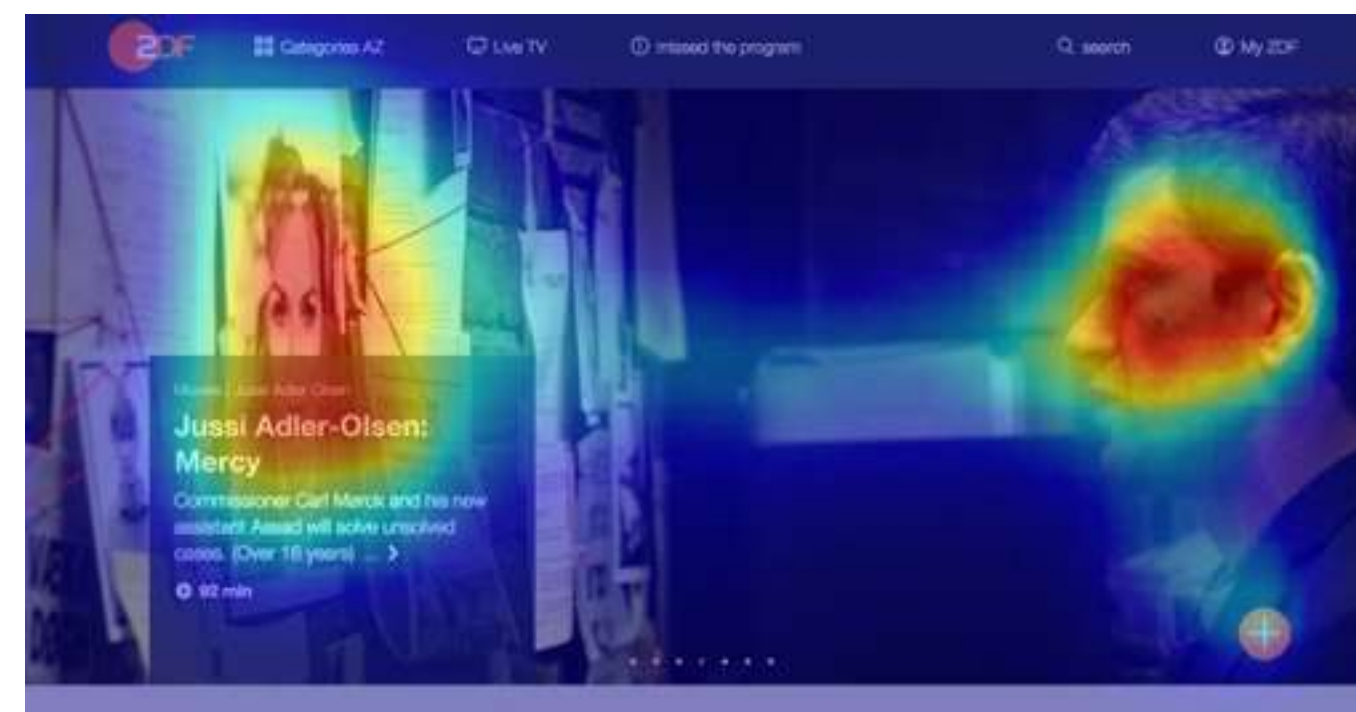
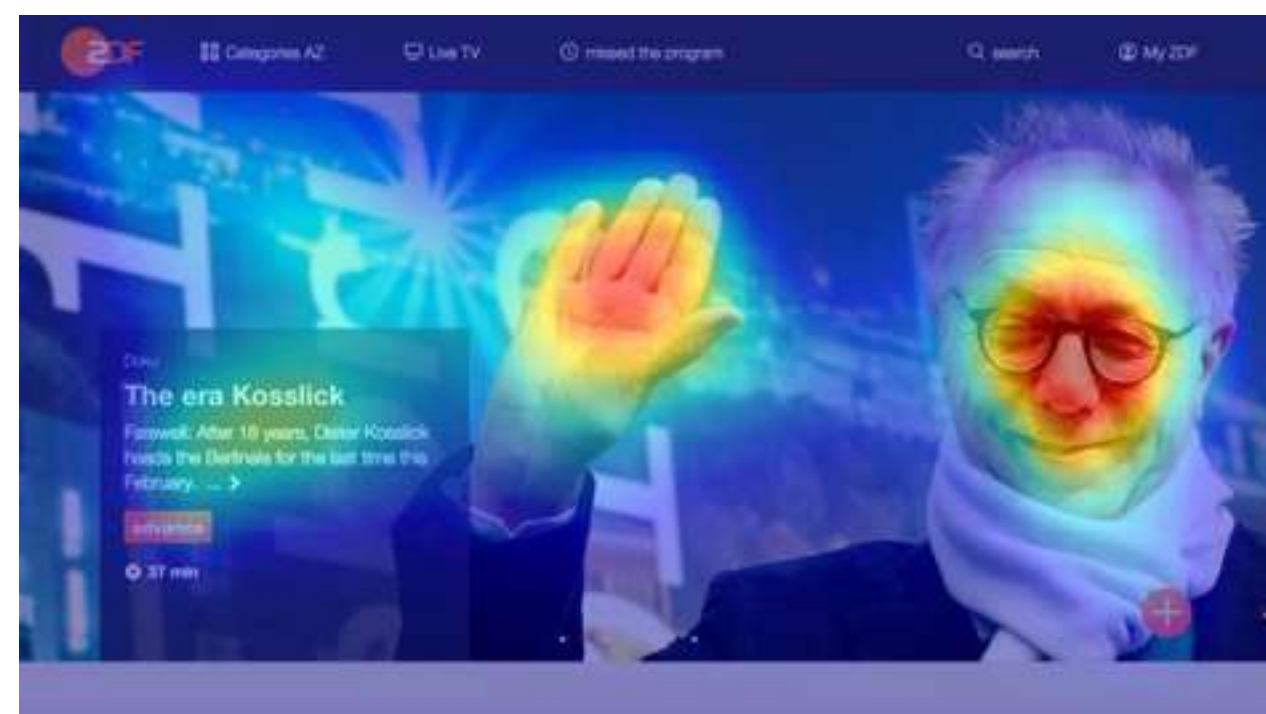
Drag&Drop files here

or

[Upload files](#)

Notes

The maximum file size for project is 500 MB and 50 images (see [full pricing](#))





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



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