

Discover and validate what consumers see, think, and feel beyond their conscious control



**Nonconscious measurements.**  
Understanding your buyers behavior.

People are irrational when buying. 95% of purchasing decisions are subconscious (Gerald Zaltman, Harvard professor). Most everyday decisions are based on automatic associations people cannot realize. That's why surveys alone are not enough to uncover consumer behavior WHYs. Behavioral science explains what in fact forms purchase desire.

**Deep insights.**  
Faster. Cheaper. Better.

A deeper understanding of consumers means better predicting their preferences and intentions. The survey engine integrated with AI-powered webcam Eye Tracking, Emotion Measurement, Implicit tests, EEG and Website Behavior Tracking allows you to uncover not only what consumers do but also WHY they do it. By implementing neuromarketing tools you get access to the true insights based on consumers' (implicit) reactions.



Track visual attention via the most accurate AI-powered webcam Eye Tracking



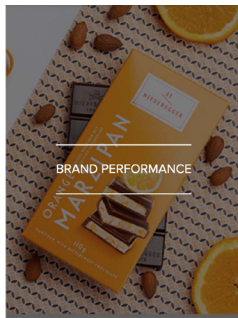
Find the triggers affecting emotional perception via Emotion Measurement



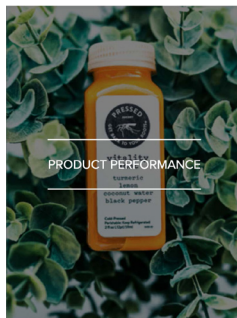
Uncover consumer subconscious reactions via Implicit Tests

Use the power of neuromarketing tools by CoolTool for getting insights that will

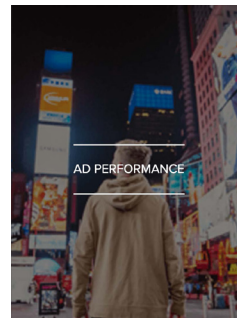
Turn any brand into a legend



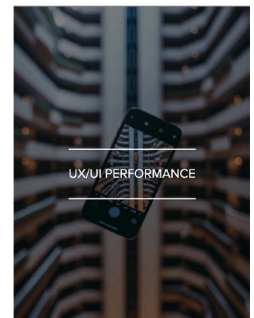
Make products that impact



Make your ad outstanding



Improve usability to increase conversion and ROI



LOCATIONS

- Austin
- Charlotte
- Cincinnati
- Columbus
- Denver
- Kansas City
- Minneapolis
- New York City
- Raleigh
- San Francisco - East Bay Area
- St. Louis
- Tampa