



ESOMAR | 70
WORLD RESEARCH

ARTADYS

Spatial Inner Dynamic Connectivity

Predict live the Human behaviour

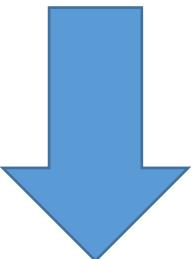
<https://artadys.com/>

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Company

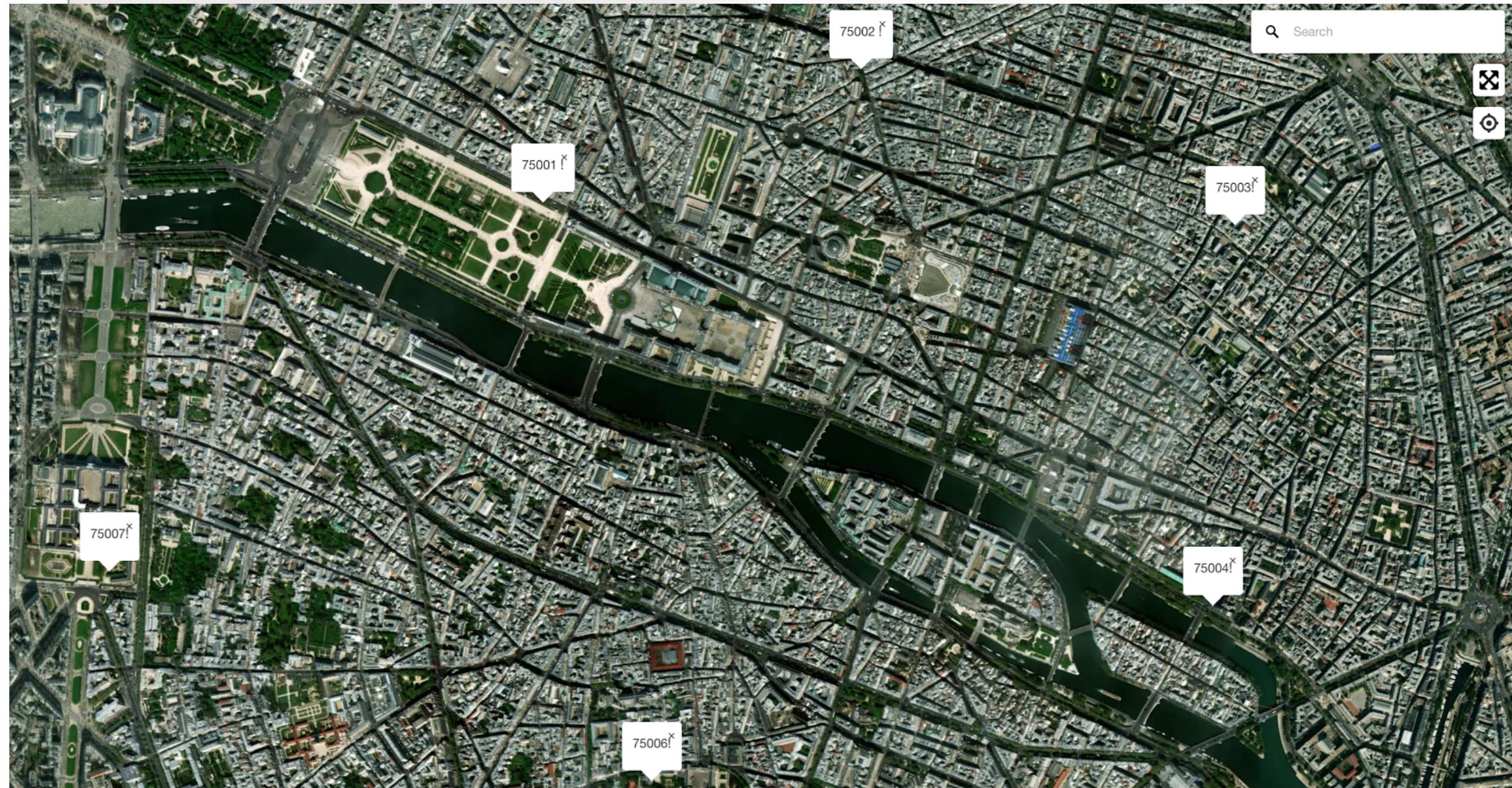
- Created in 2006 , by Neuro scientists Cristian Beza & Ankit Singhal, Marco Tatta , Jerald L. Feinstein
- NSA, FBI technologies (Satellite, global listening, etc...)
- Surveillance of things and human behaviour



Emotion, personalities , mindshare , local share, customer intimacy, geolocation

Data and Analytics

- Insight Global Live engine in one round :
 - Url censing
 - Text analysis (picture analysis with computer vision in progress)
 - Psychometric analysis (behavioural approach)
 - Geolocation, attitude, spatial merging and mindshare clustering
 - Aerotech Vision ➔ Human / Vehicules counts
 - Dataviz
- Based on public data :
 - Global listening
 - Satellite data

 Search

ARTADYS attitude analysis Engine (Emotion and Personality)

Text (enter a sentence in English only) the servers are virtual, so you have to wait 2 minutes for an answer

Enter your sentence or paragraph

Submit

Reset

Results:

• Text:

I am good happy and I want to go to see a movie My Friend Alina is with someone in the kitchen but they are in dispute

Emotion Score :

- ANGER : 1.335
- DISGUST : 1.255
- FEAR : 1.39
- HAPPY : 4.39
- SAD : 1.4825

Personality Score :

- AGREEABLENESS : 1.037514552987248
- CONSCIENTIOUS : 0
- EXTROVERT : 0
- NEUROTIC : 0
- OPEN : 0

ARTADYS measure dynamically in place and time, the empathy and the momentum tensor, between the sender and the receiver of the message.

Case Studies: Media planning “Out of the room”

“The right message to the right community at the right time”

Advantages	Insights
High “viral” spread and mobility	Audience (push and measure)
Location base (zoning)	Churn & loyalty

Example 1: Roland Garros and BNP

=> Efficiency of the media planning

- 1) Zoning : where we have more concern people (Core target)
=> satellite , web social listenning
- 2) Push on digital board the message “BNP partenaire de Roland Garros”
- 3) Measure of increase of citations number
=> Feelings analysis (attitudes)

Benefits client

- Live & dynamic measure - Cost reduction & Efficiency increase
- Targeted communication
- Speak about real people (Remove any bot interaction : - 75%)

Targets client

- Advertisers
- Media agencies
- Politics

Example 1 : Media Planning

Example 2: Predictive on augmented reality

=> Determine the level from which the Trigger is changing the attitude

- 1) Listen in of interaction graph
- 2) We introduce new events

=> New product, colour, fragrance

- 3) We see the augmented reality on graph changes

Benefits client

- Simulation and prediction on market (inc competition)
- Simulation of crisis

Targets client

- Brands / Advertisers
- Government and Security agencies
- Politics

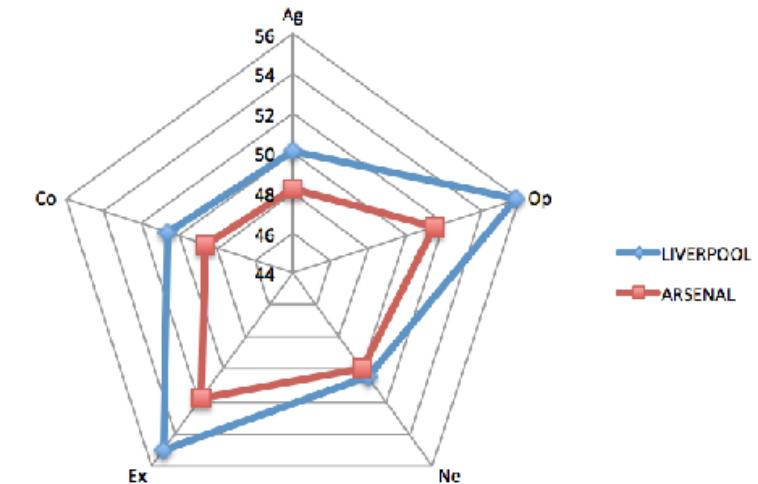
Example 2 : Predictive on augmented reality

Example 3: B To C “real estate”

Use the qualification of territory in consumers app (SDK) in order to help people to make the good choose in a location question

	Ag	Op	Ne	Ex	Co
LIVERPOOL	50,11	55,83	50,45	55,07	50,63
ARSENAL	48,22	51,52	49,99	51,8	48,57

- 1) Search for information
- 2) Push local information => accuracy on decision
- 3) Think => Act



The personality analysis was conducted exploring the UCG (User Content Generated) texts on ~400 tweets from Twitter recorded on 18/9/2014.

Benefits client

- Communication to real people (empathy)
- Accuracy of information

Targets client

- Hôtel reservation, R'BnB ...
- Travel agencies, Tourism
- Local authorities

Example 1 : BtoC

The change

What is the value of Artadys :

Artadys gives insight from:

- global listening analysis and psychometric measures
- crossed by a clustering zoning
- to optimise the choice with a spatial aspect

The hackaton benefits :

From the engineer language to a marketing language

Merci