



COGNIBOOST MARKETING

IDEA

Our company is neurotechnology-based service utilizing **electroencephalogram (EEG) and eye-tracking technology** to measure consumers' biological, emotional, and psychological responses, giving advertisers personalized and accurate data on how consumers are reacting to their ads in real-time. Participants are placed in focus groups and their brain waves and eye gaze are recorded as they are shown ads. Responses are measured to **quantify level of customer engagement, ad recall, attention capture and speed of recognition, customer engagement, ad recall, attention capture, and speed of recognition** using baseline as well as comparative data. Our goal is to reduce advertising costs, improve marketing strategy and **revolutionize market research** and advertising science.

PROBLEM AND SOLUTION

Attention is the new currency: Companies and advertisers compete for mere seconds of a consumer's time on social media. Collecting surveys to determine an advertisement's appeal and effectiveness is no longer efficient, feasible, or accurate, due to the huge market size, customer bias, and constantly shifting trends and interests. The existing method of using Big Data in marketing research is valuable but limited to helping companies determine their target market and product demand.

56%

online display ads
aren't noticed by
consumers.

41%

Digital advertising
spending wasted

90%

American consumers find
targeted ads intrusive and
annoying.

Our service serves as additional unique metric that focusses on the effectiveness of the ads themselves. Companies can personalize data analysis to their needs by selecting specific focus groups based on target market, and advertising strategy. Our service gives companies unbiased and scientific first-hand feedback of their ads for their as well as comprehensive data analysis and quantitative metrics on the effectiveness of the ad in increasing engagement, capturing attention, and invoking positive emotional responses.

40-60%

Predicted reduction in product
and campaign testing times
using neuromarketing
strategies

95%

neuromarketing agencies are aiming
offer tailored consumer neuroscience
solutions

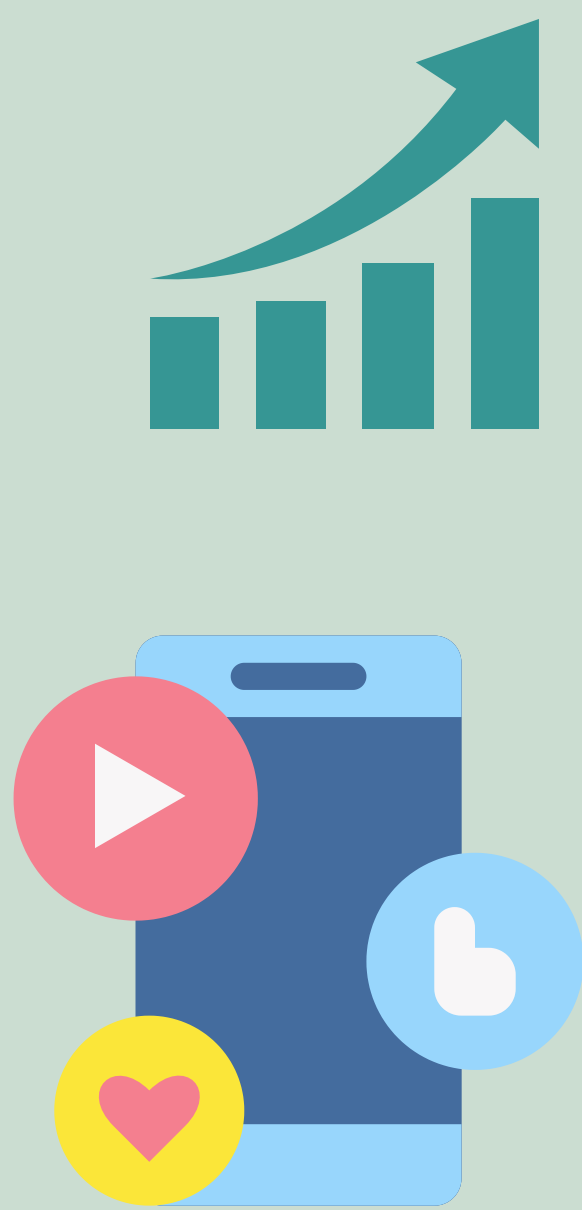
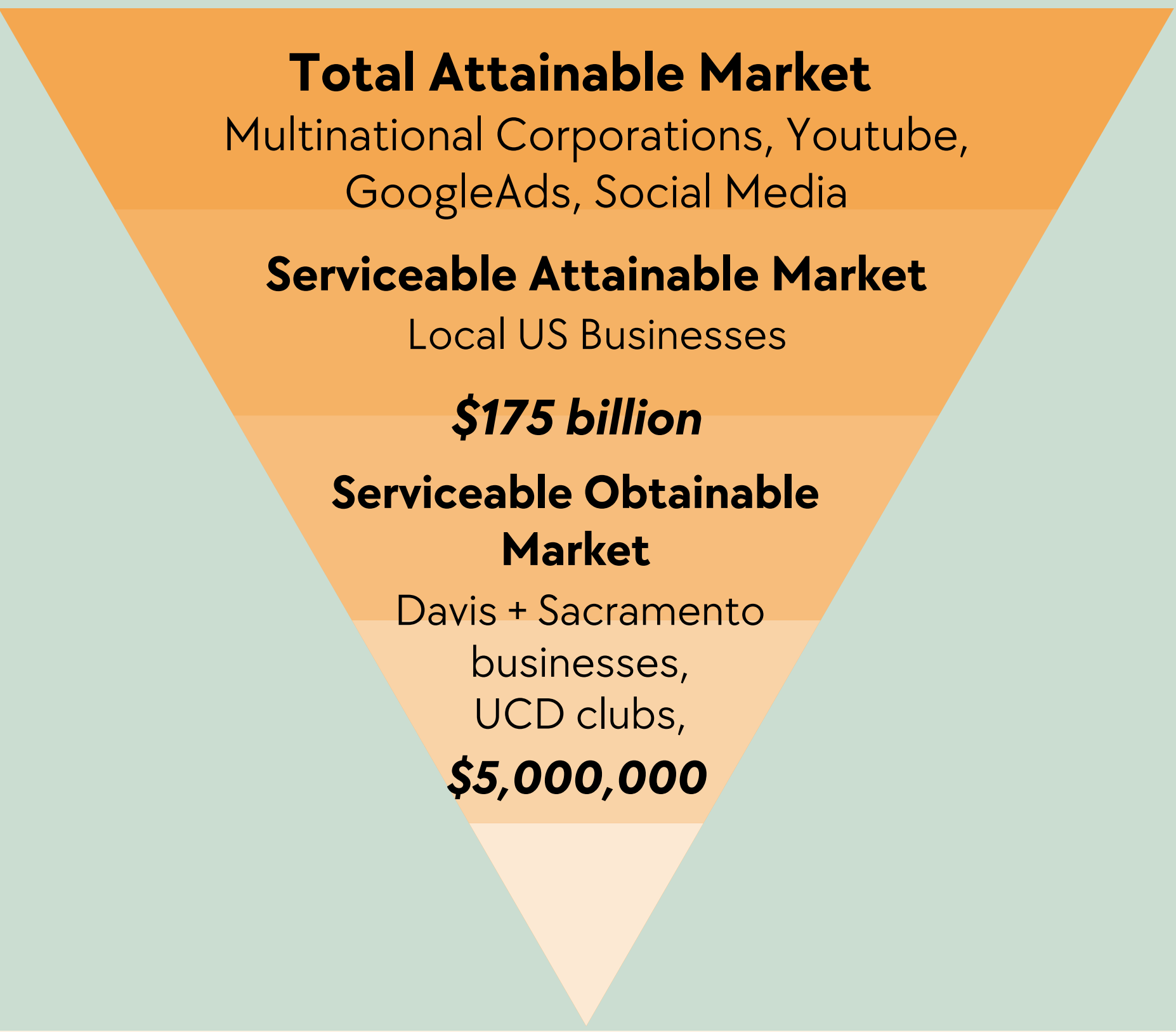
50%

market researchers
believe neuromarketing
will become a standard
practice within the next
decade by consumers.



TARGET MARKET

We are targeting businesses looking to improve engagement through advertisements. As a business to business service, our intended customers as well as the primary users of our services is **other businesses**.



PROJECTED GROWTH

Local advertising for US based companies is projected to grow

8.6%

to \$175 billion in 2024.

Our **Total Attainable Market** expands to international corporations and **Social Media platforms** like Youtube, Instagram, and GoogleAds. These are the leading companies in the digital advertising industry, which is expected to grow

40%

from \$300 billion to \$420 billion in 2024.

DIFFERENTIATION

Neuromarketing is merely a theoretical subdivision applied to the commercial field of marketing in an effort to understand the neuroscience behind decision-making. Our company capitalizes on the existing research to become **first movers in the neuromarketing service industry**. In addition to utilizing EEG data, we employ eye tracking technology to gauge customer attention spans. **Rather than compete with Big Data, we plan to work in conjunction with them.** They find the target audience for advertisements, and we make the advertisements enticing. Together, we intend to offer new tools for advertisers to leverage their audience, taking their marketing to new heights.

