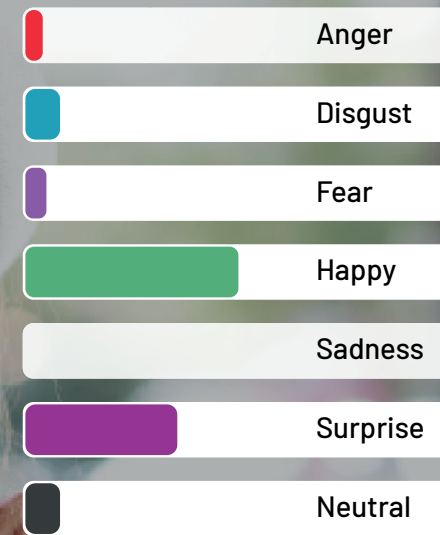


Smart Retail and Marketing

Create the best of marketing campaigns and shopping experiences for your customers with EnableX FaceX- Face Analysis and Emotion Recognition AI



Mary
35 Year old




02

Emotions Impact Brand Loyalty

A positive emotional bond with a company is more important to consumers than customer satisfaction

-Harvard Business Review Study




When individuals have a positive emotional association with a specific brand, they are:



8.4x more likely to trust the company

7.1x more likely to purchase more




8.4x more likely to forgive a company's mistake

source : Tempkin Group

Ads with an above average emotional response from consumers cause a

23% Increase in sales

source : Nielsen

A woman with long brown hair, smiling, wearing a white sleeveless top. A white wireframe overlay is positioned over her face, representing facial recognition technology. The background is a gradient of green and blue.

EnableX FaceX - Facial Analysis and Emotion Recognition AI Drives Smarter Sales and Marketing

Determine what motivates customers' buying decisions and create a personalised shopping experience that drives conversion rate.

One of the best ways to sell products is to engage the customer on an emotional level. Many innovative companies have turned to Emotional AI and Live Video to understand what is driving shopping experiences and purchasing decisions.

With EnableX FaceX, brands can provide live video-stream shopping and use emotions data captured from Facial Analysis and Emotion Recognition AI to offer the right solutions to the right customers. Marketers, on the other hand, can test the success of the marketing campaigns and Ads by measuring their emotional responses.



Understand what's driving shopping experience and purchasing decisions



Predict campaign success, giving marketers more information to improve campaigns



Offer personalised experience, providing tailored and dynamic Ads, solutions, and content to the right customer.

EnableX FaceX, Providing Intelligence to Retailers

06

EnableX FaceX Features Enables You To

Emotion and Mood

Happy, surprise, fear, disgust, angry, sad, and neutral

Measure the sentiment of your customers, enabling detailed analysis and precision marketing

Engagement

Attentiveness, liveness and arousal

Learn how your brand, products and services are perceived and valued

Demographic

Probable gender and age

Better understand your customers, allowing you to personalise your message basis their profile

Facial Features

Physical attributes - hair color, cheekbone, eyewear and more

develop specific target marketing initiatives to serve the right audience at the right time



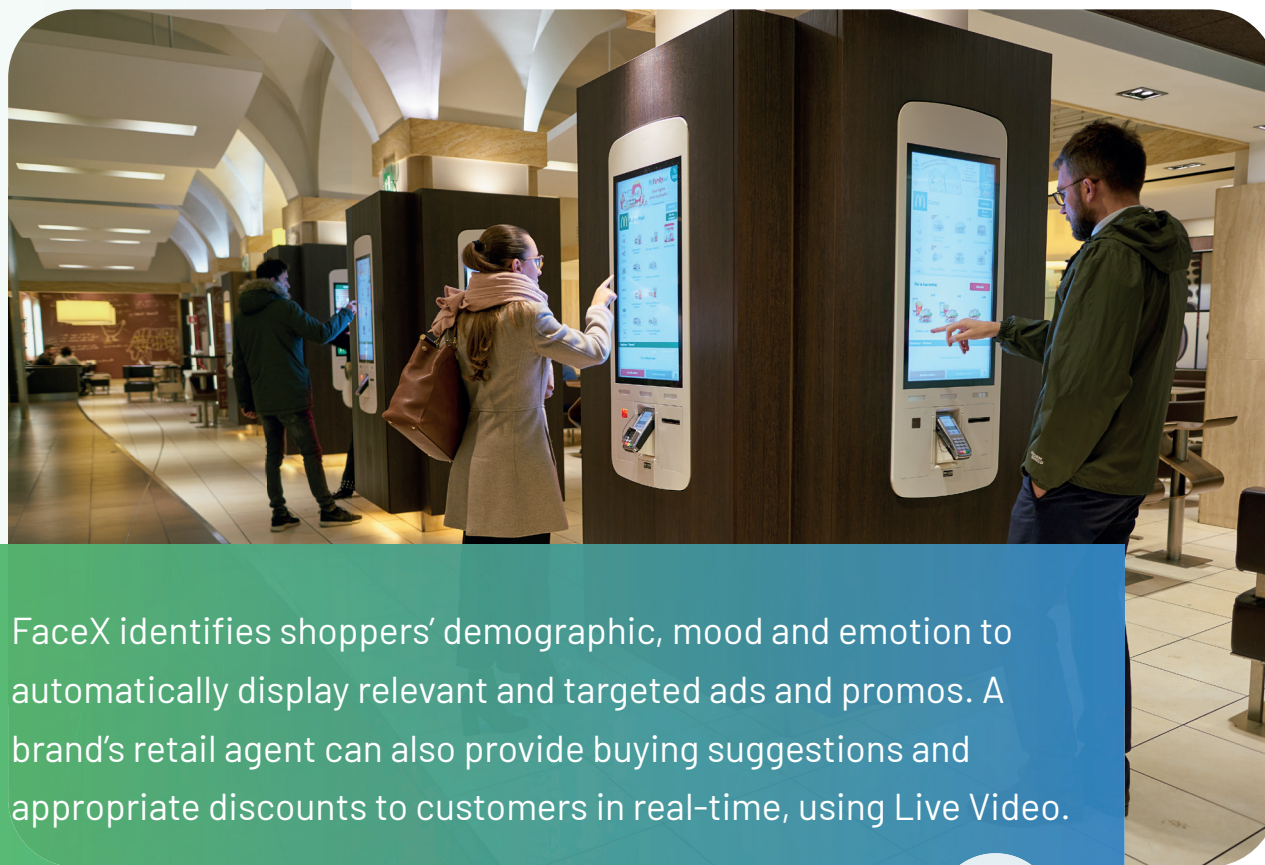
Possible Use Cases in Real Life

With FaceX and Live Video



Use Case 1 : Digital Signage

Offer the Right Solutions to the Right Customers



FaceX identifies shoppers' demographic, mood and emotion to automatically display relevant and targeted ads and promos. A brand's retail agent can also provide buying suggestions and appropriate discounts to customers in real-time, using Live Video.



AI detects shoppers' gender, age, mood and emotions while they are browsing on the digital signage screen.



The smart screen intelligently catches shoppers' interest by displaying targeted and relevant ads and promotions that are based on the shoppers' demographic, mood and emotion.



AI detects shoppers who have buying intent. It immediately gives them an option to speak to the Sales Agents for possible enquiries over a video call, by simply clicking on the screen.



On the other side, the Sales Agent instantly gets full context of the information and is able to provide accurate personalised support in real-time to the shoppers.



At the backend, the emotional analysis data collected by the AI enables retailers to make future decisions and provide precision marketing.

- Evaluate foot traffic
- Identify customers' age, gender, and emotions
- Evaluate customer interest in specific product lines
- Understand what is the most popular times of day and days of the week
- Know the length of time people spent looking at the screen and more...

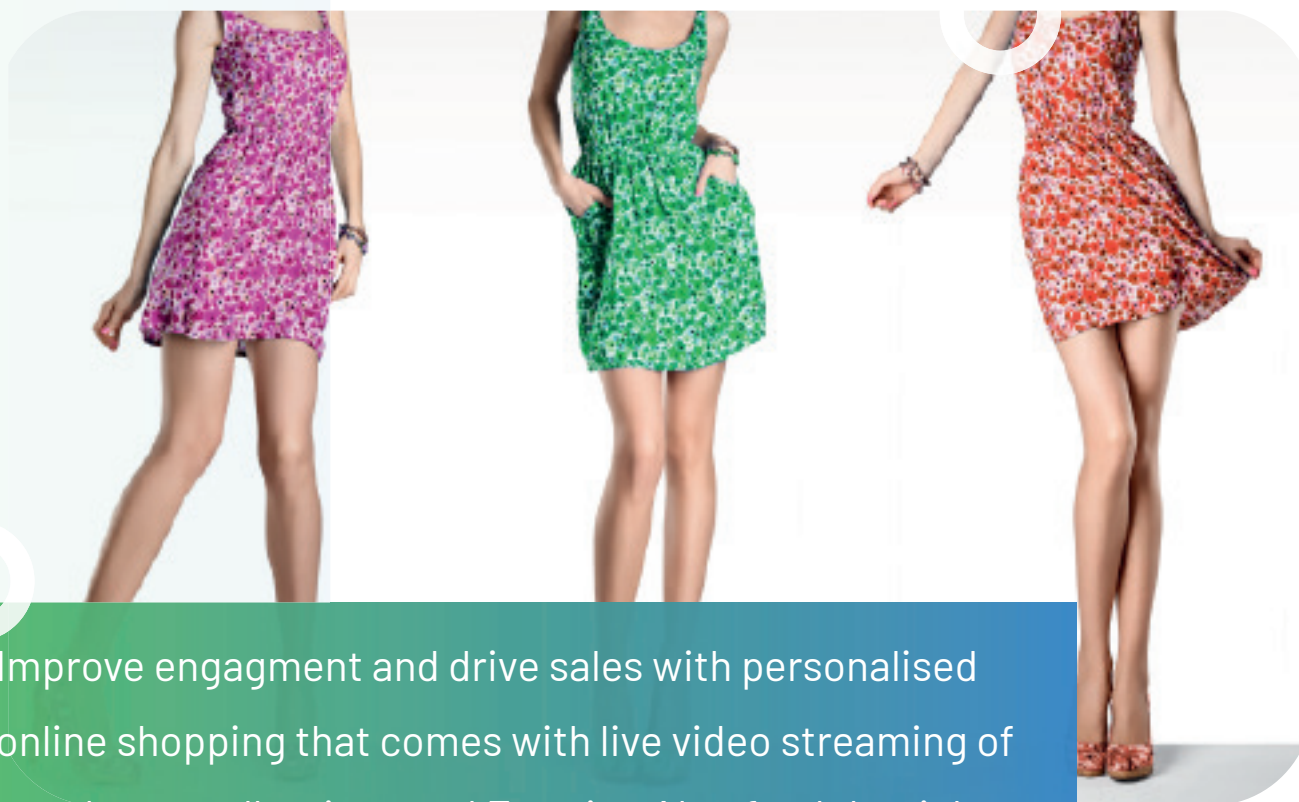
Other precision marketing examples

- Self-service system
- On-site Kiosk



Use Case 2 : Online Video Shopping

Strike an Emotional Chord with Smart Live Video Shopping



Improve engagement and drive sales with personalised online shopping that comes with live video streaming of your latest collections and Emotion AI to feed the right merchants to the right customers



Luxury brand sales advisor invites customers to a personalised one-on-one live stream shopping via a video call.



Upon connecting to the two-way video call, the customer is fed with random short video clips



AI detects the customer's emotional reaction - mood, attentiveness and valence - to various clips and predicts customer's preference and style



- With the intelligence gathered, the sales advisor is able to conduct an online live streaming “trunk show” that matches customer’s taste



- Because it is a live video call, the customer can ask questions and get their enquiries address on the spot.

The Customer can add items to their basket all within the shopping app, significantly improving conversion rate.

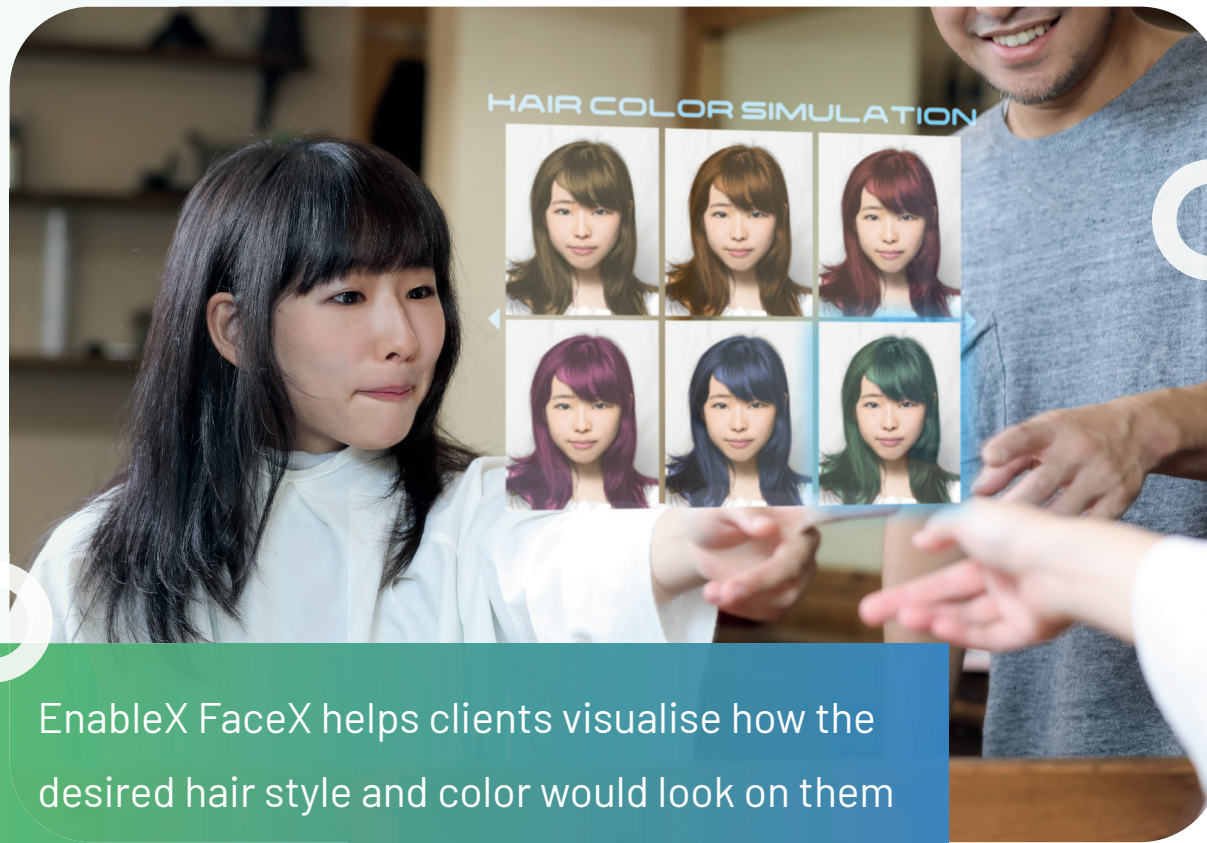
Video Shopping could also be used for the following:

- Latest collection preview
- Product demonstration
- Live stream shopping with influencer



Use Case 3 : Hair Salon

Smart Mirror Transforming The Hair Salon Experience



EnableX FaceX helps clients visualise how the desired hair style and color would look on them before committing to a specific treatment



Onsite customers look into the smart in-store mirror that is digitalised with facial recognition and equipped with hidden camera, built-in beauty lighting, and on-mirror display.



Facial and emotion recognition AI, powered by machine learning algorithm, recommends hairstyle and colouring based on customer's age, face features, mood and personalities.



Head and Face tracking technology allows customers to move their head, touch their hand and explore different hairstyles virtually before choosing the right treatment

Use Case 4 : Market Research

Develop Better Advertising Through Pre-testing.



EnableX FaceX tracks and measures consumers' behavior and emotions response to stimuli (e.g. Ads, Video) in a totally automated and non-intrusive way . By understanding how people react and why, marketers and retailers can improve marketing campaigns and build more meaningful brand.



Participants are invited to join in a multiparty video call where the host, in this case the brand marketer, will play a series of stimulus online ads and videos.



As viewers watch the stimulus, the Facial and Emotion Recognition AI measures their moment-by-moment facial expressions of emotion.



AI detects precisely what elements within the stimulus that catch the participants' attention, how quickly and for how long are their emotional reactions to the content and more.



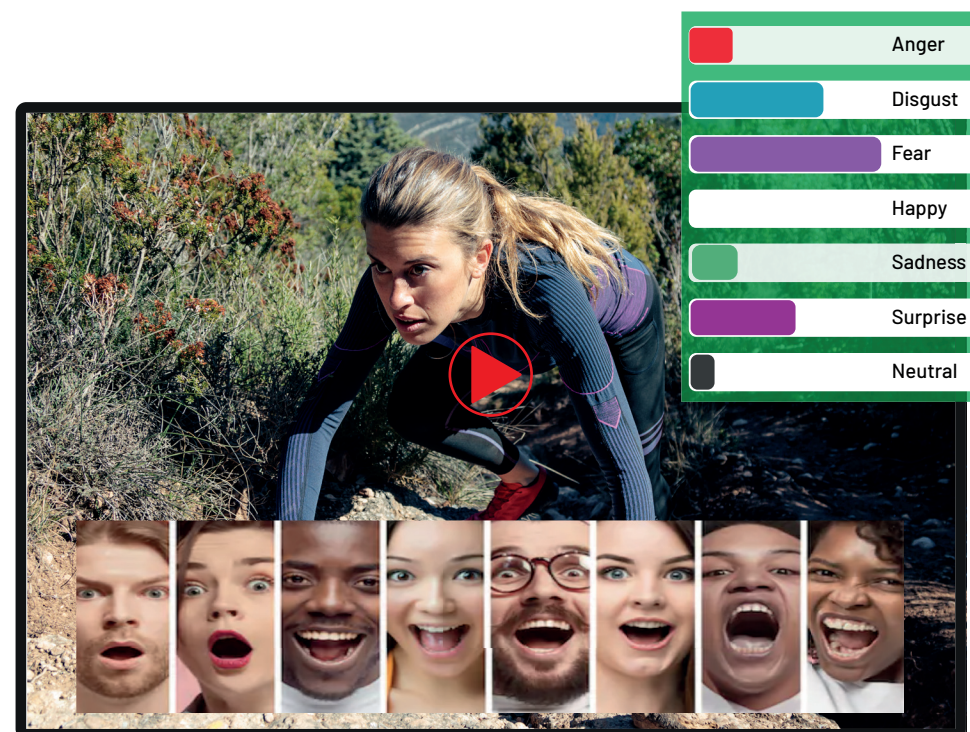
Emotion data helps marketers to determine which ads or videos evoke strong emotions, and therefore perform better in the market.



These unbiased data will also help marketers to improve marketing campaigns and make data-driven marketing decisions.

Other similar Neuromarketing Research

- A/B testing
- Product creation and testing
- Sensory Testing





EnableX is a cloud-based communications platform for embedding video, voice, SMS and chat messaging into any apps and sites. Built on a carrier-grade platform, it offers developers with full stack of communications APIs and all the necessary toolkits to develop innovative and engaging communication experience.

Singapore

International Building,
360 Orchard Road,
#08-02,
Singapore 238869

www.enablex.io

Sales@vcloudx.com

Noida, India

6th Floor, ECO Tower,
Plot-A-14, Sector -125,
Noida-201301

Bangalore, India

Samrah Plaza,
St Marks Rd,
Shanthala Nagar,
Bengaluru, Karnataka

Join thousands of developers, who have experienced and used EnableX, to create innovative applications and workflow

I want to try FaceX API