

BASES Ad Optimizer

Stronger Advertising ROI, powered by Neuroscience

NIQ
BASES

Measure human truths in-the-moment to deliver the deepest, most actionable insights

Ad Optimizer is an integrated suite of System 1 technology to measure how well your ad will work in-market, why, and what to do to optimize. Using validated, best-in-class, full-scalp EEG, it provides highly reliable, databased KPIs, overall and second-by-second. When paired with continuous Eye-Tracking, it enables brands to fully understand the “why” behind copy performance.

Benefits at a glance



Real System 1

- Captures **conscious** and **non-conscious** response
- **Validated** and **databased** EEG measures, unmatched in the industry
- Exceptionally sensitive, **best-in-the-industry EEG** and eye-tracking pinpoints moment-by-moment response
- **In-house, PhD Neuroscientist** consulting on every project



Actionable optimization

- In-depth system for **what drives great creative** and **stronger ad-ROI**
- Clear **second-by-second brain response** shows strengths and opportunities, enabling **Insights, Brand, and Agency** to align on actionable optimization
- Guides **development of short-form** creative
- Specific **focus on creative** (AKA “copy quality”), isolating vs. the influence of context or media weight (projectable)

How it works

32-sensor EEG cap measures brain response 500 times per second.

Consumers view ads while BASES captures continuous brain processing & eye tracking.

Best-in-class technology tracks instantaneous, brain response for the most granular view without the filter of conscious processing. Results are highly quantitative, with *one 15s ad execution delivering 6.24 million data points*.

Brain signals are converted to validated measures using patented technology founded in academia.

Core KPIs include Emotional Motivation, Memory Activation, and Attention Processing, key brain processes responsible for decision- making and behavior change.

BASES integrates a complete view of qualification & optimization.

KPIs are compared to >10,000 ads in our database to show expected in-market performance. EEG measures are integrated with eye-tracking to show moment-by-moment viewer response and reveal optimization opportunities

Key deliverables

Creative Performance vs database

- Overall Action Intent
- Overall EEG Engagement, Emotion, Memory, and Attention

Patented Branding and Message Performance vs database

- Implicit Brand Resonance
- Implicit Message Resonance

Granular analysis and measures

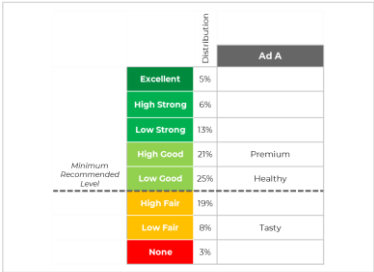
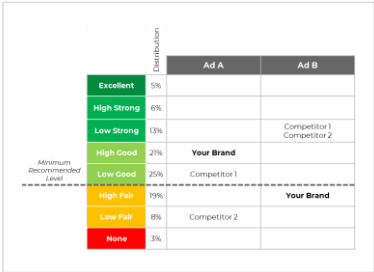
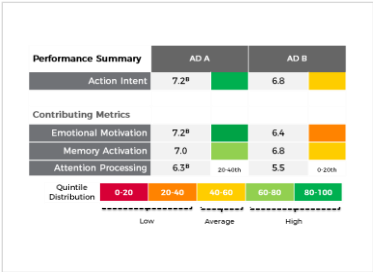
- Second by second EEG measures
- Neuro compression / “highlight reel”
- Eye tracking video

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Sample outputs



Overall performance

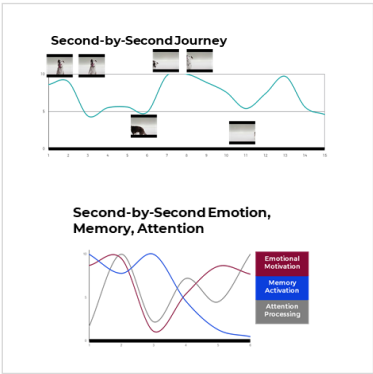
EEG measures including: Action Intent (validated measure of sales impact), EEG Engagement, Emotional Motivation, Memory Activation, Attention Processing, all vs. database >10,000 ads.

Brand resonance

Represents how well the ad has improved the activation of your brand vs. competition at a deep, subconscious level.

Message resonance

Identifies the ad's success in subconsciously communicating core strategic messages.



EEG sec-by-sec diagnostics

Guides optimization by capturing neurological processing at each second, pinpointing strengths and opportunities at every second.

Neuro compression

Patented algorithm-created video that highlights the most neurologically-salient moments of the full length in roughly half the time. Can be used to inform cut-downs and/or digital creative.

Eye-tracking heatmap

Shows where respondents visually focus during each second.

For more information, please contact: Jane.Leighton@nielseniq.com.