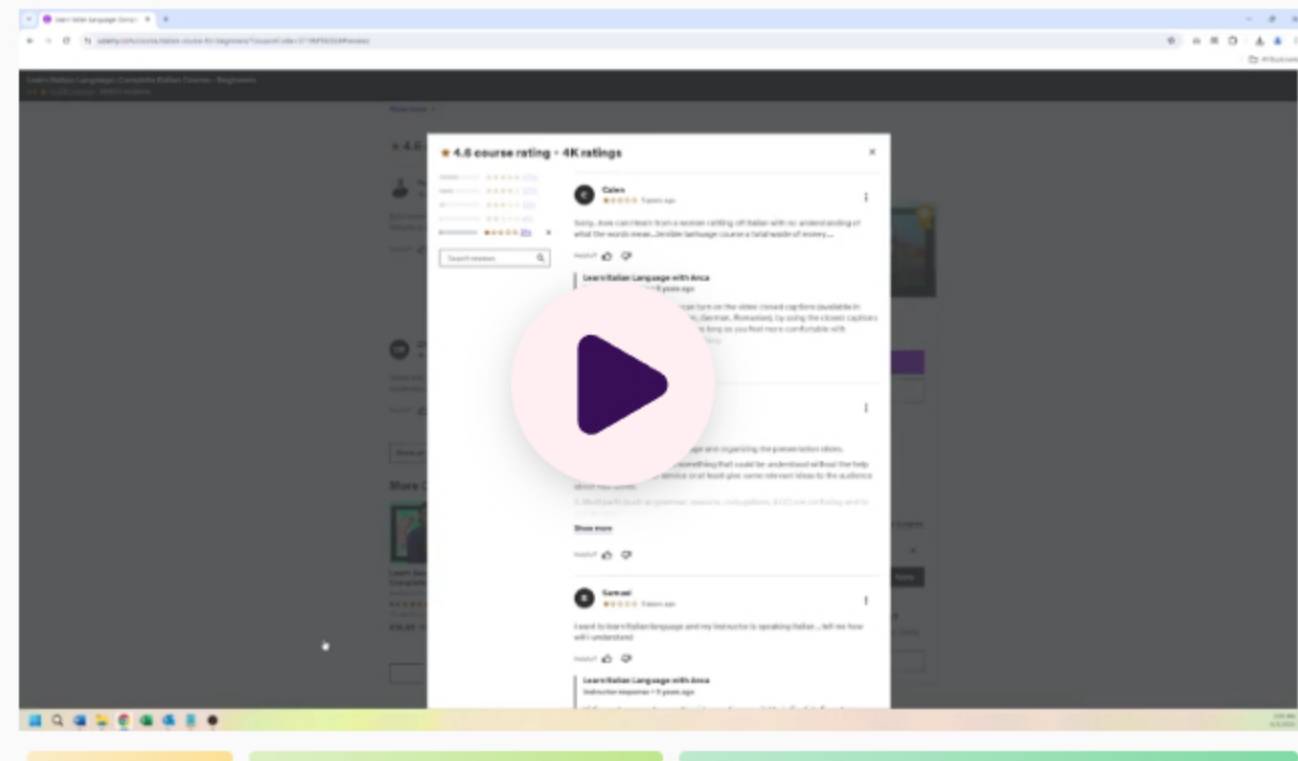


# Neurons Report



## NEGATIVE REVIEWS

### Table of contents:

- 0/4 Total Attention →
- 🕒 Frame-by-frame Attention →
- 🔍 Cognitive Demand →
- 🔍 Frame-by-frame Cognitive Demand →

### Objectives:

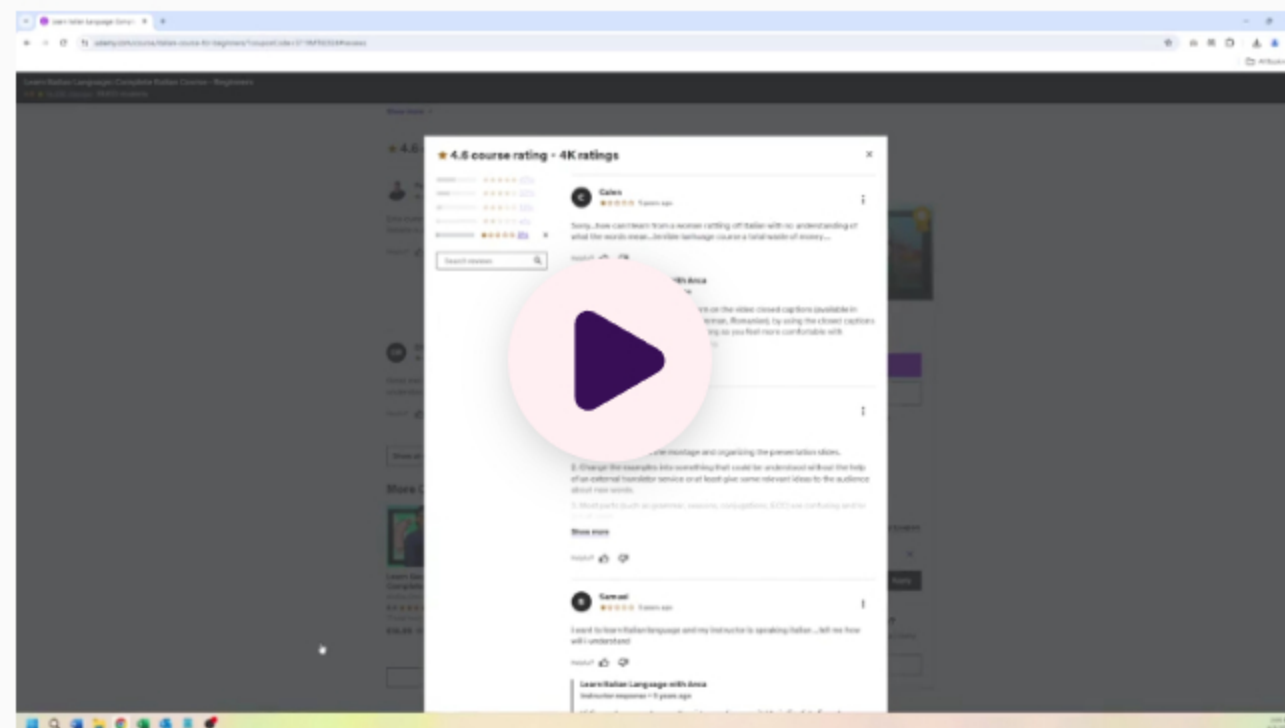
- Purpose: **Conversion**
- Industry: **Services**
- Use case: **Any use case**
- : **Any use case**

# AI Insights and Recommendations

## ✦ Enhance Visual Appeal to Improve Engagement

This Italian language course ad, while clear and easy to understand, suffers from low engagement due to its static format and lack of visual appeal. The dispersed attention in the heatmap suggests that viewers are skimming through the text rather than engaging with the content. While the ad effectively presents customer reviews in a clear and organized manner, the absence of dynamic visuals and a compelling narrative limits its ability to capture and maintain attention. The moderate cognitive demand ensures viewers can easily process the information, but the lack of stimulating elements hinders emotional engagement. To improve the ad's performance, it's crucial to enhance its visual appeal and incorporate elements that encourage interaction and emotional connection.

*This content was generated by artificial intelligence. It may contain errors or inaccuracies.*

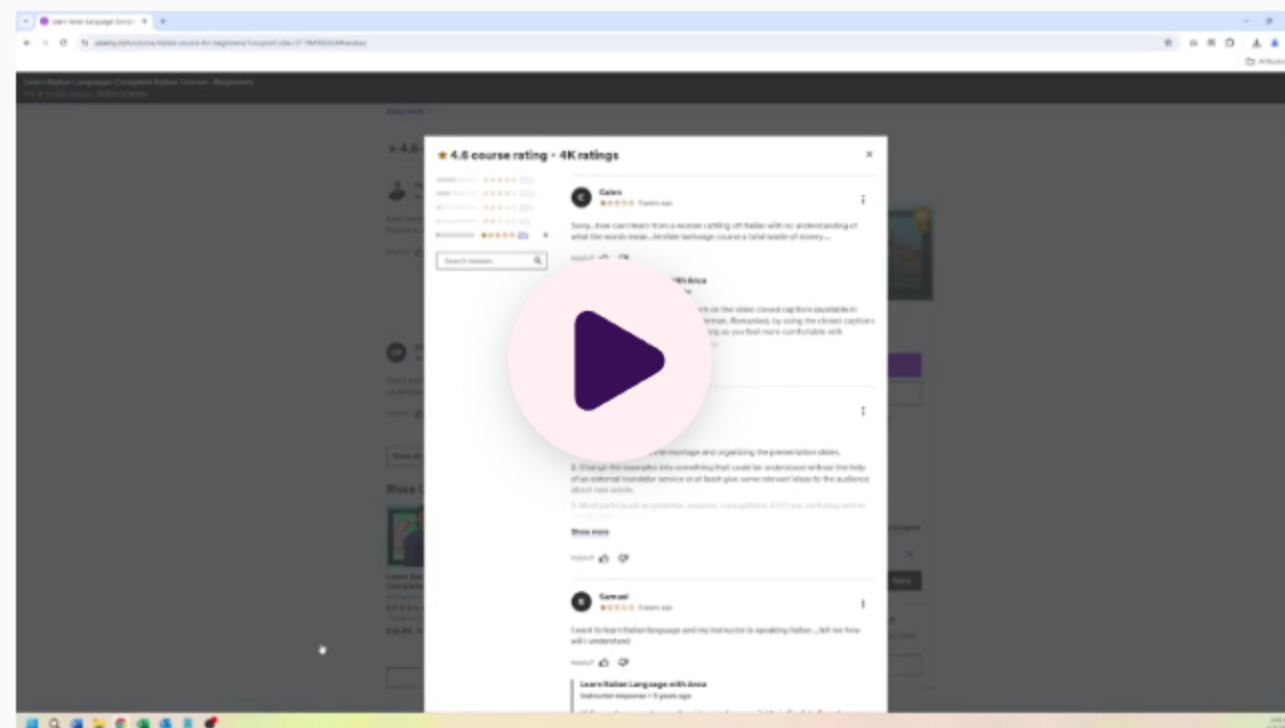


# AI Insights and Recommendations

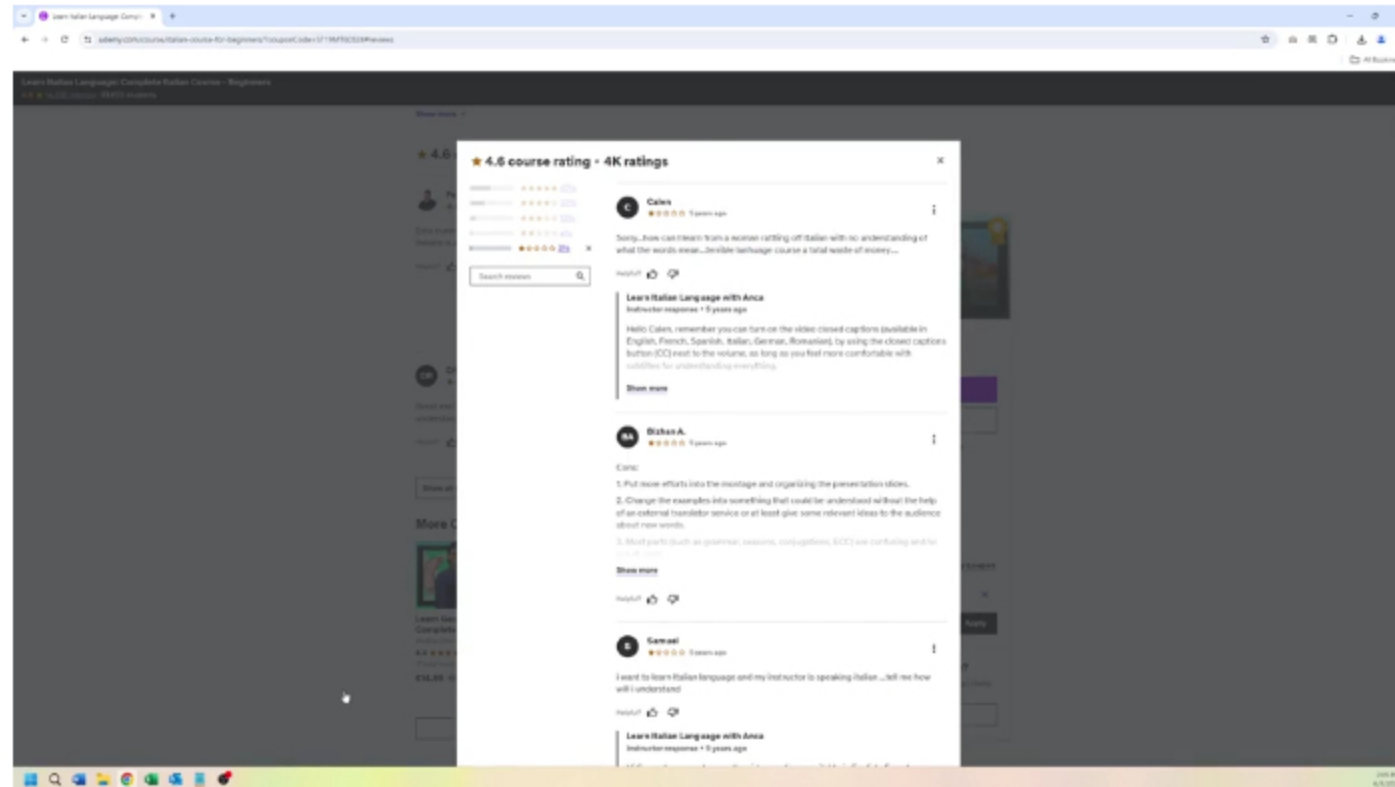
## ✦ Recommendations:

- **Highlight Key Phrases:** Emphasize persuasive phrases like **great for beginners** and **easy to follow** using bold font or contrasting colors to draw attention and enhance message absorption.
- **Introduce Subtle Animations:** Incorporate subtle animations, such as gentle zooms or pans, to make the video more dynamic and visually appealing, thus capturing and maintaining viewer interest.
- **Incorporate Relevant Visuals:** Enhance the visual experience by adding images or short clips related to Italy or Italian culture alongside the reviews, creating a more immersive and engaging atmosphere.
- **Simplify the Layout:** Improve clarity and engagement by increasing spacing between reviews and using a clear visual hierarchy, making the text less overwhelming and easier to digest.

*This content was generated by artificial intelligence. It may contain errors or inaccuracies.*



NEGATIVE REVIEWS



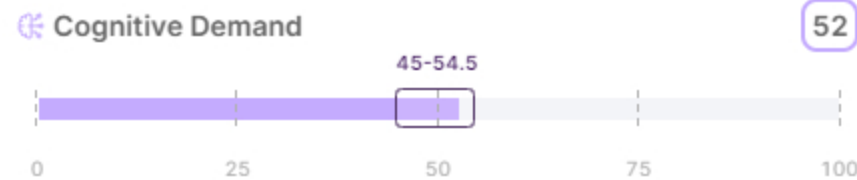
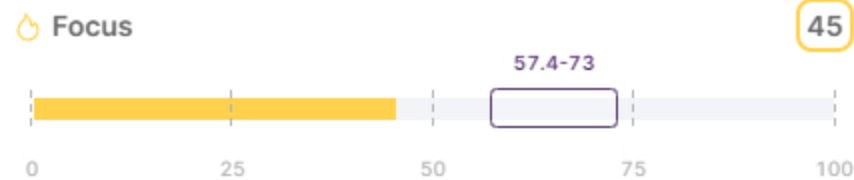
Total Attention measures how effectively a brand, product, or element is capturing viewer attention in a video or visual content.

Performance

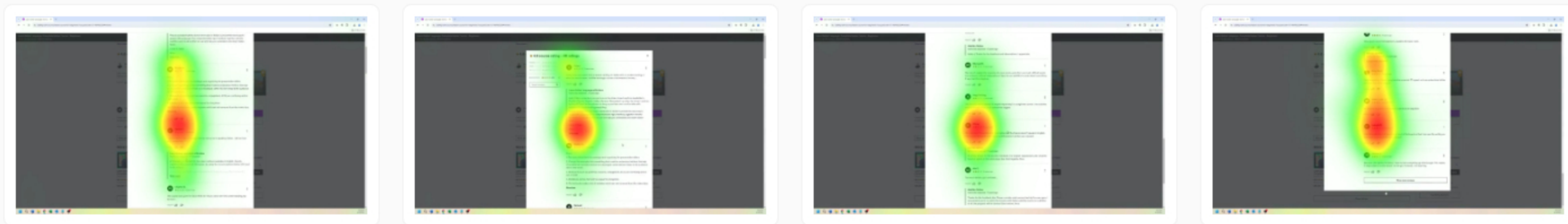
The average Focus score of 44.8 overall is below the industry benchmark.

The average Focus score of 50.7 in the last 2 seconds is close to the industry benchmark.

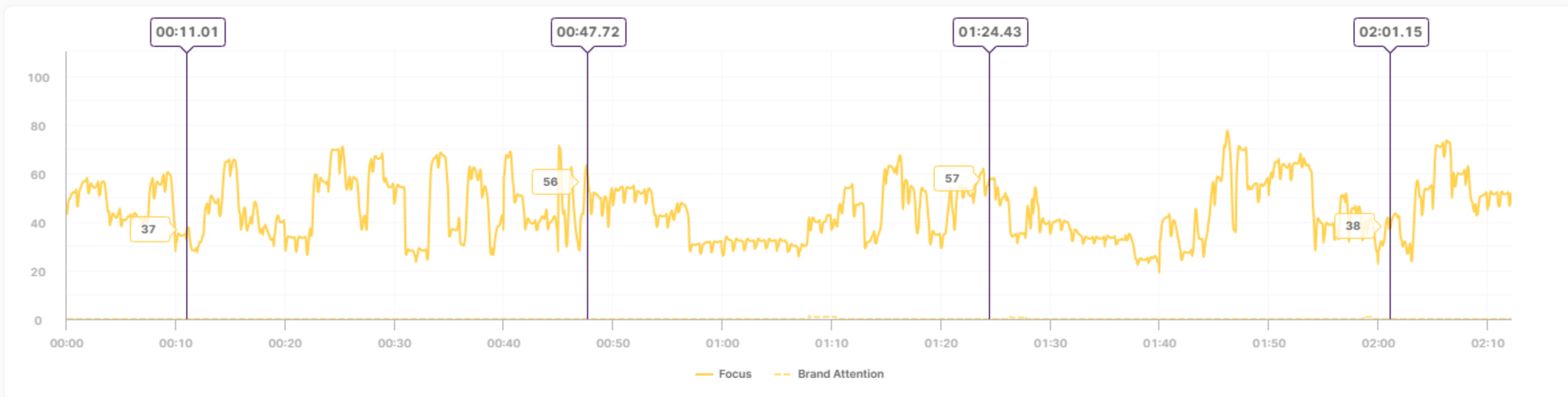
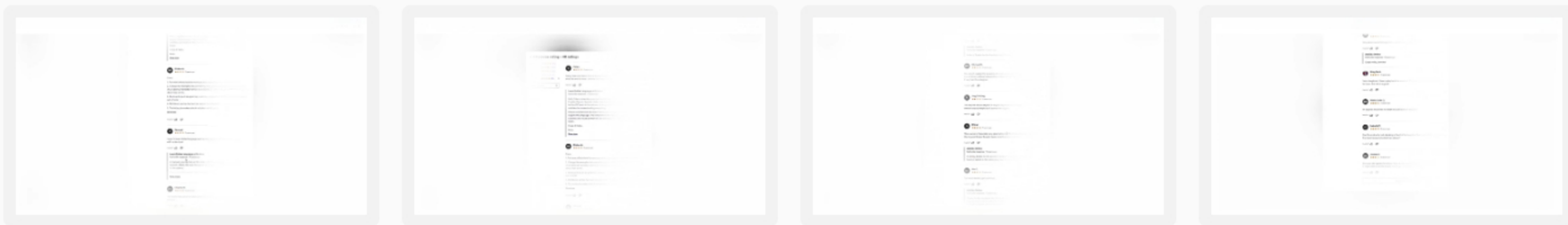
The average Focus score of 52.1 in the first 2 seconds is close to the industry benchmark.









## NEGATIVE REVIEWS



## NEGATIVE REVIEWS



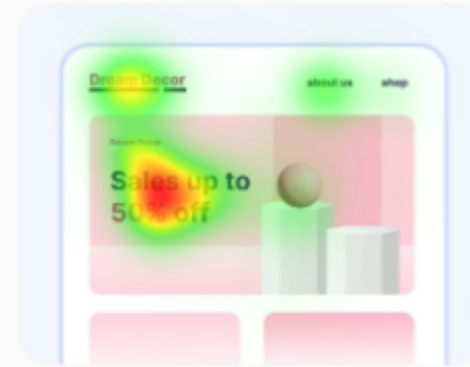
NEGATIVE REVIEWS

	 Total Attention		 Availability		 Relative Attention	
 TVU Networks	<div><div>1.5-9.6%</div><div></div></div>	0.9%	<div><div></div><div></div></div>	2.5s	<div><div></div><div></div></div>	0.9%
 OpenTable	<div><div>1.5-9.6%</div><div></div></div>	0.6%	<div><div></div><div></div></div>	1.5s	<div><div></div><div></div></div>	0.6%
 National Instit...	<div><div>1.5-9.6%</div><div></div></div>	0.8%	<div><div></div><div></div></div>	0.8s	<div><div></div><div></div></div>	0.8%

# Appendix



## Heatmaps



### 🔥 Total Attention Heatmap

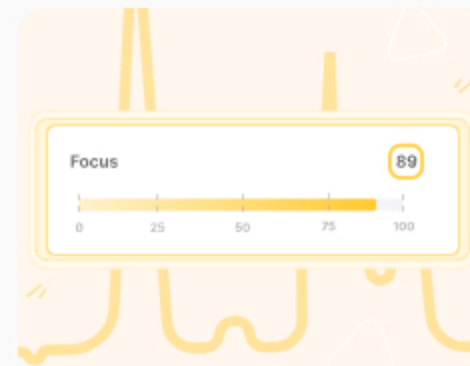
Attention heatmaps highlight areas of an asset that will attract the most of your customers' attention. Warmer colors indicate more attention, and ranges from green (less attention) to red (highest attention).



### 🌫️ Total Attention Fogmap

Also referred to as a "reversed heatmap", this map visualizes the predicted attention by covering the whole asset with white fog and having clear areas where there is significant visual attention - if it can't be seen on this map, neither will customers!

## Scores



### 🔥 Focus

Index of focused attention in your asset. Low Focus (0-24) means many elements compete for attention, while high Focus (75-100) means one or few narrow areas draw the most attention and will be more likely to be noticed.



### 🧠 Cognitive Demand

Measures how much information viewers have to process in your asset. High scores (75-100) indicate complexity that can overwhelm customers, while low scores (0-24) mean it is easy to process, which may also decrease viewing time.

