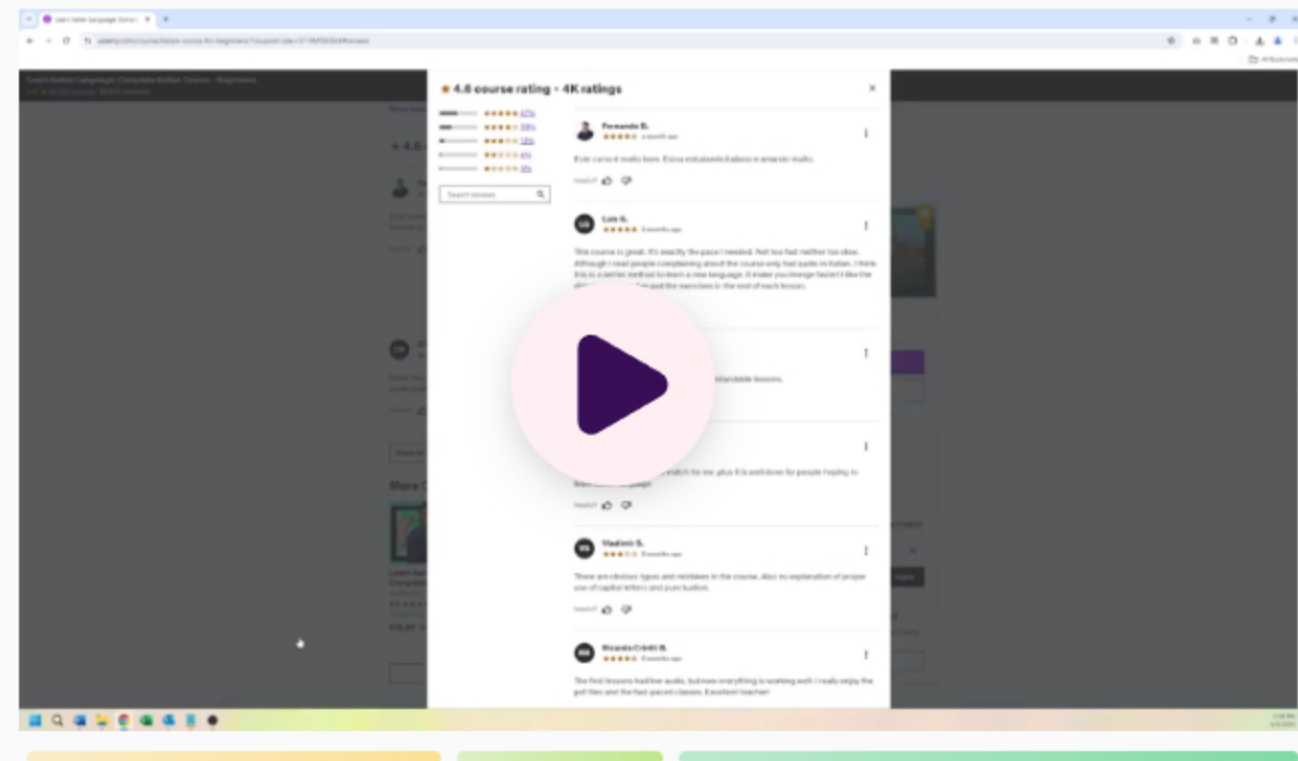


# Neurons Report



## POSITIVE REVIEWS

### Table of contents:

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

### Objectives:

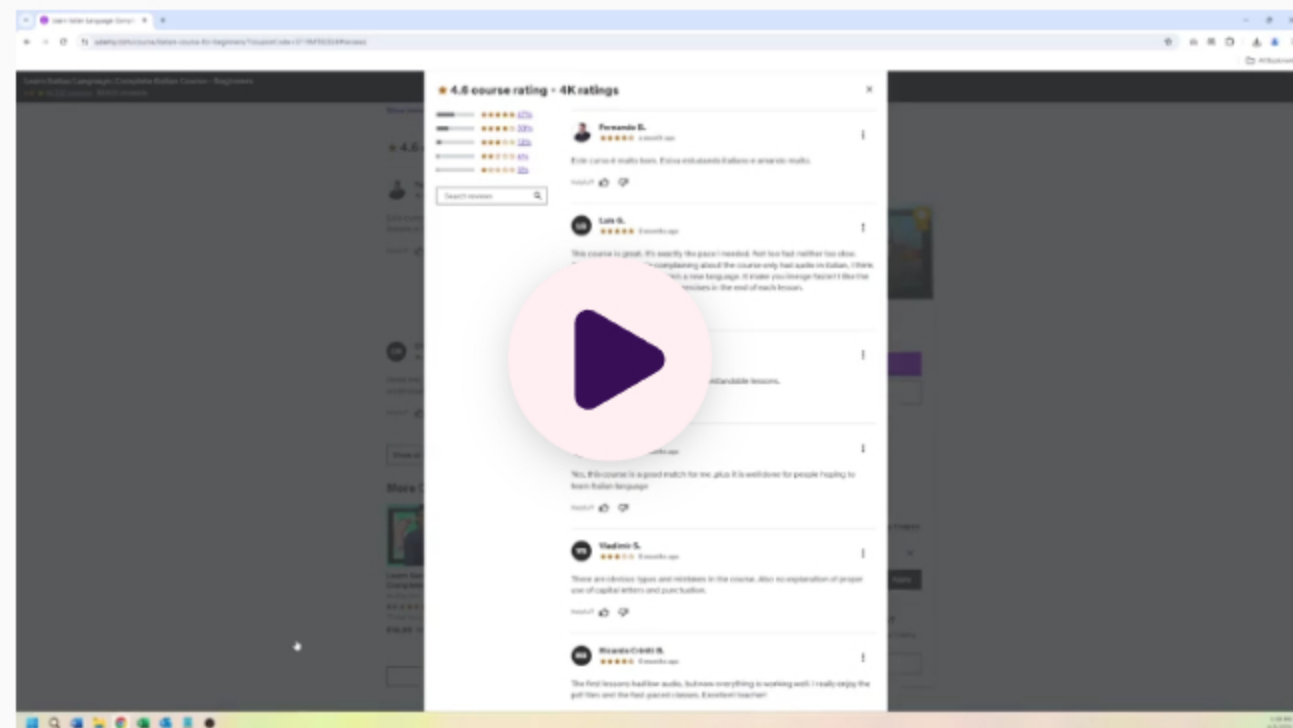
- Purpose: **Brand building**
- Industry: **Any industry**
- Use case: **Any use case**
- : **Any use case**

# AI Insights and Recommendations

## ✦ Enhance Clarity and Engagement to Maximize Impact

This ad effectively leverages a familiar webpage format with customer reviews to establish credibility. The clear structure and concise text contribute to high clarity, allowing viewers to easily understand the positive feedback. However, the static presentation and lack of audio result in low engagement and focus. Viewers are drawn to superficial elements like star ratings but may not fully engage with the content of the reviews. While the text-heavy format ensures low cognitive demand, incorporating dynamic elements would enhance the viewing experience without overwhelming the audience.

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

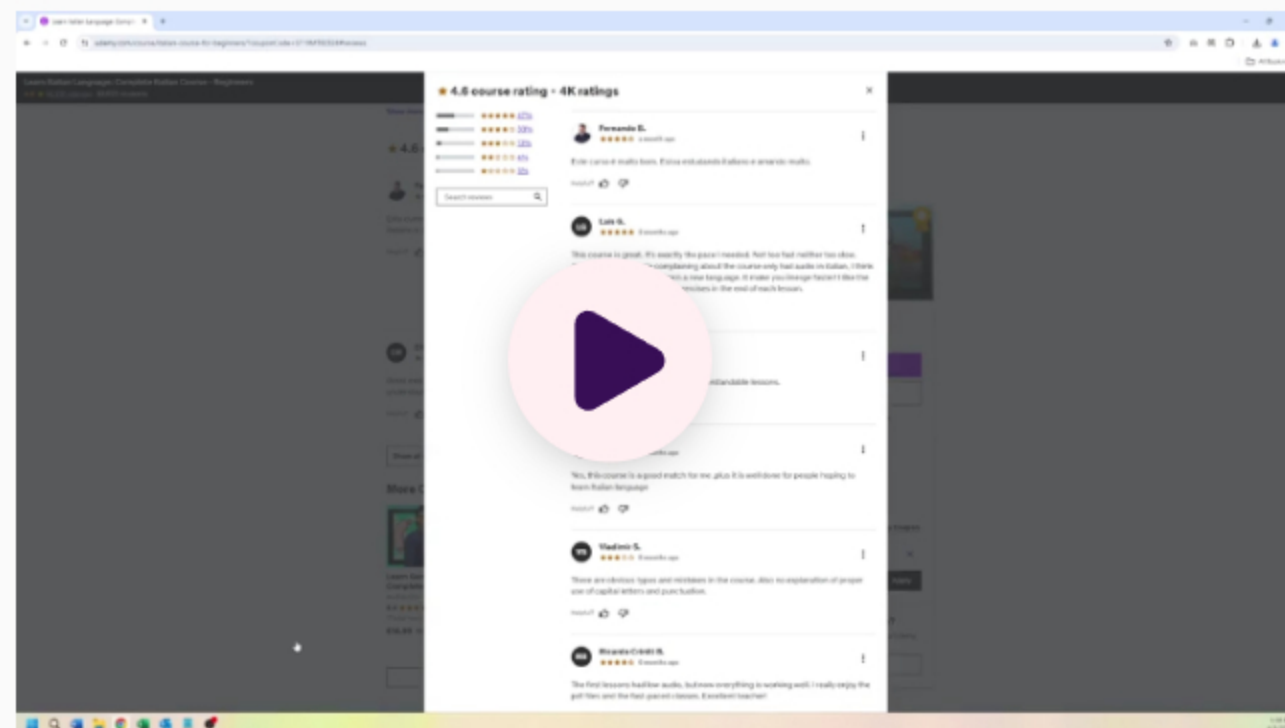


# AI Insights and Recommendations

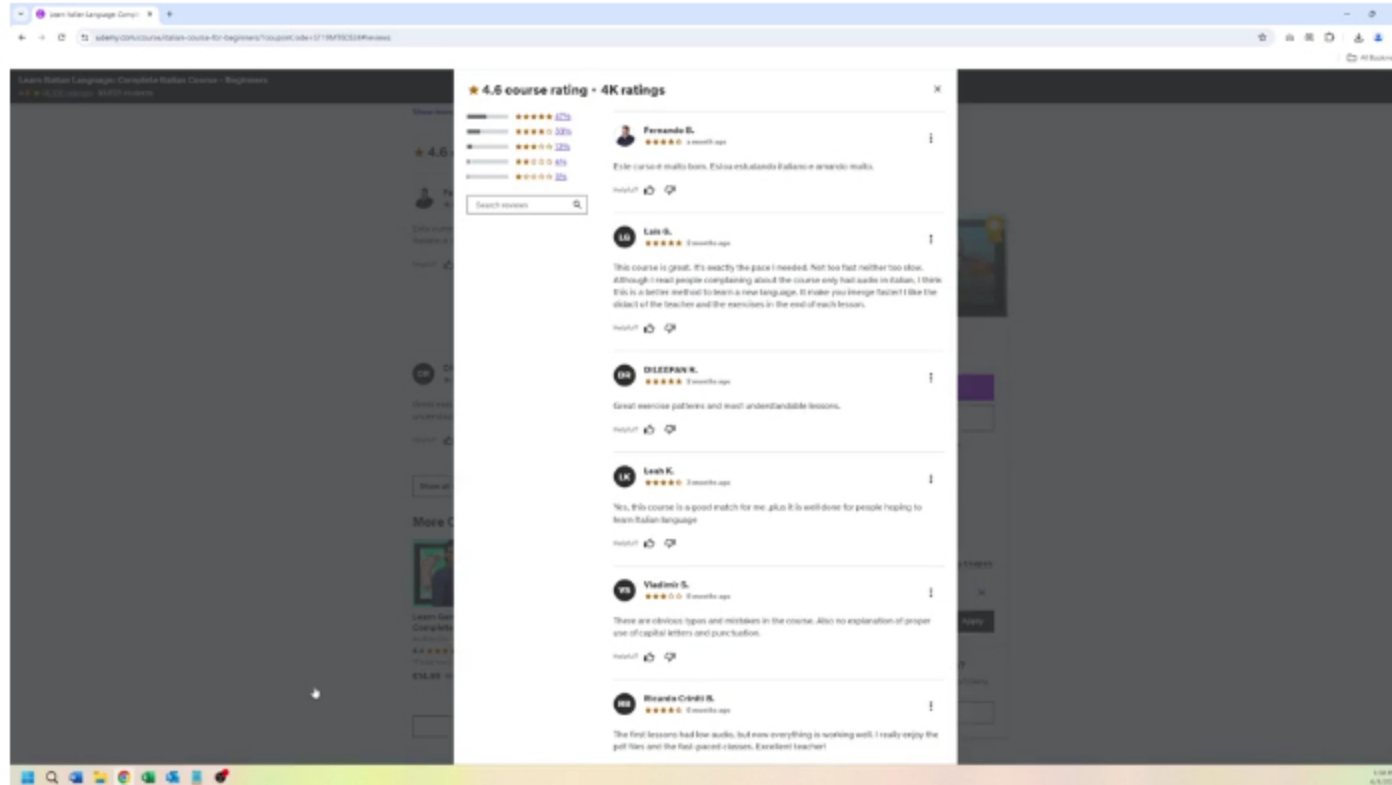
## ✦ Recommendations:

- **Introduce subtle animations to highlight key phrases in the reviews.** The analysis indicates low focus due to the static nature of the video. By animating key phrases like **Excellent teacher, well done, or highly recommend**, you can draw attention to the most impactful positive feedback. This will enhance focus and engagement without significantly increasing cognitive demand.
- **Incorporate a simple, unobtrusive background music track.** The lack of audio is contributing to the low engagement score. Adding a light, instrumental track can create a more immersive and emotionally engaging experience. Choose music that aligns with the brand's tone and target audience, ensuring it doesn't distract from the reviews themselves.
- **Overlay translated key phrases from the reviews in English.** The analysis notes that the reviews are not in English, potentially limiting comprehension for some viewers. By selectively overlaying translated key phrases in a clear, legible font, you can ensure wider understanding of the positive feedback. This will enhance clarity and engagement without adding significant cognitive load.
- **Introduce a simple transition between each review.** The continuous scrolling can feel monotonous. By adding a subtle transition, like a fade or a slide, between each review, you can create visual breaks and make the viewing experience more dynamic. This will enhance engagement and focus without disrupting the flow of the content.

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



## POSITIVE 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 37.7 in the first 2 seconds is below the industry benchmark.

The average Focus score of 46.5 overall is below the industry benchmark.

The average Focus score of 47.3 in the last 2 seconds is close to the industry benchmark.

## Focus

46

58.5-72.2



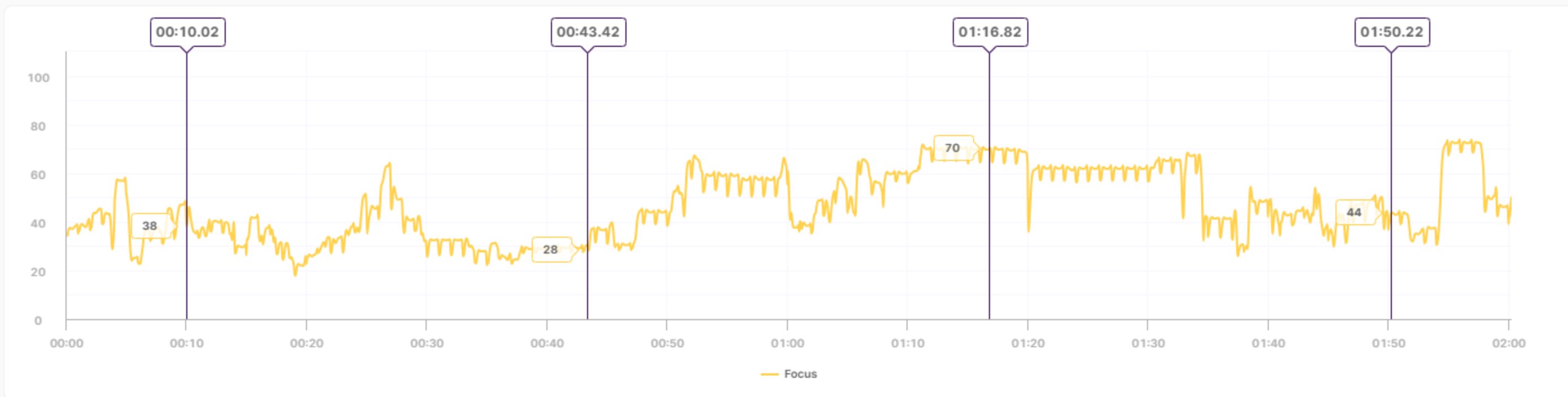
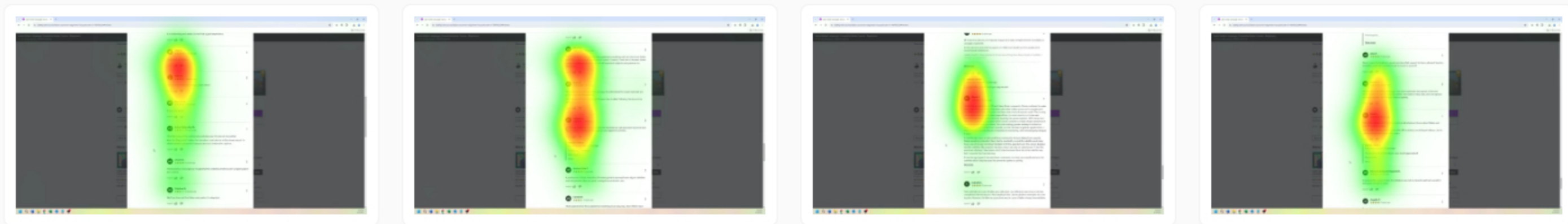
## Cognitive Demand

51

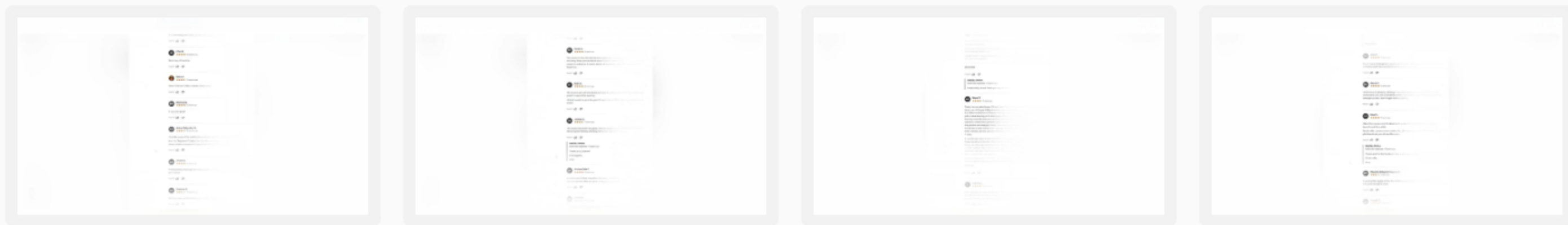
44.4-52.5



## POSITIVE REVIEWS



## POSITIVE REVIEWS



POSITIVE REVIEWS

 Total Attention

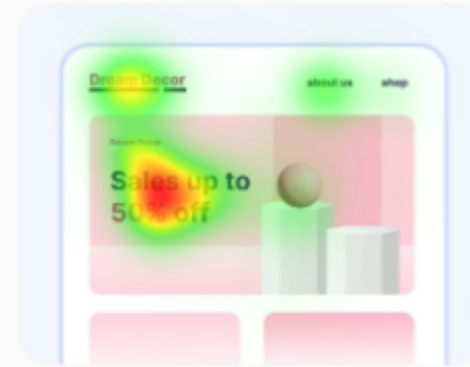
 Availability

 Relative Attention

# Appendix



## Heatmaps



### 🔥 Total Attention Heatmap

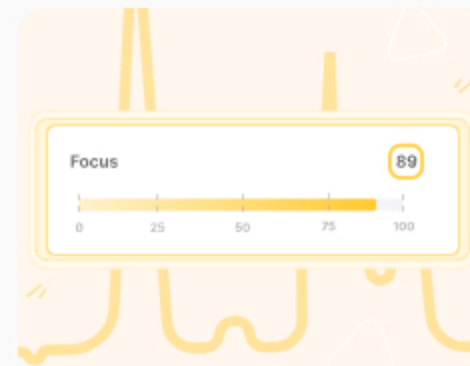
Attention heatmaps highlight areas of an asset that will attract the most of your customers' attention. Warmer colors indicate more attention, and ranges from green (less attention) to red (highest attention).



### 🌫️ 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.

