

AUDIENCE ENGAGEMENT USING VISUAL TARGETING TECHNOLOGY

Research Summary

Introduction: VisualTargeting™ (VT) technology provides *instantaneous* data on an audience's basic visual tastes and preferences. It delivers direct feedback about *unspoken* preferences - the nature of visual preferences is best measured nonverbally. And most importantly, it identifies an audience's profile of basic visual preferences *prior to the start* of the visual design planning process.

To determine how reliable this data is in predicting and enhancing design effectiveness, extensive research on 30,000 random internet users (men and women of different ages, professions, educational and income levels) from 175 countries, was conducted in October, 2010, to determine whether the visual match coefficients provided by VT are related to and/or responsible for enhanced market performance by a design/advertisement.

Hypothesis: An audience's visual taste, as identified by VT, will match the visual profile of the design/advertisements most chosen by the audience. Design effectiveness, as measured by click-through rate (*CTR*), will increase proportionally to the degree of this visual match, as measured by the increase in the match coefficient (*MC*).

Method: TheStyleTest™, VT's core constituent, was administered to participants who were presented with a sequential set of several dozen slides, each of which contained different numbers of visual images. The task was to click on the image they "liked most" on the slide. An additional slide presented two different versions (design A and design B) of an abstract advertisement for the same service and company. The visual taste of this sample was represented by a group visual taste (*GVT*). Statistical analysis was used to test if the *GVT* related to the visual design profile (*VP*) of a preferred design/advertisement. The match coefficients ($0 < MC < 100\%$) between *GVT* and *VPs* of each of the ad images were computed and compared. Non-preferred images were considered 'rejected.' Group visual profiles of preferred and rejected designs were identified. Match coefficients for each of the preferred and rejected designs were calculated and the differences between them were statistically analyzed. Design satisfaction and advertisement appeal were measured by the frequency of clicks on a particular ad. The click-through rate ($0 < CTR < 100\%$) of each ad design was obtained by dividing the number of times that the design was clicked on by the number of times it was shown to the group. The correlation between *MCs* and *CTRs* was calculated.

Results: The results discussed here concern only the major findings directly related to the research hypothesis. Smaller not related findings, though interesting, were not related to this study and were omitted.

The match between the preferred design and the corresponding group visual taste identified by VT showed a strong connection ($\chi^2=68.7$ for ad A and $\chi^2=193.3$ for ad B, $df=9$, $p<.001$). The match coefficient correlated to the participants' choices ($r=.994$, $p<.001$): the *MC* of design A (*MC* 60) and the *GVP* of the entire group was 1.5 times higher than that of design B (*MC* 40); design A produced a 2.12 higher click-through rate (*CTR* 68%) than design B (*CTR* 32%). The match coefficient for preferred ad images (*MC* 90), was nine times higher than that for rejected images (*MC* 10). There was a near linear correlation between the two variables, *MC* and *CTR*. The regression equation reflects the increase of click-through rates as it relates to the increase of match coefficients: $CTR=1.2853MC-14.515$.

There was a near linear correlation between variables *MC* and *CTR*. The regression equation can predict the increase of click-through rates. When the coefficient was 10, none of the participants clicked on the image. Alternatively, when it was 90 – practically everyone clicked on the ad. When *MC* was 40, every third person in the group "liked" it. *MC* 50 produced 50% of clicks, *MC* 60 caused 70%, *MC* 80 received nine out of ten clicks. Using VT technology, a design match coefficient can be raised as high as $MC \geq 90$, nearly guaranteeing that it is chosen amongst its competition.

Conclusion: Current research strongly supports the main hypothesis: the visual taste of a group and its match to a design style, as measured by VT technology, can predict whether the design is chosen or rejected by a particular audience. The higher the match coefficient between the audience's group visual taste and the design style, the higher the probability of the visual style being chosen over competing designs. The results of all statistical tests applied and discussed here showed the highest levels of confidence.

Thus, VisualTargeting™ technology is highly effective at measuring, predicting and enhancing the appeal of visuals shown to audiences, independent of content or artistry, as well as predicting audience response to particular designs and styles. VT technology will increase customer satisfaction by ensuring the match between basic visual preference and successful product advertisement/design.