

iWorx Behavioral Marketing Kit

Monitoring Physiological Reactions for Actionable Marketing Insight

Behavioral marketing, or behavioral targeting, is a well documented research technique used by online advertisers to deliver relevant advertisements and marketing messages based on the consumers' online activities and browsing habits. Translating that behavior into actionable intelligence is the foundation of behavioral targeting.

Beyond tracking online behavior for advertising purposes, other physiological factors of the consumer can be examined to determine the positive or negative response to the ad itself, a product, or service offering, thus giving marketers additional information to improve the impact of their marketing campaigns.

iWorx Behavioral Marketing Kit

iWorx Behavioral Marketing Kit provides researchers with the tools to investigate the relationship between the human mind (psychology) and the physiological responses to what is being demonstrated.

With the Behavioral Marketing Kit, researchers can learn:

- How consumers feel about a particular product or service
- Why consumers prefer certain brands
- What marketing messages deliver the most impact
- How consumers react to an advertisement or a Web page



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Translating Physiological Reactions to Actionable Marketing Research

Physiological experiments involve non-invasive measurements of physiological events (dependent variables) under varying psychological conditions or characteristics of personality (independent variables). Ultimately, the goal is to identify reliable physiological indicators of the subjects' psychological states, their personality, and ultimately, their likes and dislikes.

The physiological indicators under study include reaction time, skin conductance (GSR), pulse and heart rate, EEG, skin temperature, respiration, and muscle tension. These physiological responses, under neural control, can be windows into the psychological processes of the consumer.

For example, students can measure consumer reaction to various components of an ad, such as headlines, images, fonts, colors and layout, by measuring their pulse and heart rate while viewing different ad options.

All of the easy-to-perform experiments and exercises presented in the kit are intended to demonstrate many of the interesting relationships between the brain and behavior that can provide marketing insight into the mind of the target consumer.

iWorx Behavioral Marketing Kit

EVERYTHING YOU NEED FOR TESTING PHYSIOLOGICAL RESPONSES

iWorx Behavioral Marketing Kit



The kit includes a data recorder and all of the sensors needed to record physiological signals and perform cognitive and normative analyses.



iWorx Systems, Inc.

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Behavioral Marketing Experiments

iWorx lab experiments demonstrated the relationship between the human mind (psychology) and the physiological responses to stimuli. Each experiment includes background information and concise instructions for equipment and software setup and procedures.

Basic

- Auditory-Visual Reflex
- The Galvanic Skin Response (GSR) and Emotion
- The Galvanic Skin Response, Deception, Cognitive Complexity and Vigilance
- Skin Temperature, Stress, Calming, and Embarrassment
- Vigilance and Reaction Time
- Facial Expression EMG
- Game Show Physiology

Advanced

- The Electroencephalogram (EEG)
- Personality and Vagal Tone
- Gaze-Cue Paradigm
- GSR: Investigations
- Stroop Effect
- Biofeedback
- Visual Evoked Potentials (VEP)
- Multi-sensory Reaction Times