SENTIENT
DECISION SCIENCE

RAPID®
Subtext

Pinpoint the Moments That Change Attitudes.

Now you can tap the emotions of consumers with combined Facial Action Coding & Implicit Association Testing

Marketing has become even more challenging with the evolving attitudes of consumers. Make sure your message is right for the moment.

RAPID® Subtext

Reveal advertising performance with proven behavorial science.

Unpredictable markets need emotion measures fast to quantify behavior. RAPID can provide critical go or no-go decisions in just 24 hours. RAPID Subtext is automated, making it simple to uncover the performance of your ad by delivering results that uncover the impact of emotion on your brand.

RAPID uses a pre post design to reveal ad impact. Now you can understand the true impact of your ad on emotional sentiment toward your brand. RAPID uses implicit techniques to uncover the emotional appeal of your brand before and after exposure.

RAPID provides deeper insights into ad performance. Facial action coding pin-points moments of your advertising that are related to positive and negative emotions. Helping you uncover the why behind changes in behavior.

- Insight into the social and business impact of your ads are accessible dashboard to analyze in just 24 hours.
- Moment by moment facial action coding analysis reveals overall emotional engagement of the audience.
- Result filters on positive or negative outcomes reveals the moments that work and those that do not.
- Insight into changes in the emotional appeal of your brand, your custom attributes and on perceptions of groups of people.
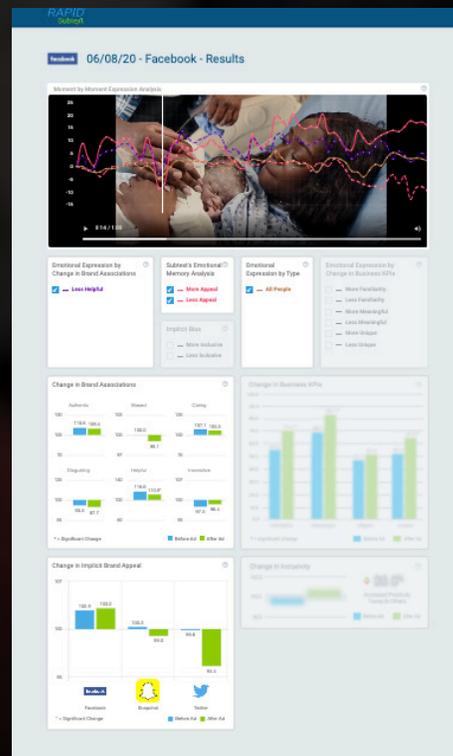
Evidence-based marketing decision making for business delivered via immersive results from automated behavioral science dashboard. All types of media can be normed within interactive engagement & influence scorecard, leveraging the largest implicit data set in the world!

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