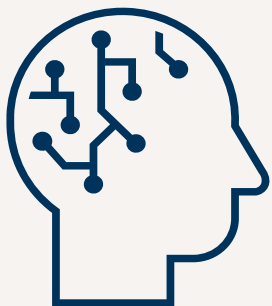


Optix Creative Testing



Optix
Creative
Heatmap

JCDcaux's award-winning AI creative testing suite, Optix, uses thousands of hours of past eye-tracking, neural sensor, and visual questionnaire data to predict how a poster and its elements will draw, and hold, people's attention in real-world environments. Impactful for testing executions before they go live, or for evaluating previous creatives, data-driven insights can be used to develop understanding and drive effectiveness, helping campaigns to work harder.



Optix's artificial intelligence applies understanding of how stimuli are viewed to determine engagement



Total Attention:
70.3% | 2.0s

Tagline:
29.5% | 0.8s

Message:
3.8% | 0.1s



Total Attention:
73.4% | 2.0s

Tagline:
35.6% | 0.9s

Message:
5.9% | 0.1s



METRICS (SCORED OUT OF 5)



Attention

“Is the creative getting focussed, impactful attention?”



Dwell

“How long are people looking at the creative and its elements?”



Clarity

“Are people able to interpret the creative clearly and easily?”