



Video Testing & Optimization You Can Trust

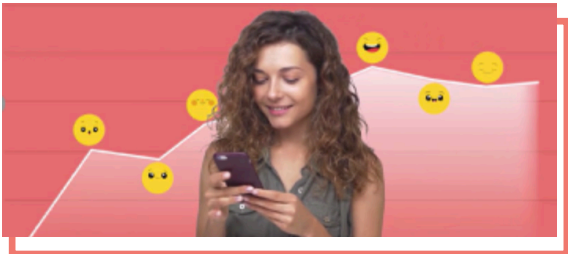
Helping you maximize your video ad creative across all screens

UnrulyEQ is a creative testing solution that measures consumers’ emotional and intent-based responses to a brand’s video. Audience insights gleaned from **UnrulyEQ** testing can then be used to optimize target audiences and video ads as well as media mix to maximize campaign performance against desired KPIs.

Learn

UnrulyEQ Max delivers powerful insights that allow advertisers to understand the performance of their content to optimize their video campaigns. Using a combination of facial coding and survey-based techniques, understand:

- The type and intensity of emotions elicited by an ad to predict overall impact on intended target audience.
- How to optimize content for emotional impact to ensure it aligns with planned campaign goals.
- Metrics that matter like authenticity, brand statements and engagement to ensure the best possible brand impact.



Facial coding tracks the peaks and valleys of engagement to see how viewers are responding to brand ads.

Emotional Responses	Intensity									
Amazement	N/A	1	2	3	4	5	6	7	8	10
Exhilaration	N/A	1	2	3	4	5	6	7	8	10
Happiness	N/A	1	2	3	4	5	6	7	8	10
Hilarity	N/A	1	2	3	4	5	6	7	8	10
Inspiration	N/A	1	2	3	4	5	6	7	8	10
Pride	N/A	1	2	3	4	5	6	7	8	10
Nostalgia	N/A	1	2	3	4	5	6	7	8	10
Sadness	N/A	1	2	3	4	5	6	7	8	10
Warmth	N/A	1	2	3	4	5	6	7	8	10

Qualitative survey measures the intensity of these responses to the same brand ads.

Target

UnrulyEQ Custom Audiences identifies the customer segments who elicit the highest emotional response to a brand creative, which can be used to inform a bespoke audience targeting strategy to maximize engagement. Targetable audiences may include:



EMOTIONAL AUDIENCES

Benefit from performance lifts in completion rate, brand favorability, brand recall, and purchase intent by targeting an emotional audience.



AFFINITY AUDIENCES

Reach a customizable affinity audience you care about to identify the people who share in your campaign's values, message, or passions.



INTENDER AUDIENCES

Identify an intender audience that will increase sales activity based on their intent to purchase a product or service and target others like them.

Optimize

UnrulyEQ Creative Optimizer combines the deep insights of UnrulyEQ's content testing with creative optimizations aligned to media goals, audiences, screen, placement types and more. Leverage our best-in-class video editing, interactive and dynamic features and ensure your media plans are fully aligned with all your creative assets.



Our premium in-house creative studio, **Tr.ly**, is designed to maximize your goals across all screens and audiences.

Available creative optimizations include:



LENGTH



MESSAGING



FEATURES



AUDIENCE

To learn more, please reach out to your dedicated Unruly representative.

UNRULY

Let's work together | hi@unrulygroup.com

unruly.co | [@unrulyco](https://twitter.com/unrulyco)