Adknowledge integrates Realeyes emotion analytics platforminto online video campaigns

Contributed by Adknowledge
Tuesday, 21 October 2014

Adknowledge, a global digital advertising company, today announced a worldwide partnership with Realeyes, an emotion analytics platform that measures how people feel and react when they watch video content.
Adknowledge can now offer advertisers detailed reporting on how audiences respond emotionally to video campaigns the company delivers across social, mobile, apps, games and sponsored content.

Founded at Oxford University, the Realeyes platform enables marketers to make better decisions across the three key stages of video advertising â€“ testing the creative, planning media spend and analysing the performance.

â€œThe Realeyes partnership means weâ€™ll be able to help brands achieve a better ROI from their digital media spend,â€• explains Adknowledge CEO Ben Legg. â€œWeâ€™ll be able to help them make better ads, put them in more effective places ar more accurately analyse performance to improve future campaigns.â€•

The partnership follows Adknowledgeâ€™s recent purchases of TriVu Media â€“ which specialises in targeted ad placement on YouTube videos â€“ and video distribution company, Giant Media.

â€œMeasuring emotions is another tool to give marketers more confidence to shift media spend to where consumers are spending more time â€“ online video,â€• said Realeyes CEO Mihkel JÃ¤Ã¤tma. â€œCombining Adknowledgeâ€™s massive sca reach, through its recent acquisitions, with Realeyes means weâ€™re now part of the best video product offering on the market, one that will provide a huge boost to the video ad industry.â€•