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Largest Neuromarketing Database in the World Eclipses 50,000 Tested; EmSense the Leader in Quantitative Neurometrics

SAN FRANCISCO, CA--(Marketwire - June 29, 2010) - Two years ago Martin Lindstrom published *Buyology*, which heralded the largest neuroscience marketing database in the world. The *Buyology* database, of approximately 2,100 respondents, was collected over a three-year period.

Highlighted Links

<http://www.EmSense.com>

Since then, EmSense's (www.EmSense.com) proprietary technology advancements have made direct brain activity measurement easier and scalable, enabling sample sizes of 2,100 to be collected in a single week.

The EmSense neuromarketing database, now the world's largest, recently exceeded the 50,000 respondent milestone. These respondents draw from over 10 countries, including India and China. EmSense also collected eye-tracking data from 12,000 respondents, while 3,000 more were studied in actual retail environments as they completed typical shopping journeys.

"The key advantage of a large database is that it provides rich norms, the element market researchers most desire. EmSense uses this data to provide norms on various types of engagements across 80+ client companies," said Keith Winter, EmSense CEO.

"With a massive and growing global neurometric database, EmSense is in the position to assess patterns and trends in consumer behavior and model relationships between emotion and purchase based on real shoppers, in real stores, making real purchase decisions," said Elissa Moses, EmSense chief analytics officer. "Moreover, our normative guidelines on advertising and packaging performance enable marketers to set performance goals on 'Engagement and Emotion' indicators never before possible."

The EmSense neuromarketing database continues to grow rapidly as the company expands globally through direct client and partner engagements. EmSense field and market research partners operate in 100 countries, providing the leading global testing platform with local market expertise.

About EmSense

EmSense is a leading-edge neuroscience company that applies advances in EEG and neurometrics to provide clients with deep, reliable understanding of consumers' emotional and cognitive engagement with marketing stimuli. The company's quantitative metrics deliver breakthrough insights that facilitate the creation and optimization of advertising, packaging, media content, online marketing, and both live in-store and virtual store shopping experiences. EmSense works with marketers and partners with leading established market research firms, including: Dynamic Logic, Fifth Dimension, GfK North America, Millward Brown, Nurago, Perception Research Services, Red Dot Square, SymphonyIRI Group and TNS. EmSense provides expertise and advancements in emotion tracking, cognitive neuroscience, analytics, and market research through their proprietary EmBand™ and EmBand 24™, the first wireless, scalable, non-gel, non-invasive EEG neuroscience technologies. The company is the global leader in combining neurometrics with stationary and mobile eye tracking. EmSense Corporation is headquartered in San Francisco and works with over 80 client companies across hundreds of brands. To learn about EmSense technology solutions and consulting services, visit <http://www.emsense.com>.

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