



How Boost Analytics Works

A PROVEN SCIENCE

BOOSTTM 

BOOST DATA SCIENCE PREDICTIVE
ANALYTICS TECHNOLOGY
WAS DEVELOPED AFTER
EXTENSIVE CONSULTATION
AND RESEARCH WITH,
**NEUROSCIENTISTS AND
EVOLUTIONARY BIOLOGISTS**

FROM CALTECH, USC, AND THE UNIVERSITY OF PENNSYLVANIA.



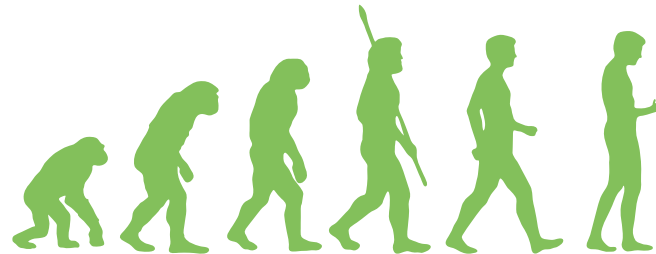
RESEARCH REVEALED THE UNPRECEDENTED: THE BIOLOGY OF CONSUMER BEHAVIOR

Looking through the evolutionary lens of consumer behavior in the digital age

How it biologically evolved through the hidden power of the emotional subconscious mind that controls consumer behavior and makes 95% of buying decisions, influenced by powerful survival instincts..

Boost is the only data science predictive analytics technology that combines biology, technology, and art with unprecedented data captured from human evolution, where consumer behavior began.

How it biologically evolved to be the same in the digital age!



Visionary Leader Steve Jobs Quote in 2011:

*“I think the biggest innovation in the 21st century will be at the intersection of biology and technology.
A new era is beginning.”*

- Steve Jobs



HOW EVOLUTION BIOLOGICALLY INFLUENCES THE 21ST-CENTURY DIGITAL AGE

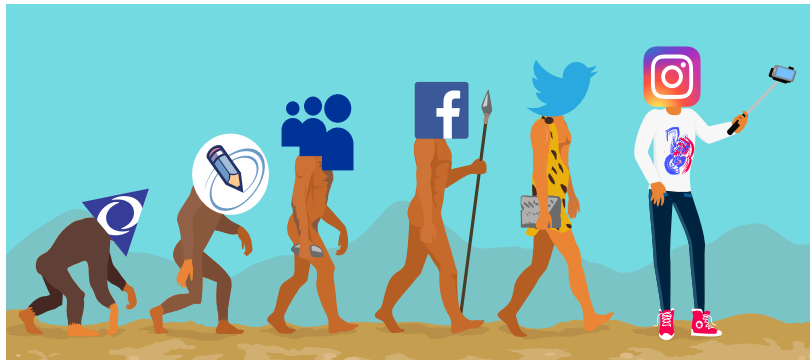
Unprecedented data captured from human evolution reveals how:

Social media and texting are biological subconscious survival instinct responses influenced, in milliseconds, by the survival need for instant gratification, immediate rewards, and social bonding, to feel safe, connected to others.

Boost Analytics reveals what biologically occurs with the consumer, subconsciously in the first critical milliseconds of viewing all advertising and marketing mediums.

LIKE OUR ANCESTORS, WE STILL ACT ON SURVIVAL INSTINCTS.

BOOST METRICS MEASURES AND REPORTS BIOLOGICAL RESPONSES.



CONSUMER SURVIVAL INSTINCTS

Survival instincts, strategically integrated into advertising and marketing, trigger consumer eye fixation and 95% of buying decisions in those first milliseconds.

CONSUMER SURVIVAL INSTINCTS ARE EXPRESSED THROUGH BIOLOGICAL SUBCONSCIOUS RESPONSES.



EYE FIXATION

» Triggered by, evolutionary salient objects, sharp arrow points, rough edges, and bright color contrast in images and text fonts.



INSTANT GRATIFICATION

» Triggered by dopamine, a biological survival mechanism that thrives on reward, and pleasure.



SOCIAL BONDING

» Triggered by the biological need to be connected to others to be safe.



SUBCONSCIOUS MIND

» Triggered by an auto-response to modulate the consumer's survival instinct responses before making decisions.





SCIENCE & TECHNOLOGY BIOLOGICALLY INFLUENCED BY EVOLUTION

Computer scientists, inspired by the science of biological evolution use biological algorithm networks to develop Artificial Intelligence (AI).

COMPUTER SCIENTISTS DEVELOP ARTIFICIAL INTELLIGENCE.

Evolutionary algorithm problem-solving networks are effectively recreated to generate artificial biological, algorithm problem-solving neural networks. A metric of biological fitness—only the strongest or smartest algorithms survive.

ALGORITHMS GENERATE ARTIFICIAL BIOLOGICAL NEURAL NETWORKS.





HOW **BOOST WORKS**

BOOST PROPRIETARY PEAK METRICS MEASURES EVOLUTIONARY INFLUENCES IN ADVERTISING AND MARKETING

Driven by biological algorithm problem-solving networks, fight-or-flight, and powerful survival instincts, that trigger eye fixation, and 95% of buying decisions in those first milliseconds of viewing ads.

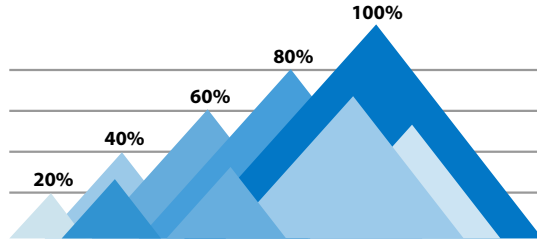
The Boost metric system measures the consumer's subconscious biological, survival instinct response to all advertising and marketing mediums.

BOOST TRANSFORMS DATA FROM THOSE PROBLEM-SOLVING NETWORKS INTO COGNITIVE REAL-TIME CONSUMER BEHAVIOR.

HELPING ADVERTISERS AND MARKETERS UNDERSTAND THE BIOLOGICAL POWERFUL PRESENCE OF SURVIVAL INSTINCTS IN THE DIGITAL AGE.



PEAK METRICS REPORTS



PROPRIETARY BIOLOGICAL REPORTING SYSTEM

Peak Metrics reports the consumer's subconscious biological response to all advertising and marketing mediums.

The system measures and reports the peak level of the consumer's subconscious biological, survival instinct response to each advertising and marketing image, copy, content, and font style, measured on a linear scale of 20% to 100%.

Reports show creatives the consumers' measured response level for each advertising and marketing image, copy, content,

and font style, in all mediums. Videos are measured frame by frame.

Each report provides creatives with solutions to combine biology and technology with art.

How to integrate salient objects, instant gratification, and social bonding into ad images and content fonts to biologically connect with the consumers' survival instincts and achieve up to a 10% increase.

Peak Metrics is a proprietary biological measurement system, developed with data captured from human evolution. How the subconscious mind processes, survival information, in milliseconds.





MONTHLY SUBSCRIPTION

The first three analytics are free for A/B testing for creatives to understand Boost Innovative Analytics. How it works, to achieve up to a 10% increase.

\$2,900.00 up to 10 analytics \$290 each

\$4,500.00 up to 18 analytics \$250 each

\$5,500.00 up to 25 analytics \$220 each

Boost Analytics is a highly specialized, unprecedented combination of analytics, biology, and technology and unparalleled innovation.

Turnaround time can be up to 36 hours, depending on the extent of the images, the content, and the number of video ads.

BOOSTTM 

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