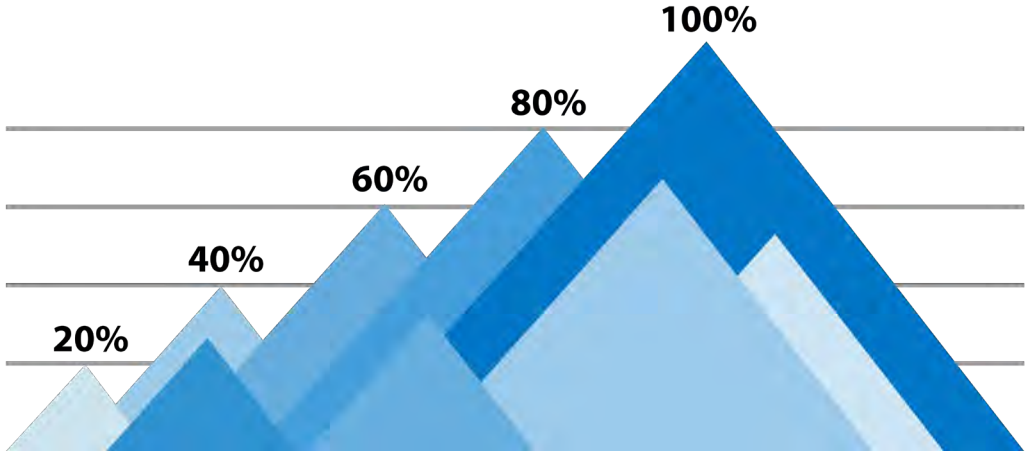


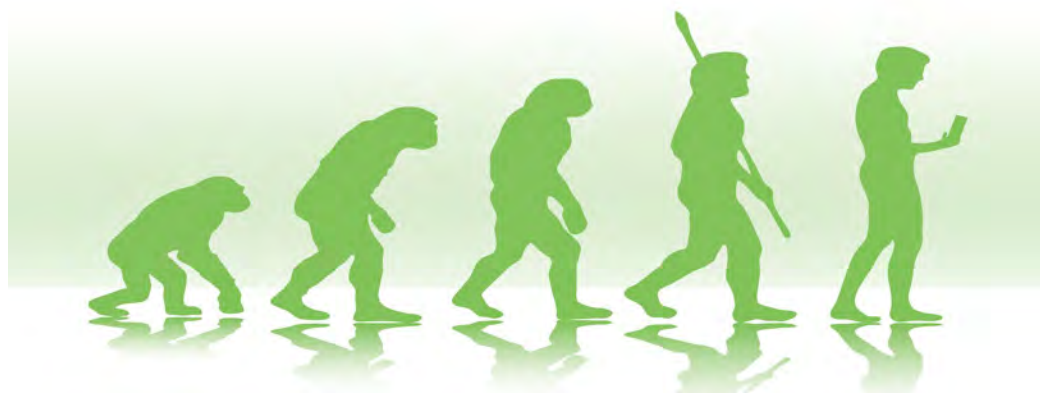


Peak Metrics Analytic Report



BOOSTTM 

Peak Metrics is a proprietary measurement system developed with Boost Analytic data captured from human evolution.




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


What biologically occurs with the consumer, subconsciously in the first critical milliseconds of viewing all advertising and marketing mediums.

Understanding Peak Metrics

The system measures the evolutionary adaptive functions of consumer behavior and buying decision responses, biologically controlled by the power of the subconscious mind.

The subconscious makes 95% of consumer buying decisions in those first milliseconds, triggered by the force of four powerful survival instincts: seeking, safety, and reward.

 **Eye fixation:** Triggered by evolutionary salient objects, sharp arrow points, rough edges, and bright color contrast, increasing visual attention.

 **Instant gratification:** Triggered by dopamine, a biological survival mechanism that thrives on reward and pleasure, increasing emotional attention.

 **Social bonding:** Triggered by the biological need to be with others to feel safe.

The subconscious mind: Triggered by an auto-response to modulate the consumer's survival instinct responses before making decisions.

Advertising and marketing images and content font styles with salient objects will subconsciously trigger consumers' eye fixation, visual attention, and the survival need for instant gratification and social bonding.

Boost Peak Metrics, Analytics, Report & Solutions:

Consumers' visual and emotional attention and survival instinct responses are measured on a linear scale of 20% to 100% on each image, copy content, and font style in print, digital, and video media channels. Video is measured frame by frame.





Boost Peak Metrics, Analytics, Report & Solution

Prepared For:

Client:

Date:

To achieve up to a 10% increase in advertising and marketing visibility, viewability, and buying decisions for A/B testing, please follow these steps combining biology, technology, and art:

- Understand how biology, technology, and art, strategically integrated into advertising and marketing, will effectively connect with the consumer's subconscious survival instincts
- Understand how the linear scale measurements of the consumer's visual and emotional attention and survival instinct responses were measured
- Understand the analytic results of each survival instinct
- Understand how to connect ad images and content with the subconscious mind that modulates the consumer's survival instinct responses in the first milliseconds of viewing all advertising and marketing mediums

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

Client:

Ad Image:

Peak Metrics Report and Solutions

Survival Instincts	EYE FIXATION	INSTANT GRATIFICATION	SOCIAL BONDING	SUBCONSCIOUS MIND
Measured Scale %				
Salient Objects				
Visual & Emotional Attention				
Survival Instincts Analytics				
Image Analytics				
Font Analytics				
Content Analytics				