



Rizound

Focus Group

The Most Efficient
Way to Track
Real -Time Audience
Emotions

What is it?

Today's digital video creators get zero useful feedback from the audience during the production and promotion process. Humans evolved to communicate face to face as ancient storytellers saw emotions in listeners and adapted messages to increase engagement. Our focus groups let you reclaim a primal insight into audience sentiment.

It's an easy-to-use solution that allows unprecedented access into the emotions felt by each viewer --- We use cameras to track the real-time facial expressions of audience members while they watch your video. Artificial intelligence then transforms these emotional reactions into rich graphic visuals and live statistics that let you:

UNDERSTAND when viewers become angry or happy as they watch your video.

PROMOTE your clips to the demographics and audience personas that are most likely to laugh, smile or cry.

RETAIN emotionally engaged viewers who convert into recurring customers and become long term fans.

OPTIMIZE & predict the commercial success of your videos before you publicly release them.

SPLIT TEST using emotions to isolate the most sentimentally moving videos in your portfolio.

Why Rizound?

Our robust tools combine ease-of-use with the power you need to secure your brand's advantage. Rizound revolutionizes how you create and promote video content. The insights you get into the emotions of your audience give you the edge to great media, find people who will love it, and ensure that you win the hearts of your viewers.

MARKETING OPTIMIZATION

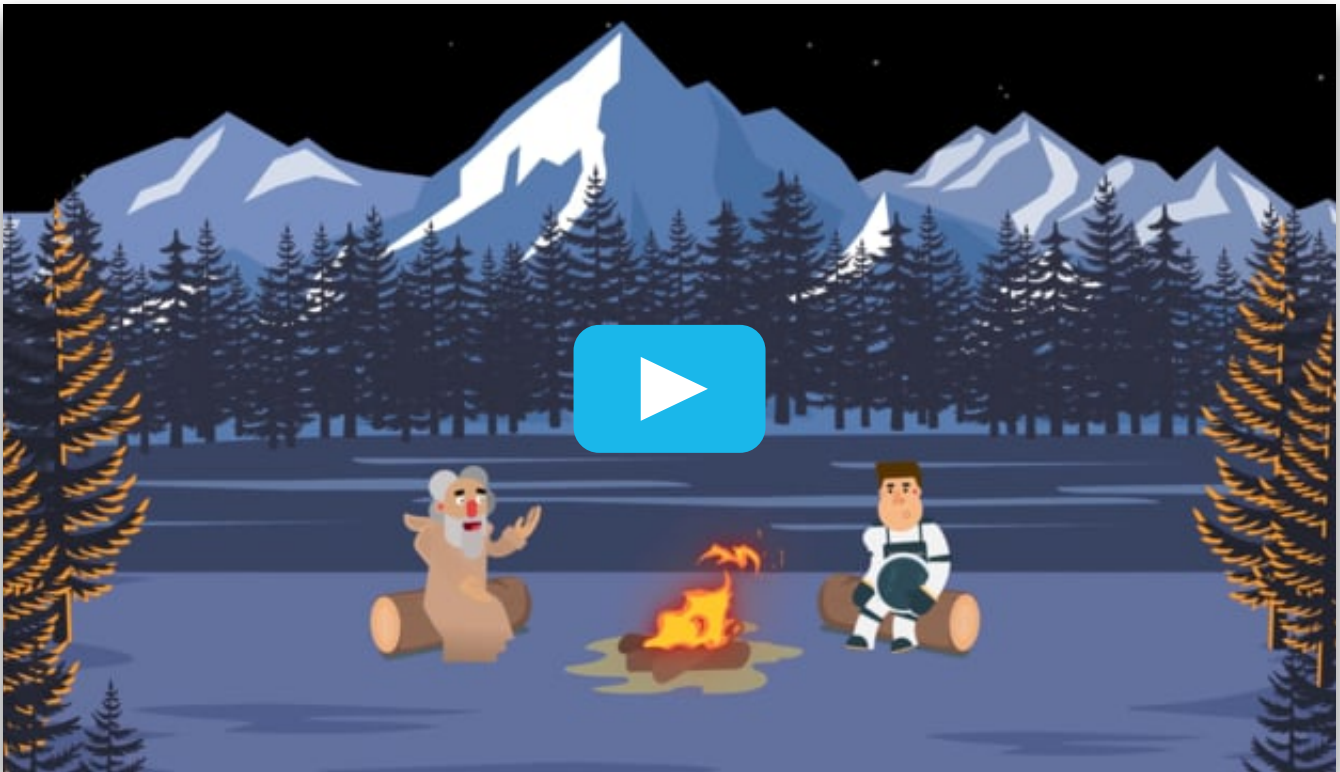
Don't spray and pray your ad dollars away. Turn your campaign into a guided missile using sentiment data insights.

EMOTION BASED TARGETING

Build audience personas based on people who are most likely to emotionally react to your unique style.

GLOBAL ANALYSIS

Transcend cultural and language barriers with our global network of focus group participants



POWERFUL + INTUITIVE TOOLS

Real time displays of audience emotions plus the ability to filter responses by demography, personality, political inclination and interests.

CUSTOM SURVEY QUESTIONS

Include multiple choice and text-response questions! Our easy-to-use interface makes this a seamless and fun process.

EXTREMELY FAST

One day is all we need. Rizound guarantees the world's fastest delivery time.

The Process

The next generation of focus group testing is here. Here's how it works:

1. UPLOAD

Tell us how many viewers you want in your focus group and what survey questions you want to ask them.



2. VIEWING

Our global network of paid participants watch your video while cameras track their facial micro-expressions and eye movements

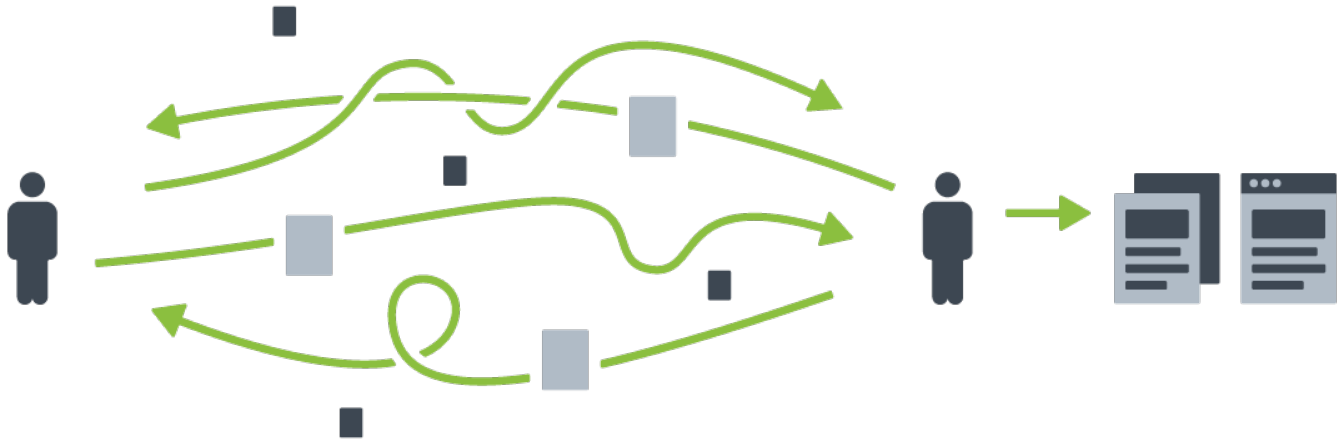


3. ANALYSIS

We process the raw emotion data using artificial intelligence to give you a personalized report with a rich variety of data and live statistics.



Traditional Focus Groups



Go back and forth privately negotiating your quotation

Requires weeks to set up and run your experiment

Audience only asked survey questions after viewing

Human technician manually looks over data for insights

You get your report in a few weeks or months

VS.

Our Rizound Focus Groups



Pricing is transparent and significantly lower

Your experiment is live and run immediately

Records facial expressions and survey questionnaires

Uses artificial intelligence to extract insights

You get your report in 3 days

TRY OUR LIVE DEMO



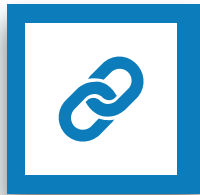
Example 1

Happy



Example 2

Surprising



Example 3

Scary



Example 4

Angry

TRY OUR LIVE DEMO

RIZOUND STARTER

25 viewers

Max mins.	Package Cost
10 mins.	\$190
15 mins.	\$285
30 mins.	\$565
45 mins.	\$750
60 mins.	\$825
75 mins.	\$855
90 mins.	\$905
105 mins.	\$1,055
120 mins.	\$1,205

RIZOUND LITE

50 viewers

Max mins.	Package Cost
10 mins.	\$375
15 mins.	\$563
30 mins.	\$1,125
45 mins.	\$1,500
60 mins.	\$1,650
75 mins.	\$1,700
90 mins.	\$1,800
105 mins.	\$2,100
120 mins.	\$2,400

RIZOUND PRO

100 viewers

Max mins.	Package Cost
10 mins.	\$700
15 mins.	\$1,050
30 mins.	\$2,100
45 mins.	\$2,500
60 mins.	\$2,750
75 mins.	\$3,000
90 mins.	\$3,200
105 mins.	\$3,700
120 mins.	\$4,300

Please email HQ@Rizound.com with your desired focus group. We will provide a link to upload your video and send a invoice via e-Transfer. Your insight report will be sent to your email for access when it's ready.



Rizound Affiliate Partner Program

Sign up as an affiliate and get paid for each customer you send us via your unique link. Promote Rizound from your website or social media and earn money when a customer you refer launches a focus group with us. For more information, please email HQ@Rizound.com

Designed for Content Creators



SKILLSHARE

