

Press Release



July 3, 2019
transcosmos inc.

transcosmos and SOOTH Inc. co-develop and release “GAZE HACK,” a video ads optimization method based on eye-gaze analysis

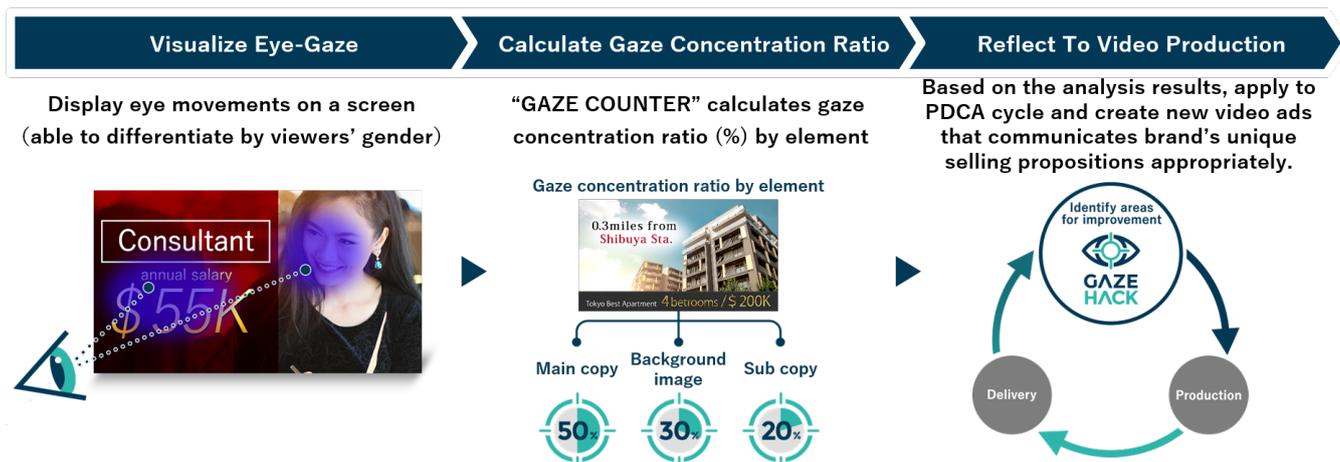
Improve and boost ad performance with the power of “GAZE COUNTER,” that visualizes eye tracking data and scores gaze concentration ratio

transcosmos Inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) has co-developed and released a video ads analysis method “GAZE HACK” with SOOTH Inc. (Headquarters: Tokyo, Japan; Representative Director: Yasutoshi Nukada), the company that owns an original technology for analyzing vital reactions. “GAZE HACK” can track and analyze ads viewers’ eye-gaze. Also, it optimizes the way to make video ads by using the analysis results. Using “GAZE HACK,” clients and video creators can identify the elements of their video ads influence strongly viewers’ psychology, then implement PDCA cycle based on user insights for improvement of video ads performance.



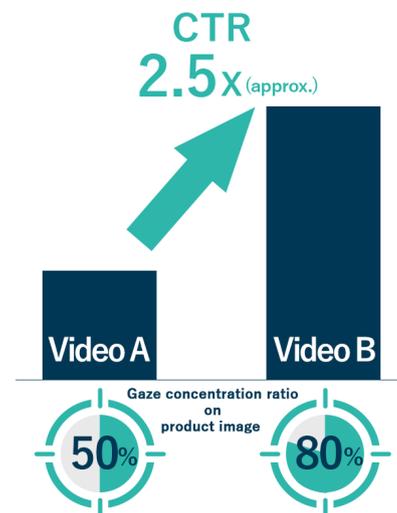
Online video ads expanding growth rapidly in the market, contain more information than the existing ads such as banner ads. In addition, it has higher potential for clients to increase their ads performance including product awareness, purchases, and more. On the other hand, it is harder to analyze the performance of motion creative content since it has massive information. Especially, it is difficult for clients to evaluate whether the products and services are properly communicated to end-users and of which the most influenced specific content for end-users. As a result, many clients face a challenge in applying to PDCA cycle.

“GAZE HACK” describes eye tracking data captured by the special measuring device on videos, and clearly visualizes the elements that viewers gazed at any time. In addition, “GAZE COUNTER” in “GAZE HACK,” a tool that SOOTH developed their advanced image analysis technology, enables to aggregate and scores the ratio of gaze concentration on each element by every 1/30 second. Based on “GAZE HACK,” the creators can optimize their video ads in terms of the layout and display timing of each element. Thereby, they can create video ads that have better “communication.” Moreover, as it has the ability to measure and aggregate viewers’ gaze concentration by their attributes such as gender and age, it enables to create a creative content that fits their target audience, and boost ad performance. The creators can analyze not only their online video ads but also mass advertising including television commercials by “GAZE HACK.”



As a result of “GAZE HACK” for multiple videos used same products and directed by the different creators, transcosmos found that videos with higher gaze concentration ratio on the product had about 2.5 times higher Click Through Rate (below, CTR) than the lower concentration ratio. It shows the significant correlation between gaze concentration ratio and CTR.

Accordingly, transcosmos’s video ads production team provides the service of analysis for video ads based on “GAZE HACK.” It is utilized the results to create new videos and improve the video ads to attract viewers to the elements as the clients require. The power of “GAZE HACK” and the knowledge of transcosmos’s marketing promotion team could effectively support the clients’ propositions more than ever, and increase the clients’ sales.



transcosmos continues to promote research and development in order to deliver solutions like “GAZE HACK” that further improve the performance of video ads and ultimately assist clients’ marketing initiatives.

* transcosmos is a trademark or registered trademark of transcosmos inc. In Japan and other countries.

* Other company names and product or services names used here are trademarks or registered trademarks of respective companies.

■ About SOOTH Inc.

With the aim of designing and creating new experiences and services, assisting customers’ marketing campaigns and streamlining their business operations whilst solving various challenges that our society faces, SOOTH captures vital reaction and behavioral data with the power of diverse sensing technologies as well as combining multiple verifications and analysis methods. SOOTH is a wholly-owned subsidiary of AOI Pro., a leading video production company which has been providing moving experiences via diverse channels including TV commercials. By combining the strengths of the group with its core competencies, namely, ability to “Capture” and “Analyze” people’s vital and behavioral data, and “Design” their environment and experiences into content, SOOTH aspires to deliver communication and marketing services that connect businesses and consumers as well as solutions that help businesses develop new services and products. (URL : <https://www.sooth.co.jp/en/>)

About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 167 locations across 30 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce services to deliver our clients’ excellent products and services in 48 countries around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment.

<https://www.trans-cosmos.co.jp/english/>

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