



SEAD

SENTIMENT
ENGAGEMENT
ANALYTICS
DEMOGRAPHICS

ENHANCING TRADE SHOW PERFORMANCE THROUGH RESPONSIBLE FACIAL ANALYSIS

WHY CAPTELLO SEAD?

In a constantly shifting business landscape, a successful trade show or event heavily depends on your ability to understand and engage your audience. **Captello SEAD** provides a revolutionary solution that leverages ethical facial analysis to optimize your booth performance and reach your event objectives.

WHAT DOES SEAD STAND FOR?

SEAD is an acronym for Sentiment, Engagement, Analytics, and Demographics. These four elements form the core of Captello SEAD's functionality and provide invaluable insights into your audience's behavior and interests.

SENTIMENT

Understanding the emotional reactions of your booth visitors is key to gauging the success of your products, services, or presentations. Captello SEAD's facial analysis technology can anonymously detect and analyze visitors' mood states, providing real-time feedback on their reactions and perceptions.

ENGAGEMENT

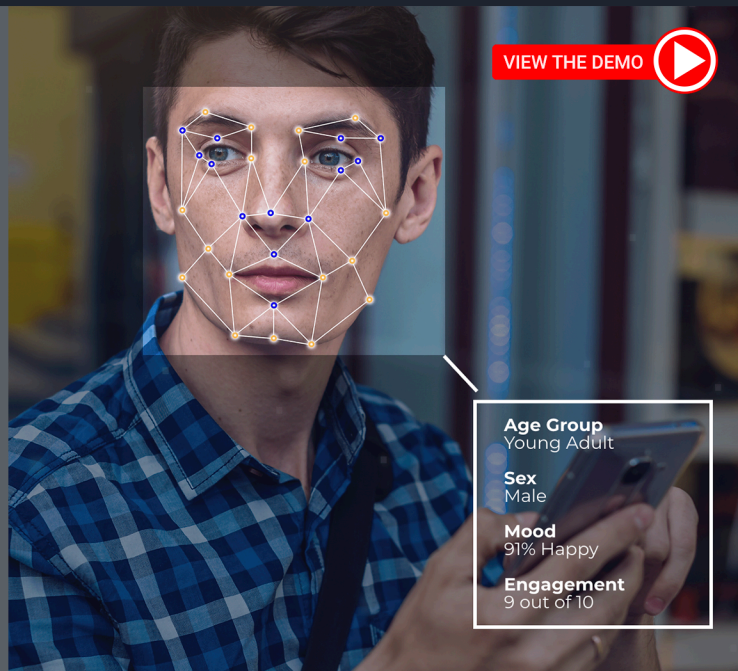
By tracking dwell time, Captello SEAD helps you measure how engaged booth visitors are. This data enables you to assess the effectiveness of your display, presentation, or product demonstration, allowing you to adjust your strategies to maximize visitor engagement.

ANALYTICS

Through advanced analytics, Captello SEAD turns raw data into actionable insights. Our comprehensive reporting provides a clear overview of your booth's performance, helping you make data-driven decisions that can significantly improve your event outcomes.

DEMOGRAPHICS

Are you reaching the right audience? With Captello SEAD, you can anonymously gather demographic data such as biological sex and age. This information is crucial for understanding if your booth is attracting its intended audience, and for refining your marketing and engagement strategies.



Captello's Data Promise

At Captello, we firmly believe in ethical data usage. Our technology respects the privacy of all booth visitors. The data collected through our facial analysis tool is completely anonymous, with no identification data collected or distributed. We collect only biological sex, age, mood, and dwell time. This ensures that we maintain a high ethical standard while providing you with valuable insights.

WITH CAPTELLO SEAD, EXHIBITORS ENJOY:

- 1. In-depth Knowledge:** Understand your audience better by analyzing their sentiment, engagement, and demographics.
- 2. Real-Time Feedback:** Get instant feedback on how well your booth is performing and make immediate adjustments.
- 3. Data-Driven Decisions:** Make more informed decisions based on data, not just intuition.
- 4. Privacy Assurance:** Be assured that all data collected is anonymous and respects visitor privacy.
- 5. Optimized Booth Performance:** Use the insights gathered to optimize your booth performance and maximize ROI.

Experience the power of facial analysis with Captello SEAD and take your trade show performance to the next level.