Objective:

Inside Visions provides physical businesses useful analytics about their clients and audience.

How many people walked in a store, when, their age group and gender is the data provided by Face Click®. The same data, applied to digital signage, plus attention time and emotion, is given by Target Ads®. This data creates the viewers’ profile, showing the most suited ad to them, automatically.

A camera is installed at the entrance of the store or in a digital screen and detects, anonymously, the potential clients’ characteristics, which are then sent to an intuitive online dashboard.

Awards:

Best Portuguese Startup in 2014 Award from “Prémio Caixa Empreender”. Sponsors Caixa Geral de Depósitos e Jornal de Negócios.

Inside Visions was selected as one of Europe’s top 50 Startups in 2014 by the ACE Consortium that includes 15 leading european incubators and by the European Investor Gate (EIG).