**Facial-Recognition Lets Marketers Gauge Consumers' Real Responses to Ads**

One of the most successful purveyors of so-called facial coding is Affectiva. The company's flagship product, Affdex, uses algorithms to measure and analyze the moment-to-moment facial expressions of people watching videos. To date, Affectiva has analyzed some 2.8 million faces across 75 countries.

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<http://adage.com/article/digital/facial-recognition-lets-marketers-gauge-real-responses/298635/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1432519878>