

NOVA
**marketing
analytics** lab





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intro.

Lab

The Marketing Analytics Lab is a research laboratory that works with multidisciplinary teams to develop research projects in the areas of marketing analytics and data-driven marketing.

Our projects are based on data and quantitative results that derive from areas such as Neuromarketing, Consumer Insights and Data Science to manage data insights for both academic and business contexts.



22

Master
Students



5

PhD
Students



mission



To develop high-level research in the area of marketing analytics and data-driven marketing, generating insights for companies and society.

vision



Be recognized as a leading lab in the area of marketing analytics and data-driven marketing joining the areas of neuromarketing, consumer psychology, and data science.

values



Innovation-driven, relevant insights, meaningful science, impactful contributions, sustainable practices, independent and autonomous team.



Areas: Products and Services



Neuromarketing & Consumer Science:

- ▶ Deep understanding of consumer behavior using neuromarketing tools to measure physiological responses (brain, eyes, and skin) related to product, services, and experiences.



Data Science and AI for MKT:

- ▶ The use of data processing in Artificial Intelligence in order to create clusters, predict behaviors and to develop business solutions.



Marketing Analytics:

- ▶ Develop analytical tools to better understand consumers and company data in order to promote better business decisions.



Methodology

We believe that aligning advanced behavioral research methods with neuromarketing tools is crucial for gaining business insights.

Our tools:



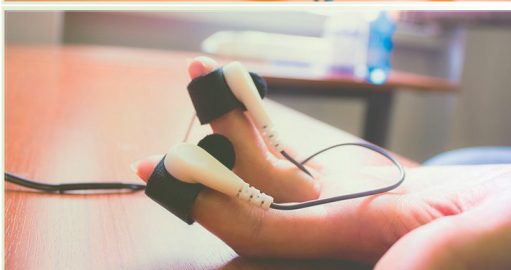
Electroencephalogram (EEG)

- ▶ Read brain-cell activity providing a brain activity map that allows deeper insights about unconscious behavior, as cognitive and emotional answers.



Eye-Tracking

- ▶ Detects eye activity, their level of engagement, attention and perceived risk.



Galvanic Skin Response (GSR)

- ▶ Detects changes in sweat gland activity, which reflect the intensity of consumers emotional state and arousal.



Data-Driven Marketing Reserch

- ▶ Several projects in the areas of neuromarketing, consumer psychology, and data science in leading journals and scientific events.



Data Science

- ▶ Analysis solutions to extract data and help in decision making. Analytical options can be categorized in Descriptive analysis, Predictive analysis and Prescriptive analysis.



Key Indicators



12

Theses
(Masters and PhD)



46

Articles published
(papers in data-driven marketing/
marketing analytics)



8

**Business
Projects**



3

**Government
Projects and EU aid**

Social Responsibility Projects

Objectives:

One of our main goals is to add value to society through our projects and academic studies, to add value to society and contribute to projects and social causes with which we identify.

Projects:

- ▶ **NOVA Trees (2018):**
Donation of 3k euros for Leiria firefighters
- support Forallphones.
- ▶ **NOVA Green Future (2019):**
Education of sustainability for more than
200 kids of 15+ schools in the Lisbon area.



Events

Marketing Camps



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Events

The Marketing Camps aim to discuss the most relevant and breakthrough topics in the field. The events bring to NOVA IMS prominent keynote speakers that participate in a major debate with the students. The event is organized by the Master students (NOVA IMS Marketing Team) and has a partnership with important companies.

- ▶ **Digital Marketing Camp (April 2018):**
Zomato, Nespresso, El Corte Inglés, Cabify, Danone, MindSEO, Digital Marketers, BreadFast, HostMaker, InlocoMedia, Rnters.
- ▶ **Psychology and Marketing Camp (February 2019):**
University Degli Studi Firenze - Andrea Guazzini
- ▶ **Strategy and Innovation Camp (December 2019):**
Google, Samsung, Farfetch, IKEA, Prozis, Pestana.

Contact us

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