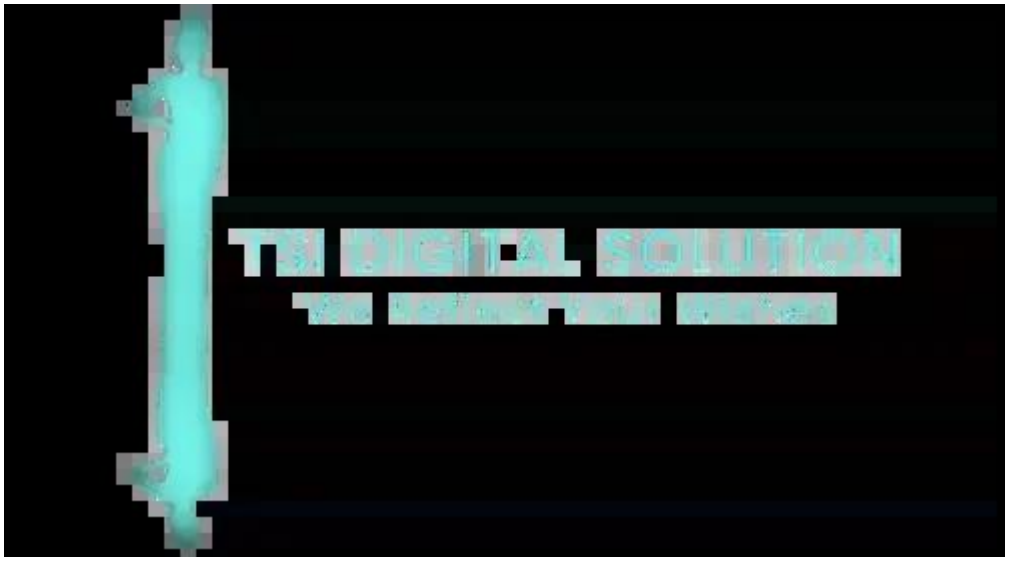
Neural Response Mapping

Category: Technical Blog
November 18, 2024





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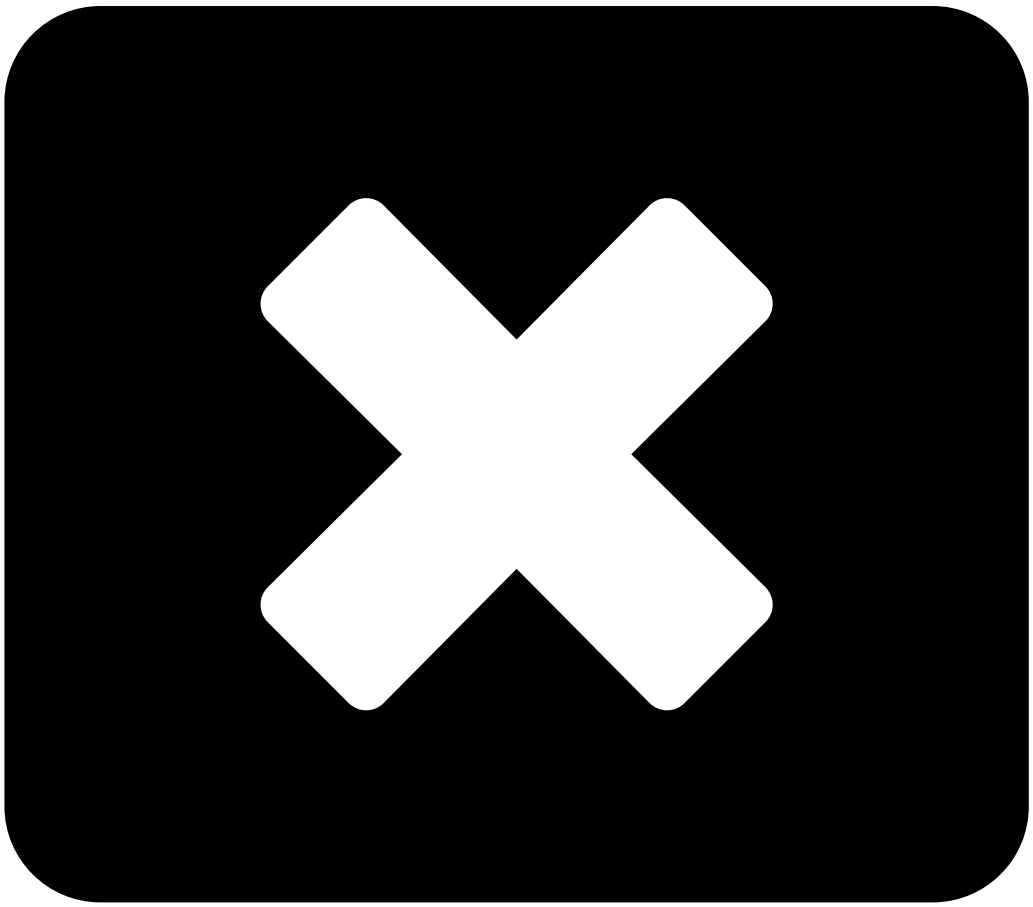

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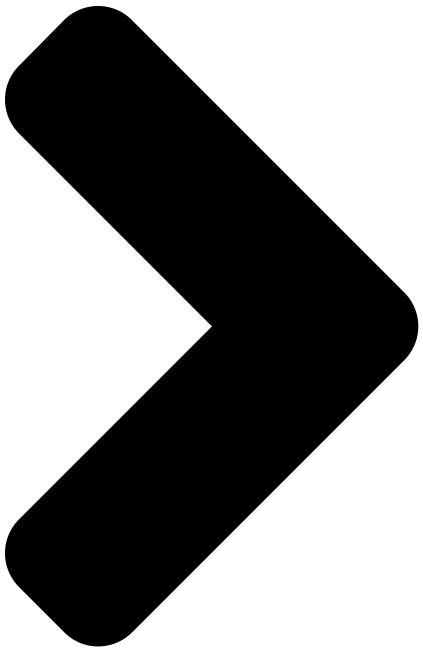

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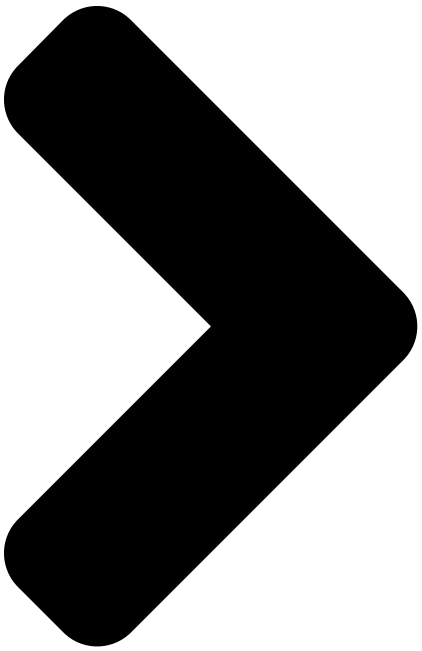

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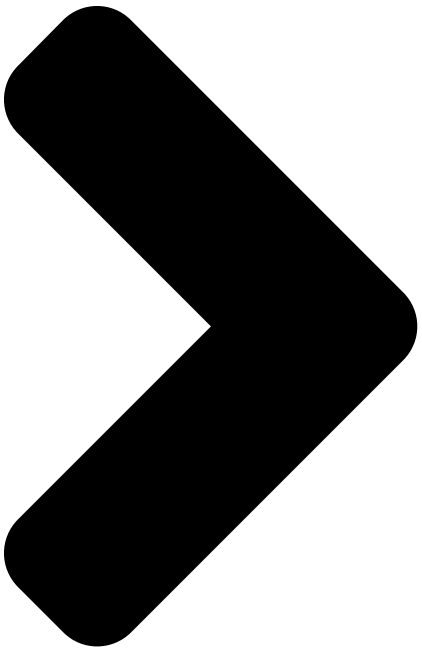

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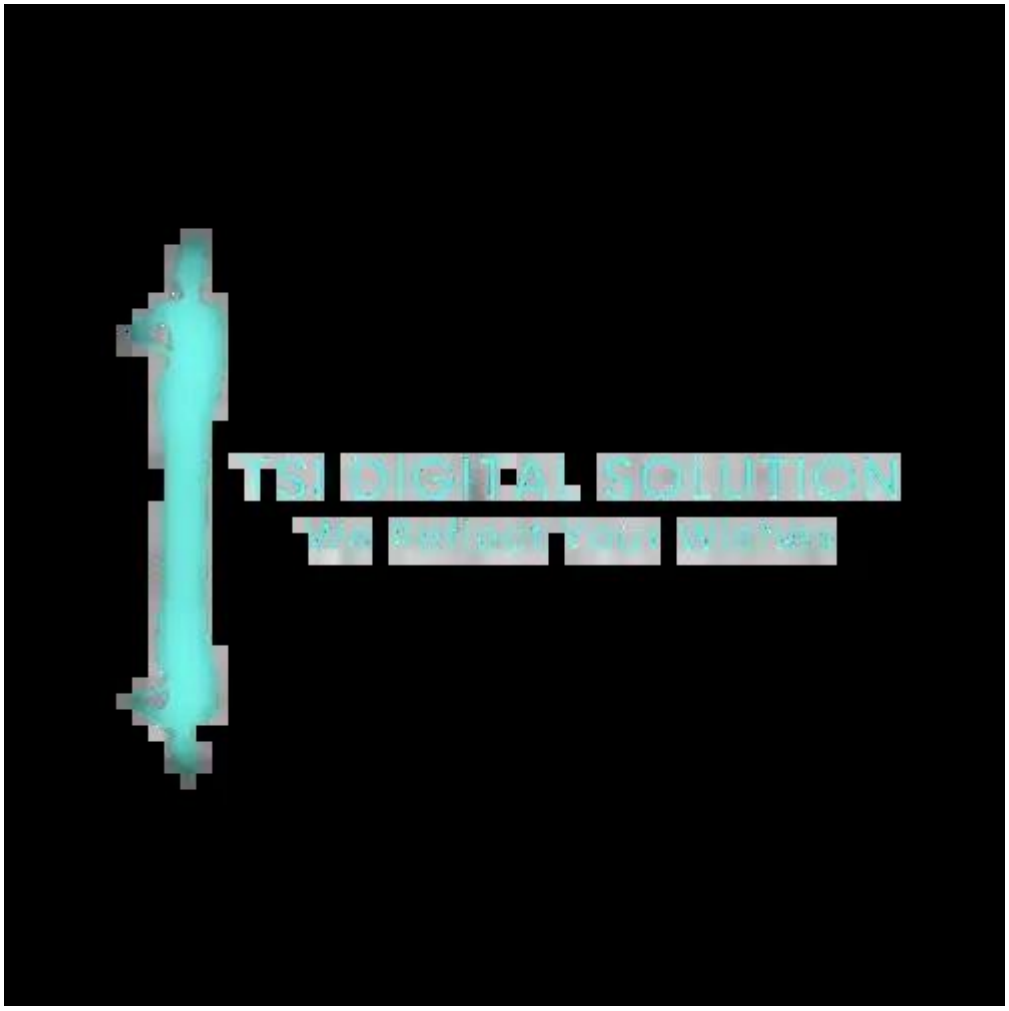
What we have realized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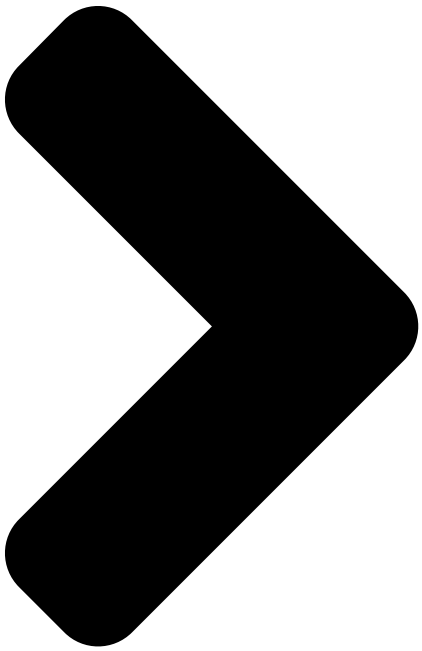

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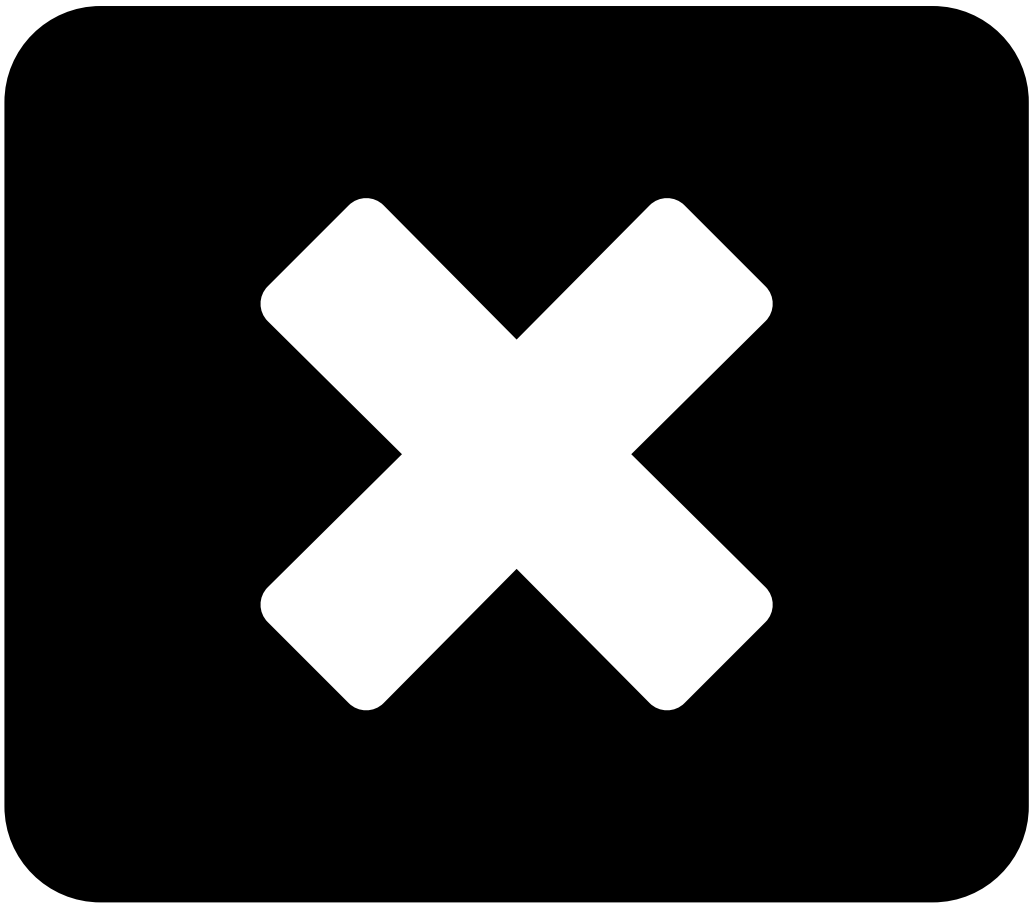

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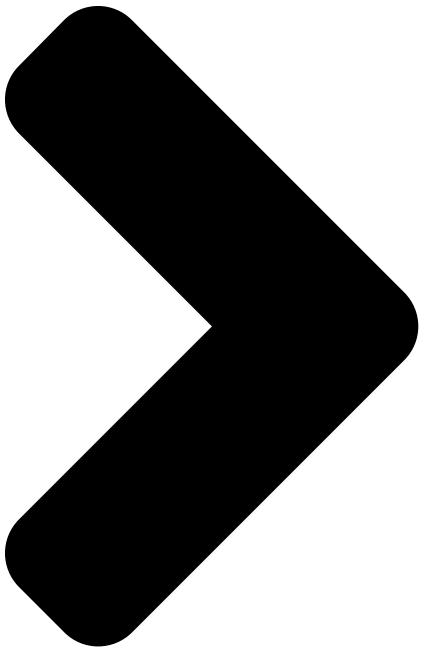

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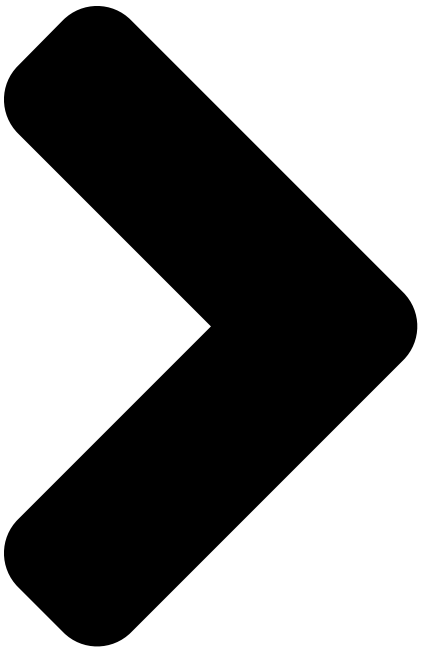

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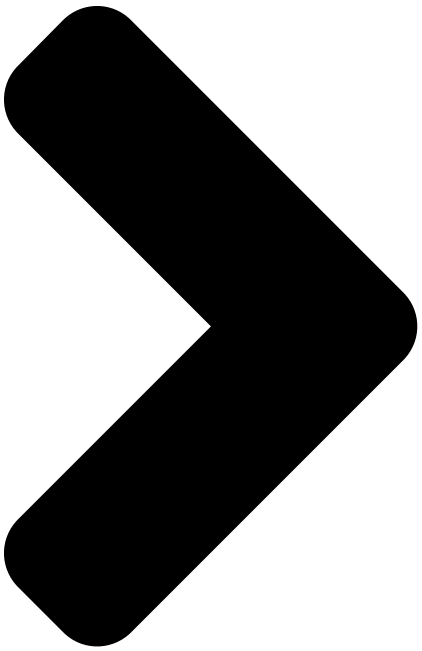

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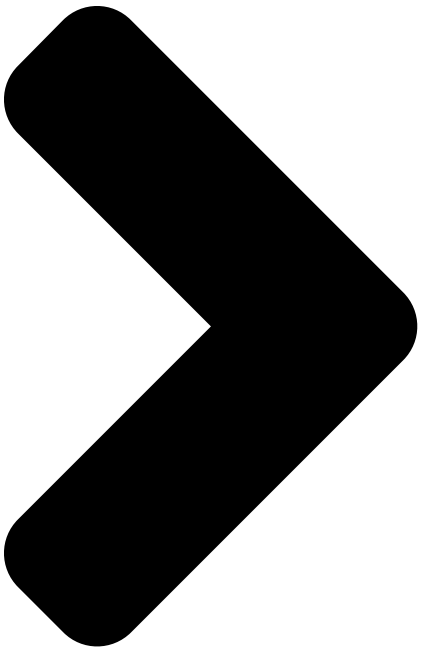

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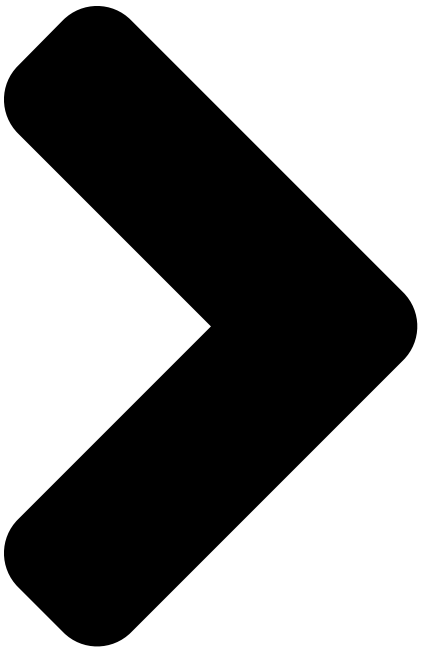

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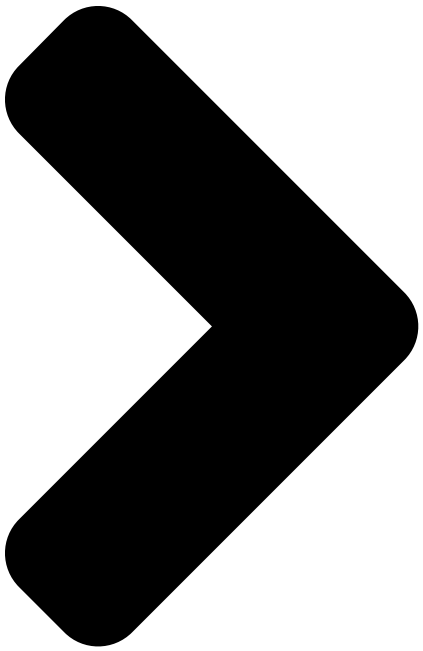

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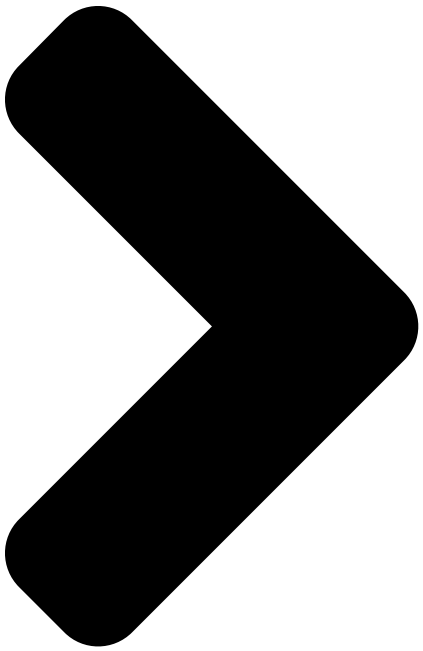
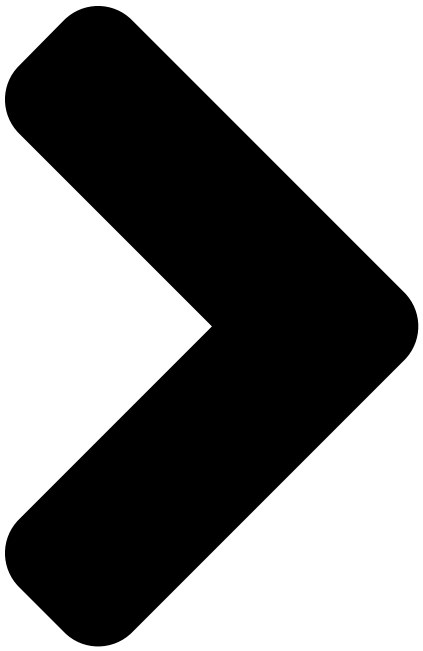
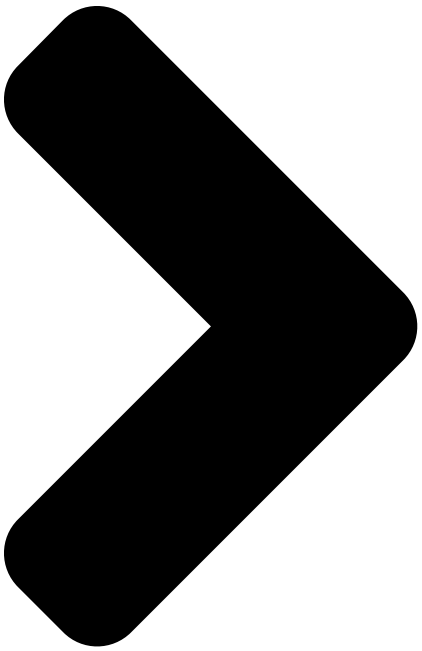


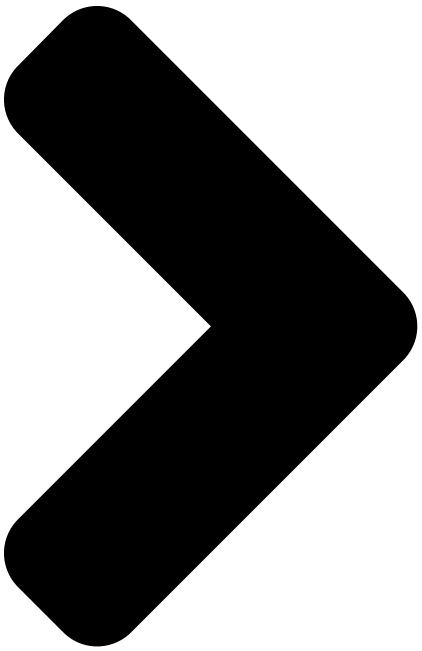
e-Commerce



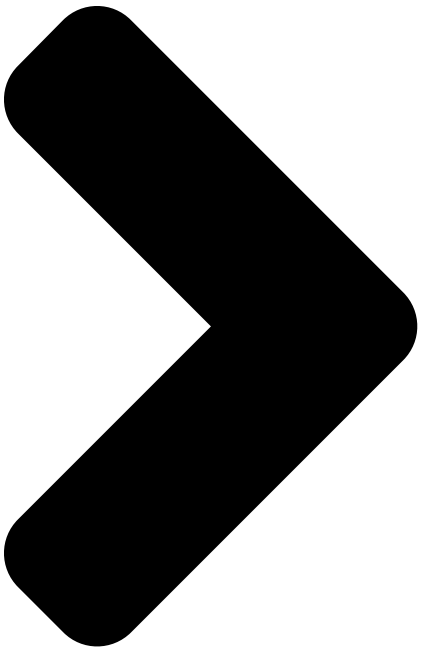
- Branding



Social Media & Content Creation



- Graphic Design



- Copywriting & Translations

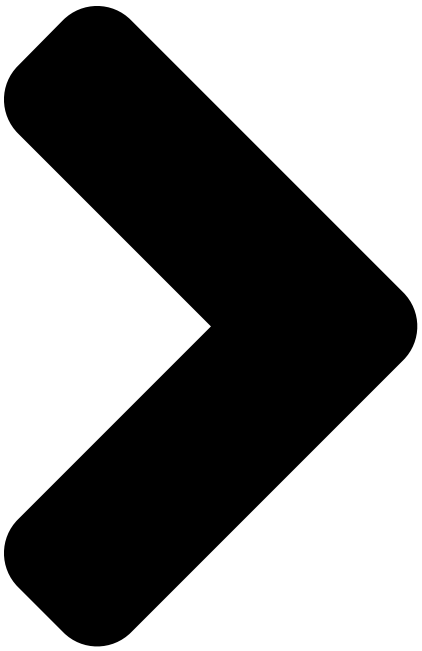
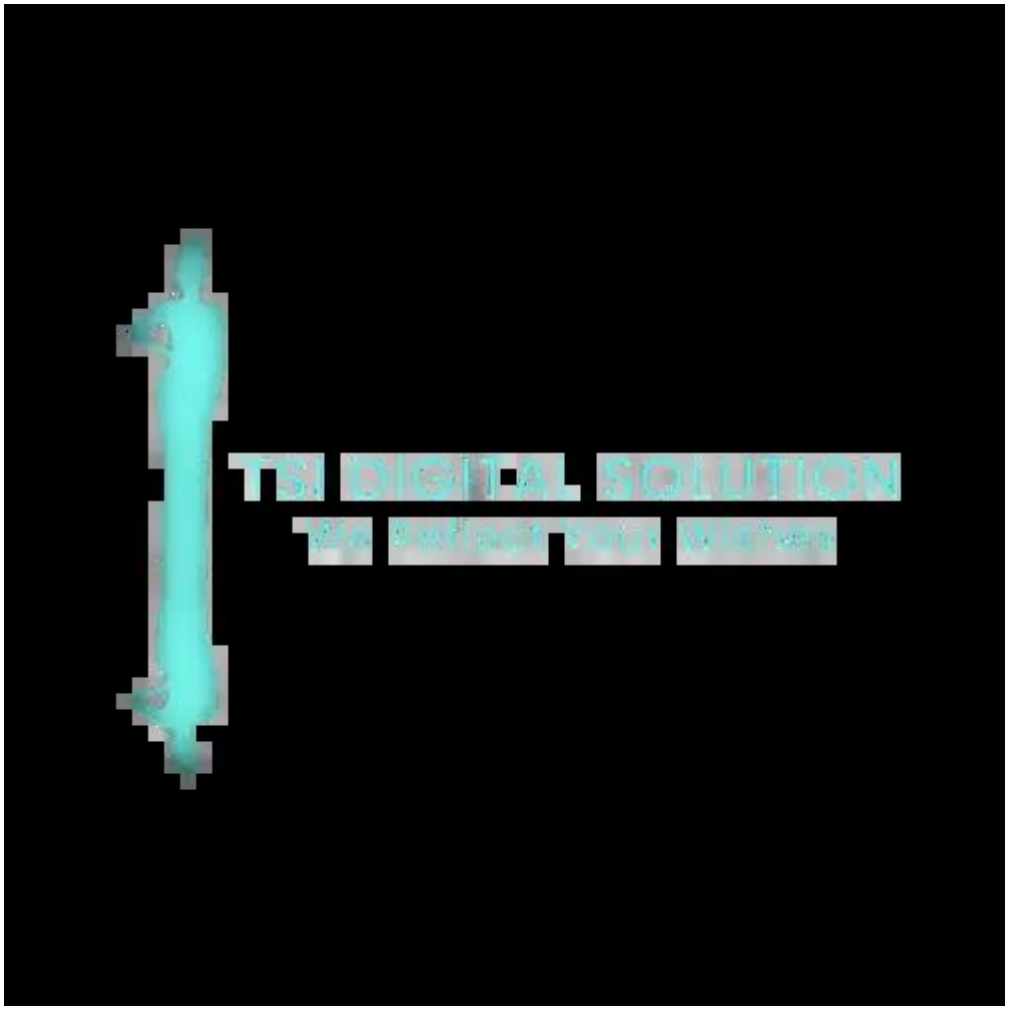


Photo- & Videography

Calculate the price online yourself

The way we work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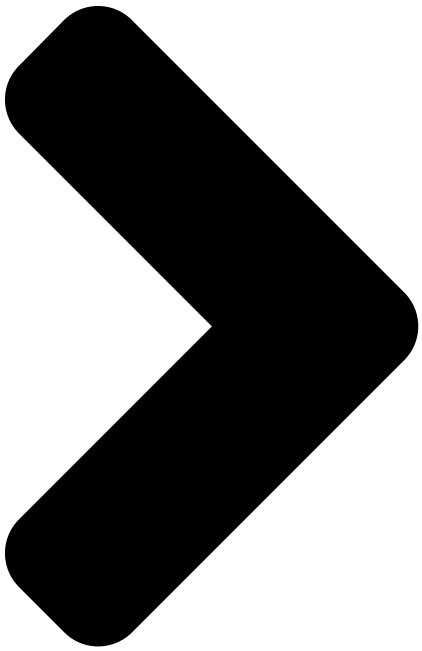

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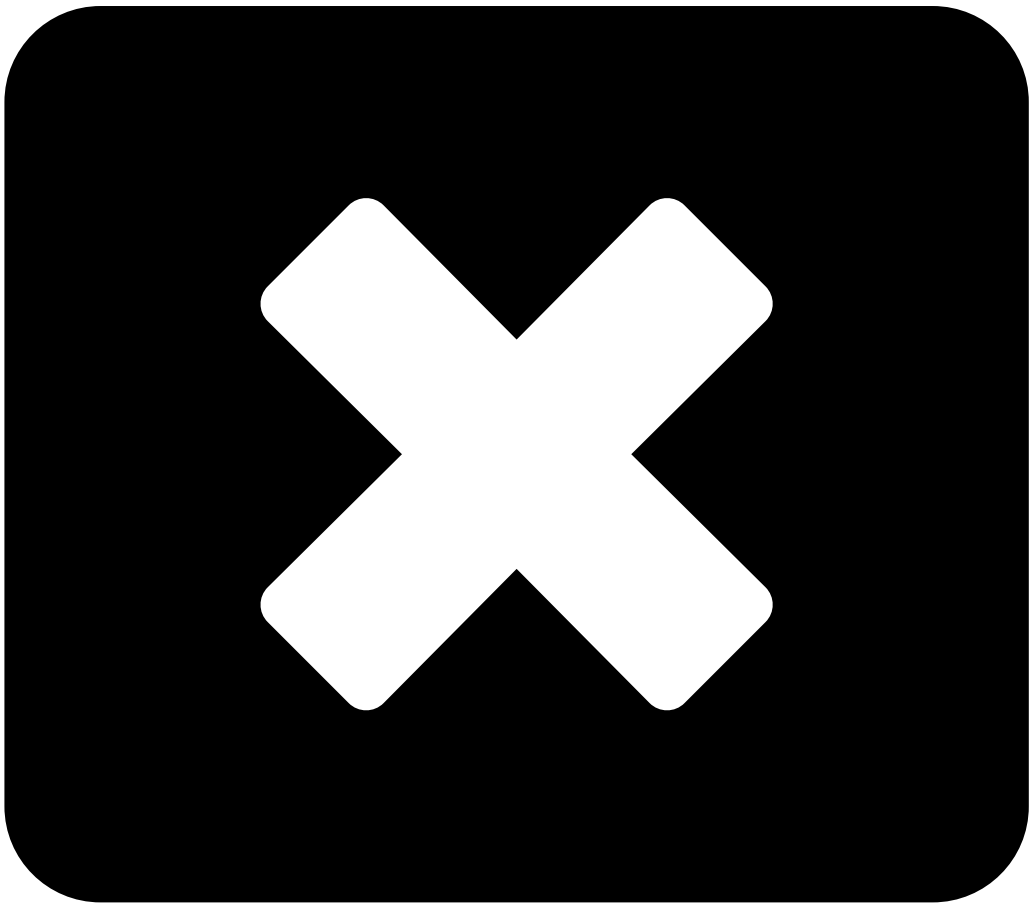

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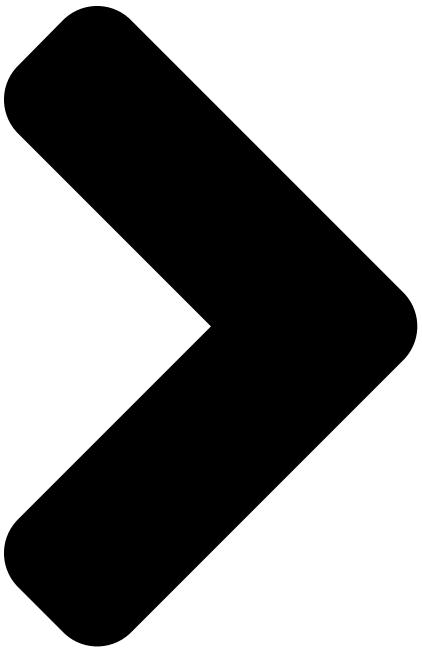

Realized projects

Calculate an estimate of your project costs directly online

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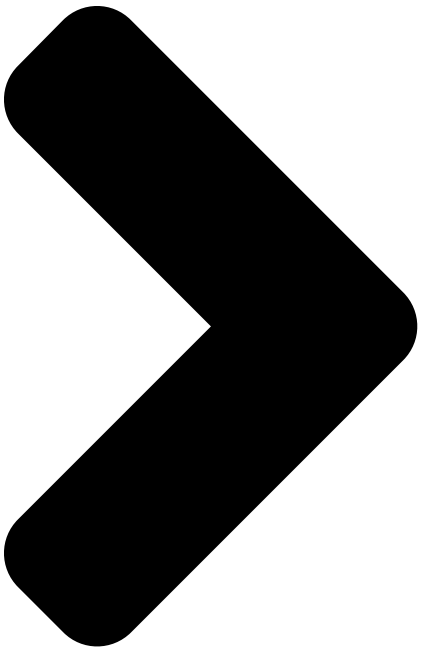
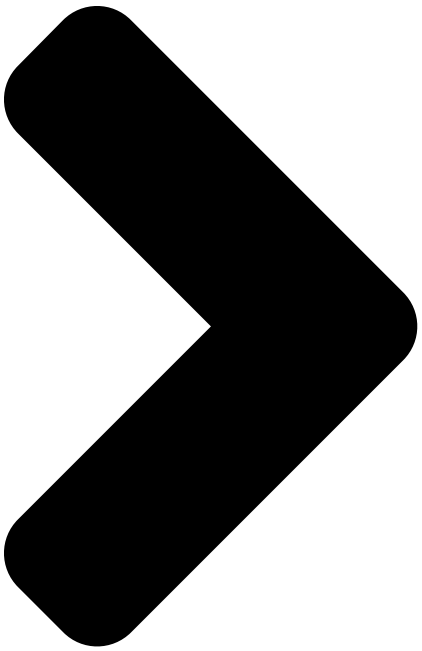
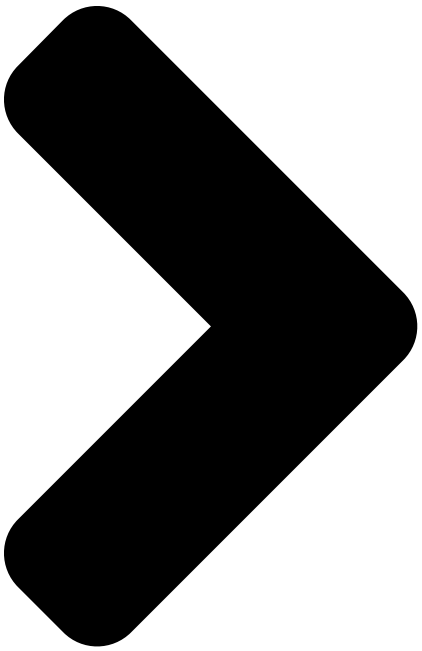


- Cost calculation for my website



- Cost calculation: SEO/Ads/MGB/Speedup/Technical



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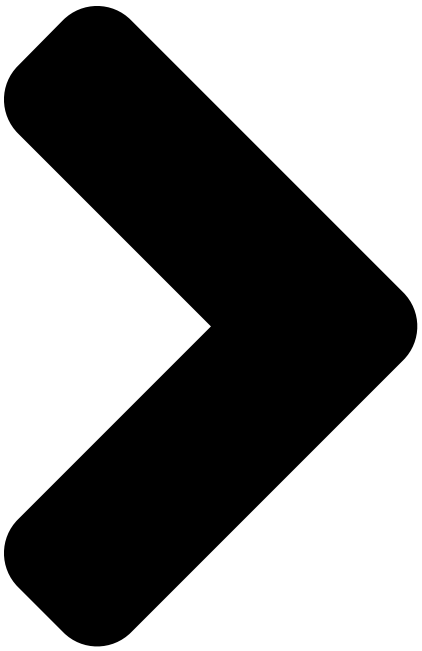
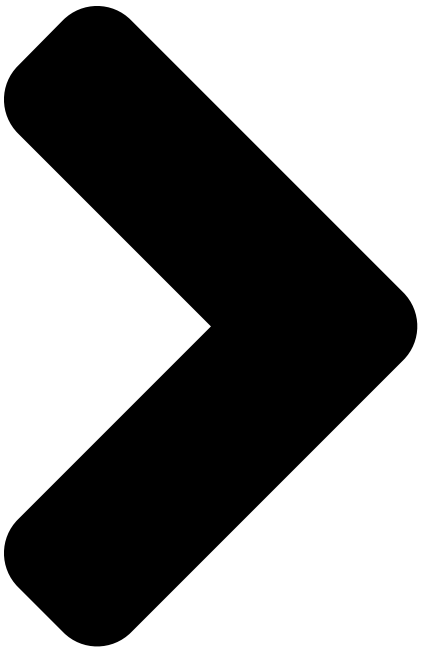
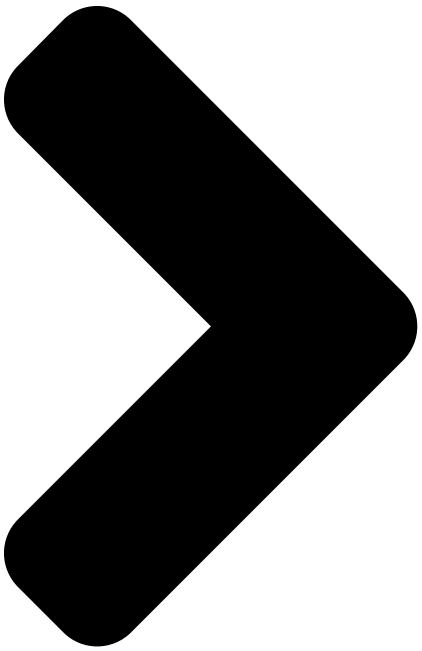


- Contact us for your AI Agent



Cost calculation for an e-commerce shop



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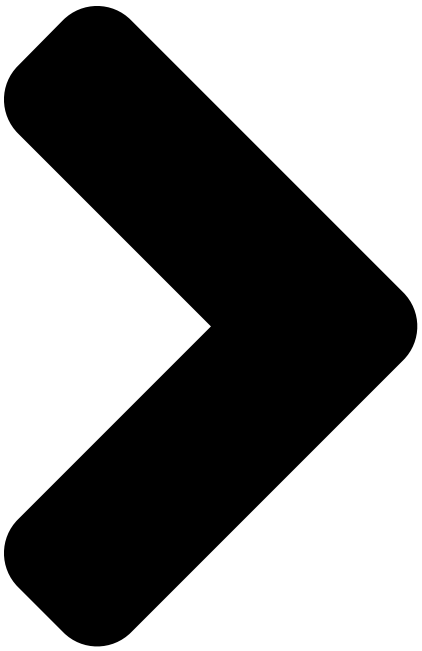
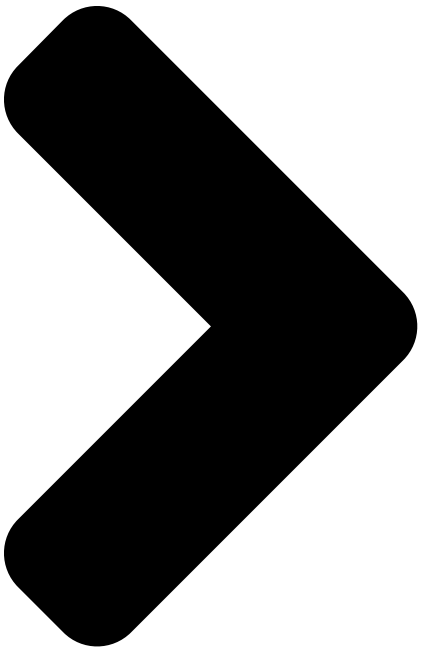
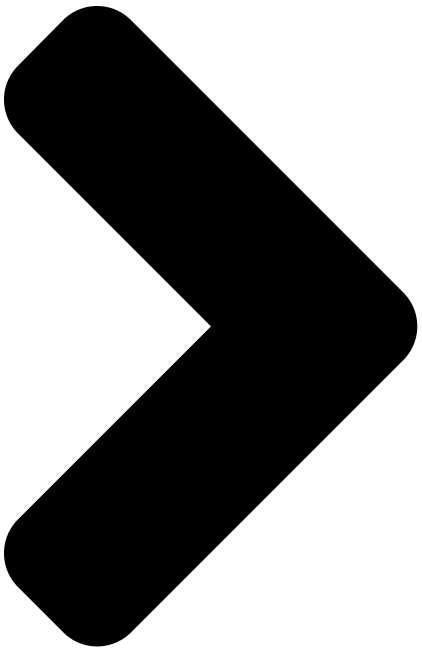


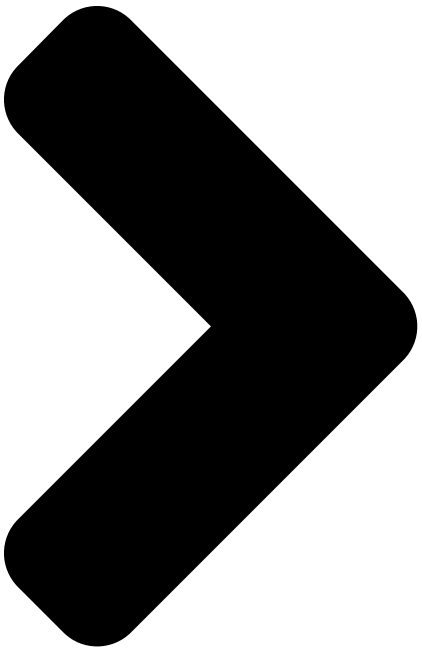
Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



Cost calculation for Copywriting & Translations



Cost calculation for Photo- & Videography

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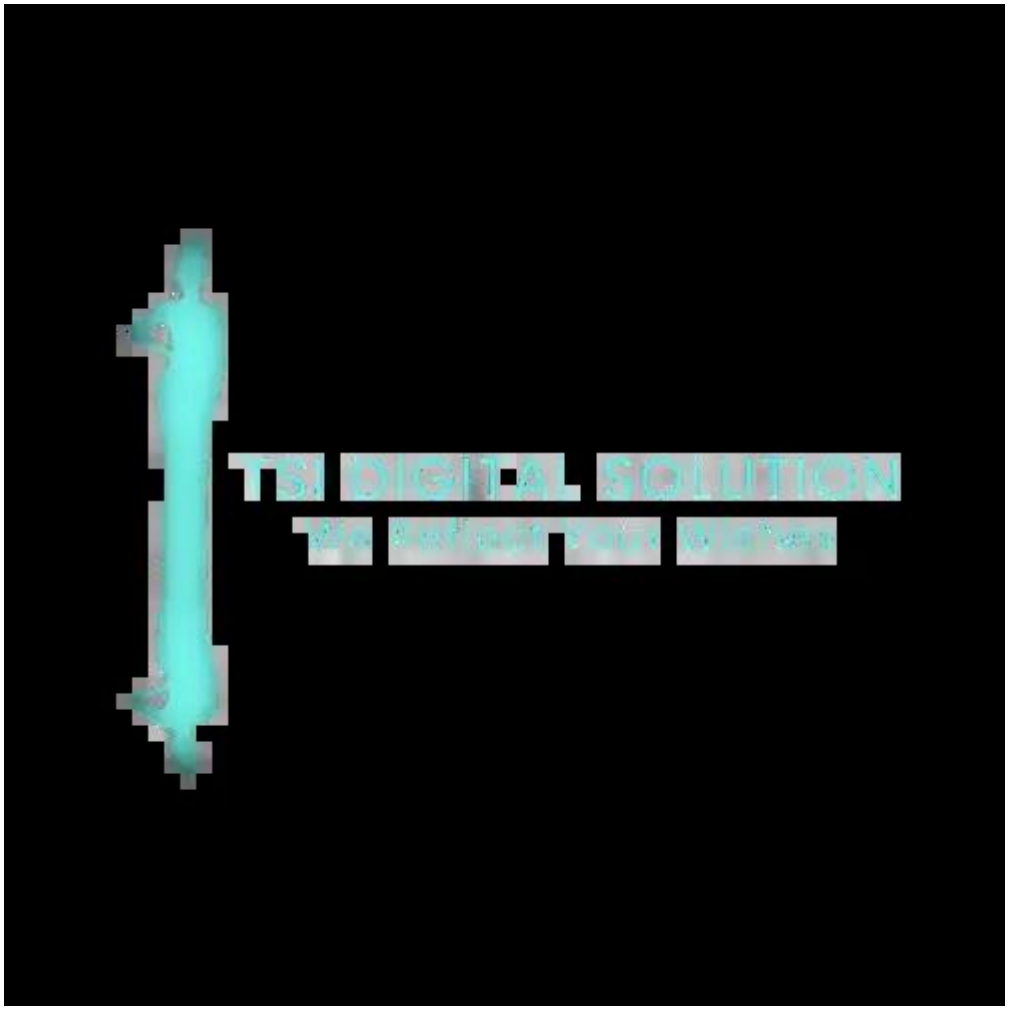
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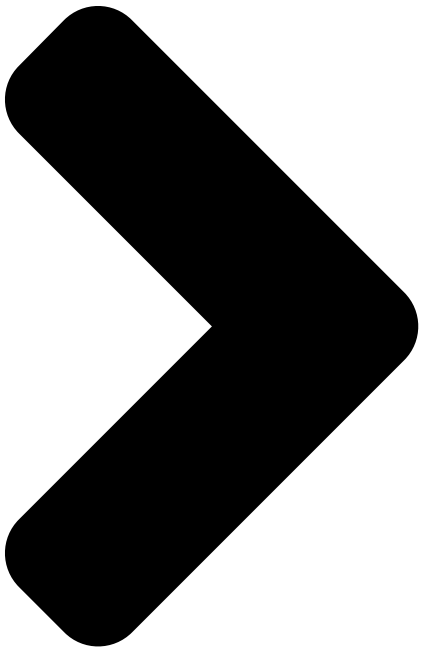

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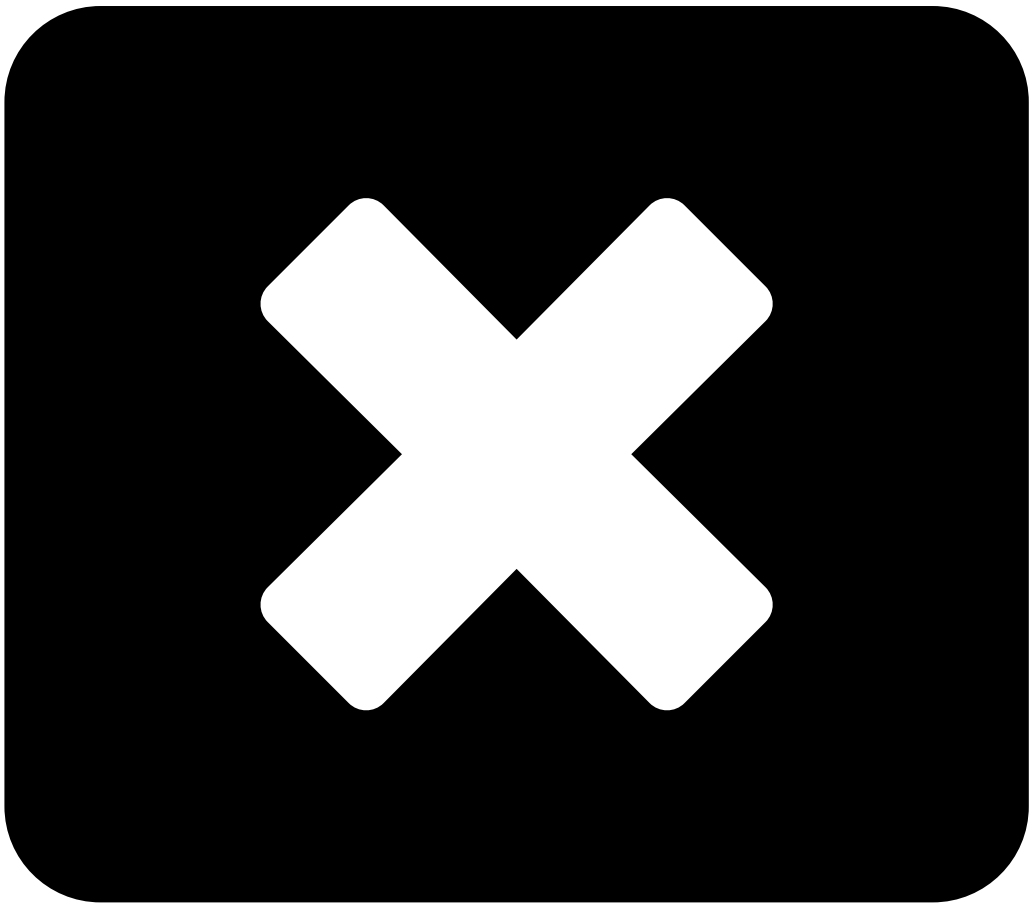

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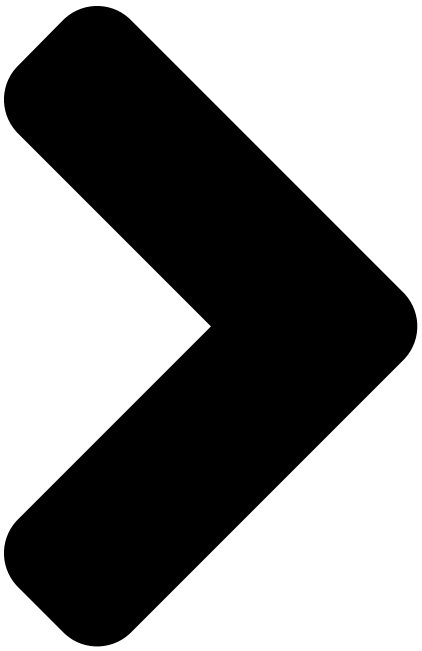

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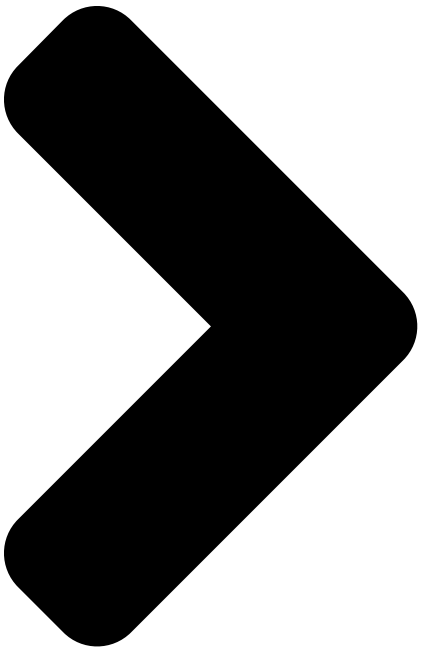
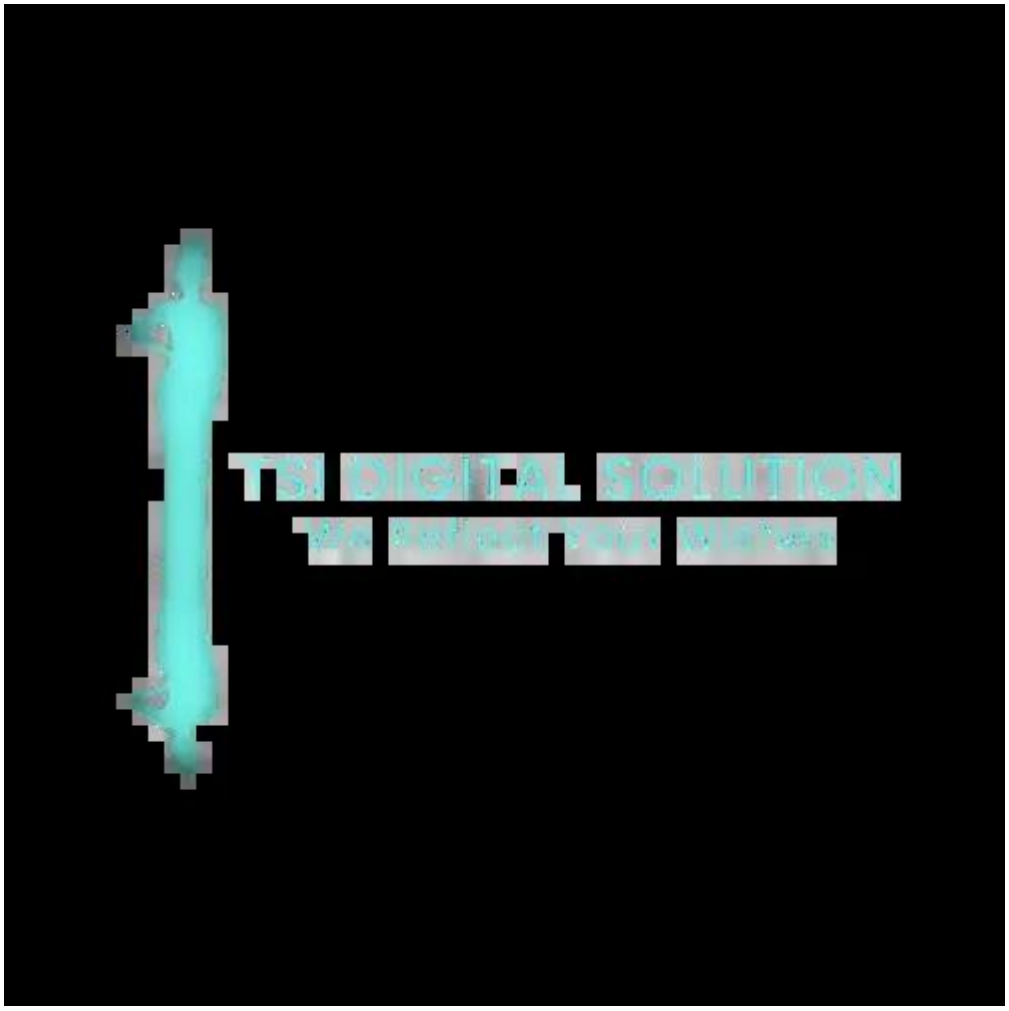


Demo

Just ask, we are here for you

Who we are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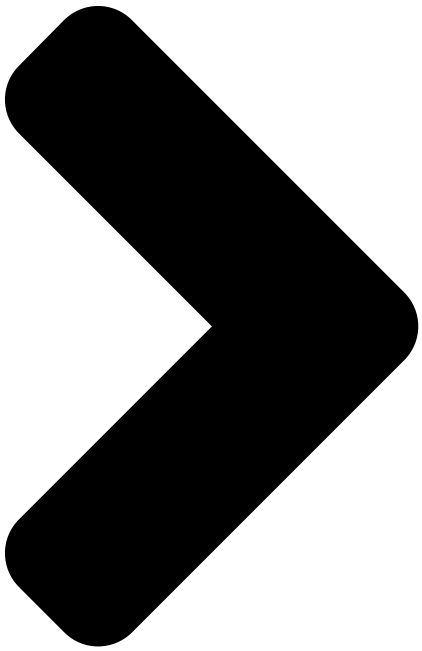

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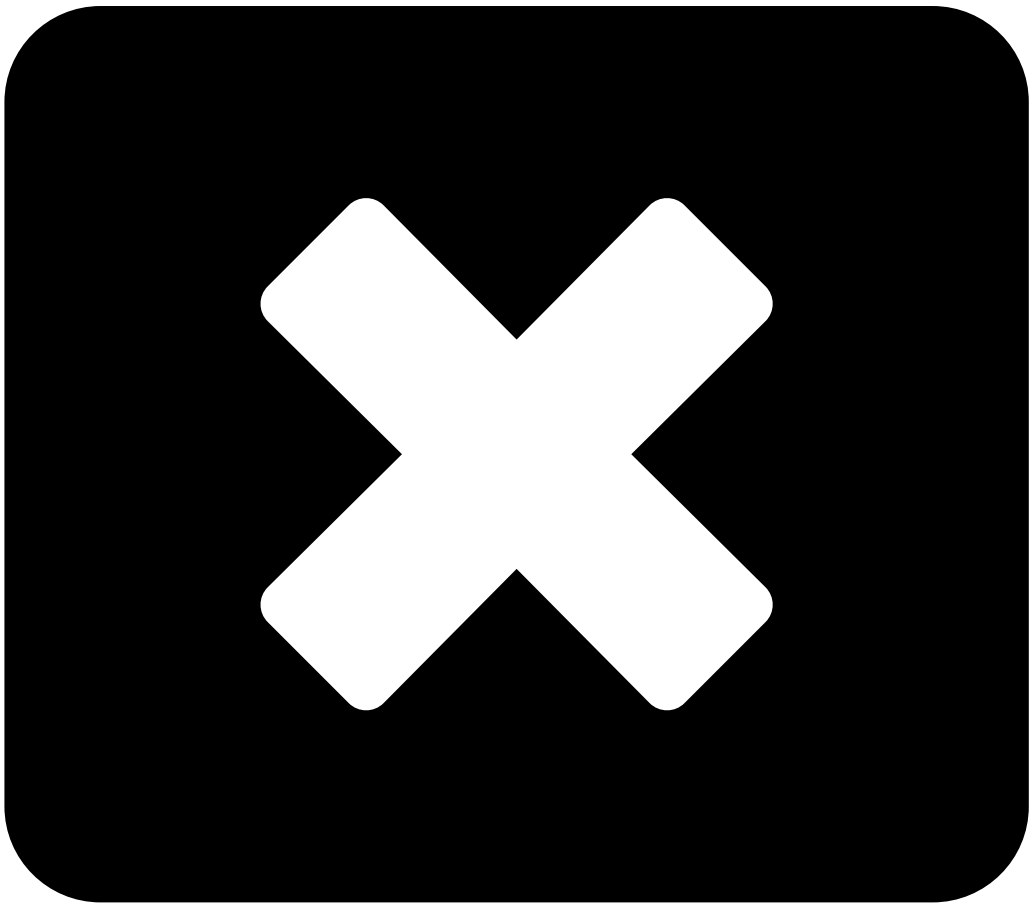

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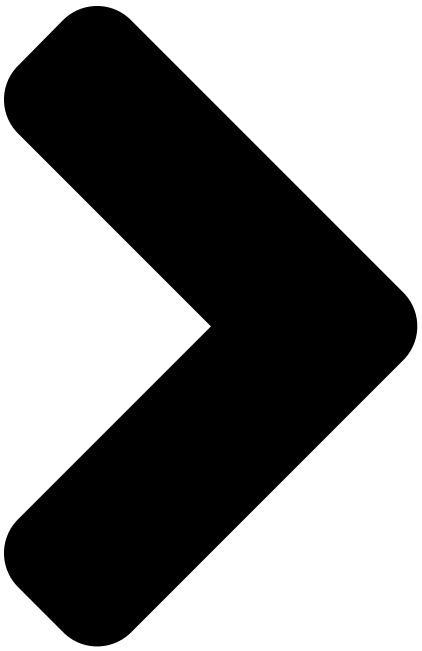

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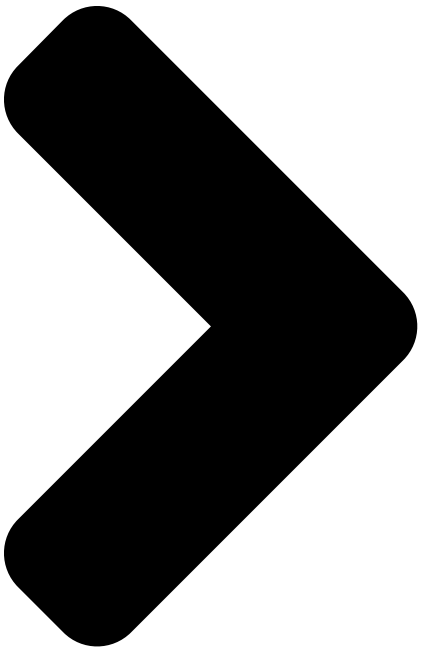

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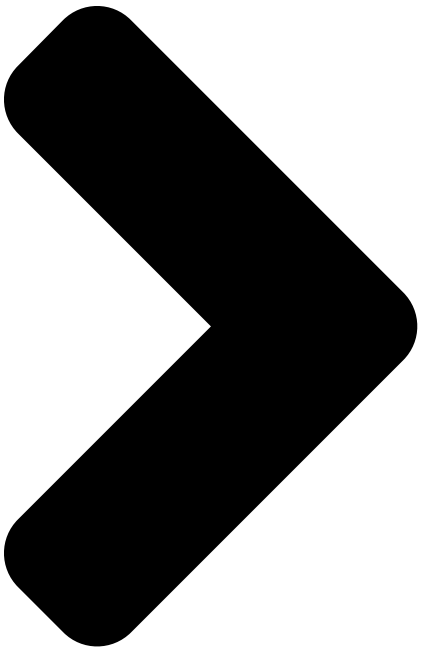

TSI Spam Blocker

Get a detailed quote

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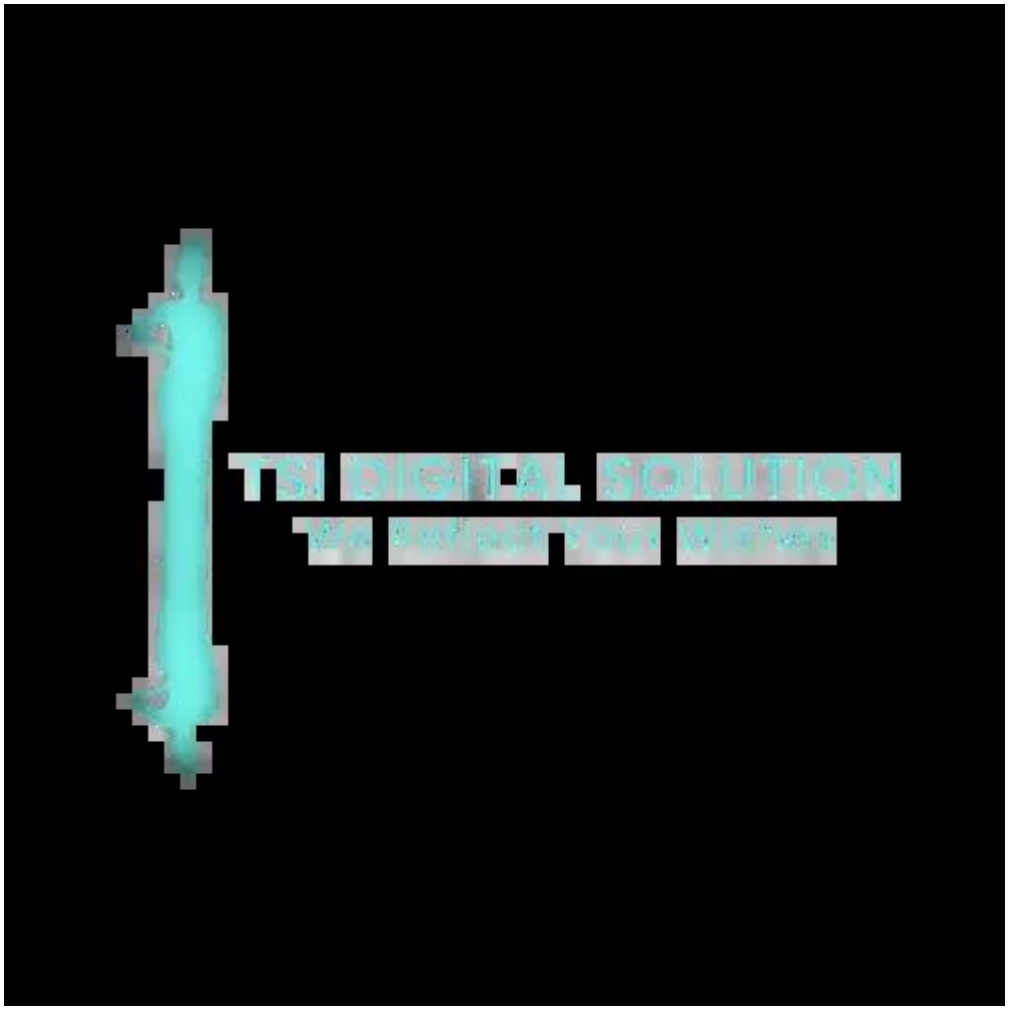
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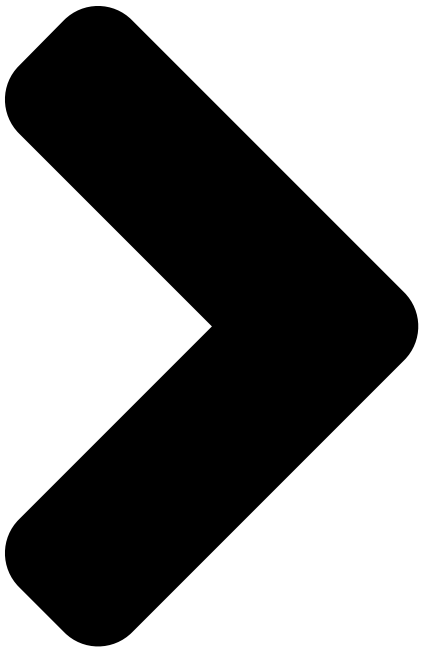

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The Neural Response Revolution

Get An Online Quote

Neural Response Mapping.

The Marketing Revolution That Will Define 2025

Ever wondered why some websites just feel right while others leave you cold? Welcome to the world of Neural Response Mapping (NRM), the game-changing

technology that’s about to revolutionize how we understand and optimize digital experiences. At TSI Digital Solution, we’re already seeing this transform the marketing landscape in ways that seemed like science fiction just months ago.

Beyond Traditional Analytics

Forget everything you know about traditional user analytics. Neural Response Mapping is completely rewriting the rules of digital marketing, and the results are nothing short of extraordinary. Here’s why this matters more than you might think.

The Game-Changing Truth About NRM

Traditional analytics tell you what users do. Neural Response Mapping shows you why they do it. This isn’t just another marketing buzzword, it’s a fundamental shift in how we understand user behavior.

How Neural Response Mapping Actually Works

The Science Behind the Magic

Think of NRM as your website’s emotional intelligence. Through a sophisticated blend of AI and real-time analysis, it transforms cold data into meaningful insights about your users’ emotional journey. This isn’t just tracking clicks and scrolls, it’s understanding the human behind every interaction. Let’s break down what makes NRM different:

1. Real-Time Emotional Analysis

- Tracks micro-expressions through device cameras
- Analyzes cursor movements for emotional indicators
- Maps physiological responses through wearable device integration

2. Predictive Behavior Modeling

- Uses AI to forecast user actions based on emotional states
- Creates dynamic content adaptation in milliseconds
- Builds personalized user journeys in real-time

The Revolutionary Impact We’re Already Seeing

Real Numbers That Matter

When we first implemented NRM at TSI Digital Solution, even we were shocked by the results. One of our luxury retail clients saw their conversion rates triple within the first month. Their success story began with a simple truth: understanding emotions leads to better connections. Early implementation of NRM has shown:

- 47% increase in conversion rates
- 312% improvement in user engagement
- 89% reduction in bounce rates
- 156% increase in customer lifetime value

Why 2025 Will Be the Year of Neural Response Mapping

The Perfect Storm of Technology

In 2025, knowing what users do on your website isn’t enough anymore. The real game-changer is understanding why they do it. Neural Response Mapping isn’t just another marketing buzzword, it’s the bridge between user behavior and human emotion that marketers have been dreaming about for decades. Three key developments are making NRM the next big thing:

1. Advanced AI Integration

- Emotional recognition algorithms
- Real-time processing capabilities
- Machine learning optimization

2. Widespread Device Adoption

- Smart device penetration
- Wearable technology integration
- IoT connectivity

3. Privacy-First Implementation

- Anonymous data collection
- Ethical analysis methods
- User-controlled participation

The 2025 Revolution

Why Now?

The timing for Neural Response Mapping couldn’t be better. As we approach 2025, three critical factors are converging to create the perfect storm for NRM adoption:

First, AI technology has finally reached a level of sophistication that makes true emotional intelligence possible. Second, the widespread adoption of smart devices provides unprecedented access to user response data. Finally, new privacy-first frameworks make it possible to gather these insights while maintaining user trust.

Real-World Applications That Matter

B2B Revolution

The impact on B2B services has been equally dramatic. When a software company implemented NRM, they discovered that their prospects experienced peak emotional engagement at unexpected points in their sales funnel. By restructuring their approach based on these insights, they achieved a 412% increase in qualified leads.

E-commerce Transformation

Imagine an online store that doesn't just remember what you bought, it remembers how you felt while buying it. One of our retail clients implemented NRM and discovered that their customers' emotional journeys were completely different from what they expected. By adapting their user experience to match these emotional patterns, they saw their average order value increase by 278%.

The Future Is Emotional

As we look toward 2025, one thing is clear: the future of digital marketing belongs to those who can understand and respond to human emotions in real-time. Neural Response Mapping isn't just changing how we track user behavior, it's revolutionizing how we connect with people online.

What This Means for Your Business

The shift to emotional intelligence in marketing isn't just an opportunity, it's becoming a necessity. Companies that embrace NRM now will find themselves with an insurmountable advantage over those who wait. The gap in performance is already becoming too significant to ignore.

Getting Started with NRM

The journey to implementing Neural Response Mapping doesn't have to be overwhelming. The key is starting with a focused approach:

- Begin with a pilot program in high-impact areas
- Focus on gathering emotional data from your most valuable customer segments
- Use insights to make incremental improvements to your user experience

Moving Forward

As we move into 2025, Neural Response Mapping will become increasingly sophisticated. We're already seeing developments in:

- Cross-platform emotional tracking that creates seamless experiences across devices
- Predictive behavioral modeling that anticipates user needs before they arise
- Automated optimization systems that adjust in real-time to emotional

responses

Embracing the Future

The revolution in digital marketing isn’t coming, it’s already here. Neural Response Mapping represents more than just a new tool, it’s a fundamental shift in how we understand and connect with our audiences online. At TSI Digital Solution, we’re helping businesses navigate this transformation, turning the promise of emotional intelligence into tangible results.

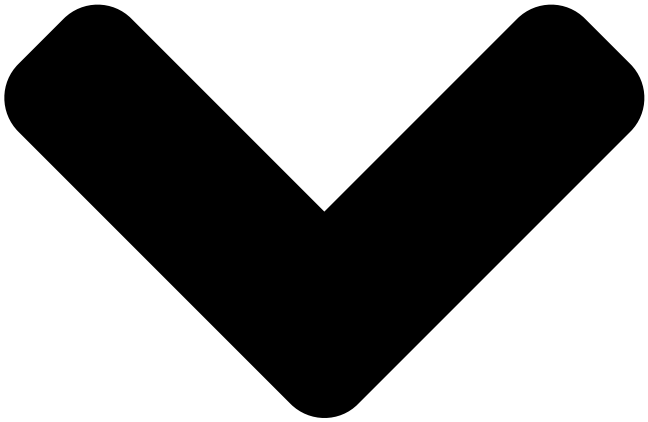
Your Next Steps

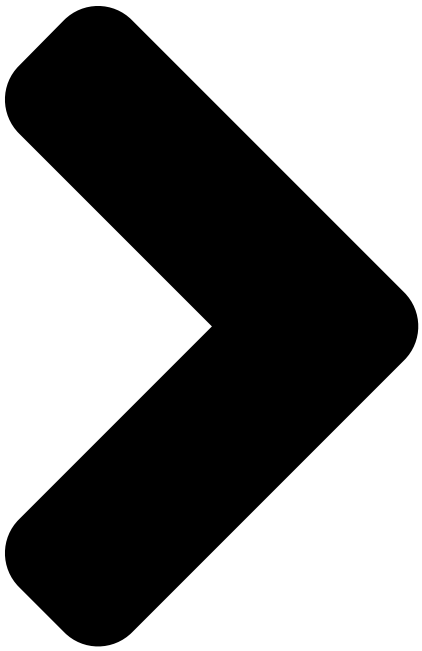
Neural Response Mapping isn’t just changing how we understand user behavior, it’s revolutionizing the entire digital marketing landscape. The question isn’t whether to adopt NRM, but how quickly you can implement it to stay ahead of the curve.

Remember: In the digital marketplace of tomorrow, understanding your users’ feelings isn’t just an advantage, it’s the key to survival.

Frequently Asked Questions (FAQ)

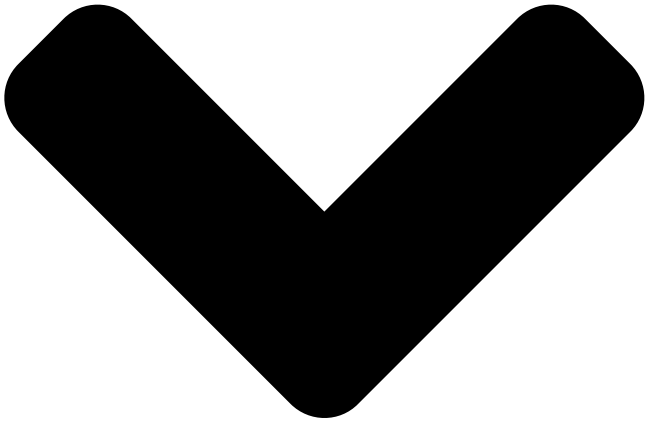
What is Neural Response Mapping (NRM) and how is it different from traditional analytics?

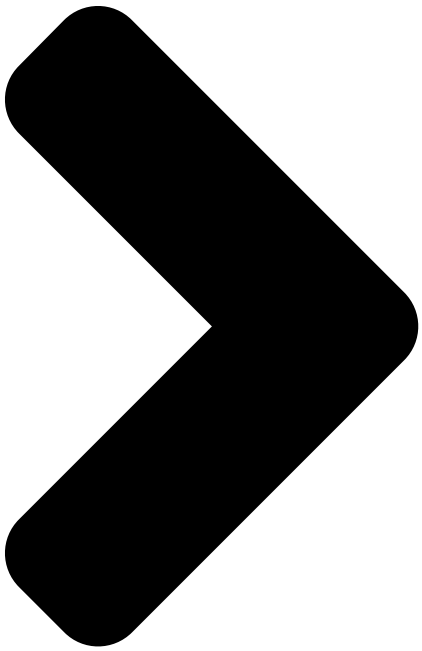




Neural Response Mapping is a game-changing technology that understands *why* users do what they do, unlike traditional analytics which only track *what* they do. It acts as your website’s emotional intelligence, using AI to transform cold data into insights about users’ emotional journeys through real-time analysis of micro-expressions, cursor movements, and physiological responses.

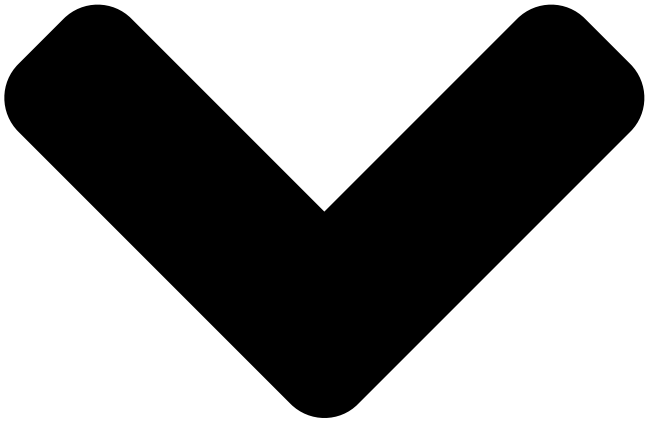
How does Neural Response Mapping actually work?

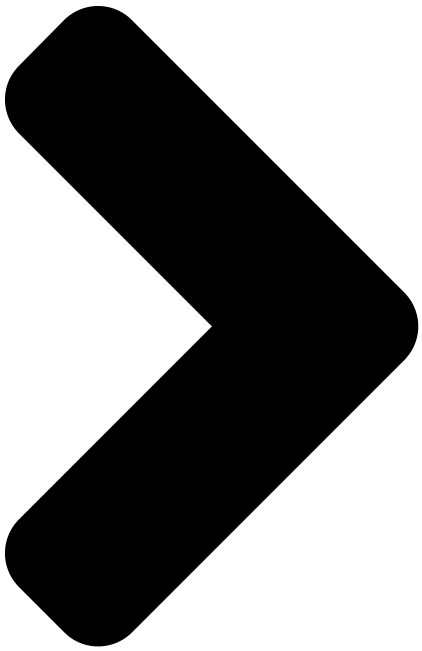




NRM works through a blend of AI and real-time analysis in two key ways. First, it performs **Real-Time Emotional Analysis** by tracking micro-expressions via cameras, analyzing cursor movements, and mapping physiological responses through wearables. Second, it uses **Predictive Behavior Modeling** where AI forecasts user actions based on emotional states to create dynamically adapted content and personalized journeys in milliseconds.

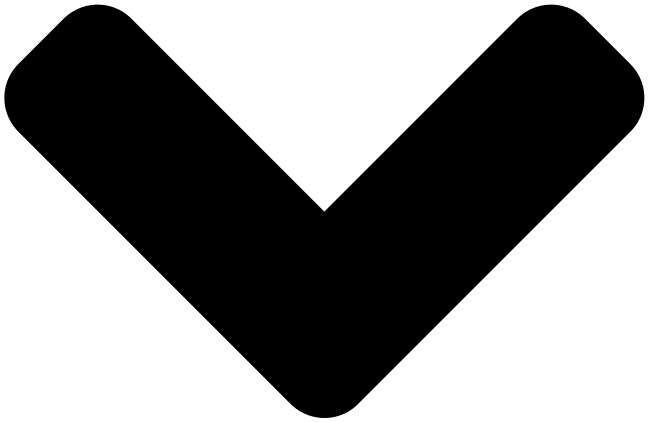
What kind of results can businesses expect from implementing NRM?

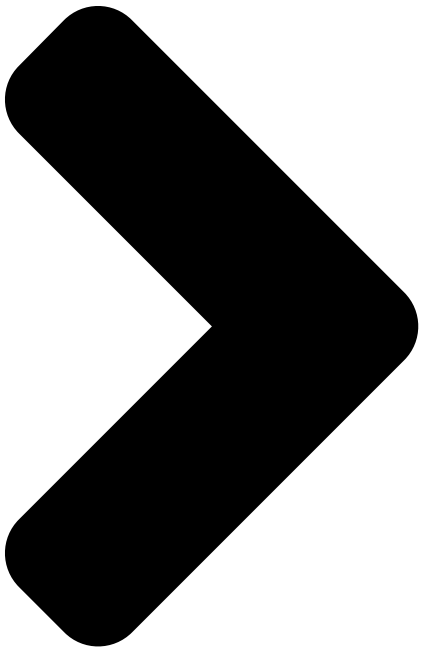




Early implementation at TSI Digital Solution has shown extraordinary results. For example, one luxury retail client saw conversion rates triple within a month. Documented impacts include a 47% increase in conversion rates, a 312% improvement in user engagement, an 89% reduction in bounce rates, and a 156% increase in customer lifetime value.

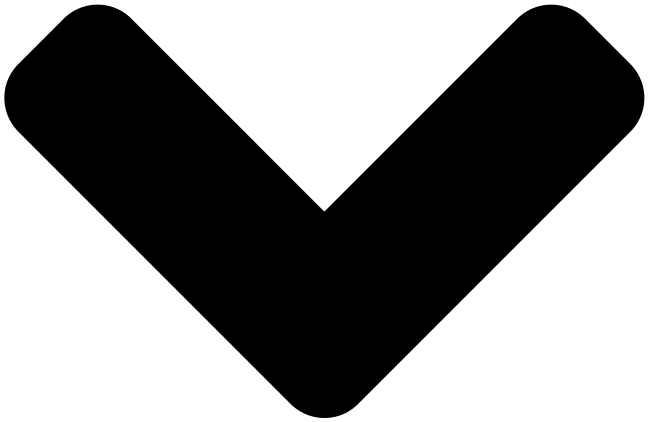
Why is 2025 considered the year for Neural Response Mapping?

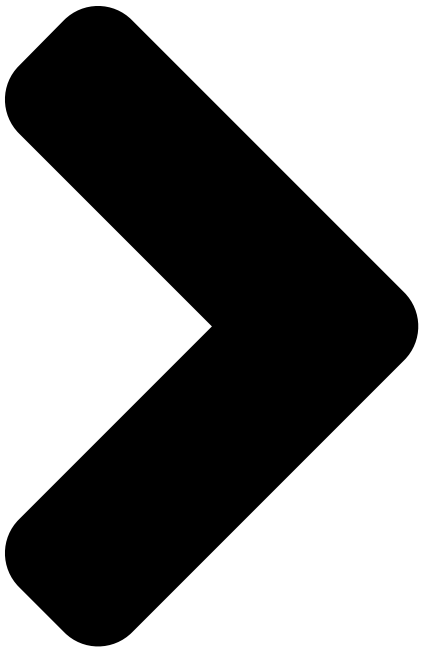




2025 is the perfect storm for NRM adoption due to three converging factors: 1) AI has reached the sophistication needed for true emotional intelligence, 2) widespread smart device and wearable adoption provides unprecedented data access, and 3) new privacy-first frameworks allow for ethical, anonymous data collection while maintaining user trust.

How can my business get started with Neural Response Mapping?





The journey starts with a focused, manageable approach. TSI Digital Solution recommends beginning with a pilot program in high-impact areas, focusing on gathering emotional data from your most valuable customer segments first, and then using those insights to make incremental improvements to the user experience.

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Reach Out to Us

Ready to Map Your Customer's Emotions?

Stop guessing what your users want and start understanding how they feel. Schedule your free Neural Response Mapping consultation.

Contact TSI Digital Solution today and learn how to turn emotional intelligence into your greatest competitive advantage before 2025.

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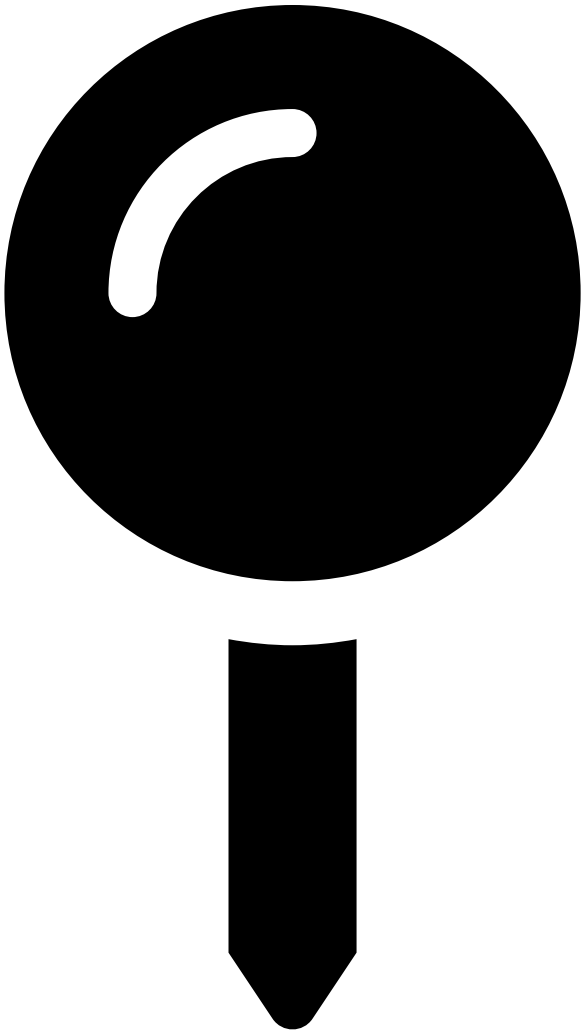

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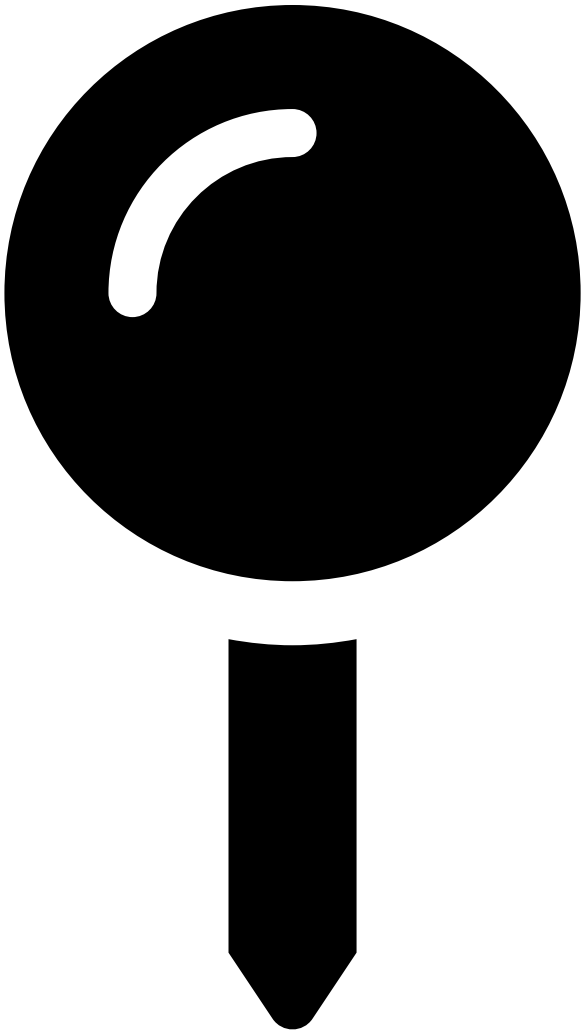

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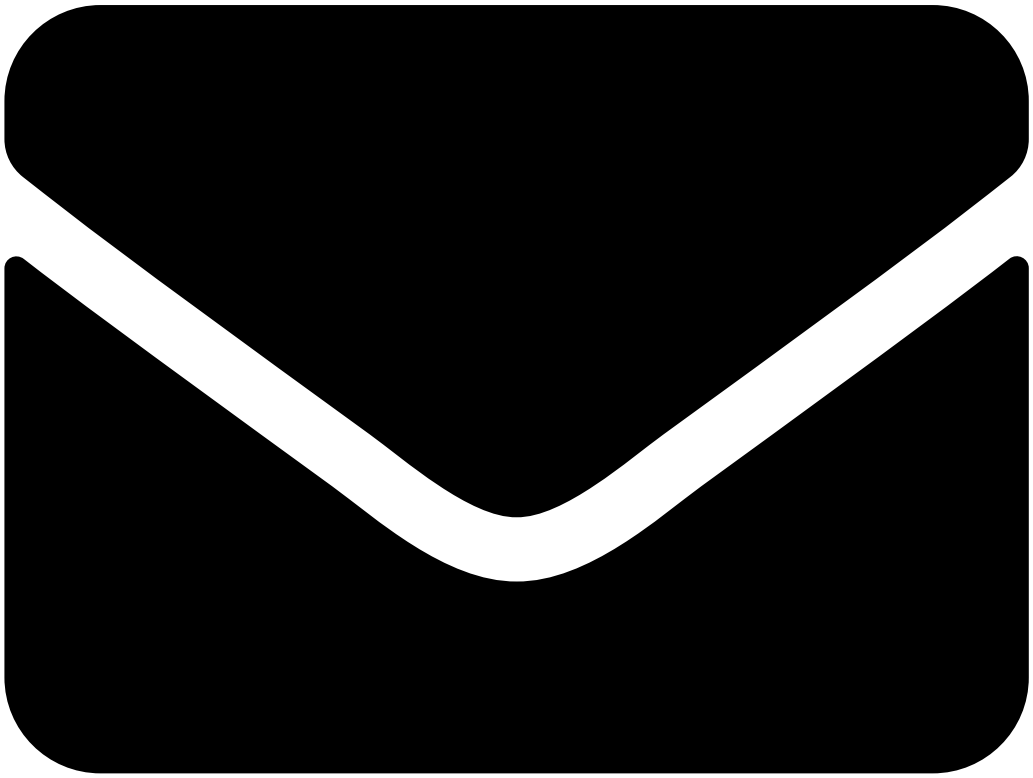

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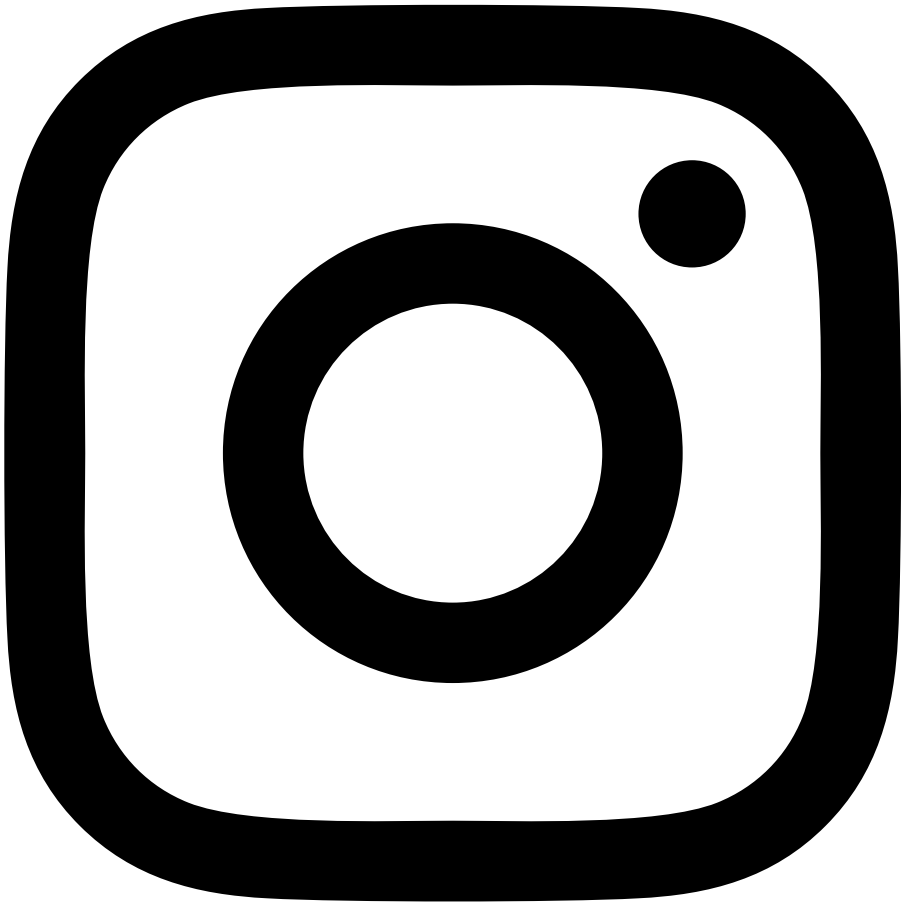

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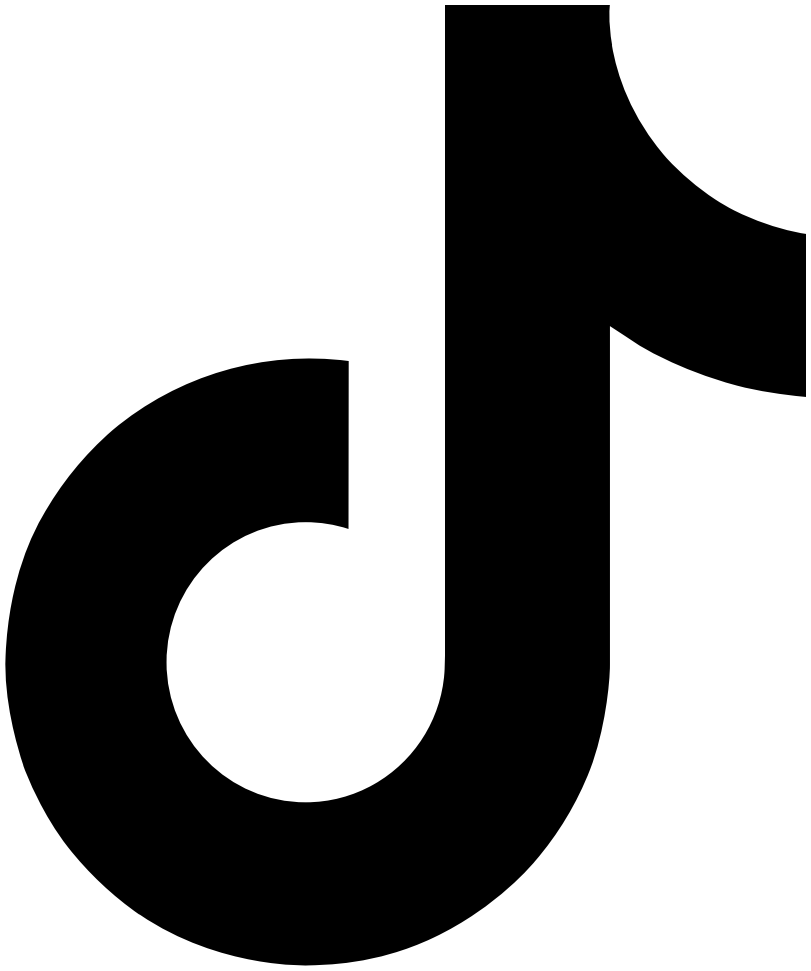

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