



Somatys™

Emotion Metrics

Synthys™

Large scale  
synthesised programs

Spasys™

Digital Insight  
Communities & Panels

Sensys™

Neuro & Passive Data

A4i™

Apps for insight –  
Build/ Test Digital Apps

Skopos.

Human Stories  
& Truths

The Curiosity Shop™

Digital & In-person  
qualitative in one place

Stylis™

Digital Data by Design

HotSpots™

Heat-mapping for digital  
and visual media

ThinkShops™

Immersion, ideation &  
Co-creation

Skopos.  
WORLD

Global Insight Services



# Skopos. WORLD

## Global Insight Services

- Full service insight agency
- Global panel (60M+ panellists in 45 countries)
- Operations, offices & local experts around the World

# Somatys™

Emotion Metrics

- Facial expression analysis
- Tracks 7 core emotions & 100+ secondary emotions
- Facial coding & automatic voice transcription
- Recorded or live video

# Spasys™

## Digital Insight Communities & Panels

- Pop-up & continuous digital insight communities
- Richer, more actionable insights (including multimedia)
- Access to both Qualitative & Quantitative data

# A4i™

## Apps for insight – Build/ Test Digital Apps

- Design & Build your own research apps
- Build & test prototype apps
- Blending research & digital development together

# Styllys™

## Digital Data by Design

- Substance with style, information & infographics
- Layered reporting: visualisation, video, animation as relevant

# ThinkShops™

## Immersion, ideation & Co-creation

- Upfront Immersion sessions with stakeholders
- Formation of ideas & concepts
- Consumers involvement in product or service design from start to finish

# HotSpots™

## Heat-mapping for digital and visual media

- Heatmaps: visualise your users behaviour
- Web recordings: see what your users see
- Incoming feedback: Real-time visualisation

# The Curiosity Shop™

## Digital & In-person qualitative in one place

- Online: Communities/ Pop-up panels/ Webcam interviews/ Social listening
- F2F: In-depth interviews/ Group discussions/ In-lab interviews/ Observations
- The best of both Worlds

# Sensys™

## Neuro & Passive Data

- Uncover the real drivers of consumer behaviour
- Measure intuitive responses so you make the right choices
- Unlock unconscious decision making

# Synthys™

## Large scale synthesised programs

- Execution & synthesis of large scale continuous insight programmes
- The power of survey & social data, research & analytics