

TECH I'D LIKE TO SEE

BRAIN WAVES TO MAKE WAVES

Brain-computer interfaces (BCIs) can potentially revolutionise how we detect and analyse emotions. Using sensors, the brain's electrical activity can be measured and



**Sidharth
Malik |**

CEO, CLEVERTAP

translated into actionable data points. BCIs could provide a revolutionary way for marketers to understand their customers' emotions in real-time and

personalise campaigns to suit individual requirements.

Traditionally, marketers have focused on maximising reach and impressions. However, an impression when your user is not in a positive frame of mind, is a wasted effort and can sometimes negatively impact brand perception. I would like to see a technology that would seamlessly fill this gap between the marketer and the user's emotions. A few years back, this was well and truly a pipedream. However, advancements in electroencephalogram (EEG) technology have now made this a distant reality. In a world where users have just come to expect personalised messaging, this would be a quantum leap forward in user retention and engagement. As things stand, BCIs still require electrodes and other sensors that limit mobility and usage. Compounding this is the lack of precision they often suffer from. A mobile BCI that can reliably analyse emotions – now that would be truly game changing.