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15 Powerful Examples of Neuromarketing in Action - iMotions

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The Top 5 Neuromarketing Research Studies - iMotions

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The term neuromarketing refers to the use of modern brain science to measure the impact of marketing and advertising on consumers. For decades, marketers have sought to understand what consumers were thinking, but they 've relied on traditional techniques — asking them what they thought in focus groups and surveys. Neuromarketing techniques are based on scientific [...]

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