



immersion

Experiences worth a damn
are grounded in what
people **actually** value

80%

of all live experiences
fail to meet revenue &
outcome targets

>50%

of customers say
businesses fail to create
exceptional experiences

>40%

of self-report feedback
is polluted with
response bias & bots

Value Measurement is real-time **neuroscience** for live experiences.

The real-time value you deliver to customers and attendees is clouded by misperception. Traditional feedback methods focus on what people say they feel, want to feel, or think you want them to feel - and this has proven to produce biased, unrepeatable results, non-predictive results.

Value Measurement reveals in-the-moment impact of any experience on an unconscious and unbiased level. By tapping directly into what the brain loves, we can track what resonates as events unfold. The results let you forecast what people will remember and the choices they'll make with a stunning degree of accuracy, so you can create extraordinary outcomes every time.

Your brain tells a story. Your smart watch is ready to listen. After more than 20 years of published, peer-reviewed research, we're

connecting the two. With funding from the National Institutes of Health (NIH) and other organizations, we discovered that when oxytocin and dopamine flood the brain, our sense of deep connection and focused attention reach a natural high. We remember and act on these moments automatically, without conscious thought.

Our researchers went on to discover that oxytocin and dopamine, when released together, leave a unique imprint on the human heart. Now, using the smart watches and fitness trackers people already wear, you can track the simultaneous release of these neurochemicals during live experiences at museums, retail, theme parks, venues, events, or any live human experience. By uncovering the moments that matter most, you can create exceptional experiences, every time.

Every day nearly 60% of your audience is wearing a smart watch or fitness sensor we support.

Now, you can turn that audience into a live, unbiased, and real-time view of what people truly value as your experience unfolds.



How does it **work**?

Adding Value Measurement to your event or experience is easier than you think. Simply set up an event in the SIX app, and share a QR code or link with your audience through a distribution channel or display method of your preference. When an audience member scans the code, they are invited by you to join the experience and share their anonymized data. It's easier than a survey and requires no extra work for the participant or venue.

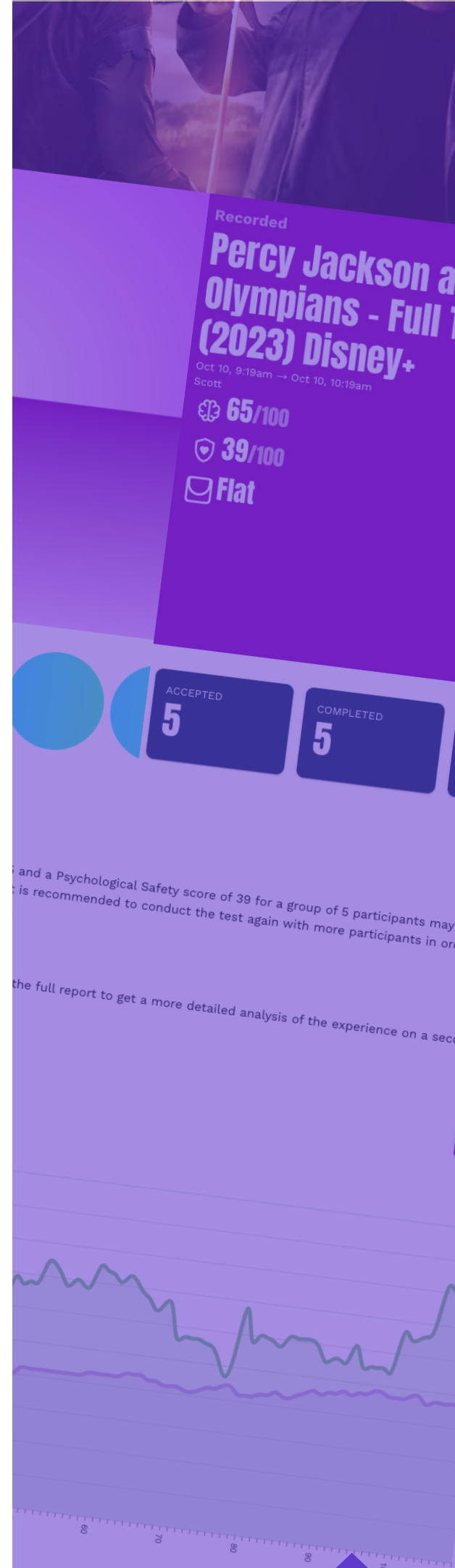
What about **privacy**?

Privacy and data security were designed into Value Measurement from the beginning and meets or exceeds all standards for GDPR, CCPA, and data compliance. Participants are always anonymous, and no personal information is ever saved or transmitted from participants' devices. In addition, a participant must actively choose to opt-in and share their data with you as the host.

Have added concerns? That's ok, you can create and link to a specific privacy agreement drafted by your team that every user must agree with before sharing data.

Is it **actionable**?

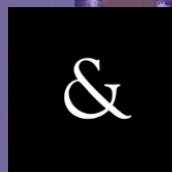
The days of funky graphs with meaningless data are over. After the experience completes, you receive a Value Score, which is a simple metric conveying the true value your experience delivered over time. And, our detailed dashboard unpacks unconscious value delivered through an easy-to-understand post-experience report that shows a dynamic timeline of impact, a demographic summary, and key actionable insights to ensure experiential success.



JOIN THE COMMUNITY
AND HELP MAKE NEXT
YEAR EVEN BETTER!



SCAN HERE TO TRY!



immersion

EXCEPTIONAL DOESN'T HAPPEN BY ACCIDENT.

Fixing traditional is one option. Overthrowing typical? That's a better idea.

Closing the gap requires a total revolution in what, how, and when we measure—tracking what people value on an unconscious level, without bias, as it unfolds.

CONTACT US TO JOIN THE REVOLUTION AND DELIVER MORE VALUE.

<https://GetImmersion.com>

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