Aitrak®

Founding Team

David Bailey
CEO and Marketing

Former Head of Global Retail Development for Apple (2002-2011) and VP of Global Marketing for Samsung SmartThings (2015-2018).

Mike MacMillan
Vision Analytics

Founder and CEO of Vizualize and Think Group, award- winning innovators in shopper behaviour and AI-powered vision analysis.

Kasper Kuijpers
AI/ML Technology

Partner and Technical Director of Your Majesty, an award-winning digital design and production agency based in Amsterdam.

Georgios Athanassiadis
Product Development

Partner and Managing Director of Your Majesty, an award-winning digital design and production agency based in Amsterdam.

Ralf Siempelkamp
Business Development

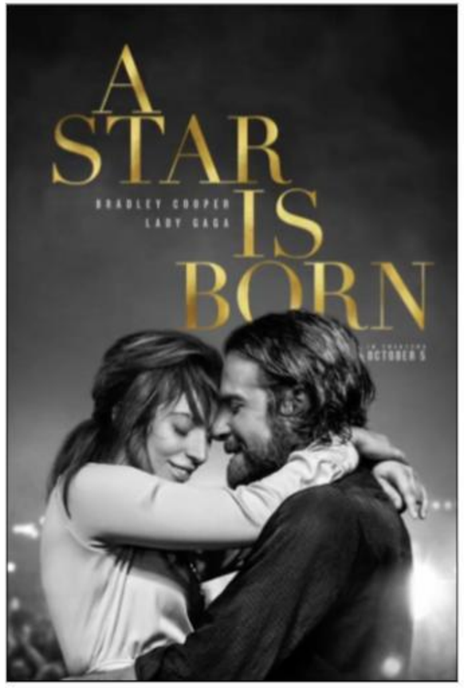
Former Chief Merchandising Officer and Director of Global Retail Operations for Hugo Boss (2010-2016), and Head of Global Retail Systems for Esprit (2007-10).

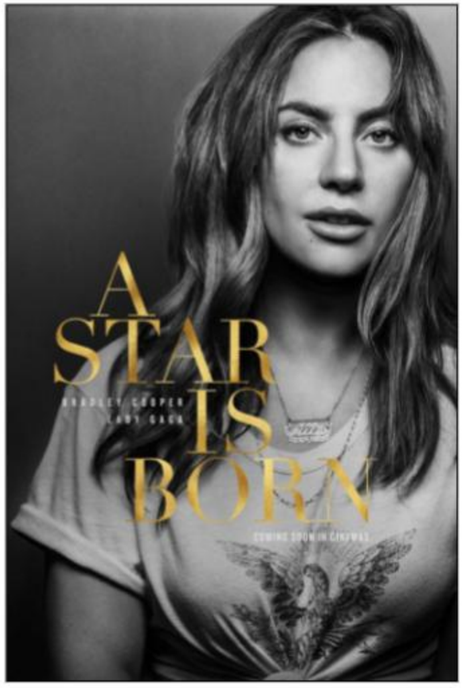
Problem

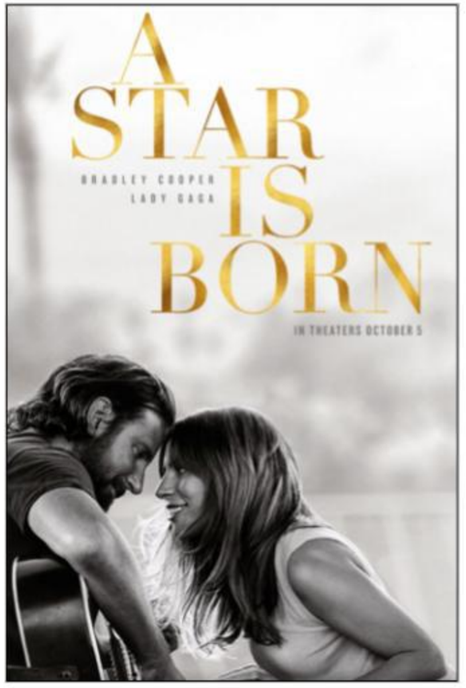
Brands and retailers spend millions of dollars designing advertising creative, social media content, banner ads, product packaging, merchandising displays, storefronts, and more.

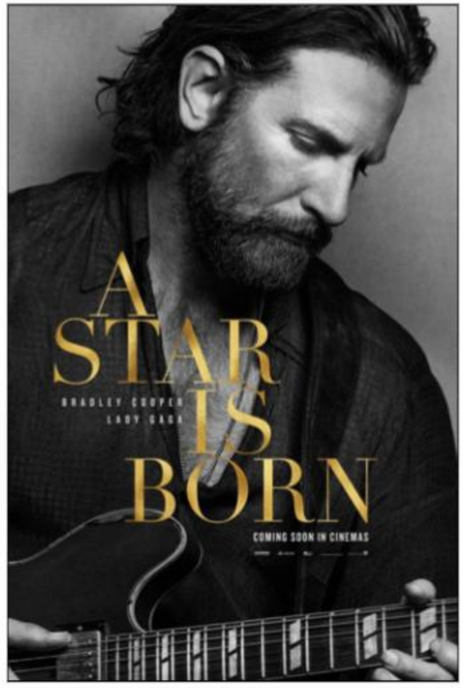
But how do they know what customers are really seeing in those first few critical seconds?

Which poster is most effective at capturing visual attention?

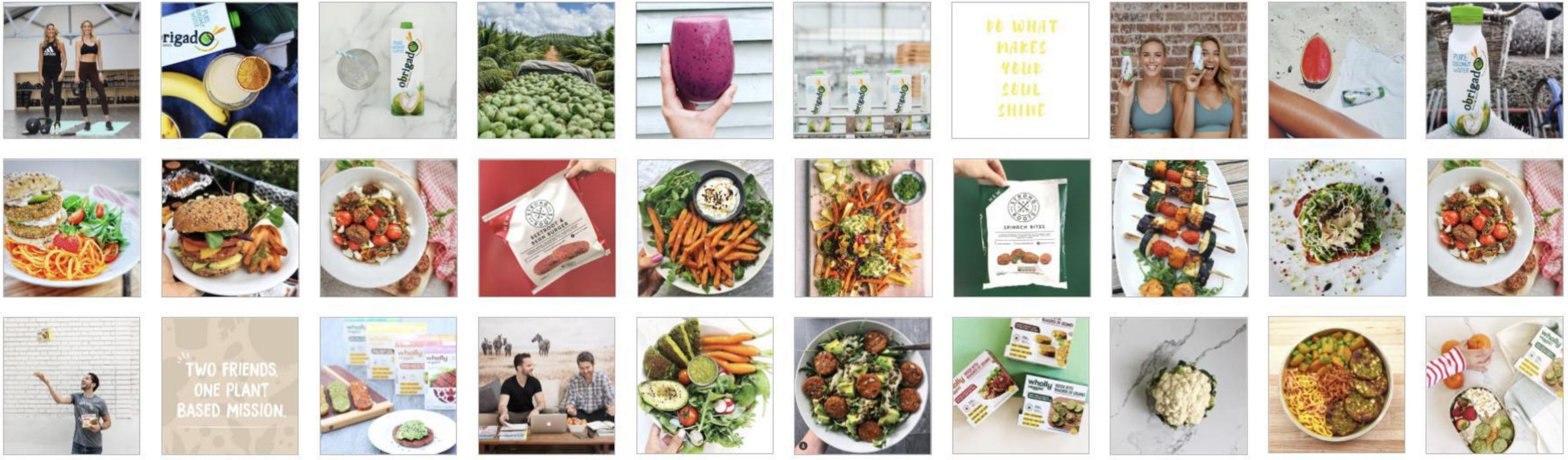








Which Instagram images are most effective at capturing visual attention?



Which packaging designs are most effective at capturing visual attention?

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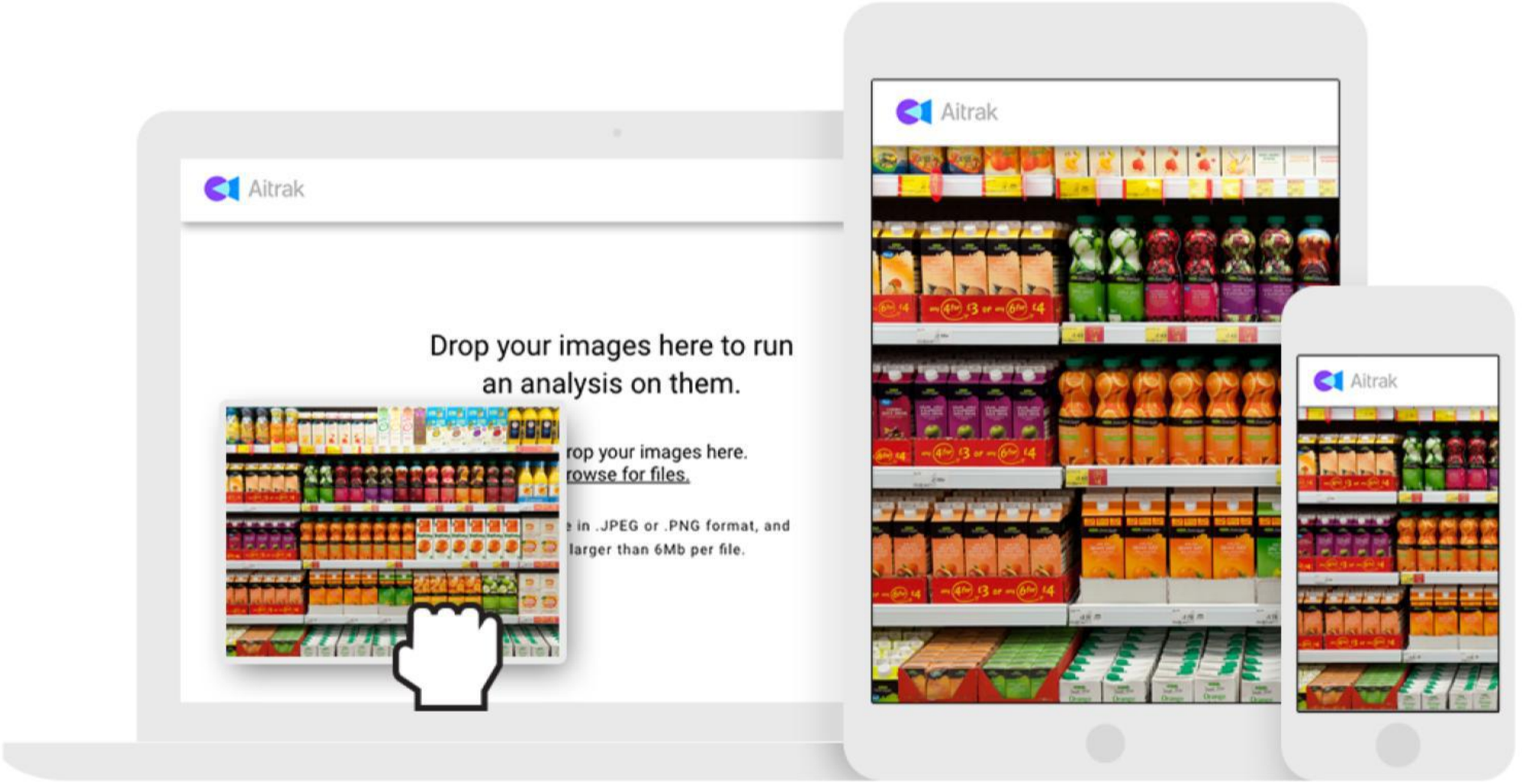
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an analysis on them.
rop your images here.
rowse for files.
in .JPEG or .PNG format, and
larger than 6Mb per file.
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See what your customers are really seeing

Aitrak helps brands and retailers to maximise the visual impact of their designs

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