

# Kellify

## GIOIN

Gasperini Italian Open Innovation Network

April 29th, 2021



# Breakthrough science striking human gaze



**2018**

year of  
foundation



**2**

global offices  
(Genoa, IT + Seoul, KR)



**35+**

team members  
onboarded



**\$4,5m+**

in funding  
to date (Seed)



**1b+**

Images and video  
processed



**\$8,5m+**

Series A  
ongoing

# The science behind visuals: tools overview

We are all **triggered by images** - be it the thumbnail of a tv series, the snapshot of a penthouse or the next award-winning cover of a campaign. To help users **delighting people** while they dive deep **in visual experiences**, Kellify designed a **set of easy-to-use tools** that **uncovers successful visual contents**, or **spots trends** that matter.



## Spot masterful images

Grab users' attention by showcasing images that bring out what fires people up



## Catch video peaks

Unleash the overall interest trajectory and the scenes that drive attention the most



## Find out compelling trends

Let science reveal how fine art and real estate trajectories, trends and tastes change over time

# Pictures that skyrocket success

Spot masterful images  
ABSTRACT



Showing **the most attractive** visual hero, banner, OOH or photo gallery cover, tuning in them with the targeted user according to demo, geo and gender criteria



- Geo Filter
- Demo Filter
- Save ranking
- Claim for other filters



Obtain the prioritization of the catchiest artwork



Set up the filter that better fits your needs



Key references

CONDÉ NAST

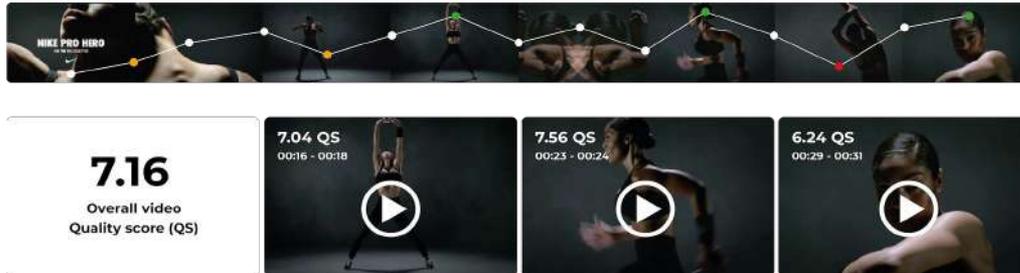
ADOMNI

# Moments that strike attention



**Hedonic value** of sensory experience **motivates** human behavior - it may stimulate our further engagement with the stimulus or make us switch the focus of interest to a different object.

See how emotional power is going



↑  
Find out the scenes that will make people tick

Key references



# Scaling RE evaluation through science

Find out compelling trends

ABSTRACT



A science-driven analysis of property metadata and **hedonic features** such as the image thumbnail shown in the adv, context and satellite image, paves the way for scaling businesses, **overcoming subjective evaluation**

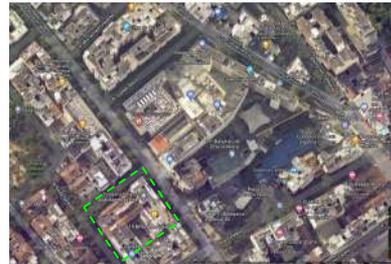
**Departamento en venta en Centro**

4 Ambientes 82 m<sup>2</sup> Terres

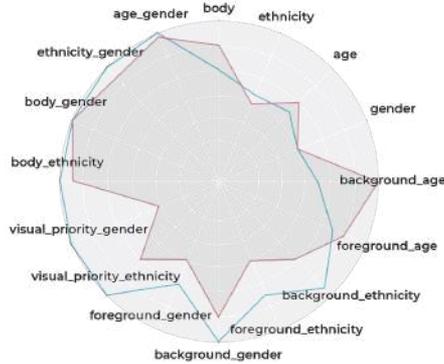
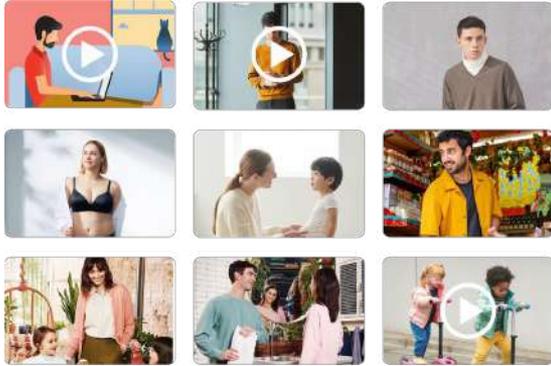
Departamento de 85 m<sup>2</sup>, antiguo, al frente con balcón, zona Centro, frente al Teatro San Martín, calle Sarmiento al 1500. Buen estado. 3 líneas de subte cerca. Hall, living, 3 dormitorios, 2 baños, cocina amplia, pisos de excelente parquet. Apto profesional. Muy luminoso. Aviso publicado por Pixel Inmobiliario (Servicio de Páginas Web para Inmobiliarias). ID: 21302

Key references

**AON**



# Making visual contents mirroring humankind gradients



Powered by *Gradient*

*Track visual inputs' tones and messages*



*It's your job to make users close  
and comfortable with every input you share*

# Thank you, now it's time for Q&A



Kellify