

Skillset

- ⦿ Neuromarketing
- ⦿ Consumer Sciences
- ⦿ Data Science and Artificial Intelligence
- ⦿ Digital Marketing and e-commerce
- ⦿ Customer Experience Design
- ⦿ Customer Loyalty Management
- ⦿ Brand Image

Our quest

Focusing on impactful research in analytical and data-driven marketing, we generate valuable insights for businesses and society, utilizing neuromarketing, consumer behavior, and data science for relevant academic and commercial outcomes.

Innovation Journeys

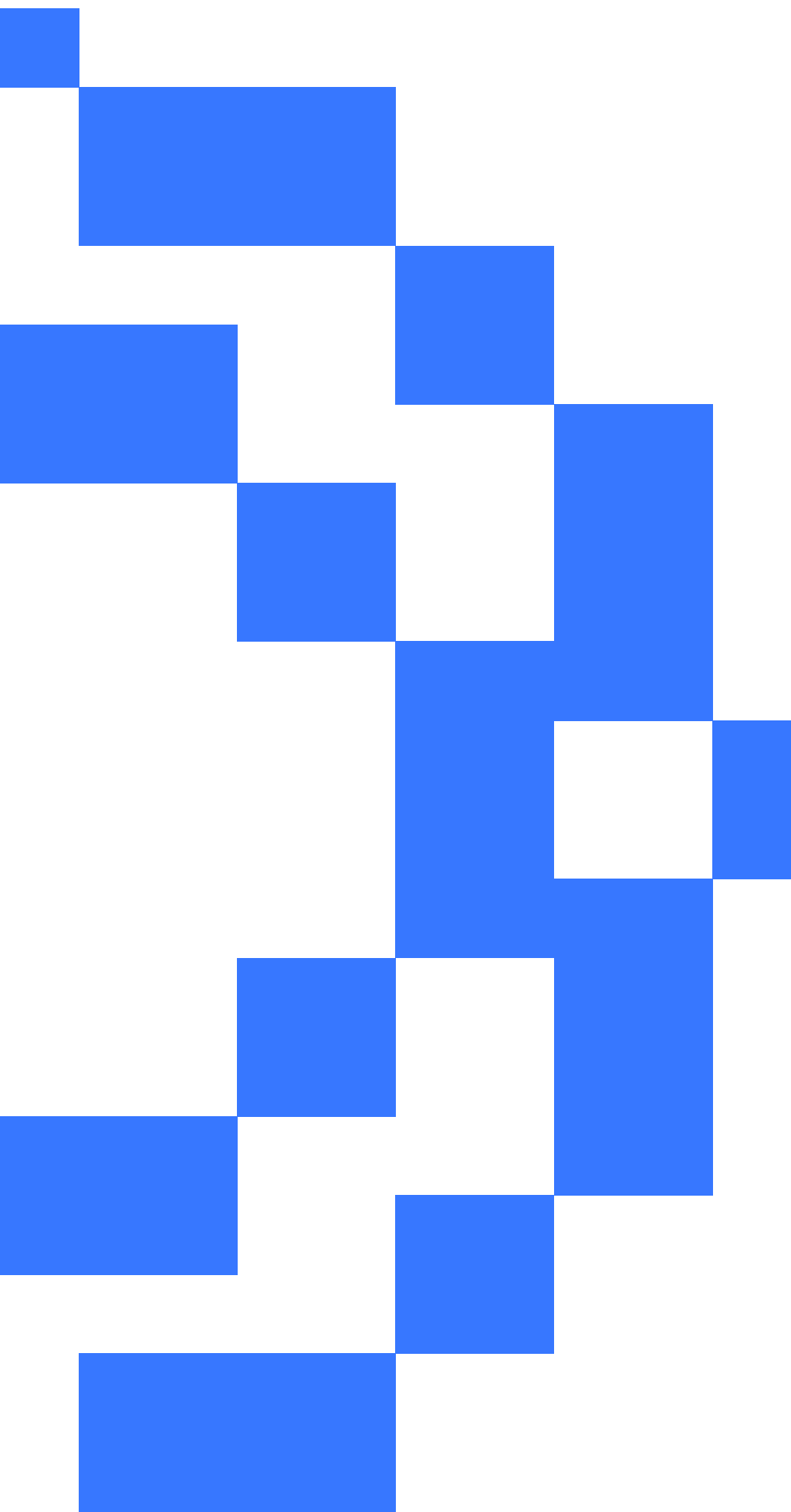
- 🌀 Developing research focused on consumer insights and retail shopper
Ferrero
- 🌀 Developing a neuromarketing study
Disney Portugal
- 🌀 Developing an algorithm to predict early stages of indebtedness
DECO
- 🌀 Using data mining to predict loyalty and cancellation behavior in hospitality
Vila Galé

Coordinators

Paulo Rita | Diego Costa Pinto

Partners and Clients

**FARFETCH****El Corte Inglés**



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more**

novaims.unl.pt/laboratorios

