

Amped up for facial recognition

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With the onset of Black Friday last year, [Techsys Digital](#) were inspired to do something **groundbreaking** using **facial recognition technology** in order to drive excitement around The Foschini Group's Black Friday promotion and build their CRM database.

The campaign required consumers to **take a selfie** of their most 'amped up' face and upload it, after which our **emotion API** would **analyse the faces** in the photo and awarding users a score based on their **happiness levels**.

The campaign ran for only **five days** and the results were outstanding, with **53,115** selfies uploaded, **231,344** page views generated and **20,446** unique entries!

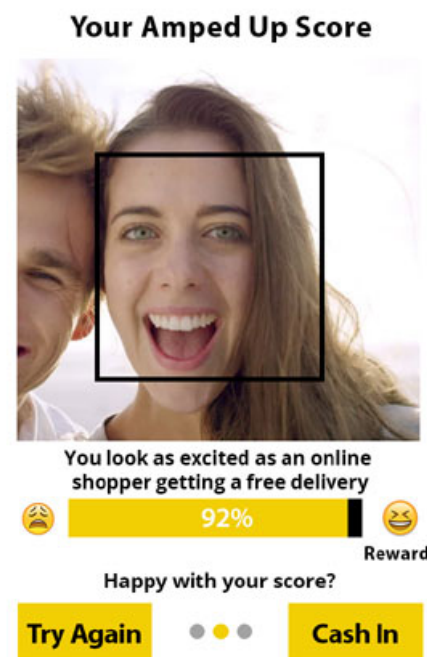
A great deal of traffic came from Facebook and Twitter where the game was shared **9,586** times, clearly demonstrating that the facial recognition technology is new and exciting to consumers.

Lucky consumers were rewarded with vouchers between R50-R300 for scoring anything above 60%, to keep them excited and drive sales.

Biometric information:

The platform also **automatically** populated a large portion of each consumer's **CRM profile** by detecting **gender, age, race and other biometric characteristics** and storing them against the consumer profile.

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