COGNOVI'S ARTIFICAL INTELLIGENCE HAS BEEN PREDICTING A JONES UPSET IN ALABAMA FOR 6 WEEKS

BEFORE

Initially, almost no one gave Doug Jones a chance of winning the election against Roy Moore…
Except for Cognovi Labs!

OCTOBER 22, 2017

Cognovi AI officially predicts a Democratic upset in the Alabama Senate race!

EMOTIONS-BASED PREDICTION

Emotions drive the majority of human decisions, a fact, which is particularly evident in elections. According to Cognovi Emotion AI technology, Jones' superior ability to trigger an intense emotional bond with the electorate is sufficient to allow him to generate the required turnout to win the election.

AFTER

Once the sexual harassment claims surfaced, many polls and commentators switched their opinion towards a Moore loss.

THE SEXUAL ALLEGATIONS AGAINST MOORE ACTUALLY IMPROVED HIS CHANCES!

While the sexual harassment claims have tarnished Moore's reputation nationally, Cognovi AI indicates that in Alabama they have energized his base.

Despite Moore's continued toxic emotional brand, Jones has not been able to further fortify his position and improve his brand.
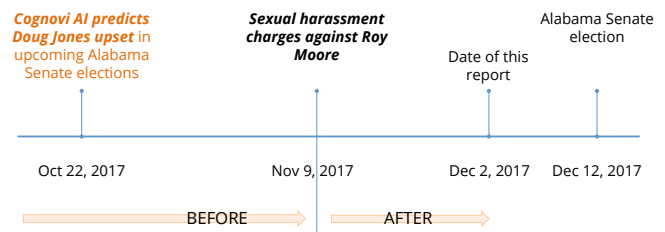
COGNOVI'S RECOMMENDATION

Both candidates have a few days left to strengthen their emotional connection with voters by focusing on the couple of key messages, which emotionally resonate with their electorate.
In the case of Moore, he should focus on

- His support from President Trump
- Standing up for Alabama vs. Hollywood (Jimmy Kimmel) values

Jones should focus on his emotionally strong messages and emphasize his

- Being a force for positive change
- His integrity and decency

ABOUT COGNOVI EMOTION AI

Cognovi Labs, an early mover in the Emotion AI space, extracts emotions from social media and quantifies key human behavior to predict the outcome of events. As a result, Cognovi Labs provides its clients with a competitive edge – it allows them to make more accurate predictions in all aspects of their business in real time. This includes predicting the outcome of political events or influencing the outcome by adjusting the message; forecasting product sales to make immediate course changes in inventory management; selecting stocks based on the consumers' intent and shopping behavior; and continuously optimizing ad targeting to strengthen a brand and generate leads.

Cognovi is already recognized for predicting several, high-profile outcomes, including announcing the Brexit referendum hours before the polls closed; and foretelling the results of the US presidential election.

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