



Frequently Asked Questions

1	Why was CBI created?	Agencies need a more objective way to guide creative reviews and website strategy conversations. CBI bridges creative intuition with data-backed analysis, helping teams identify digital experience gaps, justify strategic recommendations, and uncover proactive optimization opportunities for clients.
2	Who is this tool designed for?	CBI supports the full Meet The People agency network, including: • Brand & Media Strategists aligning website experiences with campaign audiences. • Creative Directors & UX Designers evaluating visual balance, readability, and user journey friction. • Producers & Account Leads identifying proactive ideas for client retainers. • New Business Teams auditing prospects and competitors quickly for pitch support.
3	How Teams Use CBI	Users enter a website URL and competitor's URL into the platform. CBI crawls the sites, analyzes design and copy, and generates a strategic report. Teams use these reports to support creative briefs, pitch decks, client health checks, and optimization conversations.
4	How CBI Should Be Positioned	CBI is a strategy accelerator and conversation starter. It helps uncover blind spots, audience misalignment, UX friction, and competitive opportunities. CBI is not a replacement for human creative judgment, a final authority on brand strategy, or a rigid scoring engine. Its purpose is to ground creative conversations in objective data.
5	How CBI Connects Website and Media Strategy	Websites must speak to broad audiences, while paid media targets specific segments. CBI helps determine whether landing experiences support the motivations, expectations, and needs of the audiences being driven to the site.