

MTP Intelligence Platform

Brand identity, media performance, and business outcomes— unified in one intelligence layer. One platform. Total strategic alignment.

PLATFORM OVERVIEW

The MTP Intelligence Platform is RADaR's measurement and analytics ecosystem — a connected suite of tools that ties every media dollar back to business outcomes. Built on a disciplined data foundation, it spans brand intelligence, media mix modeling, campaign analytics, creative scoring, user journey analysis, and media auditing. The platform functions as a closed loop: every insight feeds the next strategy.

PLATFORM TOOLS

Campaign Performance Assistant

CPA

AI-powered analytics co-pilot. Democratizes data access — anyone can query campaign performance, surface trends, and identify what drives velocity without writing a single query.

INCLUDED IN CPM FEE

Media Mix Modeling

MMM

Transforms MMM from a static report into a living model. Run real-time "what-if" scenarios, predict ROAS, identify channel saturation, and calibrate brand vs. performance spend.

INCLUDED IN CPM FEE

Creative Brand Identity

CBI

Six-lens competitive brand analysis. Drop in a domain and receive actionable feedback on digital presence — UX clarity, messaging, sentiment, and competitive positioning.

INCLUDED IN CPM FEE

Resonance

CREATIVE SCORING

Neuroscience-trained AI scores creative assets across Attention, Cognition, Engagement, and Memory before media dollars are committed. Snapshot pulls included for new business.

SNAPSHOTS IN CPM FEE

BI / Dashboarding

BUSINESS INTELLIGENCE

Connected reporting dashboards surfacing insights that feed planning and business decisions. Scoped individually based on data sources being brought in.

SCOPED SEPARATELY

Performance Media Rating

PMR

Audits media against algorithmic best practices across 9 channels. Delivers a 0–100 score per channel with modeled KPI impact and a 90-day improvement roadmap.

SCOPED SEPARATELY

MTA / User Journey Intelligence

MULTI-TOUCH ANALYSIS · USER JOURNEY INTELLIGENCE

Provides the User ID Graph connecting ad impressions to interactions and conversions — the foundational signal layer feeding MMM modeling and audience targeting. Maps every touchpoint to identify what actually drives outcomes.

SCOPED SEPARATELY

Full Resonance Reports

COMPLETE CREATIVE INTELLIGENCE

Comprehensive reports with full four-dimension scoring, heatmaps, and detailed recommendations across every submitted asset.

SCOPED SEPARATELY

CPM FEE COVERAGE & PRICING STRUCTURE

WHAT THE AGENCY CPM FEE COVERS

Campaign Performance Assistant (CPA)

Full access to the AI analytics co-pilot and campaign intelligence layer.

Media Mix Modeling (MMM)

Living model access with real-time scenario planning and budget calibration.

Creative Brand Identity (CBI)

Competitive brand and domain analysis across all six intelligence lenses.

Resonance snapshot pulls

New business snapshot scoring for creative assets during pitches and prospecting.

All dashboarding is scoped separately based on the specific data sources being brought into the engagement.

PARTICIPATION REQUIREMENT

Access to the MTP Intelligence Platform requires that agencies work with RADaR in some capacity so RADaR has access to their client data. At minimum, a master data table must be established so all data can be properly mapped — or a custom dashboard must be in place. This data foundation is what enables the platform to function as a connected intelligence layer rather than a collection of disconnected reports.

SEPARATELY SCOPED ENGAGEMENTS

The following are not included in the CPM fee and are each scoped as standalone engagements:

Full Resonance Reports

Performance Media Rating (PMR)

MTA / User Journey Intelligence

BI Dashboarding

Dashboarding scope varies per engagement based on the number and complexity of data sources being connected.

MEET THE PEOPLE · INTELLIGENCE PLATFORM

Powered by RADaR Analytics