

MTP INTELLIGENCE PLATFORM

RADaR's **Measurement** & **Intelligence**

Brand identity, media performance, and business outcomes — in one intelligence layer.

Brand Story → Media Spend → Revenue Impact

MTP INTELLIGENCE PLATFORM

Unified Intelligence for Stronger Marketing Outcomes.

Stop making decisions with fragmented data and disconnected tools.
Stop spending on "feelings."

One Platform. Total Strategic Alignment.

AGENDA

What we'll cover.

- | | | |
|----|--|--|
| 01 | Measurement Approach | How we think about measurement — and why most teams have it backwards. |
| 02 | MTP Intelligence Overview | The platform: one connected layer for brand, media, and outcomes. |
| 03 | MMM Tool Review | Predicting the future impact of every dollar — and re-running it live. |
| 04 | User Journey Intelligence | Where signals come from, how they connect, and what they unlock. |
| 05 | Case Insights: Higher Education | Three patterns we keep seeing — and how to act on them. |

A continuous optimization system, powered by a **dual-core** performance engine.

THE EFFICIENCY CORE

LEFT BRAIN

Who to target.
Where to convert.

Uses 1st-party signal and MTA to solve who to target and where to buy. Strategic calibration, precision bidding, and audience targeting that compounds.

THE RELEVANCY CORE

RIGHT BRAIN

What to say.
How to be found.

Uses the proprietary audience to engineer journeys that convert. Share of suggestion, dynamic creative, and journey architecture that mirrors real intent.

The Efficiency Core.

Creates the Proprietary Audience — feeding the platforms better data so they find better customers.

01

Strategic Calibration

Moving budget from "assisters" to "drivers" — the channels and tactics that actually move outcomes.

02

Precision Bidding

Applying bid multipliers to incremental lift only. Stopping waste on non-incremental conversions.

03

Audience Targeting

Exporting "whale" profiles to train Meta and Google algorithms — your data trains their machines.

THE INPUT → 1st-party signal & MTA · THE OUTPUT → a self-improving audience loop

The Relevancy Core.

Uses the proprietary audience to deliver the right content, the right experience, the right answer — at the right time.

01

Share of Suggestion

Uncover the questions your audience is asking so AI agents recommend YOUR answers.

02

Relevant Ads

Behavioral, interest-informed creative and placement — mirroring the audience's real needs.

03

Journey Architecture

Sequence the right content to bridge from "informational" pages to "form submit" pages.

THE INPUT → the proprietary audience · THE OUTPUT → a journey that actually converts

MTP Intelligence Overview.

Three connected products. One intelligence layer. Every dollar tied back to revenue.

Creative Brand Intelligence

Media Mix Modeling

Campaign Performance Assistant

The engine behind data precision.

AI-ready data starts with disciplined inputs. Three layers turn raw signals into a structured strategic asset.

DATA SOURCES



1st-Party Data

CRM, site, app, lead forms



3rd-Party Data

Media platforms, panels, vendors



Other Signals

Voice-of-customer, search, brand



STRUCTURING

Custom Grouping

Funnel level, campaign group, benchmarks, audience, and creative group.

Conversion Mapping

Label and group conversion names into unified conversion subgroups.

Naming Validation

Consistent conventions for campaigns, creatives, and placements.



AI-READY DATA

A connected,
governed
**intelligence
layer.**
Ready for
any model.

An ecosystem, not a stack.

Five elements working as a closed loop. Testing, learning, and forecasting feed each other — not the other way around.



01

Measurement Strategy

Align media to objectives and KPIs.



02

Dashboard & Reporting

Insights that feed planning and business decisions.



03

Learning Agenda

Asking the right questions, with a path of testing.



04

Forecasting & Optimization

Pacing, trend, and budget calibration in real time.



05

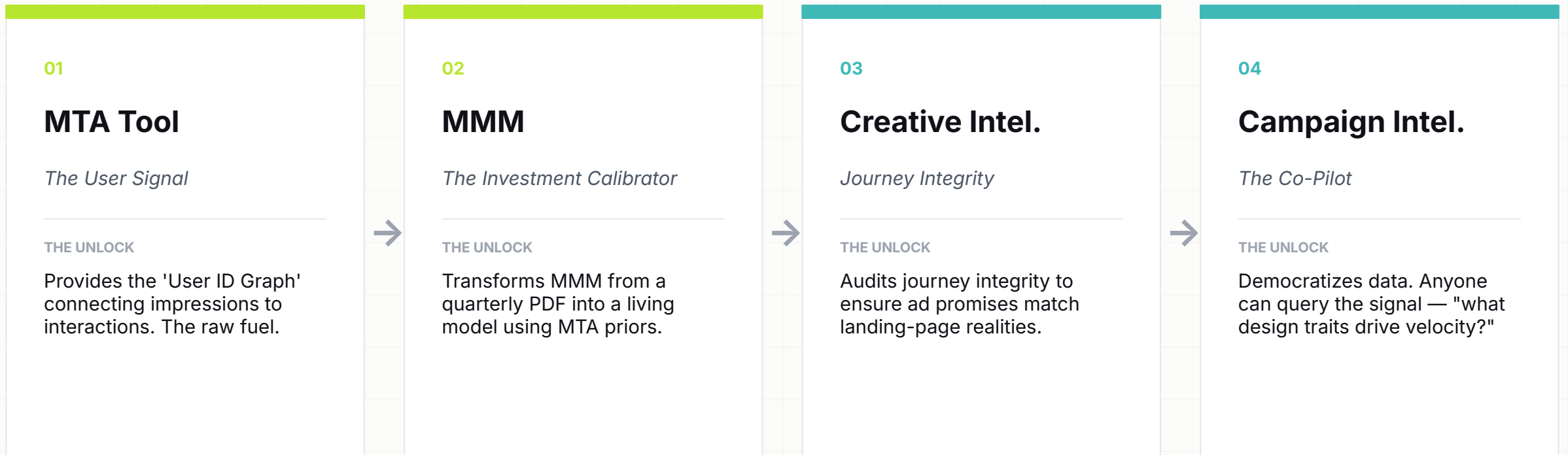
Analytics-Based Evaluation

Closed-loop media evaluation. Not vanity dashboards.

The closed loop: every learning becomes the next strategy.

From valuable data to a continuous loop.

Four products. One signal. A continuous loop that refines targeting and optimizes spend.



EFFICIENCY CORE → WHO to target, WHERE to buy · **RELEVANCE CORE** → WHAT to say, HOW to serve it

The ROI of MTP Intelligence

Stop renting data from Google and Meta. Start building your own story.

ASSET VALUE

Own it.

Build a proprietary high-quality audience instead of renting it. The audience definition is yours.

PROFITABILITY

10–20%

Reduction in wasted spend, validated by the Efficiency Core.

VELOCITY

Faster.

Time-to-convert via personalized ads and corrected journey architecture.

FUTURE-PROOF

AI-ready.

An audience definition ready for the AI era and Share of Suggestion.

MMM Tool Review.

Predict the future impact of every dollar — then re-run the model live as the market shifts.

Media Mix Modeling.

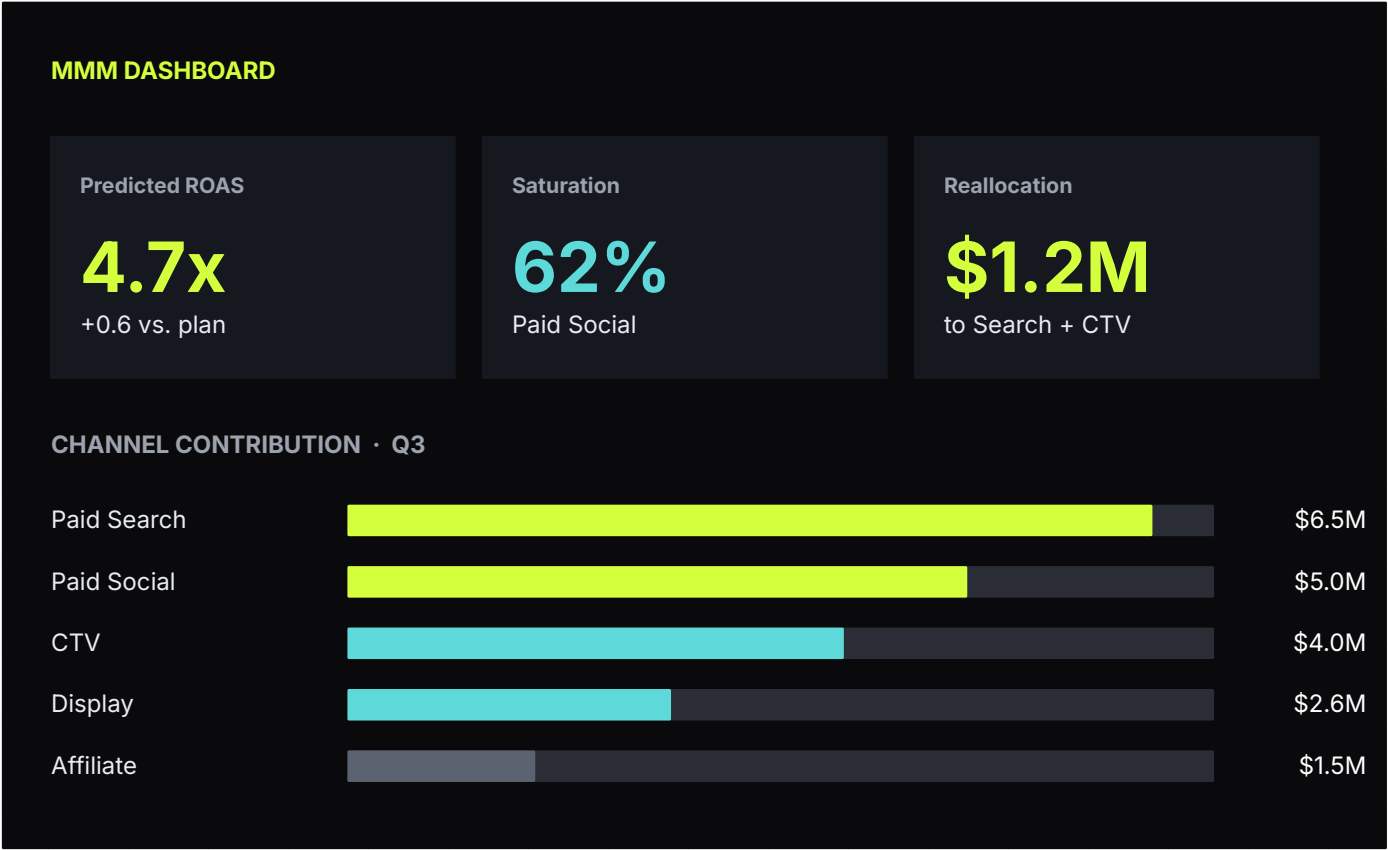
Country · Channel · Tactic — calibrated in real time.

WHAT IT ANSWERS

- Are media budgets based on real performance data, or estimates?
- What happens if we shift 15% of brand budget into performance?
- Which channel will saturate first — and when?

HOW IT WORKS

A predictive system simulating every dollar's future impact. Run real-time "what-if" scenarios — optimizing the balance between brand-building and performance marketing to maximize total business ROI.



Creative Brand Identity.

If you could know how your audience perceives your brand before launching — what would change?

Six lenses on a single brand.

Drop in a domain. Get fast, clear, actionable feedback on the client's digital presence — and their competitors'.

01

Clarity of UX & Site Composition

Is the path to value obvious within 5 seconds?

02

Audience & Journey Mapping

Whose journey is the site actually serving?

03

Tone & Voice Analysis

Does the writing match the audience's frame of mind?

04

Visual & Brand Cohesion

Does the brand look like itself across every touchpoint?

05

Data Aggregation

Competitor sites, scored on the same axes.

06

Direct Query Capabilities

Ask the brand a question. Get an evidenced answer.

Campaign **Performance** **Assistant.**

Static reports become a strategic dialogue. Headlines, imagery, CTAs — merged with real-time results.

Where bold ideas meet measurable results.

Pair the qualitative DNA of every creative asset with the quantitative signal of every ad platform — automatically.

QUALITATIVE DATA

From creative assets.

Headline	CTA
Theme	Sentiment
Colors	Layout
Real-world object	Graphic design element
Product presence	



QUANTITATIVE DATA

From ad platforms.

Conversions	CPA / CPL
Conv. Rate	Clicks
CTR	Engagement
Impressions	Reach

Automated A/B tests, at scale, powered by data & AI.

VERSION A

CTA TEXT

"See Stats"

CTR

0.1%

VERSION B

WINNER

CTA TEXT

"Learn How"

CTR

0.2%

AI-GENERATED INSIGHT

"Learn How" drove 2x higher click engagement than "See Stats" — likely because audiences in this segment value process clarity over evidence-led claims. Recommend extending pattern across the consideration stage.

Eight ways to interrogate creative performance.

Stop A/B testing in the dark. Each insight type maps a specific creative element to a specific business outcome.

01

Headline Performance

Which headline types (questions, urgency, benefits) drive higher CTR and conversions.

02

CTA Impact

Which calls-to-action lead to higher CTRs and lower CPAs.

03

Theme Effectiveness

Which creative themes (emotional, humorous, aspirational) drive higher conversion.

04

Sentiment Correlation

How positive, neutral, or negative tones affect engagement.

05

Visual Design

Which color schemes and layouts correlate with better engagement.

06

Object & Scene

Which objects (pets, people, food) lead to better recall and interaction.

07

Product Presence

Performance of product-prominent ads vs. lifestyle-driven visuals.

08

Platform Specificity

Which creative traits perform better on Facebook vs. TikTok vs. CTV.

User Journey **Intelligence** in practice.

A higher-education client. Three insights that changed how the team spent and structured budget.

Three patterns. Three reallocations.

From an active higher-ed engagement: what the user-journey signal surfaced — and what we did with it.

INSIGHT 01

10x

success rate

The Awareness → Consideration path

Successful users start with general non-brand searches ("best medical school"), then switch to brand searches. A 10x ratio is the "golden" path. An inverse pattern (brand → non-brand) signals distraction.

ACTION: Sequence non-brand spend before brand spend; treat the inverse as a leak.

INSIGHT 02

6x

faster

The OneTrust bottleneck

Successful users move 6x faster than drop-offs at the consent step. Users who linger at OneTrust often abandon — but a follow-up nudge during this window converts a meaningful share back.

ACTION: Trigger a trust-reinforcing email or check-in for users stalled at consent.

INSIGHT 03

75%+

post-submit

Video does its work AFTER conversion

More than three-quarters of on-site video views happen AFTER application submission. Video isn't a top-of-funnel asset here — it's the connective tissue that drives acceptance and matriculation.

ACTION: Move video investment toward post-submit nurture, not awareness.

MTP INTELLIGENCE AUDITS

Two essential reports. Creative & Media alignment. One intelligence layer.

Performance Media Rating

Resonance

Audit performance media against **algorithmic best practices**.

PMR scores your media against what the platforms themselves reward — across 9 channels and every tactic that drives lift.

WHAT IT IS

A diagnostic scoring tool

Built on the algorithmic best practices that DSPs, Meta, Google, and other major buying platforms actually reward — translated into a clear 0–100 score per channel.

HOW IT WORKS

9 channels × tactical depth

Evaluates Paid Search, Organic, Product Feeds, eRetail, Paid Social, Affiliates, Display & Video, CRM, and Analytics — each scored on structure, targeting, creative, bidding, budget, and automation.

WHY IT MATTERS

Projected lift, in 90 days

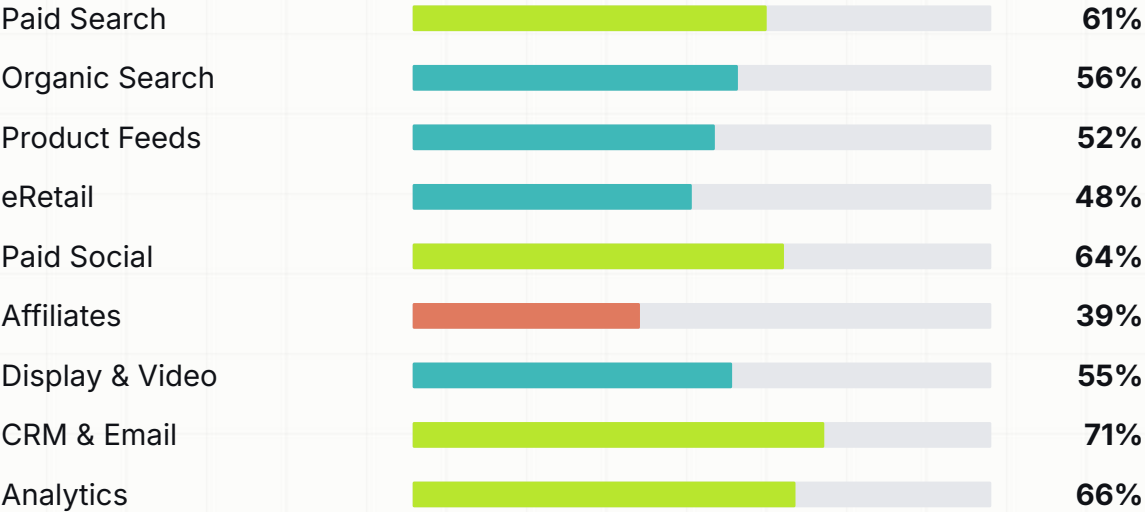
Recommendations are tied to a projected PMR-score increase within 90 days, with modeled KPI impact (CPL, conversions, revenue) — so every fix has a defended ROI before the work begins.

It's all about you. · It's focused on outcomes. · It works.

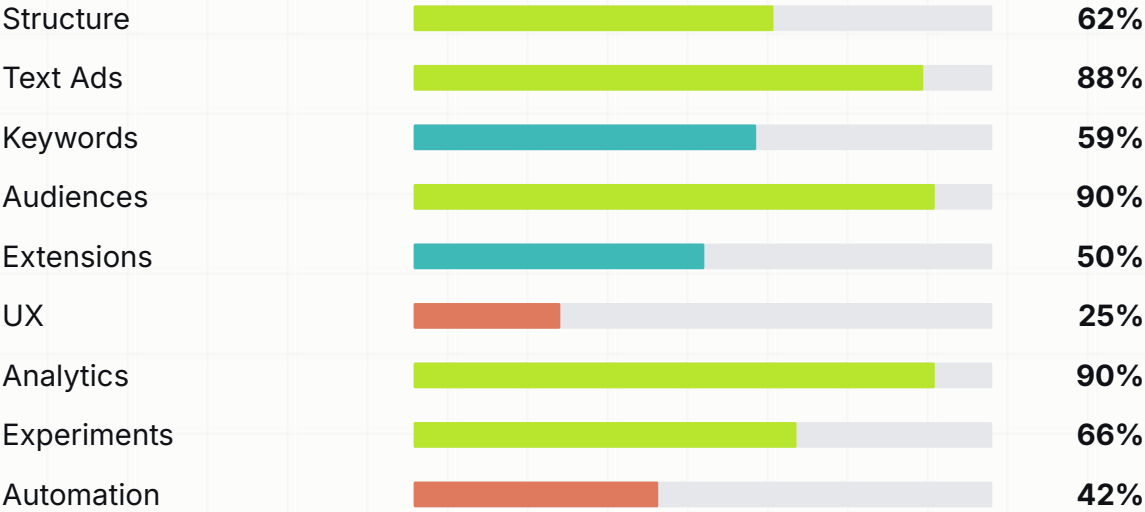
What a PMR looks like in practice.

Two views. One signal. A roll-up across all 9 channels — and a deep inspection inside any one of them.

MULTI-CHANNEL VIEW



SINGLE CHANNEL VIEW · PAID SEARCH



Color-coded by performance vs. algorithmic best practice. Reds and ambers become the prioritized 90-day work plan.

Test creative **before** you spend.

Resonance scores creative against neuroscience-trained AI — surfacing what will actually land before media dollars are committed.

RHETORIC

Is the language persuasive?

Tests for emotion vs. logic appeals, clarity of expertise, and jargon flags.

SENTIMENT

What tone are we hitting?

Reads the overall voice of the asset and whether a different register would convert better.

BIOMETRIC

Where does the eye go?

Predicts attention, comprehension, and whether visuals overpower the brand or CTA.

TOPIC & THEME

Will the audience get it?

Tests how much category fluency the asset assumes — and whether it's approachable.

EVERY ASSET SCORED ON FOUR DIMENSIONS

Attention

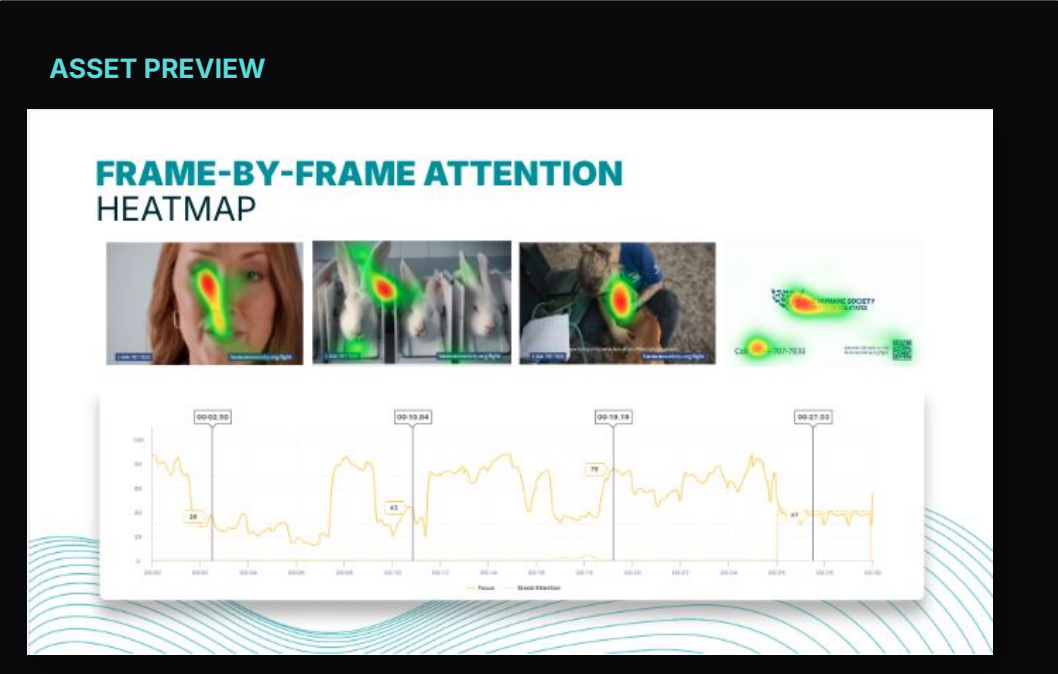
Cognition

Engagement

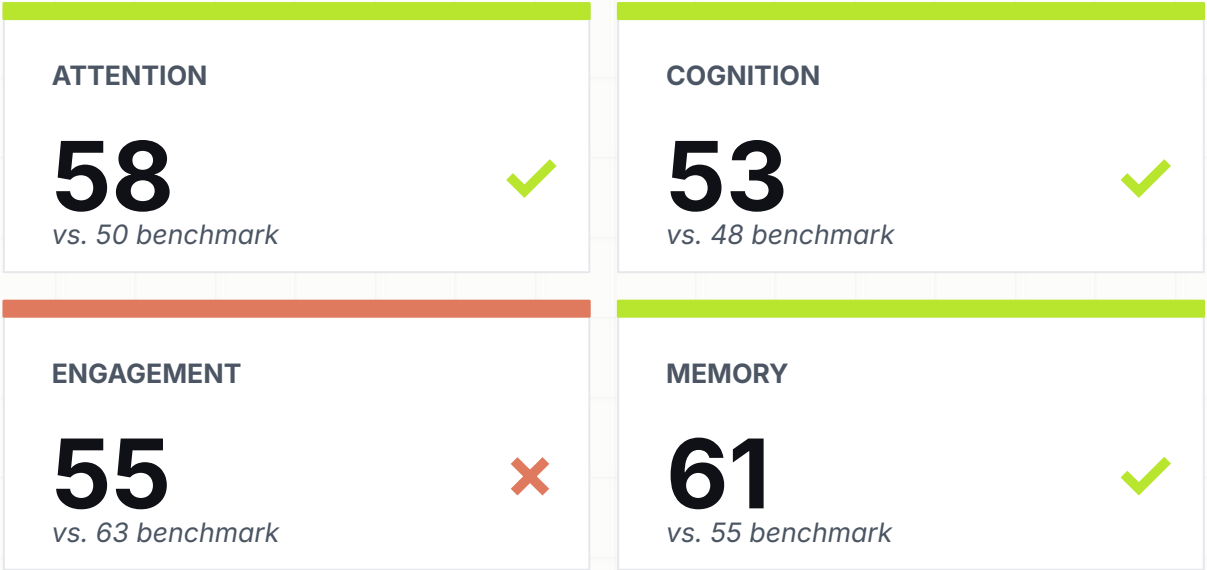
Memory

What a Resonance read looks like.

A snapshot from a video asset: four scores against benchmark, plus a single actionable insight.



SNAPSHOT VIDEO ANALYSIS



RESONANCE INSIGHT

Eyeline locks on the face — validating the testimonial-style video is engaging and maintaining viewer attention throughout. Consider a clearer CTA or an L-frame Video Wrapper with a QR code to lift engagement potential without losing memory encoding.

One signal.
One platform.
Total strategic alignment.

Let's keep talking.