



Frequently Asked Questions

1	What is Resonance?	Resonance is an AI-powered tool that evaluates how creative is likely to perform before campaigns launch.
2	How have MTP teams used Resonance?	A client wanted to A/B test different background colors across paid social ads. The team used Resonance to analyze multiple creative variations before launch. Resonance recommended replacing stock photos with audience specific imagery.
3	How should I use Resonance?	Use this tool to understand how creative may perform before launching a campaign.
4	What are the benefits of using this tool?	• Catch creative issues early • Improve messaging • Make smarter media investments • Optimize visuals
5	Can Resonance help after campaigns launch?	Yes! Resonance can validate per-launch predictions against campaign results, helping teams see what's working.