



Resonance

BY COEGI

Unlock a more compelling creative strategy with Resonance, Coegi's AI-enhanced messaging assessment. With Resonance, you'll gain insight into viewers' attention, comprehension, and ad recall. Our report provides an eye tracking heat map, a scorecard for improving the persuasiveness of your copywriting with industry-level benchmarks, and holistic recommendations for stronger alignment with top media buying platform algorithms. Analyze and optimize your creative prior to launching paid media, or use Resonance to breathe new life into your existing brand assets.



Why Resonance



Bring together creative and media strategy.

Creative is the critical performance lever that can make or break digital campaign success. Working together, creative and media can predict messaging performance and test concepts pre-launch based on consumer preference and platform best practices to optimize media effectiveness. Spoiler: the platforms' A/B tests will only be able to tell you that Version A algorithmically outperformed Version B. Resonance will tell you which creative is actually better, and why.



Gain deeper insight into creative effectiveness.

Reports on how a 15-second spot is performing compared to the 30-second spot lack creative nuance. Resonance is the Rosetta Stone for connecting creative and branding to media activation — it translates copy, imagery, and frame-by-frame video into measurable areas-of-interest for analysis.



Decarbonize your creative experimentation.

Creative testing is often considered cost prohibitive for small to mid-size brands. With Resonance, test creative concepts before spending the staff hours and energy emissions to fully produce your ads, upload them to an ad server, export to tags, and re-upload to a buying platform for A/B testing.



Predict performance and persuasiveness.

Most marketing teams default to waiting on months of performance and brand survey data before they understand their creatives' effectiveness. Using predictive analytics and messaging analysis, uncover best practices in your industry for conceptual elements like tone, sentiment, and rhetorical devices with Coegi's exclusive textual analysis methodology — before a single media dollar is spent.

How Resonance Has Benefited Brands:

moderna

When Moderna needed to understand the impact of 500+ social posts written by over a hundred influencers across their #SpikevaxPartner Community, Resonance provided the solution. In a post-pandemic world where audiences were tiring of COVID-19 related content, Resonance's analysis uncovered the most persuasive themes across influencer posts as well as the ideal tone, rhetorical devices, and sentiment for discussing a culturally sensitive topic. Critically: it also automated the data labeling necessary to tie these creative insights back to actual conversion metrics, driving award-winning work for Moderna.



2023
MEDIAPOST'S
PLANNING
& BUYING
AWARDS

Unlock the full potential of your creative messaging, before and after launch.

Reach out to [Coegi](#) to schedule a demo and see how these insights can improve your campaign impact.

Contact Us

coegi