

MTP INTELLIGENCE PLATFORM

Resonance Creative Intelligence

Turn creative into measurable performance.

Messaging Guide for MTP Employees

AGENDA

How You Can Use Resonance

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| 01 | Smarter Pre-Launch Testing | Resonance tests creative concepts before a media dollar is spent. |
| 02 | Deeper Creative Insight | Resonance reveals what audiences see, feel, and remember. |
| 03 | More Persuasive Messaging | Resonance scores and strengthens copy against benchmarks. |
| 04 | Stronger Client Recommendations | Resonance grounds creative advice in evidence. |
| 05 | Greater Creative Confidence | Resonance predicts performance and persuasiveness before launch. |

Smarter **Pre-Launch** Testing

Resonance tests creative before a media dollar is spent.

**A/B test concepts
pre-launch**

**Ensure channel
best practices**

**Isolate creative
variables**

**Protect
algorithmic
learning**

Deeper Creative Insight

Resonance reveals what audiences see, feel, and remember.

**Eye-tracking
attention
heatmaps**

**Sentiment and
tone analysis**

**Rhetoric and
persuasion
analysis**

**Topic and theme
comprehension**

More **Persuasive** Messaging

Resonance scores and strengthens your copy.

**Benchmark copy
vs. industry**

**Flag jargon that
blocks
comprehension**

**Boost emotional
resonance**

**Sharpen calls to
action**

Stronger Client Recommendations

Resonance grounds creative advice in evidence.

**Explain why
creative performs**

**Validate creative
decisions**

**Support pitch
preparation**

**Evaluate
competitor
creative**

Greater Creative Confidence

Resonance predicts performance before launch.

**Predict
engagement and
memorability**

**Test before full
production**

**De-risk creative
investment**

**Scale winning
creative faster**

What Is Resonance?

Resonance helps employees understand **what makes creative resonate** by scoring attention, emotion, and persuasion — turning every asset into measurable insight before launch.

Creative Team

Build stronger creative backed by **neuroscience**.

Headlines • Messaging • Imagery • CTA analysis

Strategy Team

Align creative and media strategy with **evidence**.

Creative hypotheses • Benchmarks • Pre-launch testing • Learning agendas

Account Team

Bring persuasive, **data-backed** insight to clients.

Pitch prep • Competitor evaluation • Creative reporting • Strategic planning

Media Team

Optimize creative to **maximize** media performance.

Attention • Engagement • Memorability • Channel best practices