



Resonance

The Strategic Advantage for Your Brand

Creative is the performance lever that can make or break a campaign— yet it's too often evaluated in isolation from the media metrics that determine its real business impact. Teams are left guessing which messaging will land, or waiting months on performance and brand-survey data before they understand what actually worked.

Traditional creative testing is slow and expensive, and platform A/B tests only tell you that one version won — never which creative is genuinely better, or why.

Here's the current landscape:

Creative Evaluated in Isolation

Creative and media strategy operate separately, so teams can't predict which messaging will actually drive performance.

Slow, Costly Creative Testing

Full production and media spend are required before you learn what works — putting testing out of reach for many brands.

Shallow Performance Signals

Platform A/B tests reveal that Version A won, but not which creative is truly better or the reasons behind it.

What is Resonance?

Resonance is an AI-enhanced creative messaging assessment that helps MTP teams understand how creative drives performance. It delivers an eye-tracking heat map, a persuasiveness scorecard benchmarked against industry-level standards, and holistic recommendations for stronger alignment with top media-buying platform algorithms — so you can optimize creative before launching paid media, or breathe new life into existing brand assets.

How Resonance Works

Resonance is the Rosetta Stone connecting creative and branding to media activation. It translates copy, imagery, and frame-by-frame video into measurable areas-of-interest, then applies predictive analytics and messaging analysis to score attention, comprehension, and ad recall. Teams gain evidence-based insight



Key Features



Attention & Recall Insight

Eye-tracking heat maps reveal what audiences actually see, comprehend, and remember in your creative.



Persuasiveness Scorecard

Benchmark copy against industry-level standards with clear guidance to strengthen messaging and persuasion.



Predictive Creative Testing

Test concepts pre-launch to predict performance and persuasiveness before production and media spend.

Why Resonance Matters

Bring Together Creative and Media Strategy

Predict messaging performance and test concepts pre-launch based on consumer preference and platform best practices. Platform A/B tests only tell you Version A outperformed Version B — Resonance tells you which creative is actually better, and why.

Gain Deeper Insight into Creative Effectiveness

Move beyond "15-second vs.30-second" reporting that lacks creative nuance. Resonance translates copy, imagery, and video into measurable areas-of-interest, connecting branding directly to media activation.

Decarbonize and De-Risk Creative Experimentation

Creative testing is often cost-prohibitive for small to mid-size brands. Test concepts before spending the staff hours, production costs, and energy emissions of full ad production and A/B testing.

See Resonance in Action

Unlock the full potential of your creative messaging — before and after launch — and see how these insights can improve your campaign impact.

[Book a Demo](#)