Resident Advisor (RA)

Get fast answers to your brand questions.

What It Solves

Slow, Manual Brand Research

Building even a basic brand profile means pulling graphics, screenshots, and documentation from multiple sources by hand.

Siloed Client Knowledge

Research stays with the team who conducted it; another MTP agency working on that same brand misses context and starts from scratch.

Misaligned Strategy

Without a grounded source of truth for each MTP client brand, inconsistencies creep in across strategy and creative execution.

How RA Works

Choose a client, prospect, or competitor brand and RA will analyze its website, social media accounts, and any additional information you give it. Ask questions about the brand in plain language and receive credible insights in seconds.

Key Features

Network-Wide Intelligence

RA's memory is linked to the brand, not the user. Every response gets smarter than the last, no matter who's asking.

Grounded, Not Guessed

All analyses come from a verified source. If the data is weak or missing, RA flags it instead of making assumptions.

Tailored Responses

Decide how answers are formatted, the audience or persona it's meant for, and how deep you want RA to dig.

Start Using Resident Advisor Today

Log In