MTP INTELLIGENCE · RESONANCE

Frequently Asked Questions

1	**What is Resonance?**	Resonance is a tool within the MTP Intelligence platform that evaluates how creative is likely to perform before a campaign launches.
2	**How does Resonance work?**	Resonance combines neuroscience, eye tracking, AI, copy analysis, and creative performance modeling to predict how audiences will engage with a certain ad creative.
3	**What are the benefits of using this tool?**	• Catch creative issues early • Improve messaging • Make smarter media investments • Optimize visuals
4	**Can Resonance help after campaigns launch?**	Yes! Resonance can validate pre-launch predictions against campaign results, helping teams see what's working and what's not.
5	**What types of creative can Resonance analyze?**	Resonance can analyze nearly any static or video creative asset, including digital ads, traditional ads, landing pages, emails, etc.
6	**What is the difference between a Resonance snapshot and a full analysis?**	A snapshot is a pared down version of a full Resonance analysis. Snapshots analyze up to four individual creative assets and include attention, engagement, and memorability scores as well as eye-tracking heat mapping and recommendations for improvement. Full Resonance analyses analyze up to 15 creative assets and provide deeper creative insights than snapshots.
7	**How long does it take to receive my Resonance analysis?**	Turnaround time for both snapshots and full analyses is 1-2 business days.
8	**How much does Resonance cost?**	MTP agency teams can receive one snapshot per client per quarter for free. Full Resonance analyses are scoped individually and billed to the client. Reach out to the RADaR product team for pricing information.
9	**How do I get started with Resonance?**	You can request a Resonance snapshot here. To scope or request a full Resonance analysis, reach out to product@radar-analytics.com.