



**MAXIMIZING AD
SYNERGY**



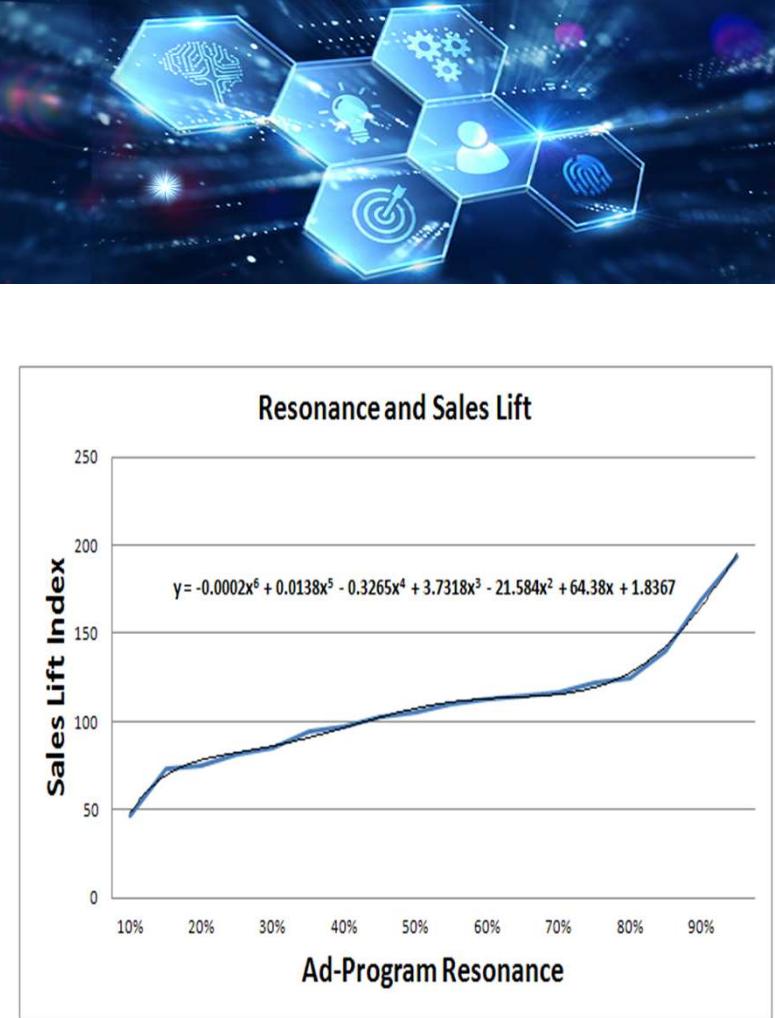
The ROAS Challenge

- **Legacy metrics (GRP's, Impressions)** tell us who might have seen an ad – not whether it persuaded anyone
- **Attention metrics** are a step forward, but are weakly correlated with actual **ROAS**
- **ROAS is the outcome advertisers actually seek**



What is RMT?

- RMT is the world's first **Neuroscience-Trained context solution** designed to significantly increase ad performance across every major platform
- Every ad, program, site and user is profiled by their **subconscious motivational signals**
- The strength of the match – **Resonance** – predicts with precision how persuasive the ad will be



Source: NCS



The ROAS Opportunity



- **RESONANCE is the #1 driver of ad performance.** It reveals how well an ad will work within a given program or with a specific consumer
- RMT operationalizes Resonance using behavioral science and AI to **match the right ads to the right content and the right consumers** – maximizing sales effect
- **It enables** real-time performance gains at massive scale



Leveraging the Causes of Attention and Sales



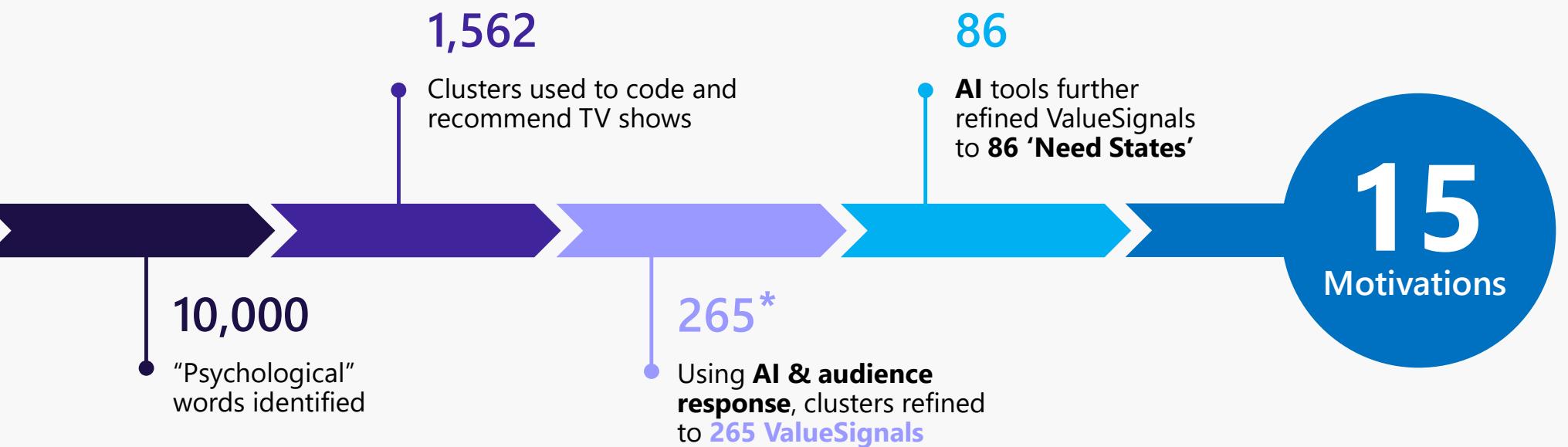
- Motivations cause all human behavior

(Source: National Institutes of Health)

- When an ad evokes our core motivations it causes everything from attention to sales and beyond
- If both the ad and context resonate with our motivations, ad effectiveness metrics are significantly increased



Development of RMT System



RMT Motivations



⇒ Aligning on motivations has driven up to triple-digit lifts in conversion



How RMT Works

Ad and content/user motivations in sync = **the ad works harder** = delivering stronger behavioral response = higher sales effect



RESONANCE

Poor alignment = **the brain ignores the ad** = substantial drops in performance



DISSONANCE

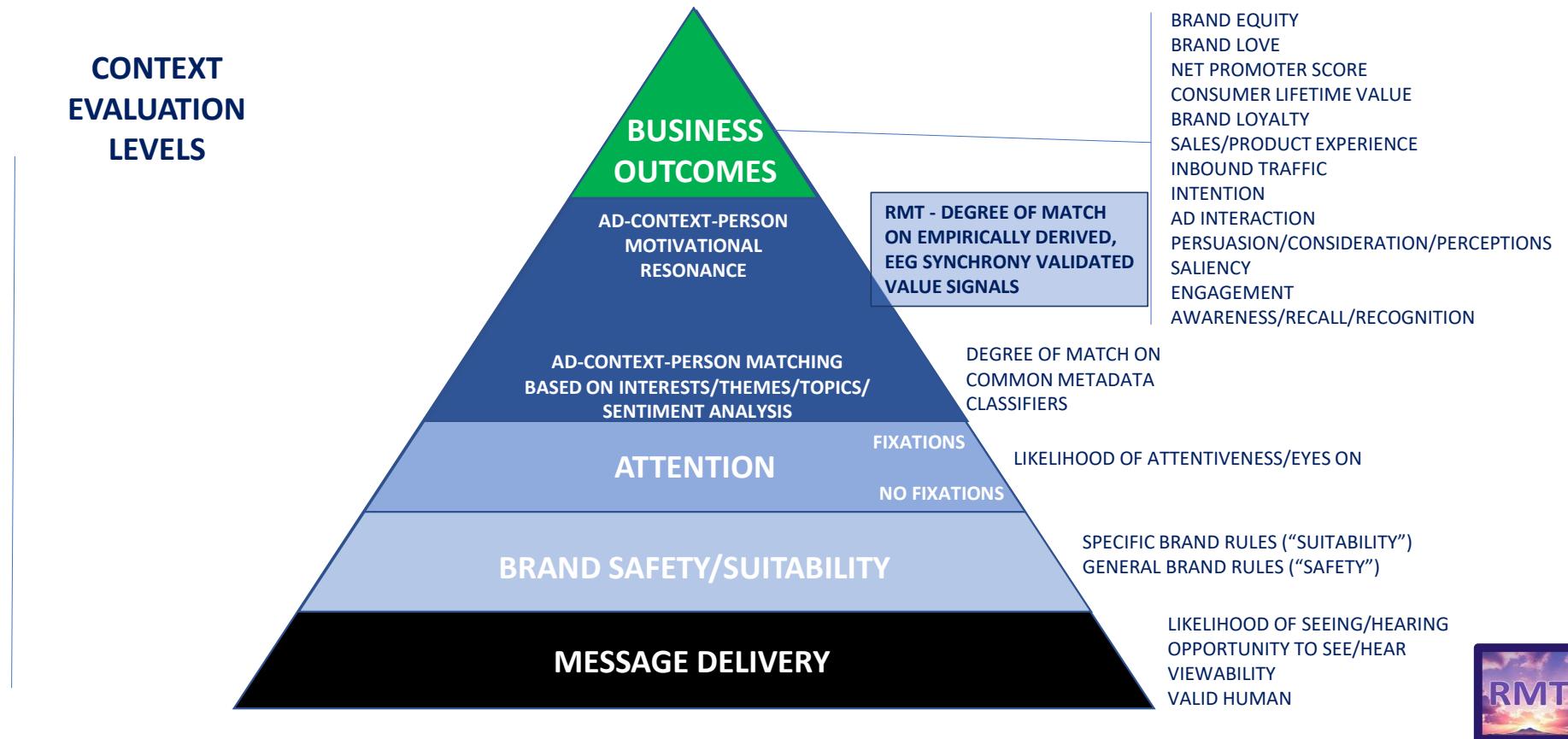


Contextual Hierarchy

Levels of Contextual Contribution to Business Outcomes

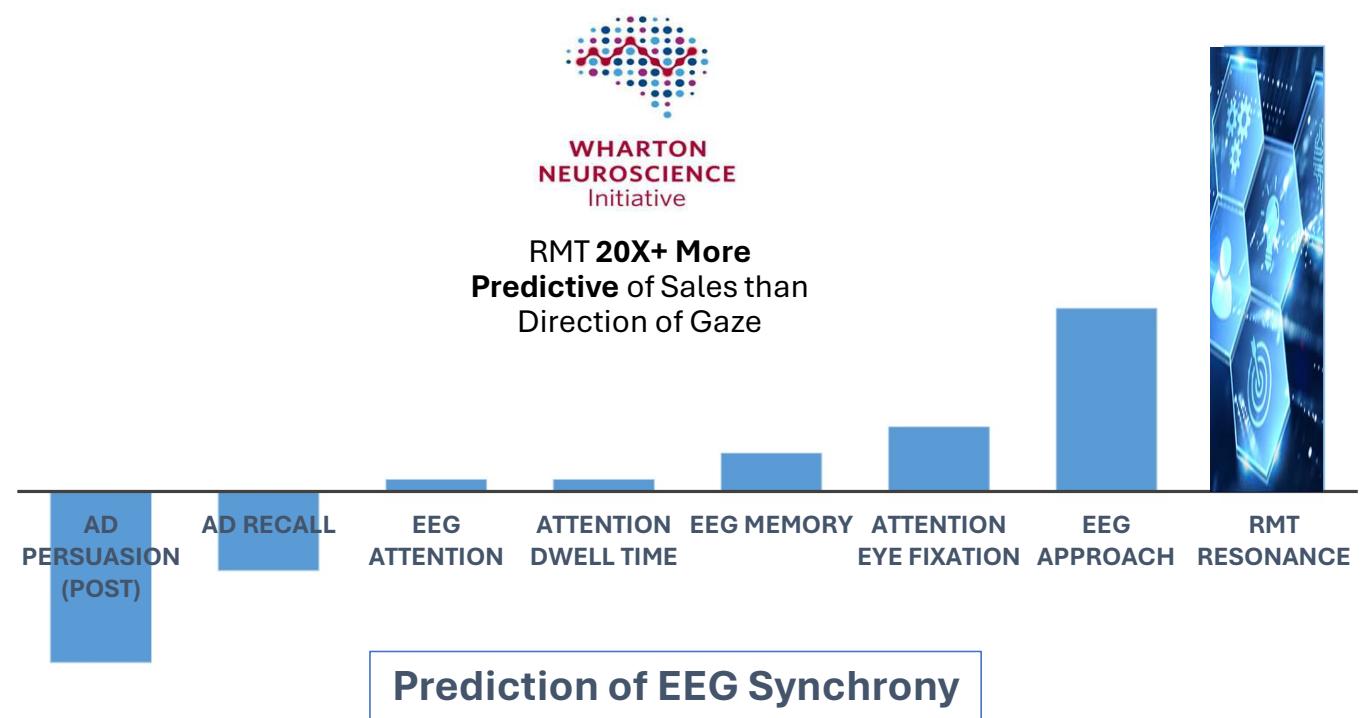


CONTEXT
EVALUATION
LEVELS



RMT is Validated by Neuroscience

Wharton
Neuroscience found
RMT ad-context
resonance is the only
statistically
significant predictor
of EEG synchrony—
the strongest
predictor of the sales
effect of an ad



p=0.0186

Source: Data extract-Wharton Neuroscience/FOX/RMT Study of Attention and Emotion in Sales Prediction, 2025



RMT Proofs of Effectiveness

Extensive 3rd party validation of RMT's ability to predict and impact sales and branding lifts



COGNITION COUNCIL
RMT Predicts 59% Of IRI Sales
19 brands, 3 categories, 6 yrs



RMT +83% stronger in predicting brand adoption
3830 brands



Real Intelligence. Better Decisions.
+95% ROAS Lift
+115% New To Brand

Nielsen Catalina SOLUTIONS



+36% Sales Lift
15 ads, 784 programs



Only RMT Predicted Sales Lift vs. Attention Metrics



+62% 1st Brand Mention
+37% Purchase Intent



WHARTON NEUROSCIENCE Initiative
RMT 20X+ More Predictive of Sales than Direction of Gaze



How to Activate



Linear

Ad : Context
RMT Resonance
scores applied
to content



Digital/CTV

Ad : User
RMT profiled IDs
activated in DSPs
SSPs via Samba/
Semasio



Workflow



1	Data Collection	Link to creative assets for campaign collected from client
2	Resonance Scoring	Ads evaluated across emotional, motivational, and contextual dimensions to produce detailed resonance scores
3	Predictive Insights	Model forecasts outcomes such as ROAS
4	Optimization Recommendation	Insights inform adjustments to creative strategy, audience targeting, and media planning/buying/optimization





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