



MAXIMIZING AD
SYNERGY

The ROAS Challenge

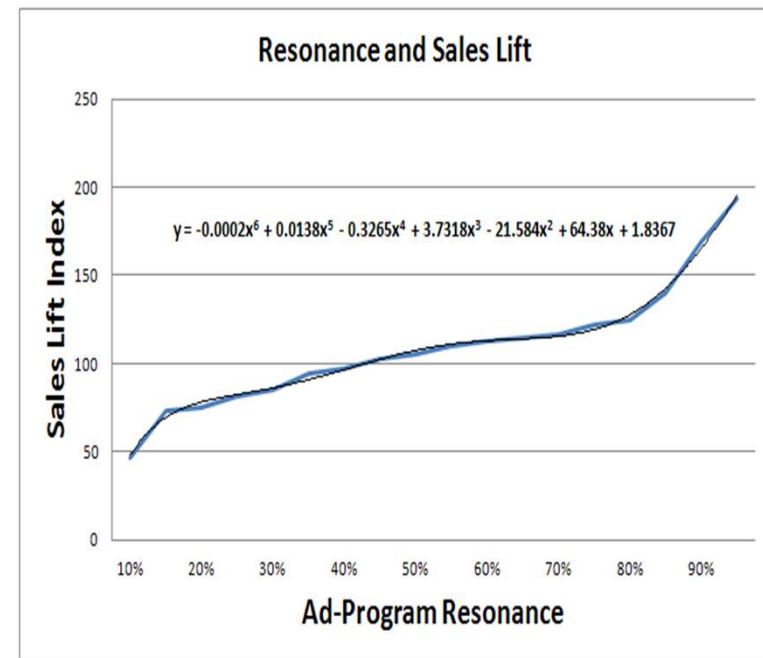


- **Legacy metrics (GRP's, Impressions)** tell us who might have seen an ad – not whether it persuaded anyone
- **Attention metrics** are a step forward, but are weakly correlated with actual **ROAS**
- **ROAS is the outcome advertisers actually seek**



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



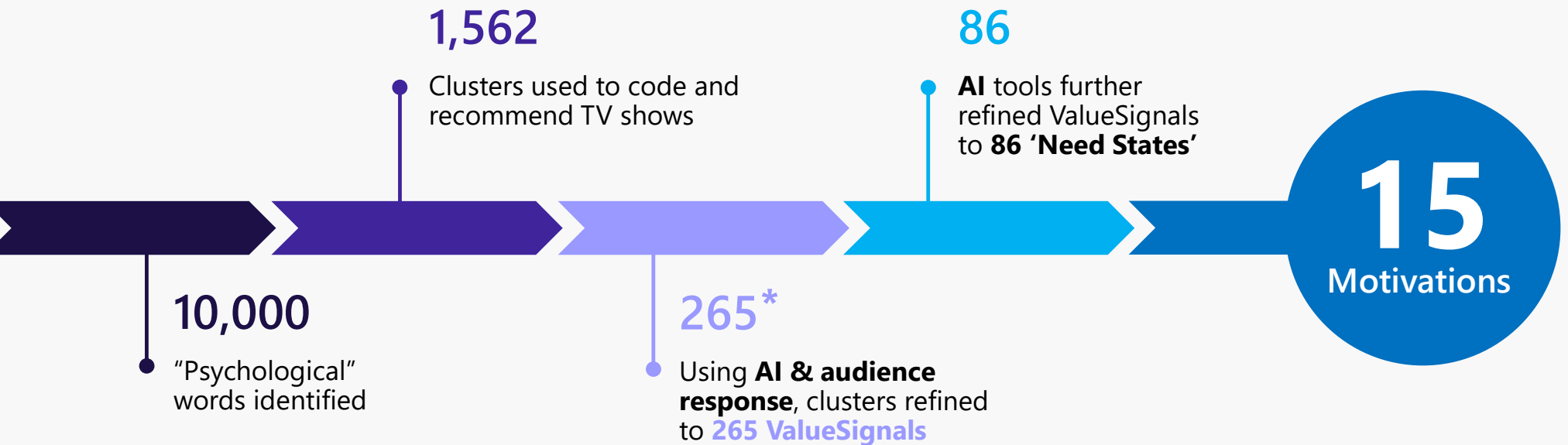
Leveraging the Causes of Attention and Sales



- 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



 SELF-TRANSCENDENCE	 SELF-KNOWLEDGE	 CREATIVITY	 LOVE	 POWER
 GOOD LIFE/SEX	 HEROISM/LEADERSHIP	 WEALTH/SUCCESS	 STATUS/PRESTIGE	 FITNESS
 COMPETENCY	 ASPIRATION	 ACHIEVEMENT	 BELONGING	 SECURITY

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

How RMT Works

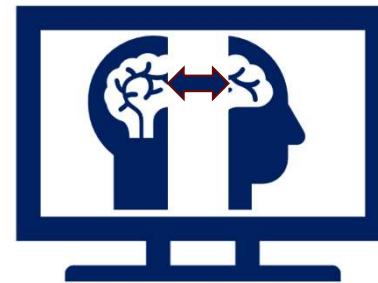


Ad and content/user motivations
in sync = the **ad works harder** =
delivering stronger behavioral
response = higher sales effect

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



RESONANCE



DISSONANCE

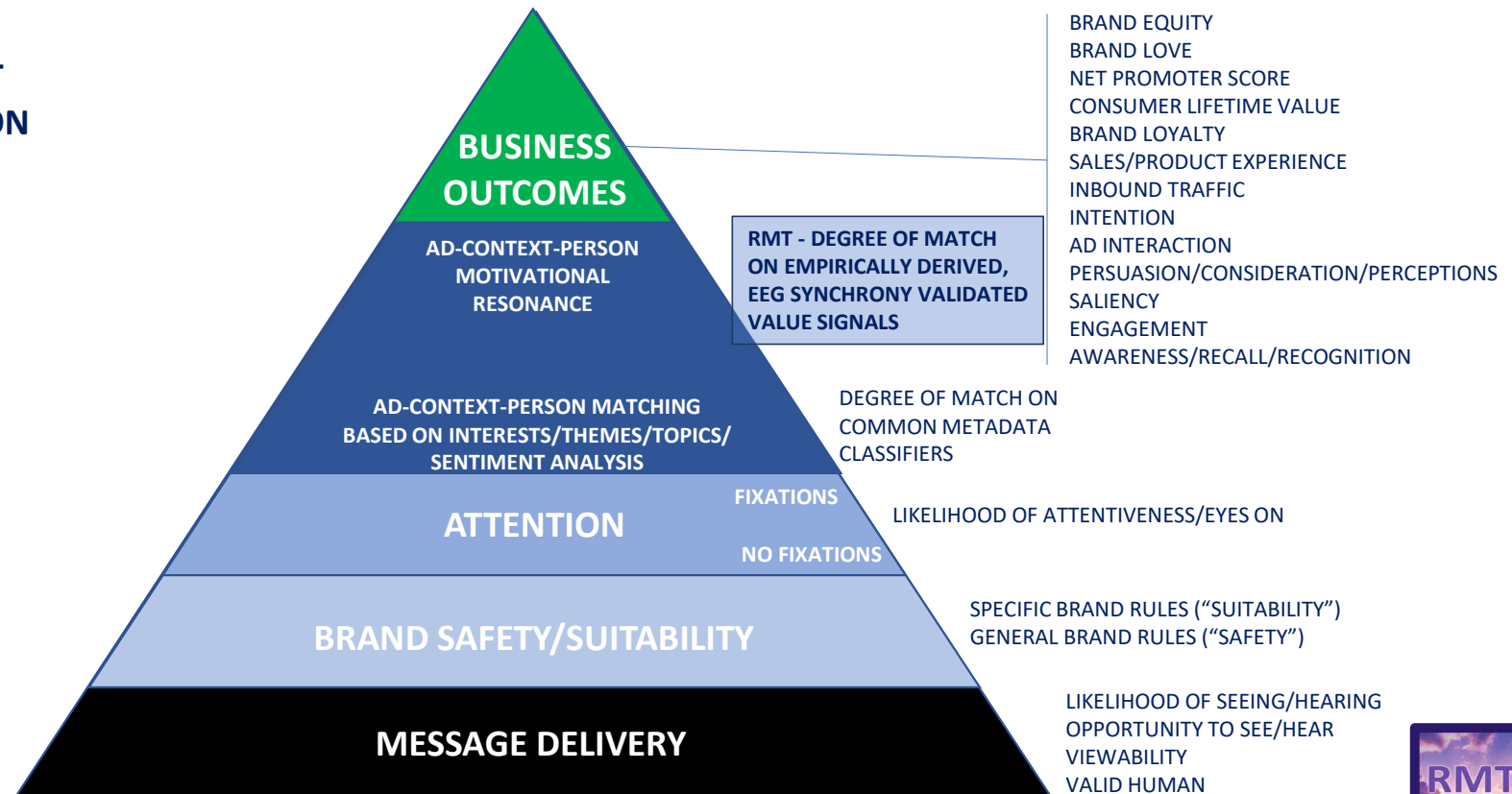


Contextual Hierarchy

Levels of Contextual Contribution to Business Outcomes

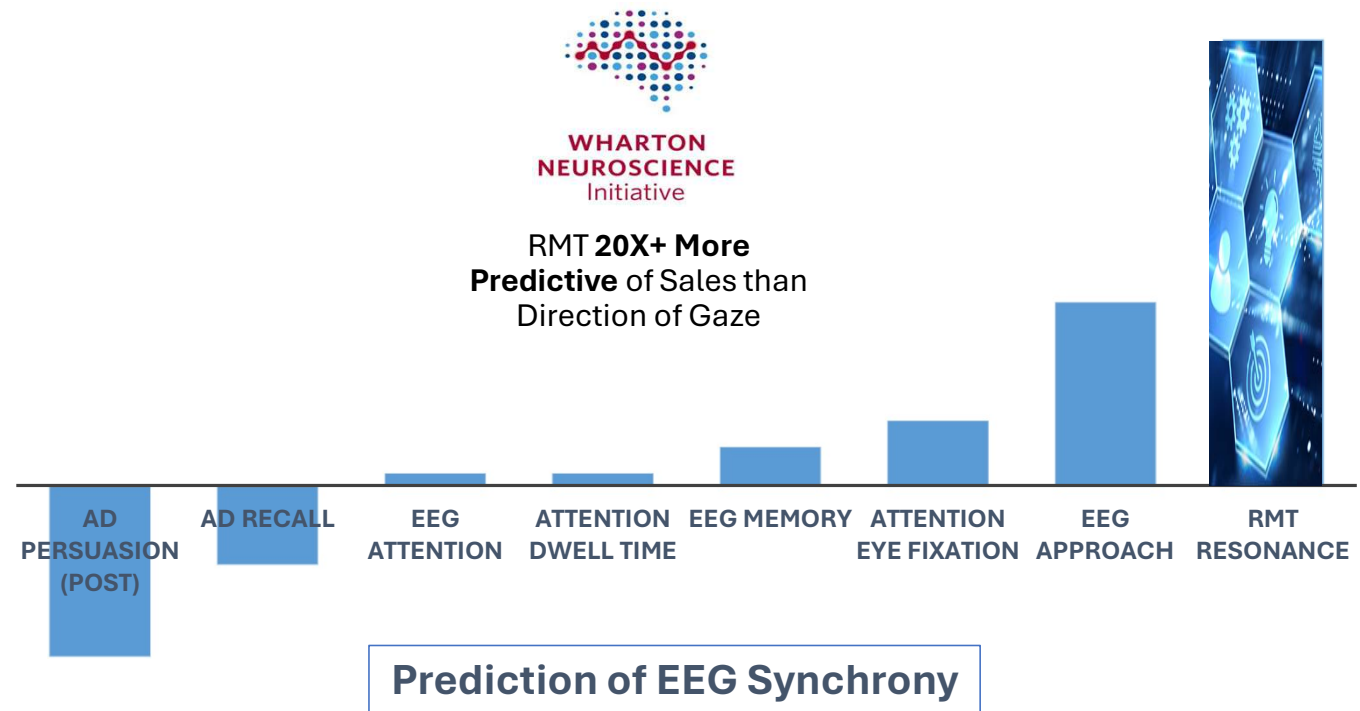


CONTEXT EVALUATION LEVELS



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

MRI | SIMMONS

RMT +83% stronger in
predicting brand adoption
3830 brands

neustar
Real Intelligence. Better Decisions.™

+95% ROAS Lift
+115% New To Brand



+36% Sales Lift
15 ads, 784 programs



Only RMT Predicted
Sales Lift vs. Attention
Metrics



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



RMT 20X+ More
Predictive of Sales than
Direction of Gaze

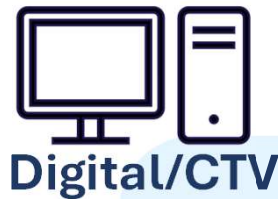


How to Activate



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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