

PURCHASE.AI

Be the brand that comes to mind when people are ready to buy.

BEHAVE.AI Suite - MEDIAPLUS



How it works

Awareness alone doesn't sell. What counts is whether people think of you in the moment they need the category.

Purchase.AI identifies the moments that matter in your category, measures which brands people link to each one, and shows where competitors are already fixed in mind and where the space is still open.

The result is a map of moments to build on, drawn from your brand studies, market data, our fieldwork and our proprietary behavioral dataset, which finds the moments people wouldn't name themselves.

Challenges we solve

- Being recognized doesn't make you **first to mind**
- Budget flows into **moments** rivals already own
- Planning covers where people are, not **when** they decide

What makes Purchase.AI different

Buying moments

The situations in which people enter your category, ranked by importance

Mental availability

How strongly your brand, and your competitors, comes to mind in the moments

White Space Analysis

The moments rivals own, the moments you own, and the ones still open to win

The question we answer

"Which moments can our brand still win?"

Book a Meeting

Sofia Soto
Behavioral & AI
Consultant
→



Annika Eßer
Director Global
Data Projects
→



Starting at €3,500
Entry price · 1 market, plus
fieldwork



Contact

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