

RESONANCE.AI

Know it lands before it launches.

BEHAVE.AI Suite - MEDIAPLUS

What it does

A creative asset can reach millions and move no one. Whether it works depends on whether it speaks to what actually drives the targeted audience.

Resonance.AI scores your scripts, storyboards or finished spots against the behavioral drivers of each audience, scene by scene, and shows where the creative connects, where it loses them, and what to change.

The result is a clear verdict per asset, with concrete optimization points for the creative team, before launch and without fieldwork.

Challenges we solve

- Reach shows how many saw the ad, not what they **felt**
- Budget is spent **before** you know if it works
- Pretests show what performs, not **why**

What makes Resonance.AI different

Psychology-first

Scores creative assets against what resonates with the audience and drives decision

Scene-by-scene

Where the creative connects with those drivers, and where it loses people

Optimization brief

What to change, cut or strengthen to make it land. Actionable for creatives

The question we answer

“Will our creative land - and why?”

[Book a Meeting](#)

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Starting at €6,000
Entry price · 1 market, plus fieldwork



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