How to Enhance the Sales Effect of Your Advertising

RMT

Two Ways to Amplify Ad-Produced Sales

1. Target people who have the same subconscious motivations as the motivations which are communicated by your ad.
   Sales effect increased +95% (Neustar)
2. Place your ads in contexts which resonate with your ad.
   Sales effect increased +36% (Nielsen NCS)
   First brand mention increased +62% (605)

RMT Results Validation

COGNITION COUNCIL

RMT Predicts **48%** 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

Nielsen Catalina SOLUTIONS

+36% Sales Lift

15 ads, 784 programs

PLAYGROUND XYZ Research

Only RMT Predicted Sales Lift vs. Attention Metrics

6IX 0ERO 5IVE

+62% 1st Brand Mention

+37% Purchase Intent

WHARTON NEUROSCIENCE Initiative

RMT **2X More Predictive** of Sales than Visual Attention

RMT

Synchrony Predicts >90% of Sales

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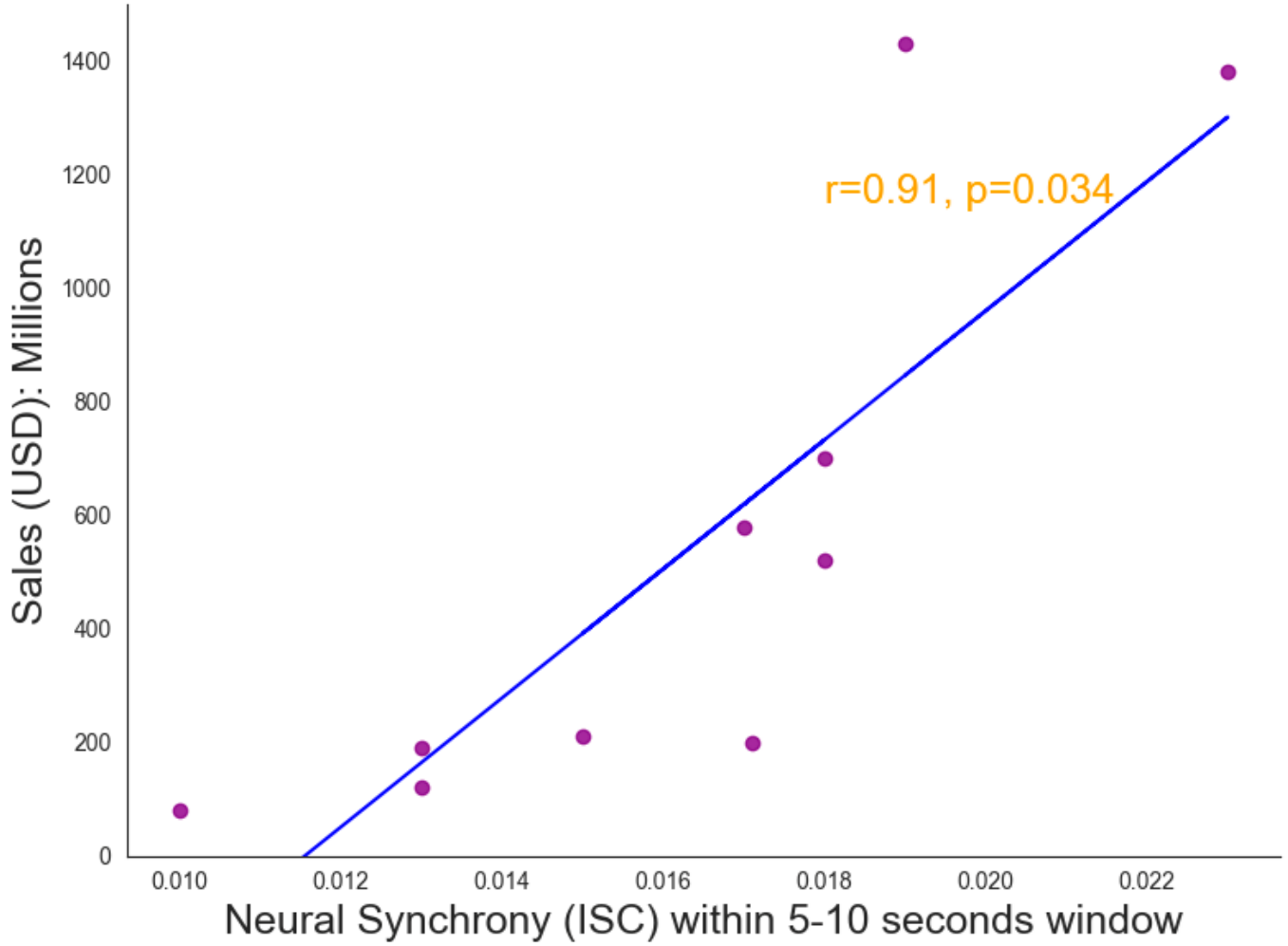
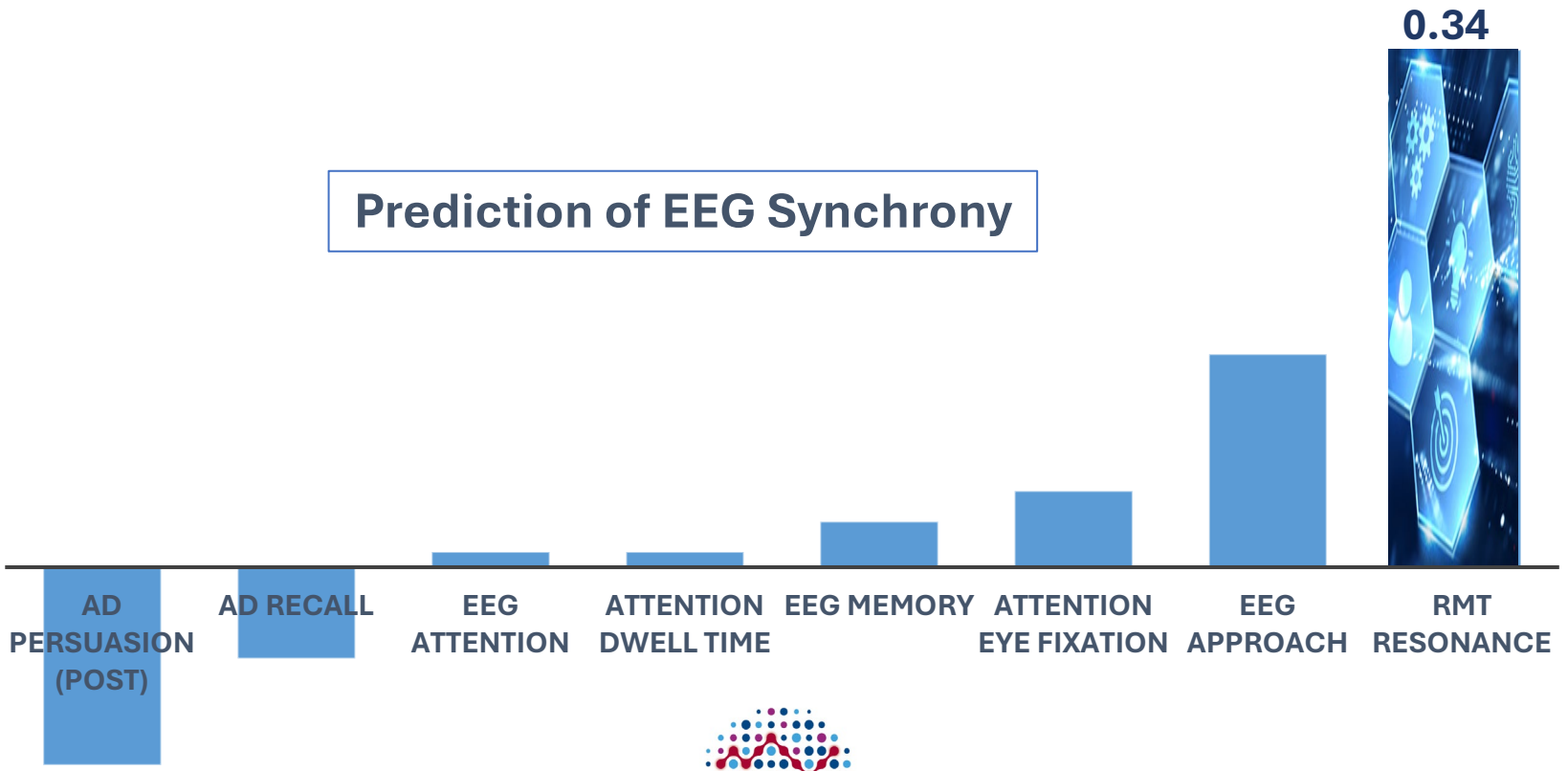


RMT is the Only Statistically Significant[1] Predictor of Synchrony



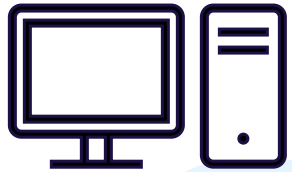
WHARTON NEUROSCIENCE Initiative

1 – p=0.0186

Source: Data extract–Wharton Neuroscience/FOX/RMT Study of Attention and Emotion in Sales Prediction, 2024

Multiplatform Activation

Ad : Context
RMT optimizes ad contexts using passive STB measurement



Digital/CTV

Ad : User
Audience motivation-based IDs in major DSPs/LiveRamp via Samba/ Semasio

Omniplatform Activation

- Samba has 48 million smarter* TVs
- Semasio has 300 million digital IDs in the US (700 million globally)
- One advanced audience buy can reach ~everyone in the US
- Filtered by your criteria as always, plus this powerful option:
    - **Skewed to people whose motivations match your ad**
    - **Improving all KPIs**

*Samba exclusive technology tracks and reports all streaming channels

CTV Approach

Based on Campaign Resonance Synergies

Example:

Pepsi More Than OK Ad

Network	Resonance Score by Network
TBS	37.4%
Adult Swim	29.1%
BET	27.8%
Up	26.0%
Fuse	25.7%
NFL	25.7%
Comedy Central	25.0%
Paramount	24.8%
Velocity	24.8%
MTV	23.6%
TV One	23.2%
VH1	23.0%
FXX	22.9%
Hallmark	22.9%
NBC	22.9%
E!	22.6%
Fox	22.4%
IFC	22.3%
truTV	22.2%
GSN	21.3%

Source: RMT

RMT Test Design
Random Control Trial

Answers the Question:
"Does RMT resonant audience targeting deliver greater sales or consideration uplifts than our current audience targeting approach?"

Step 1: Share creatives to determine Resonance Scores

Step 2: RMT Scores creatives based on resonance and identifies Semasio IDs most resonant with ads

Step 3: Agency examines existing buy for testing opportunity (e.g., 5% of programmatic spend)

Step 4: RMT provides ID segments to DSP/SSP

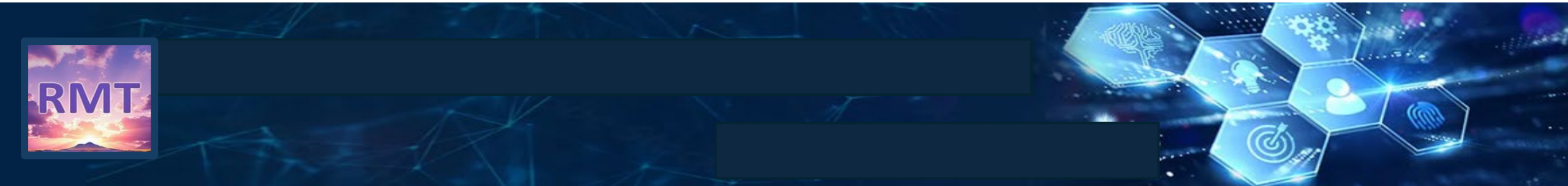
Step 5: DSP/SSP activates buy against '5% RMT Resonance, 95% Business As Usual'

Step 6: Measurement by third party—see sales or branding uplift by TTD BAU and TTD RMT

Step 7: Agency to measure via advanced analytics to evaluate success via mix of brand lift, performance metrics, etc.

RMT Brand Benefits

- Higher increase in sales or branding effect among RMT test audience
  - Ability to scale to all target prospects
  - Ability to forecast the probable global impact on acquisition rates if resonance adopted
- Insight into which Motivations have the largest positive effects
- Ideation for the next creative brief
- Rankings of programs, networks and network daypart rotations by the creative amplification level
- Turnkey activation in leading DSPs/SSPs



Appendix

Why Does Ad:Context Resonance Work?

When an ad carries over the same feelings as the program, it doesn’t create interruptive dissonance.

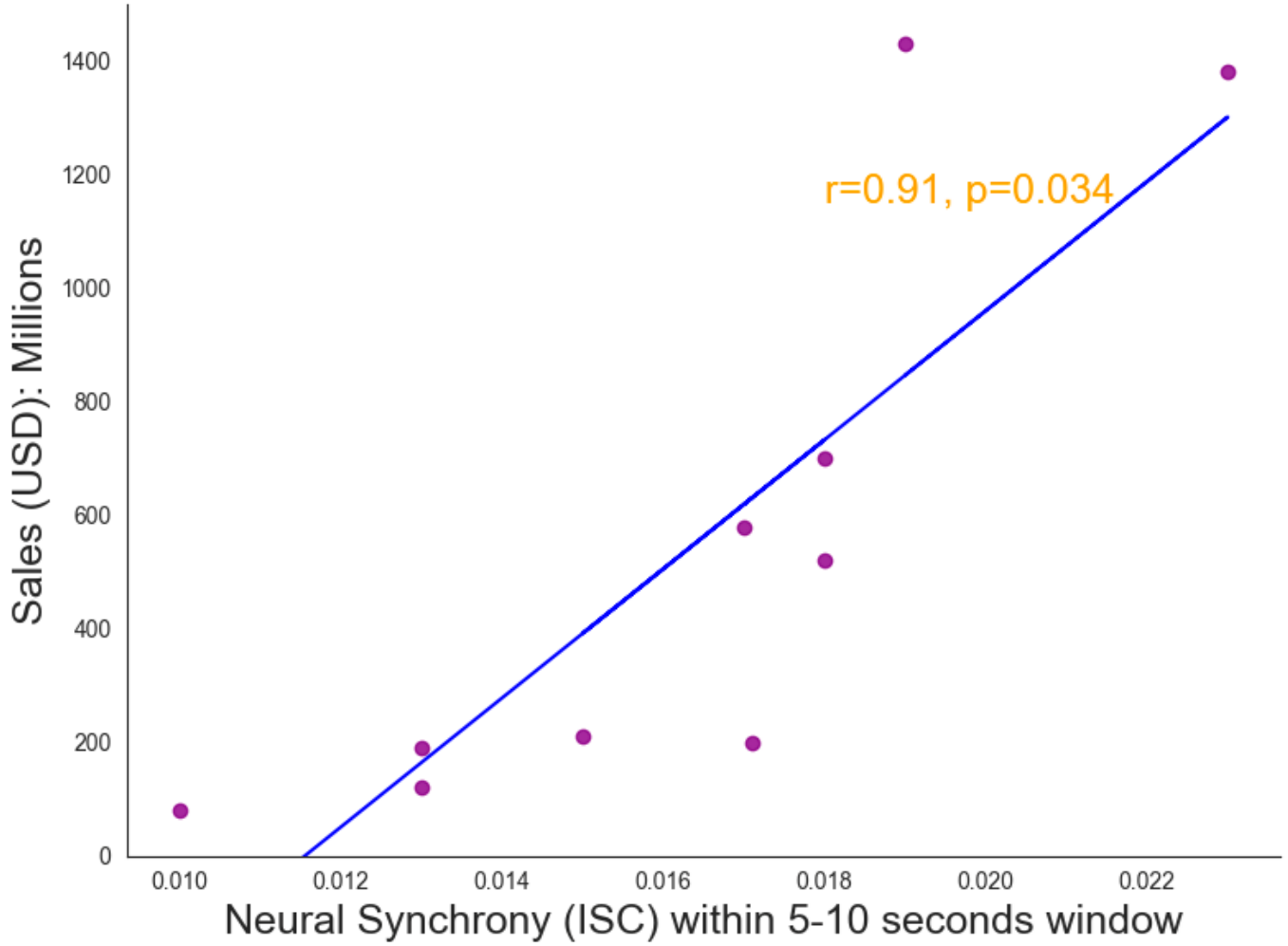
But Is There A Scientific Explanation?

Yes, the brain signature of persuasion is called Synchrony.

When the ad resonates with the viewer, the viewer's brain shows the synchrony pattern.

Synchrony Predicts >90% of Sales

WHARTON NEUROSCIENCE Initiative



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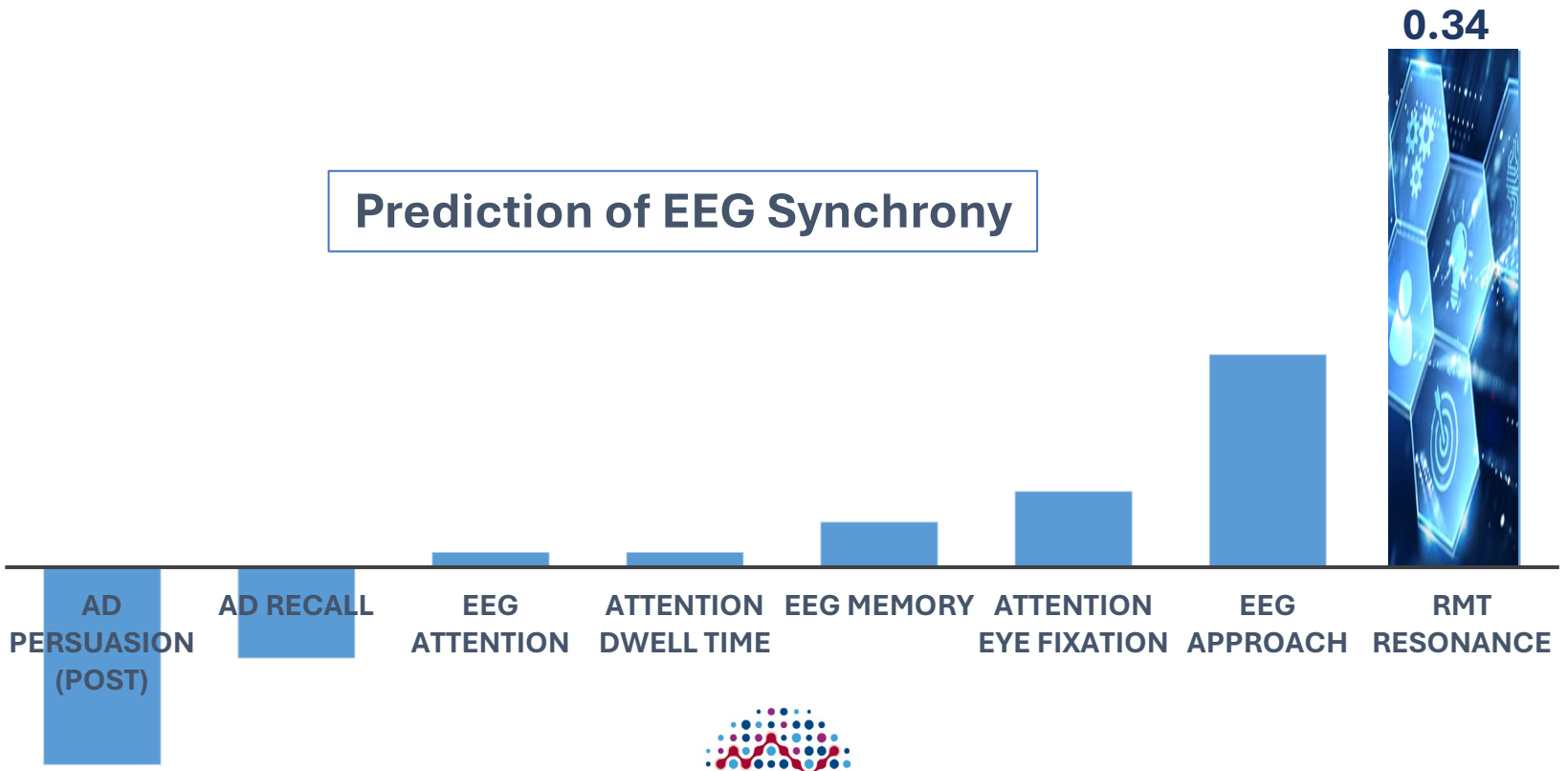

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Do You Use Questionnaires to Find Out People's Motivations? If So, That Won't Scale

Correct. Not only that, people don't know their own subconscious motivations, so we don't use questionnaires.

We infer a person's subconscious motivations based on the content they consume.

This has been proven to work by the sales results (and EEG synchrony results).

How Long Does It Take To Set Up?

About 24 hours.

What Does It Cost for Linear or Premium CTV?

$3600 per campaign for up to ten different ads, introductory price.

Regular price $3600 per ad per campaign.

What Does It Cost for Programmatic?

$1.50 CPM for small initial tests

Volume discounts apply for larger campaigns

What About Extra Workload?

The only additional work is to send RMT the links to the ads so they can be analyzed.

For the planner/buyer in linear it does add something like an attention metric to be included in the decision making, but that is becoming SOP anyway.

In the upfront, RMT actually reduces the agency workload by enabling crossbrand optimization, which reduces the need for quarterly allocation work by the agency.

There Must Be a Catch. Does it Cause CPMs to Go Up?

No catch.

RMT scores are not correlated with higher CPMs. The psychological overlap between an ad and a program is not conducive to use for general pricing.

In one study of the ARF Cognition Council, the top ranked shows that would increase the sales effect of a specific P&G ad were below the average CPM according to Standard Media Index.

I Am a Branding Person, Does This Work For Me?

- YES! The 605 study for one of the world's largest spending advertisers show that RMT works throughout the funnel:

FUNNEL LEVEL	RMT AD:CONTEXT RESONANCE IMPACT
AIDED AD RECALL	+24%
UNAIDED FIRST BRAND MENTION	+62%
BRAND PERCEPTION CHANGE:	
PREMIUM BRAND	+39%
PERFECT FOR SOCIAL OCCASIONS	+81%
TASTE	+172%
GOES WELL WITH FOOD & WINE	+260%
ENHANCES THE FOOD	+480%
PURCHASE INTENT	+37%

https://www.rmt.solutions/branding-lift/

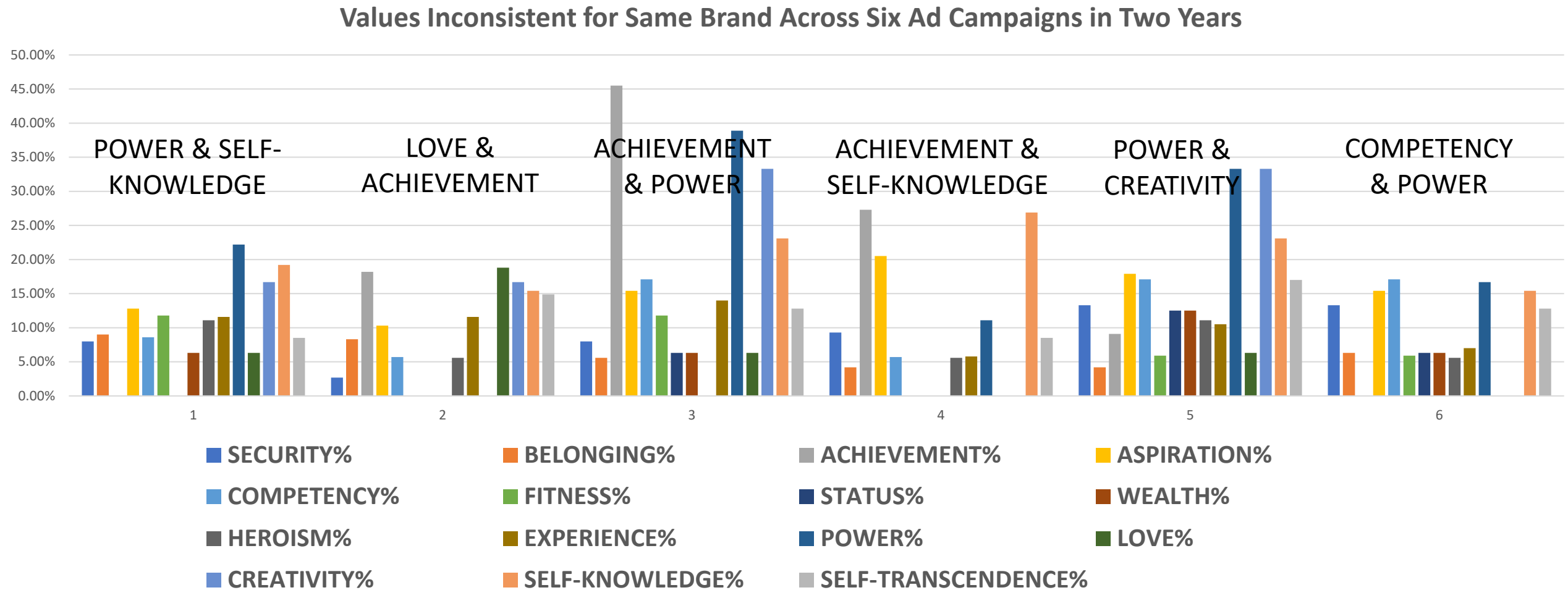
I Still Don’t See How What RMT Does Relates to Branding

- Synchrony on the brain is a physical response that can be measured by an EEG headband work in the home*
- It is the strongest predictor of hard sales data
- We hypothesize that it appears when a positive reappraisal has been made of a brand or of any other thing (an idea, a person, etc.)
- RMT is a promising tool for understanding these identifiable physical events
- Also it helps in understanding your own ads, as in the following slide:

*Not yet a product, coming soon, let’s discuss

Brands Are Not Projecting Consistent Images

Creative Briefs Need To Prescribe the Brand's Values



Is Any of This Going to Improve Outcome Measurement and Crediting of Media ROAS?

- YES! The problem with MTA is that there are dozens of ad exposures between purchases. There are no interim success measures to indicate that one particular exposure might have been the moment of breakthrough.
- That is what home EEG is for.*
- This system will enable you and the industry to understand how advertising works completely, the subjective experience and the underlying science, and to be able to create more effective ads and place them for far greater long term brand growth and brand love. And short term ROAS.*

*Not yet a product, coming soon, let's discuss

So This Sounds Good For the Buy Side. Is there anything in it for the sell side?

Sell side can use it as a value add.

And to show superior ROAS vs. competitors.

And for tune-in and streaming channel subscriber acquisition.

And for understanding what kinds of programs to produce/license.

And for use in program discovery engines to minimize churn and maximize NPE.

Who uses RMT Technology/DriverTags

EMPOWER AGENCY

OTHERS WHOSE POLICIES PROHIBIT MENTION