



MARKETING ASSET TESTING

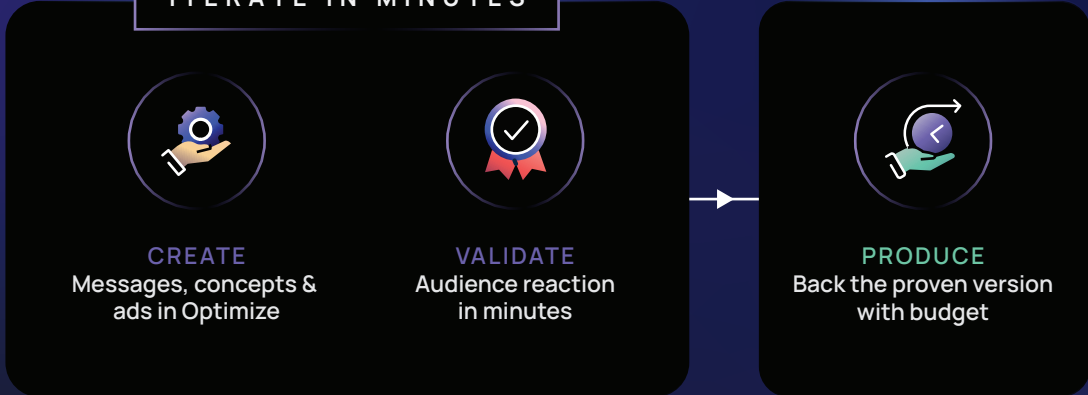
A/B test your marketing asset as you build it. Minutes to validate.

Most assets are tested after they're developed or nearly final – when it's too late to switch strategy. MAT flips that: A/B test your message, concept, or ad while it's still taking shape, with target-audience feedback in minutes. Every dollar backs a direction the audience already validated.

ONE PLATFORM OPTIMIZES AND TESTS THEM ALL

- Messages
- Claims
- Positioning
- Emails
- Banners
- Rep aids
- Concepts
- Campaigns
- TV ads
- Logos

ITERATE IN MINUTES



Refine until it's ready

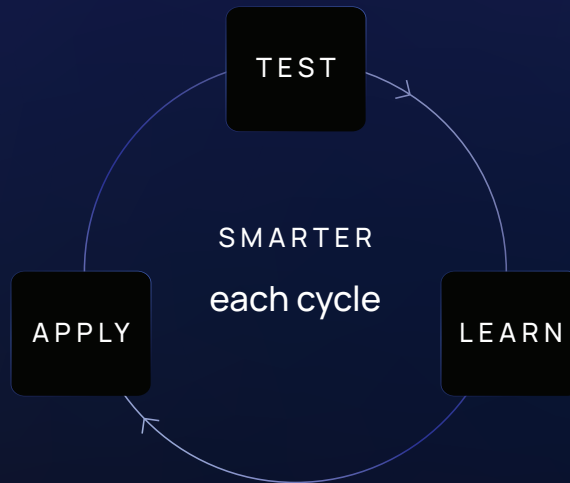
Minutes, not weeks
from brief to actionable insights

A fraction of traditional research
many small decisions, not one big bet

Confidence, not crossed fingers
launch the version that already won

Every test makes the next one smarter

Run many small, channel-specific tests across the year.
Each result feeds the next decision - your learning compounds across the brand.



INTELLIGENCE

Know before you ask

Start with everything already known: Competitive audit, real-world absorption from HCP-PT convos, social intelligence. Spend research \$ only on the open questions.

OPTIMIZE

Sharpen before you spend

Generate and refine any asset: messages, claims, images concepts, campaigns and even video ads. Benchmark against 20M+ real-world data points before testing.

VALIDATE

Test in minutes or days

Design, build, and field to real or synthetic audiences or a blende of both. Choose to field only to real target-audiences and still get results in days not weeks.

REPORT

Answers, not data dumps

Insightful report and actionable insights as soon as field closes. A conversational layer answers questions instantly, triangulating findings into clear AHAs and tracing each insight back to its source

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