



Predictive AI Benchmarking

Predict Attention, Expressiveness & Valence — anchored in real human responses

Upload your video and get an AI-powered performance prediction benchmarked against our global database — no respondents, no waiting. Ideal for fast directional decisions early in the creative process.



Market US Category Lifestyle

Attention

Within norm

90.27

Expected Range: 85.44 – 90.63
Norm: 88.03

Expressiveness

Within norm

17.12

Expected Range: 15.08 – 24.44
Norm: 19.76

Valence

Above norm

-1.33

Expected Range: -9.28 – -3.69
Norm: -6.48

Built for

- Quick performance checks**
Assess hero & supporting assets before launch.
- Optimized media plans**
Shift spend toward the strongest-performing assets.
- Creator content testing**
Predict how influencer or partner content will land.
- Early-stage screening**
Trim rough cuts before investing in human testing.

100k+

Ads tested across the training corpus

120+

Markets with norms

<3 min

To first verdict