

Real-Time Emotional Marketing Attribution Platform

Platform	Annual Spend	Emotional Attribution	Real-Time Sentiment	Explainable Decisioning	Autonomy / Agent Layer	TV/OTT Attribution
Adobe Experience Cloud	\$500K-\$2M+	✗ None native	✗ 3rd-party only	⚠ Limited via Sensei	⚠ Rule-based logic	✗ None native
Salesforce Marketing Cloud	\$150K-\$350K	⚠ via Datorama	✗ Not native	✗ Black box analytics	✗ No agent logic	✗ None native
HubSpot	\$18K-\$75K	✗ None native	✗ Not available	✗ Manual workflows	✗ None	✗ Not supported
TV/OTT Tools (iSpot, etc.)	\$50K-\$300K	⚠ Limited sentiment	✓ Correlates spike	✗ Correlative logic	✗ No agents	✓ Native
Brandwatch	\$25K-\$100K	⚠ Emotion AI lite	✓ Social listening	✗ Dashboard-only	✗ None	✗ Not supported
Funnel.io	\$10K-\$50K	✗ None	✗ Not applicable	✗ Reporting-only	✗ None	✗ Not supported
AttributionApp	\$24K-\$60K	✗ Behavioral only	✗ Not available	✗ Black box analytics	✗ None	✗ Not supported
Prescient AI	\$36K-\$100K	⚠ Probabilistic lift	✗ Not real-time	⚠ Some transparency	✗ No agent logic	✗ Not supported
Everflow	\$24K-\$75K	✗ Affiliate tracking only	✗ Not supported	✗ Channel-based rules	✗ None	✗ Not supported
GetEppo	\$20K-\$60K	✗ None	✗ Not supported	⚠ Controlled A/B explanations	✗ Not agent-based	✗ Not supported
Segment (Twilio)	\$12K-\$120K	✗ Data routing only	✗ No sentiment layer	✗ No decisions	✗ None	✗ Not supported
Factors.ai	\$30K-\$80K	⚠ Simple campaign lift	✗ Not real-time	⚠ Some explainability	✗ No agents	✗ Not supported
Northbeam	\$36K-\$100K+	⚠ Predictive models	✗ Not emotional	✗ Black box forecasting	✗ No agents	✗ Not supported
SentientIQ™	\$96k	✓ Built-in native	✓ Real-time signal	✓ Fully explainable	✓ Multi-agent system	✓ TV Agent Layer

*Everyone else is tracking movement. You're measuring meaning.
They see where a user went. You see what changed their mind.*