

## 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.**