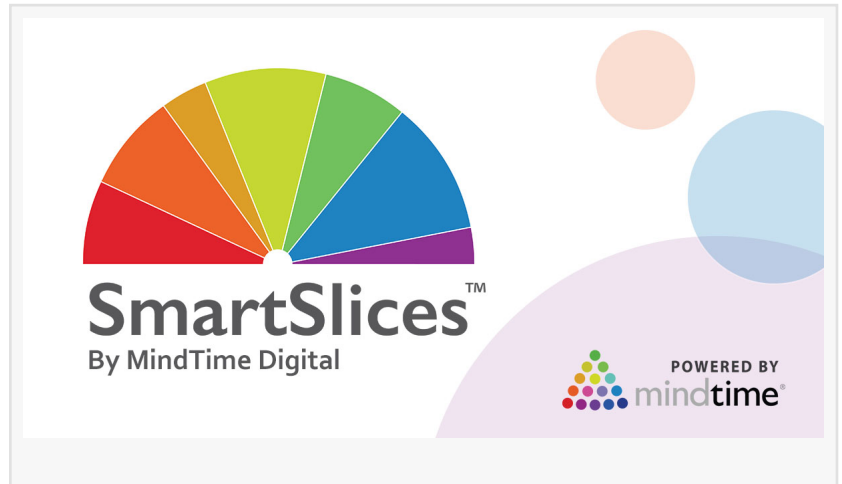


New Research Validates SmartSlices for Funnel Optimization and Reduced Ad Costs Using Psychometric Profiling

MindTime Digital demonstrates 12.7% conversion improvement with 17.4% lower CPC in Google Ads study and launches a new marketing partnership program.

TORONTO, ONTARIO, CANADA, February 18, 2025 /EINPresswire.com/ -- MindTime Digital, a leading innovator in cognitive-based marketing solutions, has published the findings of its groundbreaking study on the application of the MindTime Framework to digital advertising and sales funnel performance. The study validates MindTime Digital's approach to psychometric profiling, revealing a 12.7% increase in funnel conversions and a 17.4% reduction in cost-per-click (CPC) when cognitive alignment strategies are applied.



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Our partnership program invites forward-thinking marketers to be part of this exciting journey, leveraging psychometric insights of the MindTime framework to shape the future of advertising.”

*Ed Burn, MindTime Digital
COO*

The research, conducted in partnership with HIT Laboratories, tested over 133,059 Google Search Ad impressions across experimental conditions tuned for three cognitive TimeStyles: Past, Present, and Future. This pioneering methodology harnessed the MindTime Framework to craft content and advertisements that aligned with audience cognitive preferences. Funnels tailored to these TimeStyles achieved significant improvements in user engagement and conversion rates compared to a neutral control funnel. These findings offer a scalable, data-driven solution for marketers to enhance campaign effectiveness.

MindTime Digital's proprietary AI engine, MindTime AI (MTAi), played a pivotal role in the study by analyzing and optimizing ad and funnel content to align with user cognitive styles. Key results

demonstrated:

12.7% Higher Funnel Conversions: Funnels aligned with user TimeStyles consistently outperformed neutral funnels, indicating that cognitive alignment can significantly impact user behavior and decision-making.

17.4% Lower CPC: Ads optimized to minimize cognitive resistance and unintentional bias delivered a strong cost-efficiency advantage, reducing overall advertising spend.

SmartSlices, the innovative solution developed by MindTime Digital, was central to implementing these strategies. SmartSlices uses the MindTime Framework to tackle marketing, communications, and creative challenges, enabling businesses to optimize campaign content and better understand their audiences. Digital marketers can learn more about evaluating their campaigns using SmartSlices at <https://smartslices.com>.

Details of the recent study and the applications of SmartSlices have been published in several articles. HIT Laboratories summarized the study methodology and results at <https://hitlaboratories.com/article/research-smartslices-mindtime>. Similarly, the nonprofit Product Dragon discussed the principles of MindTime Theory and how it can now be applied using SmartSlices at <https://productdragon.org/article/smartslices-psychometric-marketing>. The Nikola Institute, a product launch and technical marketing company, published an article exploring the various marketing applications of SmartSlices at <https://nikolainstitute.com/article/smartslices-marketing-applications>.

“This study proves the real-world power of cognitive alignment in marketing,” said Edward Burn, COO of MindTime Digital. “With the MindTime Framework and our proprietary AI engine, MTai, we equip marketers with a data-driven approach to boost engagement, improve conversion rates, and maximize ad efficiency.”

To extend these insights to a broader audience, MindTime Digital is launching a new marketing partnership program. This initiative invites marketers to explore how cognitive alignment can enhance their campaigns using MindTime Digital’s innovative toolkit, including SmartSlices. Participants will receive expert guidance on applying the MindTime Framework to optimize ads, landing pages, and calls-to-action.

“Our partnership program is an exciting opportunity for marketers to gain hands-on experience with cognitive alignment strategies,” added Burn. “By leveraging these insights, participants can refine their campaigns, improve audience engagement, and drive more meaningful results.”

To learn more about the partnership program and access the full study results, visit <https://smartslices.com>.

About MindTime Digital

MindTime Digital applies the MindTime Framework to deliver unparalleled insights into content, audience cognition, and behavior. By aligning marketing strategies with cognitive preferences, MindTime Digital empowers businesses to achieve more effective personalization, resulting in higher engagement, conversion and retention. SmartSlices is an essential part of MindTime Digital's suite of solutions, designed to help marketers tackle complex challenges with ease. Learn more at <https://mindtime.com> or <https://smartslices.com>.

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