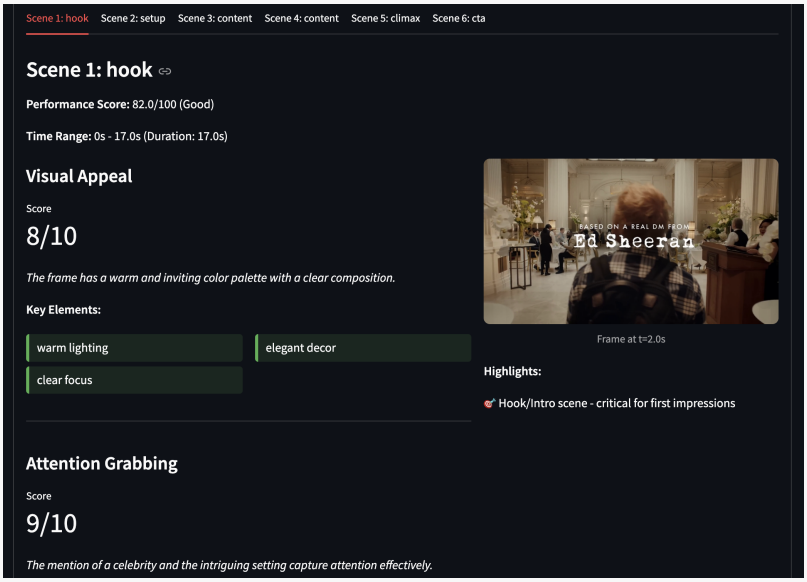
Creative Judgment Is Breaking - Evercopy Launches AI Content Scoring to Fix It

Evercopy's AI Content Scoring predicts ad performance, legal risk, and brand fit before launch — giving marketers clarity before they spend.



Video Frame-By-Frame Analysis on Evercopy AI Content Scoring

PHILADELPHIA, DE, UNITED STATES, July 2, 2025 /EINPresswire.com/ -- Campaigns are moving faster. Content is multiplying. But decision-making hasn't kept up and it's showing. Creative approvals drag. Off-brand content slips through. Legal teams flag issues too late. All while budgets burn on assets that don't perform.

Evercopy today introduced AI Content Scoring, a pre-launch simulation tool that predicts how creative will land — before it goes live.

"AI made content infinite, but it broke creative judgment," said Erdal Cokol, Co-Founder of Evercopy. "This isn't a scoring tool. It's a system for making smarter calls before the spend hits."

> Content is everywhere — except in people's minds. We fix this."
>
> *Erdal Cokol, co-founder of Evercopy*

The product tests static and video assets against synthetic audiences — persona clusters built with AI-mapped behavioral patterns and statistically validated against historical campaign data. Within seconds, each asset is scored for:

- Performance potential
- Brand alignment
- Legal/IP exposure

Scoring can also model performance under external stressors — like price hikes, social volatility,

or political news cycles — helping teams spot vulnerabilities before they launch.

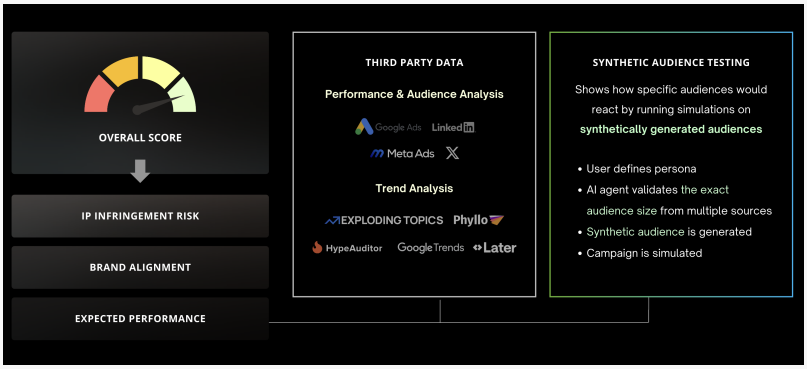
Creative Scoring is already helping teams:

• Catch compliance risks before legal intervenes
• Flag off-tone messaging before consumers do
• Kill underperformers before media spend kicks in

“Most AI tools help you create. This one tells you what’s worth shipping,” said Cokol. “It’s not about moving faster. It’s about moving smarter.”

Built for high-output marketing teams, regulated industries, and enterprise brands with distributed creative workflows, Evercopy integrates via API or dashboard.

Simulating Creatives On Synthetic Audience



Evercopy AI Content Scoring Overview

Try it or request access: https://evercopy.ai/ai-content-scoring

Erdal Cokol
Evercopy
+ +905362328176
email us here
Visit us on social media:
LinkedIn

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