

Neurons Introduces Visual Recommendations, Turning Neuroscience Insights Into Stronger Creative Assets

Neurons announced Visual Recommendations: a new feature designed to help marketing teams move beyond testing ads and start improving them before launch.

COPENHAGEN, DENMARK, February 24, 2026 /EINPresswire.com/ -- Neurons, a neuroscience-based AI platform that improves advertising effectiveness, has released [Visual Recommendations](#), a new feature designed to help teams refine creative work before campaigns go live.

Visual Recommendations gives users alternative visual directions during creative development, showing them what stronger alternatives could look like. The goal is to support earlier conversations about what could work better, based on predictive neuroscience data — all before media spend and production decisions are locked in.

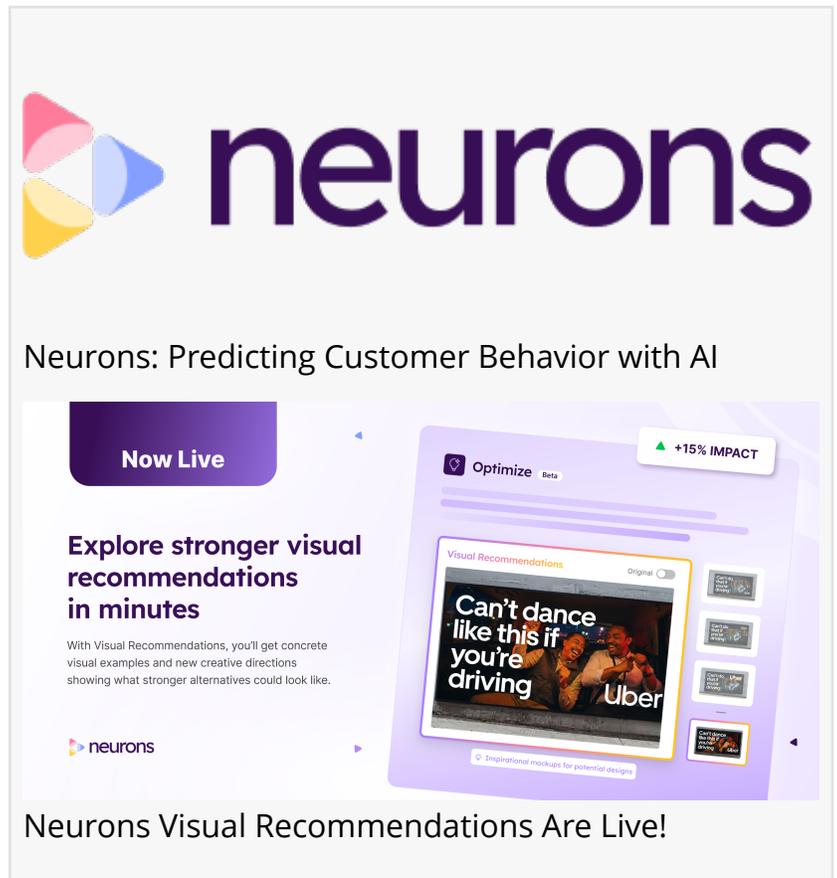
Key Feature Stats:

Immediate Optimization: Generates examples of improved ads in minutes.

Proven Lift: Early results show an average 10% improvement in the Neurons Impact Score.

Increased Impact: Specifically drives higher levels of consumer attention, engagement, and memory.

Each time the feature runs, it generates several visual variations based on predicted attention, engagement, and memory signals. It then evaluates these options and presents those expected to perform more strongly. It also introduces a “Wildcard” concept that explores a different



The image shows a promotional graphic for Neurons' Visual Recommendations feature. At the top left is the Neurons logo, which consists of three overlapping triangles (pink, blue, yellow) and the word "neurons" in a bold, purple, lowercase sans-serif font. Below the logo, the text "Neurons: Predicting Customer Behavior with AI" is displayed. A purple button with the text "Now Live" is positioned to the left of a central image. The central image is a screenshot of the Neurons interface, showing a "Visual Recommendations" panel. The panel displays a "Beta" version of the "Optimize" tool. It features a central ad preview with the text "Can't dance like this if you're driving" and the Uber logo. To the right of the preview are several smaller ad thumbnails. A green badge in the top right corner of the interface indicates a "+15% IMPACT". Below the screenshot, the text "Neurons Visual Recommendations Are Live!" is written. The Neurons logo is also present at the bottom left of the screenshot area.

direction while staying aligned with the original idea and brand.

Early users say the feature helps them:

Clarify creative direction sooner

Align stakeholders more easily around visual choices

Bring more concrete examples into discussions with agencies or clients

At [Lufthansa Group](#), teams used Visual Recommendations to refine visual hierarchy and strengthen brand attention in campaign assets — improving predicted impact before launch and aligning stakeholders faster around one clear direction. Meanwhile, at [Publicis Groupe](#), creative and strategy teams leveraged the feature to explore alternative executions quickly, using the generated examples as a springboard for client discussions and sharper, more confident recommendations. In both cases, the value wasn't just better scores — it was better conversations, earlier in the process.

Advertising has become faster, louder, and more automated. But speed without guidance does not guarantee effectiveness. Neurons argues that the future of advertising depends not on generating more content — but on improving it systematically, with science-backed signals guiding creative decisions early in the process. With Visual Recommendations, marketers no longer have to choose between creativity and data. They can see what “better” looks like — before going live.

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