RMTLabs Joins NVIDIA Inception to Accelerate AI-Powered Motivational Intelligence

Program membership will support the AI infrastructure that makes the motivations behind consumer choice usable across audience, creative, and context.

NEW YORK, NY, UNITED STATES, September 14, 2026 /EINPresswire.com/ -- RMTLabs, the motivational intelligence company making the why behind consumer choice measurable and actionable, today announced that it has been accepted into NVIDIA Inception, a program designed to help AI startups build and grow through access to technical resources, developer tools, training and connections across NVIDIA's global ecosystem.

RMTLabs uses neuroscience-trained AI and 265 motivational Value Signals to create motivation profiles of audiences and identify the motivational meaning expressed by advertising creative and content. Its Motivational Resonance platform aligns those signals across consumer, creative and context, turning a dimension of persuasion that has historically been difficult to measure into intelligence marketers can activate and evaluate against business outcomes.

"Marketing has spent decades optimizing who sees a message, what it says and where it appears, without a scalable way to understand why people choose. RMTLabs was built to close that gap. NVIDIA Inception will help us accelerate the AI infrastructure and workflows behind our platform while keeping the focus where it belongs: measurable business outcomes."
— Bill Harvey, Founder, Chairman/CEO and Chief Research Officer of RMTLabs

RMTLabs' approach has been developed and tested through research involving organizations including the Advertising Research Foundation, Wharton Neuroscience Initiative, Nielsen Catalina Solutions, MRI-Simmons and Neustar. Its motivational intelligence is available at scale across approximately 450 million U.S. IDs, including approximately 300 million U.S. adults. Commercial adoption is already underway, with live brand campaigns, repeat engagements from agency partners, and integrations across leading media buying and supply-side platforms.

Through NVIDIA Inception, RMTLabs will have access to NVIDIA developer tools and training, preferred pricing on select hardware and software, partner offers, cloud credits and opportunities across NVIDIA's investor and go-to-market ecosystem. These resources will support RMTLabs as it makes its Value Signals increasingly programmable, scalable and accessible across linear television, connected television, streaming, social, search and emerging AI-mediated environments.

Most marketing data explains who consumers are, what they do and where to reach them. RMTLabs adds the missing dimension: why they choose. The company's Motivational Resonance framework measures the alignment among an individual's motivational profile, the Value Signals expressed by an advertisement and the motivational meaning of the surrounding content. That alignment can be scored, activated and tested against outcomes including sales lift, return on advertising spend and new-to-brand growth.

Acceptance into NVIDIA Inception marks another step in RMTLabs' evolution from Research Measurement Technologies into an integrated data and technology platform. The company plans to use the program's resources to accelerate the commercialization of motivational intelligence and expand its interoperability across the advertising and marketing ecosystem.
About RMTLabs

RMTLabs is a motivational intelligence company that makes the why behind consumer choice measurable and actionable. Built on decades of behavioral research and independent third-party validation, RMTLabs uses 265 Value Signals to understand the motivations of people and the motivational meaning expressed by advertising and content. Its Motivational Resonance platform helps marketers align audience, creative and context to improve sales lift, return on advertising spend and new-to-brand growth across linear TV, CTV, streaming, social, search and AI-mediated environments.

Learn more: rmtlabs.ai

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