Comparison Table

Feature	Brainsuite	Neurons	Dragonfly
AI Capabilities			
AI Agents/ Effectiveness KPIs	100+ across 6 effectiveness drivers: Attention, Branding, Emotional Engagement, Processing Ease, Strategic Fit, and Persuasion.	Attention, Engagement, Memory, Cognitive Demand	3
AI Models trained with and validated against human data	100% ✅	✅	
Predictive AI	✅	✅	
Accuracy Level	90+% for all 100+ AI Models; 98% for attention	95% (attention only)	88% (attention only)
Synthetic Experts	✅		
LLM	✅	✅	
Static Assets	✅		

Feature	Brainsuite	Neurons	Dragonfly
Video & Animated Assets	✓		
Automated Voice-Over Transcription	✓		
On-Screen / On-Asset Text Detection	✓	✓	
Content Analysis of text & voice-over	40+ Languages		
In-Shelf SKU detection	✓		
Storyboards & Scripts	✓		
1-Number Score	✓	✓	✓
Batch Upload	✓	✓	✓

Feature	Brainsuite	Neurons	Dragonfly
PowerPoint Report	✓	✓	✓
Scene-by-Scene analysis of all KPI (Video)	✓	Not available for all KPIs	
Side-by-side Comparison	✓	✓	✓
Summary & Recommendations	✓	✓	✓
Visual Recommendations	Coming Soon	✓	✓
Use Cases - Asset/channel-specific pre-test solutions			
One-Stop AI Platform with all AI Apps in one place	✓		
Category Management / Shelf Set-Up	✓		
Storyboards & Scripts	✓		

Feature	Brainsuite	Neurons	Dragonfly
Digital Ads	✓	✓	✓
eCommerce	✓	✓	✓
In-Store / POS Material	✓	✓	✓
Leaflets	✓		✓
Mailings	✓		✓
Newsletter	✓	✓	✓
OOH / digital OOH / Public Video	✓	✓	✓
Packaging	✓		✓
Pack & Shelf	✓		
Print	✓	✓	✓

Feature	Brainsuite	Neurons	Dragonfly
Product Concepts (Synthetic Expert)	Coming Soon		
Social Media (Insta, YT, TikTok ,FB) - Channel Specific Norms	✓	✓	✓
Sport Sponsoring	✓	✓	
Storyboards (Synthetic Expert)	✓	✓	
TV Commercial & Animatic	✓	✓	
Custom Use Case	✓		✓
Corporate Identity & Design Compliance	✓		
Effectiveness Drivers - Measuring what matters			
Asset/channel-specific Set of KPIs	✓ 88		

Feature	Brainsuite	Neurons	Dragonfly
Attention KPIs	✓ 20+	✓	✓
Branding KPIs	✓ 20+		✓
Distinctive Brand Asset KPIs	✓ 8		
Processing Ease KPIs	✓ 10		✓
Emotional Engagement KPIs	✓ 6		✓
Persuasion KPIs	✓ 12		OOH only
Social Media Formal Best Practices	✓ 10		✓
Brand Strategy KPIs	✓ 7		✓
Train exclusive Performance Prediction AI model	✓ 15+		
Creative Intelligence - Guide & monitor creative quality			

Feature	Brainsuite	Neurons	Dragonfly
Asset Library	✓	✓	
Analytics Dashboard	✓		
Data export for internal analysis & reporting	✓	✓	
Asset-specific Benchmarks	✓	✓	
Channel-specific Benchmarks	✓		✓
Industry-specific Benchmarks	✓	✓	✓
Custom Benchmarks	✓		
Format-specific Benchmarks	✓		
Benchmark Data Base	2.5M assets	15k Assets	

Feature	Brainsuite	Neurons	Dragonfly
Action Standards	✓		
Tailoring Options - Make it fit to your needs			
Ready-To-Use Apps	✓	✓	✓
Custom App Configuration	✓		
Custom Weightings of KPI	✓		
Custom Aggregation	✓		
Custom Wording & Description	✓		
Customer Success - Facilitating adoption to turn AI into Business Value			
Customer Success	✓	✓	

Feature	Brainsuite	Neurons	Dragonfly
User Onboarding & Training	✅	✅	✅
Effectiveness Framework/ Playbook Development	✅		
Regular Business Review	✅		
Adoption, User & Usage Monitoring	✅		
Brainsuite Academy (Help Center)	✅		
Data Security & Seamless Integration			
ISO 27001	✅		✅
Data Exclusively: client data proprietary to client	✅	✅	✅
Single-Sign-On (SSO)	✅	✅	✅

Feature	Brainsuite	Neurons	Dragonfly
Self-Serving On-Off-Boarding of Users	✓		
User-Right Management incl. external Stakeholders (e.g. Agencies)	✓	✓	✓
API-Integration	✓	✓	✓
Browser-based User Interface	✓	✓	✓
Digital-Asset-Management Integration	✓	✓	
GenAI-Platform Integration	✓		
Workflow-Mgt-Systems Integration	✓	✓	✓
No Client Data Used to Train LLMs	✓		