



TECHNICAL GUIDE

# Programmatic Cultural Intelligence

How to apply scientific cultural relevance metrics (CRS, CAI, CCS) to optimize Hispanic campaigns with data-driven precision.

**CRS**

Cultural Relevance  
Score

**CAI**

Cultural Affinity  
Index

**CCS**

Cultural Cohesion  
Score

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[culturalbrain.net](https://culturalbrain.net)

# Introduction to Cultural Metrics

Cultural Brain introduces the first scientific framework for measuring cultural relevance at a programmatic scale, transforming cultural intuitions into actionable, optimizable data.

## The Problem We Solve

Traditional digital advertising tools cannot measure culture. They segment by demographics, behavior, and context, but ignore the most important factor for Hispanic audiences: authentic cultural resonance.

## The Three Fundamental Metrics

### 1. Cultural Relevance Score (CRS)

A 0-100 measurement that quantifies the cultural alignment between content and a specific Hispanic audience. It is based on:

- **Validated cultural markers:** References, values, and traditions identified and verified by AI + cultural experts.
- **Deep linguistic analysis:** Detection of Spanish, English, Spanglish, and regional variations.
- **Generational context:** Adjustments for Hispanic Gen Z, Millennials, Gen X, and Baby Boomers.

### 2. Cultural Affinity Index (CAI)

A dynamic metric that evaluates the alignment between a brand's message and the audience's values within a specific campaign context.

Component	Weight	Description
Value Alignment	40%	Family, community, tradition, progress
Cultural Context	35%	Holidays, cultural moments, trends
Tone & Messaging	25%	Authenticity, respect, celebration

### 3. Cultural Cohesion Score (CCS)

Analyzes the historical consistency of cultural messaging across channels and touchpoints, identifying reliable partners for long-term relationships.

#### Key Insight

Sites with a CCS > 85% maintain stable cultural relevance for over 12 months, making them ideal for always-on campaigns and strategic partnerships.

# Practical Application in Campaigns

Cultural metrics are not just numbers—they are optimization tools that transform campaign performance at every stage of the funnel.

## Pre-Campaign: Intelligent Cultural Curation

### Optimal Inventory Discovery

Using CRS as a primary filter, we identify inventory that traditional targeting methods ignore. A real example:

IAB Category	Total Sites	Sites with CRS > 75	Average CPM	Efficiency
Automotive	1,245	99	\$0.82	+24%
Technology	1,650	50	\$0.91	+16%
Finance	749	74	\$1.03	+5%

## During Campaign: Real-Time Optimization

The CAI acts as a bidding signal, adjusting bids based on dynamic cultural affinity:

- **CAI > 80:** Bid increase of 15-20% to capture high-resonance inventory.
- **CAI 60-80:** Standard bid with performance monitoring.

- **CAI < 60:** Bid reduction or exclusion to optimize budget.

*[Performance Chart: Week 1 vs. Week 8 showing a 35.4% improvement in CPA]*

## Post-Campaign: Cultural Attribution

### Performance Discovery

Campaigns with >60% investment in high cultural relevance inventory (CRS > 75) generate:

- • 3.4x-4.1x better ROAS
- • 50.9% higher engagement rate
- • 28% lower bounce rate
- • 456% ROI on cultural intelligence investment

