

Maximize Media Impact With AI-Driven Creative Insights

Strategies To Boost Creative Effectiveness
And Reduce Media Waste

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The Future Of Media Effectiveness Is Creative Effectiveness

High-quality ad creative lifts return on ad spend (ROAS), but traditional methods of predicting and measuring creative effectiveness are time-intensive, costly, and/or provide limited insights.¹

Vidmob commissioned Forrester Consulting to evaluate the importance of creative effectiveness in maximizing media investment, as well as the approaches and tools B2C marketing leaders use to predict and measure creative impact. To do this, we conducted a double-blind survey of 323 enterprise B2C marketing leaders. We found that money is being left on the table as leaders struggle with ineffective creative. To boost media ROI and achieve their top goals, they plan to implement purpose-built AI tools and supporting systems to improve creative effectiveness.

Key Findings



Effective creative is crucial for advertising effectiveness — 63% of respondents agree with this statement, and 64% say improving creative effectiveness is a top priority.



Current approaches to measuring and improving creative aren't working. Seventy-six percent of respondents struggle with ineffective creative and/or the ability to measure creative effectiveness.



AI-driven testing and analytics tools help brands overcome their challenges and increase revenue and efficiencies. To be successful in using these tools, companies must create COEs and educate and train their media ecosystems.



Why Creative Quality And Effectiveness Are Important Today

Improving creative quality is critical to driving brand growth.

71%

With cookie deprecation, creative is the new targeting optimization.

69%

Our organization needs to view purchasing media and improving creative as equally important to improving advertising effectiveness.

68%

Improving creative effectiveness is one of my organization's top priorities in the next 12 months.

64%

Effective creative is crucial for advertising effectiveness.

63%

Audience targeting has become outdated.

39%

Improving creative effectiveness is not a priority at our organization.

9%

Base: 323 creative effectiveness decision-makers at the manager level and above
Note: Showing "Agree/Strongly agree" responses
Source: A commissioned study conducted by Forrester Consulting on behalf of Vidmob, May 2024

Creative And Media: The Power Couple Of Advertising

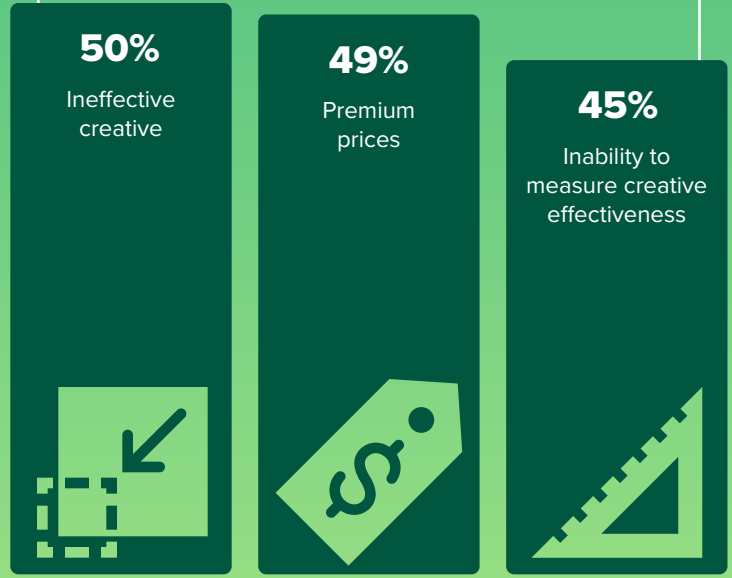
A well-placed ad is only as good as the quality and relevance of its content. Respondents in this study understand this, with 63% agreeing that effective creative is crucial for advertising effectiveness. Consumers are flooded with ads, raising the bar for brands to deliver effective creative. Couple that with privacy laws impeding audience targeting, and creative is one of the few remaining areas marketers can leverage for marketing impact. Sixty-nine percent of respondents agree that cookie deprecation makes creative the new targeting optimization, and 68% agree their organizations need to see media and improving creative as equally important. Improving creative effectiveness is a top priority in the next 12 months for 64% of respondents' organizations.

Current Methods Of Measuring Creative Effectiveness Aren't Working

On average, respondents said their companies use five methods to test and measure creative effectiveness, including brand lift studies, dynamic creative optimization (DCO), various levels of AI adoption, universal ad taxonomy, eye tracking, and more. Yet with all this prioritization of and investment in improving creative effectiveness, 76% of respondents say their advertising effectiveness is weakened by ineffective creative and/or the inability to measure creative effectiveness. Current solutions clearly aren't cutting it.

Advertising Effectiveness Challenges

76% of respondents selected one or both options.



Base: 323 creative effectiveness decision-makers at the manager level and above
 Source: A commissioned study conducted by Forrester Consulting on behalf of Vidmob, May 2024

Most Companies Lack Tools And Insights To Efficiently Predict, Measure, And Improve Creative Effectiveness

To avoid media waste, brands desire three things: confidence that their campaigns will perform prior to flighting, the ability to measure ROI after the fact, and the ability to leverage those learnings to improve future campaigns. Yet respondents told us that the tools and methods they use today don't provide the insights they need to predict, measure, and improve performance. Their current testing methods are inefficient (45% say they are time-intensive and/or costly) or nonexistent (32% say they can only measure creative effectiveness post-media flight). Measuring performance after the fact is also tough, with 37% saying they lack the data to inform future creative strategy decisions. A third of respondents struggle to measure creative effectiveness at all due to the limitations of current vendors.

Creative Effectiveness Improvement Challenges

Our current methods of creative testing are time-intensive and/or costly. **45%**

We lack data to inform future creative strategy decisions. **37%**

It is hard to track qualitative aspects of ad creative with our existing vendors. **33%**

We can only measure creative effectiveness after the fact. **32%**

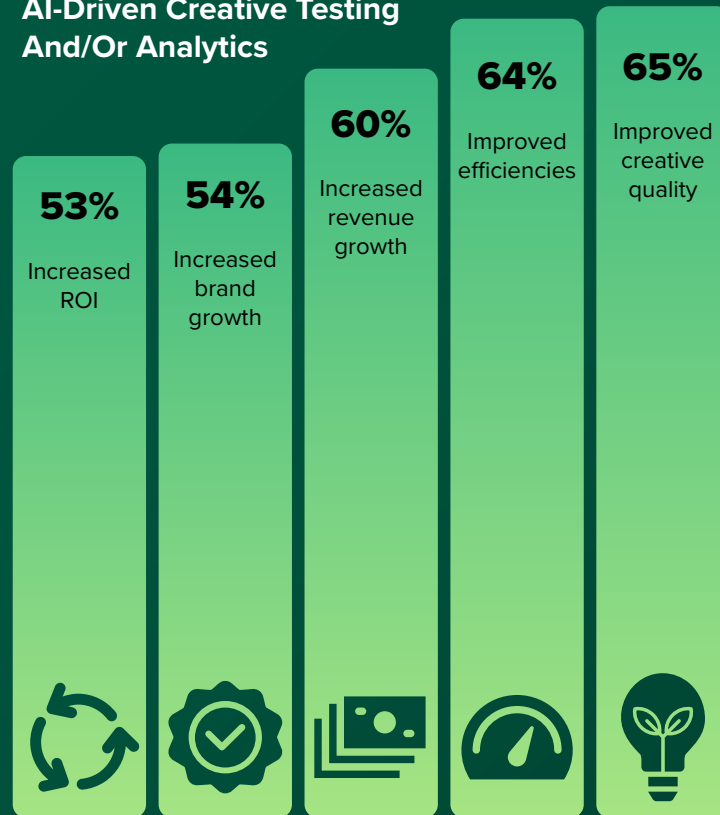
It is hard to ensure that our brand is consistently represented across ad creatives. **31%**

Our current methods of creative testing do not capture evolving consumer preferences and/or reactions to current events. **27%**

AI-Driven Testing And Analytics Tools Deliver Growth, ROI, And Efficiencies

To overcome their cost, efficiency, and insights challenges, respondents are turning to purpose-built AI solutions. Leveraging AI and creative enables historically unstructured creative data to now be structured — and usable. The creative data ecosystem is growing as more AI creative solutions come to market, and more than 70% of respondents say that AI-driven creative pretesting and AI-driven creative analytics will help them achieve their goals. They expect these tools to help them improve creative quality (65%) and efficiencies (64%). More impactful creative not only reduces media waste but also cuts through the clutter and drives customers to action — ultimately driving revenue (a benefit that 60% of respondents expect to see by adopting AI testing and analytics tools).

Benefits Of Investing In AI-Driven Creative Testing And/Or Analytics

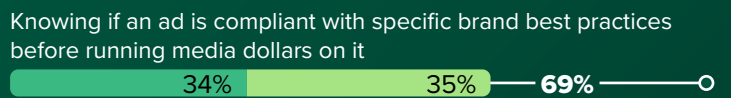
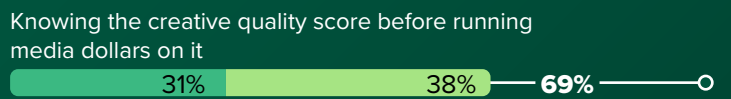
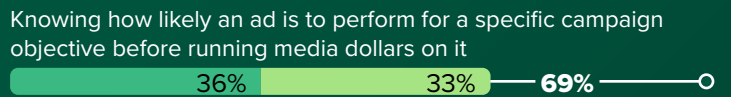
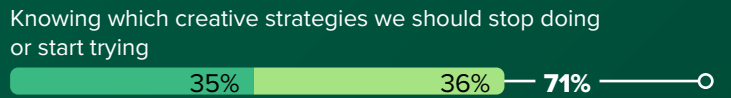
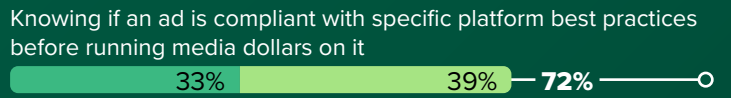


Minimize Compliance And Spend Risk With AI-Driven Insights

Purpose-built AI solutions can produce insights to empower decisions throughout the media lifecycle. Between audience targeting limitations and high consumer expectations, it's tough to predict which creative will be most impactful. Sixty-nine percent of respondents want to use AI to assign creative quality scores to their ads before they run. To optimize media spend and potentially increase the reach of their ads, 72% plan to use AI to understand if an ad is compliant with platform-specific best practices before it runs.

“How valuable would the following insights be to your organization?”

● Valuable ● Extremely valuable



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 Source: A commissioned study conducted by Forrester Consulting on behalf of Vidmob, May 2024

Empower Your Partner Ecosystem To Make The Most Of Your AI Investment

The adoption of AI tools isn't enough to optimize media spend. For some, a cultural shift will be in order — e.g., 57% of respondents say that to be successful, they'll need to educate their procurement department on the importance of investing in creative effectiveness tools to drive media effectiveness. All parties responsible for advertising performance must also be aligned on when and how to use these tools. Sixty-six percent of respondents say agency accountability and engagement is important to their success. Finally, introducing new technology can be disruptive and take a lot of time and effort to encourage adoption and train employees on best practices. As such, 58% of respondents say standing up a center of excellence (CoE) is critical to the successful adoption of AI-driven creative testing and analytics tools.

Success Factors For AI Creative Testing And Analytics Adoption

Media/creative agency accountability and engagement

66%

Center of excellence implementation

58%

Procurement education

57%

Executive sponsorship

54%

Shared objectives and key results

42%

Unlock The Power Of Creative Insights For Media Effectiveness

Campaign assets, messaging, and creative context are the few remaining areas of optimization available given privacy restrictions, walled-garden limitations, and consumer advertising avoidance.

To capitalize on them:

- Leverage your audience insights, past creative performance data, and creative asset library. These are the building blocks for creating effective campaigns.
- Find tools that use your brand's data to retain distinctiveness and avoid commoditized AI solutions. These tools' speed and precision enables creative measurement pre-, during, and post-flight.
- Educate your talent, inform agency partners, and develop CoEs to be conversant and comfortable with AI-driven creative testing and analytics tools. They are an equally important part of the human/machine creative team that will power your advertising effectiveness.

Endnotes

¹ Source: [How To Use Technology To Develop Better Ad Creative](#), Forrester Research, Inc., November 30, 2023



Resources

Related Forrester Research:

[How To Use Technology To Develop Better Ad Creative](#),
Forrester Research, Inc., November 30, 2023

[Brand AI Models Will Reinvent How Marketing Creates Business Value](#),
Forrester Research, Inc., April 25, 2024

[Generative AI Unleashes Marketing's Creativity Renaissance](#),
Forrester Research, Inc., May 30, 2023

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Methodology

This Opportunity Snapshot was commissioned by Vidmob. To create this profile, Forrester Consulting supplemented this research with custom survey questions asked of 323 marketing, data and analytics, and operations leaders representing enterprise B2C companies. The custom survey began and was completed in May 2024. This study was conducted in a double-blind fashion.

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Demographics

INDUSTRY	
Alcohol/beverage	18%
Beauty/cosmetics	18%
Other CPG	7%
Financial services	22%
Travel and hospitality	19%
OTC pharmaceutical	16%

ANNUAL REVENUE	
\$1B to \$5B	65%
>\$5B	35%

REGION	
North America	33%
Europe	34%
Asia Pacific	33%

DEPARTMENT	
Marketing/advertising	41%
Data and analytics	30%
Operations	30%

Note: Percentages may not total 100 due to rounding.

An aerial night view of a city with numerous skyscrapers and buildings. The scene is illuminated by city lights, creating a vibrant and dynamic atmosphere. The buildings are densely packed, and the lights from the windows and streets create a complex pattern of light and shadow. The overall color palette is dominated by dark blues and blacks, with bright yellow and white lights providing contrast.

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