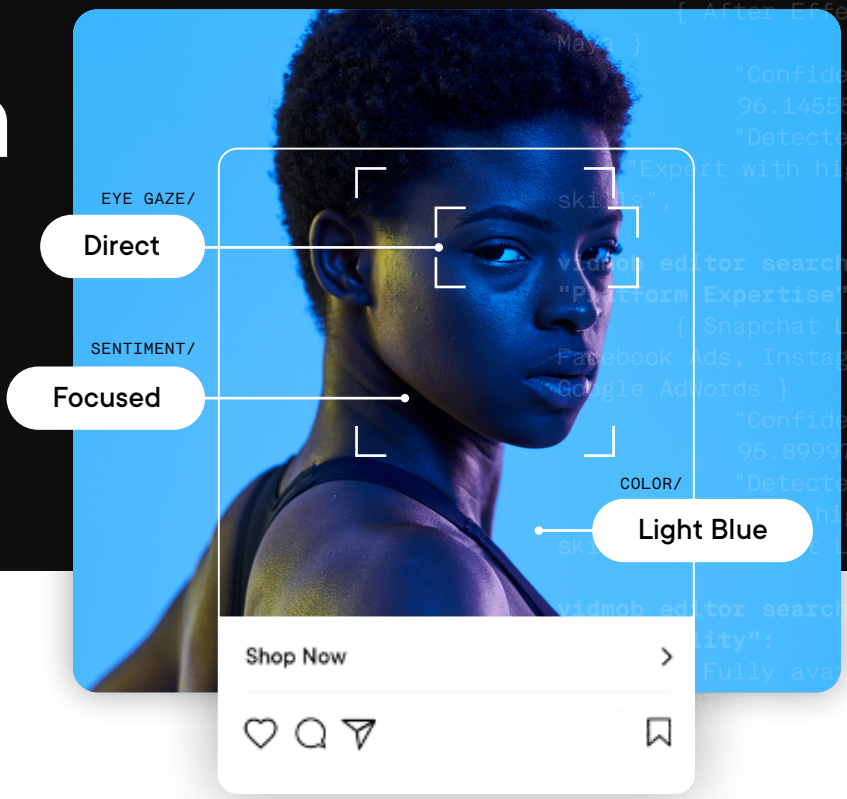
vidmob

SMART ADVERTISER'S GUIDE TO

Data-Driven Creative



Savvy marketers know how critical data is to driving more informed decisions. Beyond the benefits of improved engagement and or revenue metrics, the time is now for the creative operations to maximize production based on data.

Enter: The Intelligent Creative movement, which signals a paradigm shift for the marketing industry. By tearing down the walls between media, data, and design, the rules of creative performance are being rewritten in a major way.

We've put together this short Guide to explain the exciting new opportunities and benefits that can be gleaned through the application of a data-driven creative strategy.

Read on to learn more about:

- How to roll with the changes of today's ad landscape
- How Intelligent Creative works; and
- The opportunity to uncover more unique insights

Here's how the ad landscape has changed

There are several industry considerations today that make this an inflection point for creative intelligence:

→ A reliance on targeting

We have seen the industry rely on targeting as a source of improving the effectiveness of ads and content in general for the last decade or two, but that's becoming less feasible for reasons listed below.

→ The rise of privacy legislation

Several years ago we saw the introduction of General Data Protection Regulation (GDPR) in Europe, and we're going to see federal privacy legislation in the United States, which will make the use of personally identifiable information (PII) more difficult for the purposes of serving specific ads to specific people.

→ Cookies crumbling

As we see privacy concerts sharpen, companies like Google, Apple, and others essentially are moving away from third-party cookies so that tracking individuals online becomes more difficult.

→ The end of ad decay

Since the dawn of advertising the one truism has been this idea of decay, in any medium and any format. The one constant we've known is that ads are going to decay over time and at some point it will no longer be economically sustainable and we're going to turn it off and have to start over again.

→ A renaissance in the creation and deployment of more and more interesting and engaging content and creative.

These market evolutions leave brands with a question: Which is what can we optimize now if we're no longer thinking about targeting as being the source of increases in value in the future? And the answer is, **consider the untapped variable that's been in front of you the whole time: the content of the ad.** Is the ad itself engaging? This presents a sea change in what brands focus on and what they apply machine learning and artificial intelligence towards and that's going to be the optimization of the creative itself.

So how can marketers roll with the changes?

Seize the opportunity with technology

Creative intelligence can enable all marketers, to learn about creative during that initial decay, make intelligent changes to it based on that data-driven learning, place that new creative alongside the old creative, ending the decay and actually paving a way for campaign performance improvement over time. The results drive business that improves by hundred of percents. That's why this is a revolution.

Industry benchmarks show that creative can be responsible for an overwhelming majority of business results, and, yet, ad tech companies are focused specifically on the small leavers. Now we have this entirely new discipline and strategic focus in creative intelligence coming into fruition.

The time is now to ride the wave of intelligent creative to improve your business results.

Learn how it works

Machine learning and artificial intelligence drive the ability to unpack, frame-by-frame, the creative attributes inside a video, for example things like where and when trademarks and logos are introduced. Things to consider include:

- Is the branding in the right corner or the left corner?
- What is the color saturation and the pacing of the edits?
- What objects are in the foreground and background?
- Who are there people being featured?
- What are the emotions that they're exhibiting?
- What's the speech rate?
- Are they talking too quickly?
- Are they talking more slowly and it's easy to understand?

All of these questions are actually now empowering data points that can be harnessed to create a refined optimization strategy, in addition to driving more effective engagements.

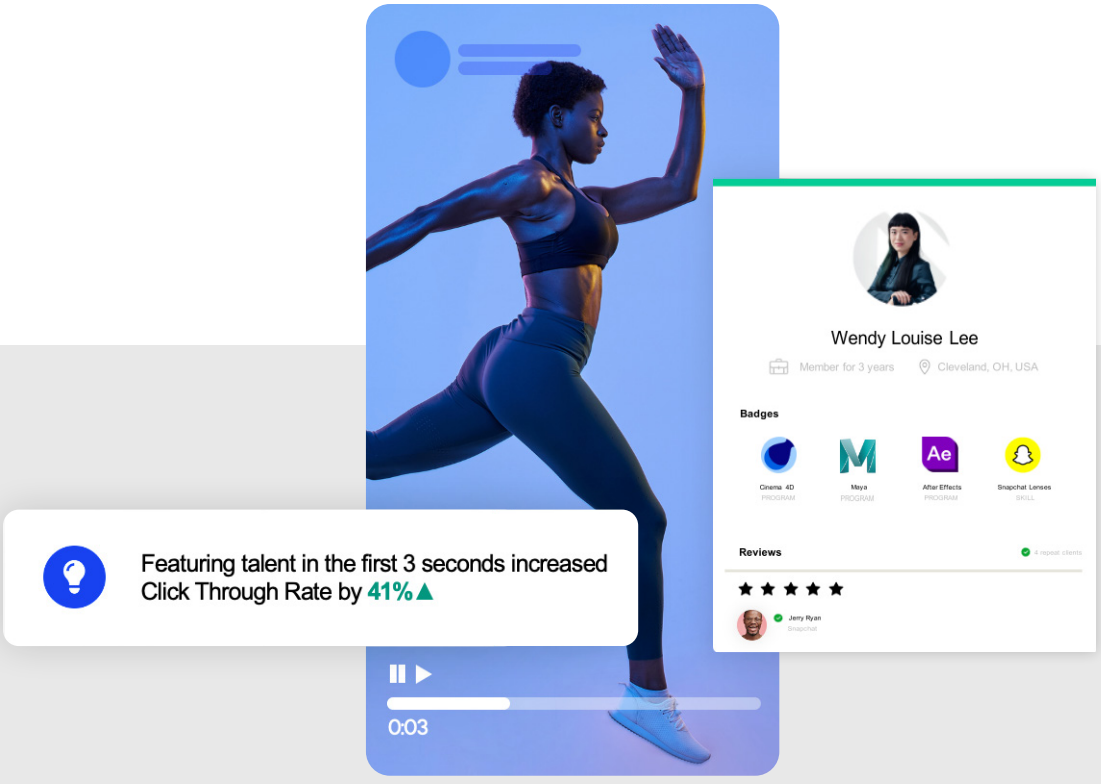
Unlock new sources of insight

A larger array of businesses realize that creative intelligence, the science of understanding why things perform the way they do, is unlocking an entirely new first party data well. But intelligent creative, the act of using that intelligence to now drive better performing ad media, is where business results can be changed. And they're not small changes. These are changes on the orders of multiples of improvement from where things were before.

Take the guesswork out of creative development

Having strong insights about our creative performance brings a lot of advantages and also it's critical to achieve marketing and business results. The main reason why is that it takes the guesswork out and brings intelligence to the decision-making process and that leads to more relevant content in more impactful and efficient campaigns.

In addition to its potential positive impact on marketing performance, the combination of technology and creative is being welcomed by creators too. For the first time, it's now possible for creative teams of all forms to see the actual impact of their ideas and correlate their creative vision with performance.



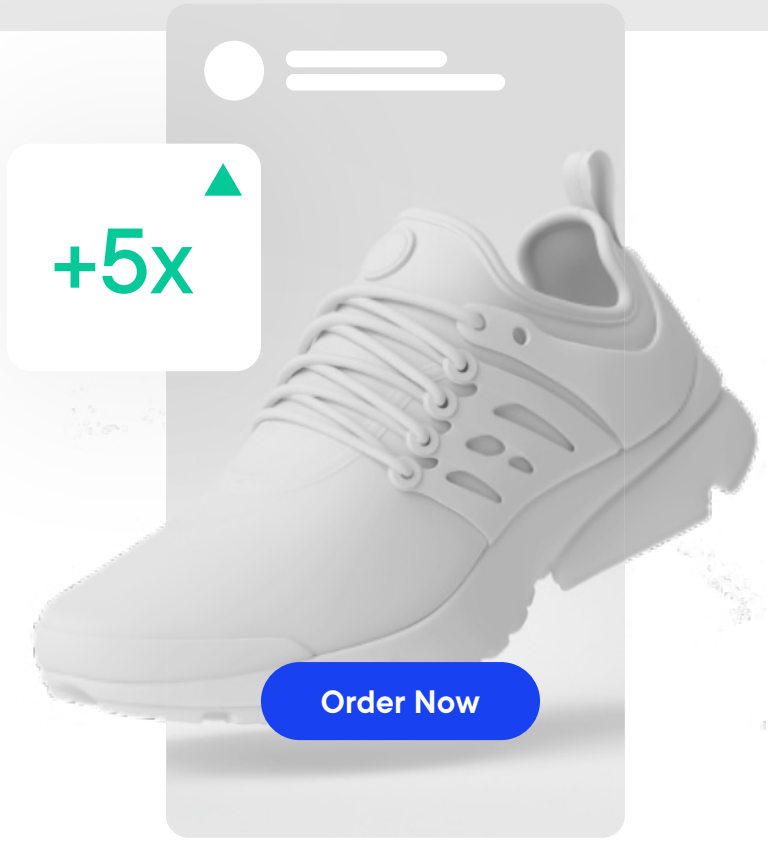
Optimize your creative

Perhaps the most exciting opportunity for smart marketers who are uncovering the power in creative data is the ability to do creative optimization by leveraging creative data to discover if creative is driving your campaign objectives. And that's been a signal that has not been leveraged before. And it's an important signal because people react differently to creative and if you're a CMO you want to deliver your creative in a way that it's going to elicit the response that you're looking for.

While first party data is one important signal, it's limited because it doesn't provide the scale that cookies and mobile device IDs historically offered. This is why other data signals and creative data, helps supplement these data requirements.

Data as the creative enabler

Data is the most impactful enabler for creativity. Data can help us see things that we were feeling our way through before, it can help us uncover truths that we might not have seen without it. It can validate our instincts, sharpen ideas and, importantly, it can help us sell our ideas. Coupled with a humanized strategy to put into meaningful and actionable terms, data becomes content creators' greatest tool in making ideas more relevant.



The ability to understand business results

For so long now, many creators had zero visibility into whether the decisions they were making were good or bad from a business perspective. They might know that they led to an award or that they received prestige as a result, but they didn't know whether that decision actually led to business results.

This movement is not just about ads and marketing. It's about art, content, creation, and human expression. This is a tool that will augment the human creative process and essentially turn content creators into heroes with super powers. It allows people to understand the emotions and opinions and perceptions that are created by the content that they are producing, and then to adjust how they create that content and what is in that content to elicit the types of emotions and perceptions and understanding that they're trying to elicit.

Conclusion

Data-driven creative is changing the way that creative teams operate and their ability to impact business performance. Driven by advancements in creative analytics and creativity tools, brands can now understand what's helping to drive meaningful measurable impact in ad creative, and keep up with the increasing number of innovative formats and unique media platforms that drive awareness and engagement with your next best customer.

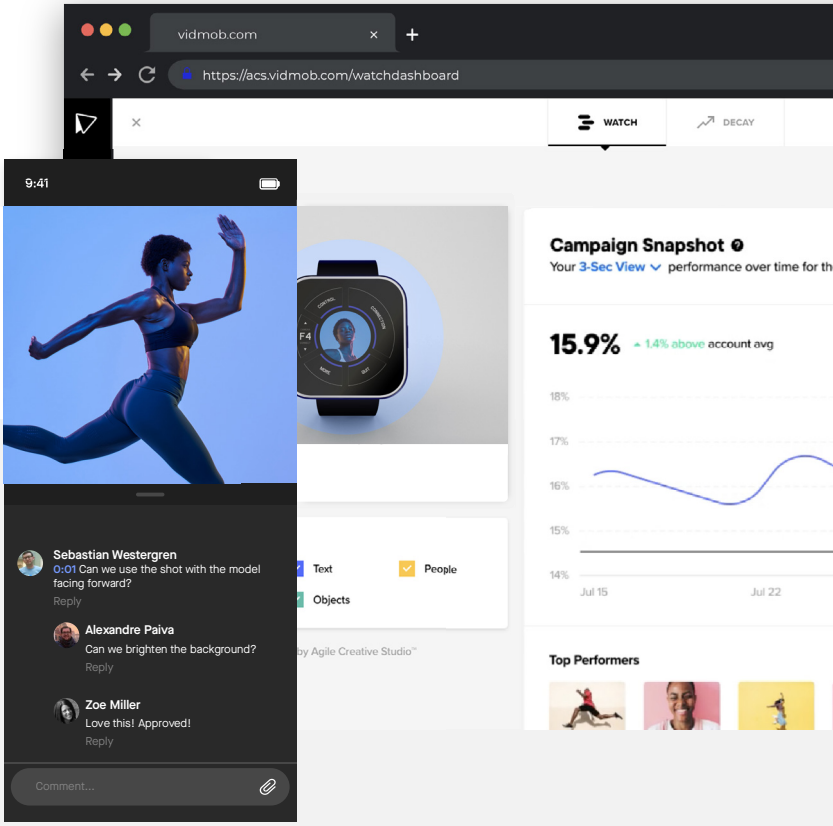
The time is now to harness intelligent creative to improve the efficiency and effectiveness of creative content.

See how it works:

Request a Demo →

Why VidMob

The world's leading platform for Intelligent Creative, VidMob offers an end-to-end solution to help brands improve their marketing results by unifying creative and data. As the only company in the world to receive a Certified Creative Marketing Partner badge from every major social and digital platform, our access to creative data is unparalleled.



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