

Optimizing Ad Creatives for Maximum Impact using Incivus

CLIENT

**Multinational Technology
Conglomerate - Software &
Computing Products**

INDUSTRY

Technology

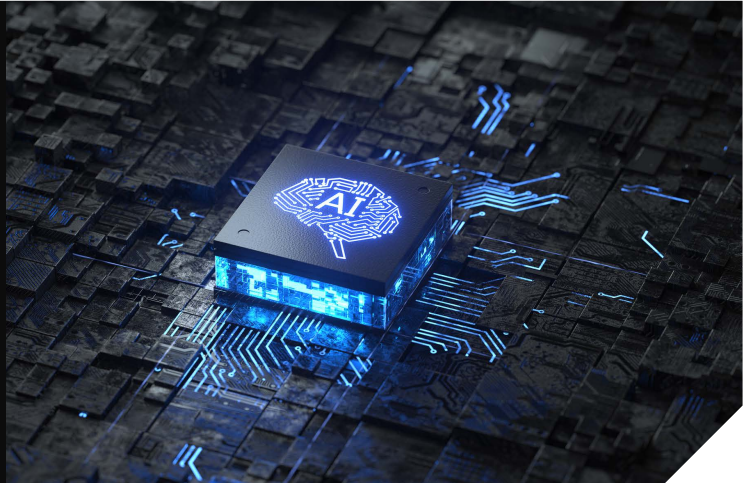


BUSINESS REQUIREMENT

The client, a **Fortune 100 technology leader renowned for its software and computing products**, faced challenges in benchmarking and assessing the creative effectiveness of new Ad creatives generated for ongoing campaigns compared to previously created Ads and those produced by their industry peers and competitors.

They were looking for a way to leverage AI to effectively benchmark new Ad creatives to go to market with the most impactful Ads and optimize campaign performance.

SOLUTION USING AI-POWERED INCIVUS



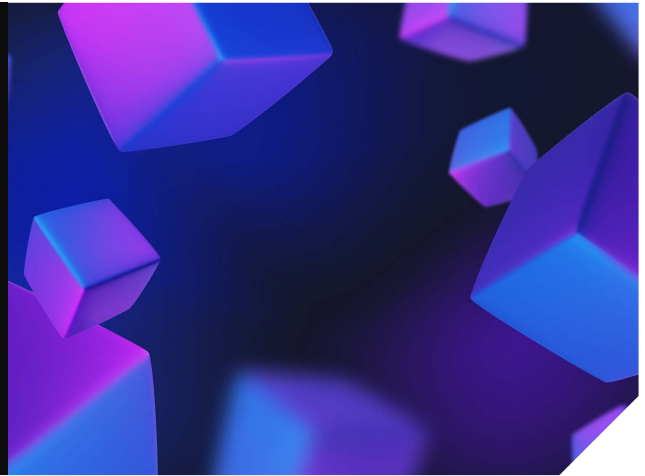
As part of the proof of concept (POC), we partnered with the client to evaluate 3 of their sub-brand ads using the Incivus platform. Our analysis provided in-depth reports with key findings, accessible on the platform and as downloadable PDFs, each containing actionable recommendations for optimization.

To offer a comprehensive assessment, we first conducted benchmarking by comparing the ads both within the client's ecosystem and against broader industry standards. This evaluation helped determine their competitive standing and areas for improvement. By leveraging the benchmarking capabilities of the Incivus platform, we ensured a data-driven approach to measuring creative effectiveness and optimizing future campaign performance.

For their gaming division, we took the initiative to **recommend a sub-edit** of the larger ad film to demonstrate how the Incivus platform can be utilized to create various ad formats for different social media channels while continuously measuring creative effectiveness and impact. The Incivus team developed two sub-edits from the original ad, both achieving higher Creative Effectiveness Scores (CES) than the client's ad, showcasing their potential to drive greater returns on investment within the same budget. Our evaluation revealed that while some sections managed cognitive load well, recall scores on the original ads were generally low with only a few peaks. The sub-edits improved recall and reduced attention drop-offs, indicating a stronger ability to sustain engagement and drive action.

Similarly, for their AI-driven **shopping creatives**, the goal was to use AI to finetune the ads to save money while shopping, increase engagement, and encourage trials. Our insights helped **refine their creative approach**, enhancing impact and optimizing future campaign performance.

CREATIVE EFFECTIVENESS INSIGHTS FROM INCIVUS



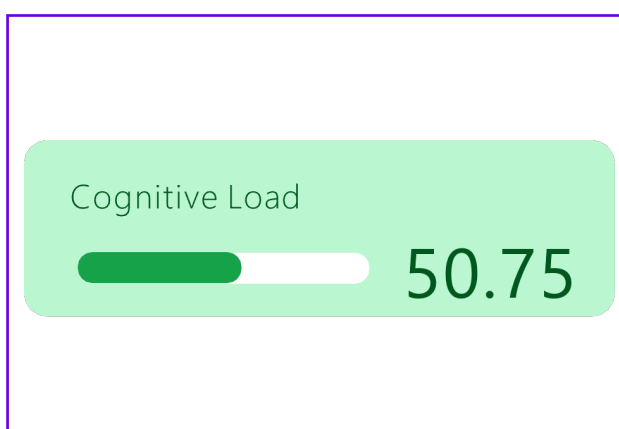
Evaluation of the client's video ad using the Incivus platform highlighted the need to improve the recall score in the initial 5 seconds of the ad to drive engagement and conversion.



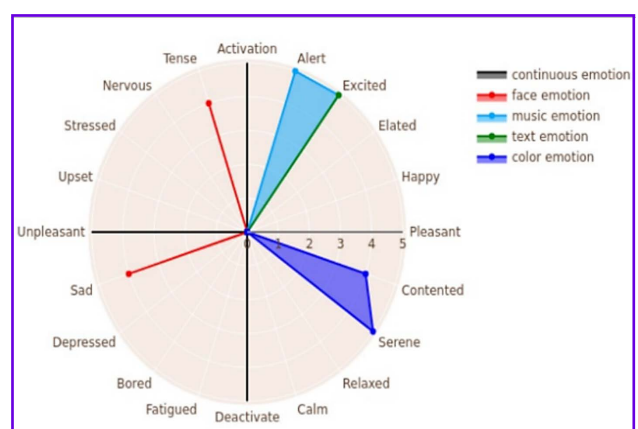
The recall score starts low and continues to increase only after 5 seconds. Too many peaks and pits may lead consumer to not recall the brand.



The main character, the protagonist garnered good attention validating the research on creatives succeeding due to human presence vs. non-human elements.



The cognitive load was optimal creating the right mix of visuals and ad copy.



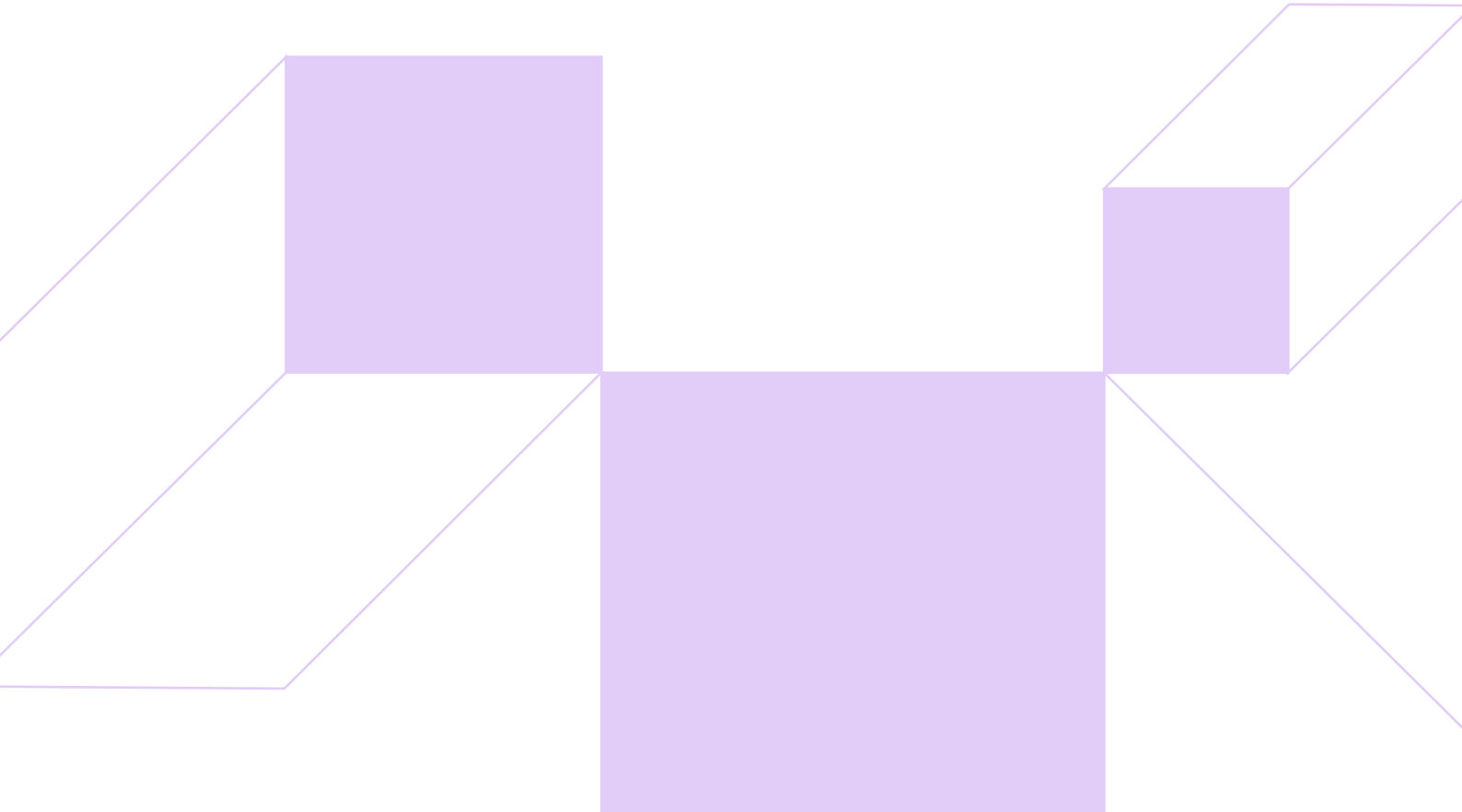
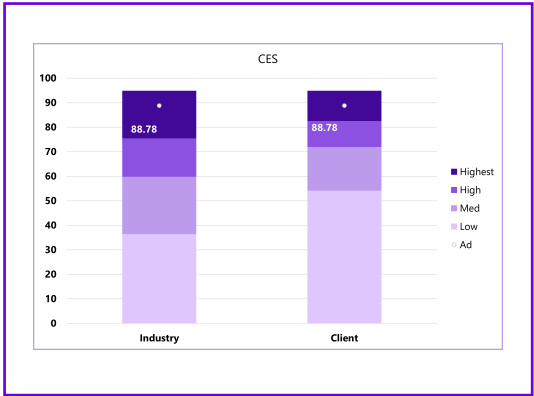
The emotional profile showed a good mix of emotions evoked via color, music, ad copy, and human characters.

C.E.S & BENCHMARKING



→ The creative effectiveness score for the ad significantly exceeds both our recommended benchmark and the industry median, indicating strong potential for success in the market.

Our benchmark analysis positioned the client's ad favorably within both the tech industry and against their own creative assets. The CES Score of 88.78 places this ad in the top tier for both, the client's ads and the broader tech sector ads.



ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



www.c5i.ai

