

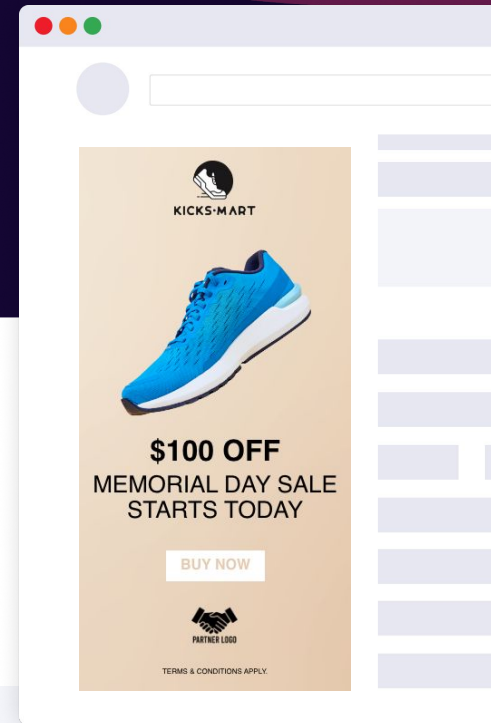
# Creativity meets **loves** technology

## About Creative Effectiveness Consults at Ad-Lib.io

When creative, media, and tech platforms are disconnected, something's gotta give. Ad-Lib.io's Creative Effectiveness Consults help our partners integrate their marketing efforts across these three integral parts, compare their creatives against best practices, analyze current workflows, and identify areas of improvement. Our tech-first approach, combined with creative expertise, will break down the barriers that have separated creative intent from media strategy and improve the effectiveness of every campaign.

## Creative Effectiveness Consult Insights - An Example

- What are your marketing goals?** Make lower-funnel remarketing more relevant for website visitors who didn't buy and drive awareness
- Who are your target audiences?** Active runners between the ages of 25 and 34 who are both fashion-forward and eco-conscious
- What channels are you considering?** Programmatic display and YouTube



## Evaluation Criteria for Identifying Effective Creative

Dimension	Considerations	Score	Summary
Governance	<ul style="list-style-type: none"> <li>Brand guidelines followed</li> <li>On industry best practice</li> </ul>	Excellent	Baking your brand guidelines and industry best practices into every ad upfronts streamlines approvals and make sure you never see an ad of your own in wild you aren't pleased with.
Scalability	<ul style="list-style-type: none"> <li>High quality product images with transparent backgrounds</li> <li>Dynamically generated</li> </ul>	Excellent	Pour your creativity into different vessels, without changing the recipe, by establishing a modular but flexible framework to generate ads at scale.
Relevance	<ul style="list-style-type: none"> <li>Customized headlines</li> <li>Use of signals, such as local weather or context to personalize content</li> </ul>	Needs Improvement	Adjusting the content of your ad so it is relevant to audiences reduces friction in the path from awareness to buy now.
Agility	<ul style="list-style-type: none"> <li>Automated creative production</li> <li>Media activation and creative workflows aligned</li> </ul>	Needs Improvement	Take an always-on approach to campaign ideation, execution and analysis to get new campaigns live fast and be able to response to real-time marketing opportunities.
Intelligence	<ul style="list-style-type: none"> <li>Insights from test and learn programs applied</li> <li>Creative metadata analyzed</li> </ul>	Needs Improvement	Invest in your creative to understand what works and why through test and learn programs. Identify opportunities and predict ad fatigue before it impacts your results.

### Strategic Creative Recommendations

- Leverage feeds to automate the production of relevant creative
- Layer in signals, especially weather, to make headlines more relevant to customers
- Further clarify marketing goals by channel to solidify a cross-channel advertising strategy
- Message test headlines to understand motivations of subsets of your target audience