

Case Study: Creative Optimization

Challenge

An online betting company had different creative messages in each of their linear TV ad spots. They wanted to understand which creative messages are driving maximum visits to their website and which spots are the best performing for new users.

- Understanding which is the best creative message
- Impact of multiple creatives running together

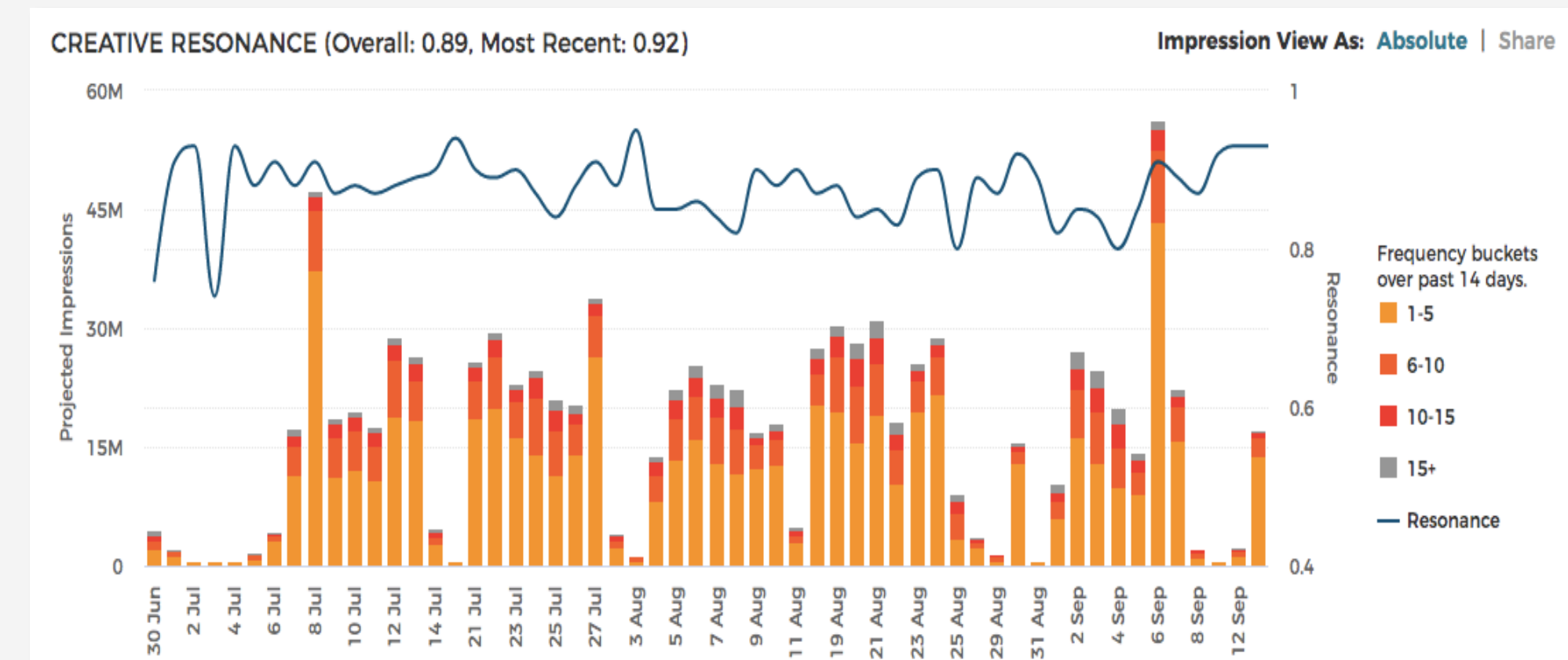
Solution

Alphonso established a Creative Resonance score for all creatives running in the campaign. These scores help brands to understand which ads are resonating most with viewers. They help identify the points at which resonance falls and it is time to switch our creatives or adjust target networks. Scores are calculated taking into account viewability, fast-forwarding, channel-switching and more.

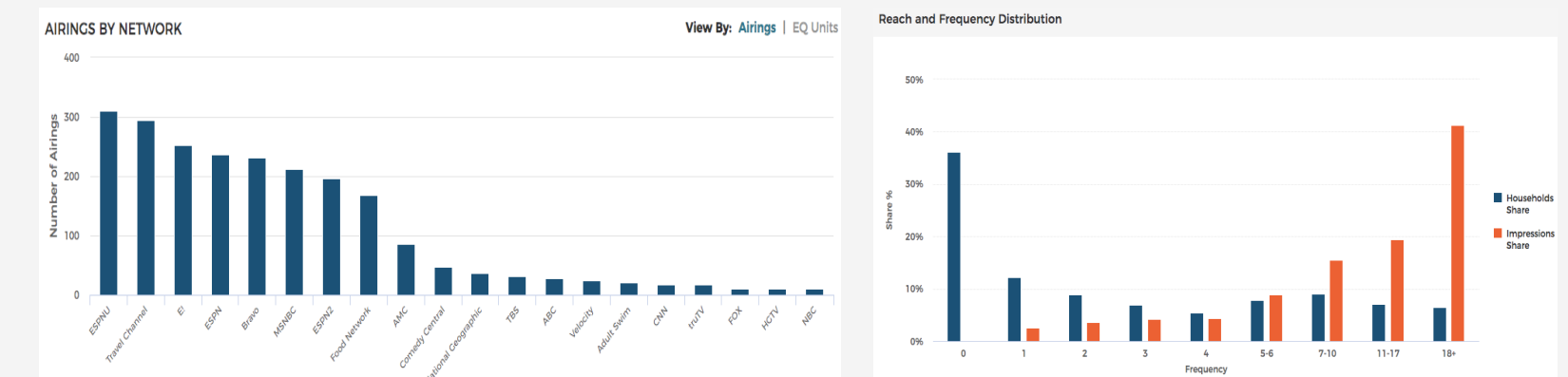
Results

Applying Alphonso Insights resulted in several significant optimizations based on creative performance

- Creative resonance for each creative
- Deeper analysis was provided to measure effect of frequency on creative resonance for all creatives
- Improved creative planning for new fall season



Creative Resonance and Campaign Optimization with Alphonso Insights



Lifetime Household Reach ●
63.6M

Lifetime Average Frequency ●
7.32

Lifetime Viewability ●
92%



Select Brands
We Work With

