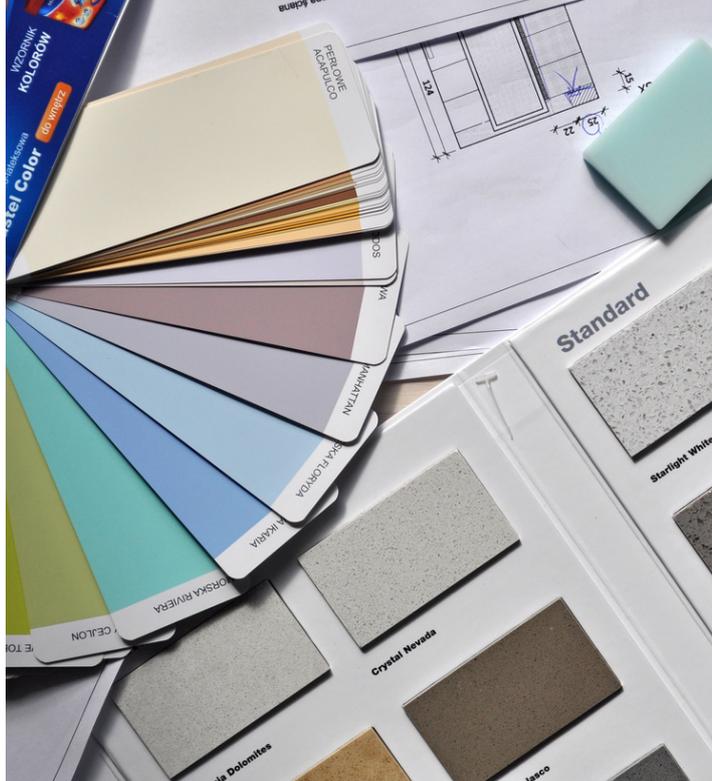




DATA-DRIVEN CAMPAIGNS AND CREATIVES



Identifying the biggest trends and factors in clients' campaign performance, on a scale that wasn't possible before.

AT A GLANCE

Challenges

- All ad creatives wear out ("decay") over its lifespan following numerous exposures
- Conceptualizing and designing new creatives became an exercise of gut feeling

Benefits

- Incorporating mathematical models in the ad creative process, leading to an **out-performance of up to 40%**
- Programmatically generated key insights that are incorporated in our client services, improving client happiness with **90% less time on manual labor**.



Supertype allow us to keep our finger on the pulse of what users are saying about our client's apps in realtime. It's really useful when working on creative messaging strategies.

Nick Gibbons

Co-founder, Creadits

CHALLENGES

Creadits employ designers who create creative assets, such as those used in digital ads, on behalf of their clients. Ad creatives have a lifespan and are regularly refreshed as their effectiveness gradually decline following repeated exposures. Studying this process can help Creadits develop creative assets that have a longer lifespan, with a decay rate that is 20% to 40% slower than pre-intervention.

Creative designers need data on past creative performance, major trends and other systematic patterns in high-performance ads. These data in its raw form, unprocessed, are in-actionable.

SOLUTIONS

- Supertype developed analysis that quantify the creative decay process for Creadits, yielding a mathematical model that describe when ads plateau and wear-out
- Generate deep insights on characteristics of 'winning' creatives by sweeping through different combinatorial sets, resulting in creatives that are **40% more performant** than industry benchmarks

Key Benefits

Quantifiable factors in high-performance creatives

An analysis of major trends and systematic patterns in high-performance ads, which informs the creative process

90% reduction in human labor

Programmatically generated insights spanning over 20 pages save Creadits from manually employing a team of data analysts to sift through hundreds of thousands of app review data each month. Reports are generated in seconds.

