Insights

Pre-campaign insights and attributes for banner and video creatives.

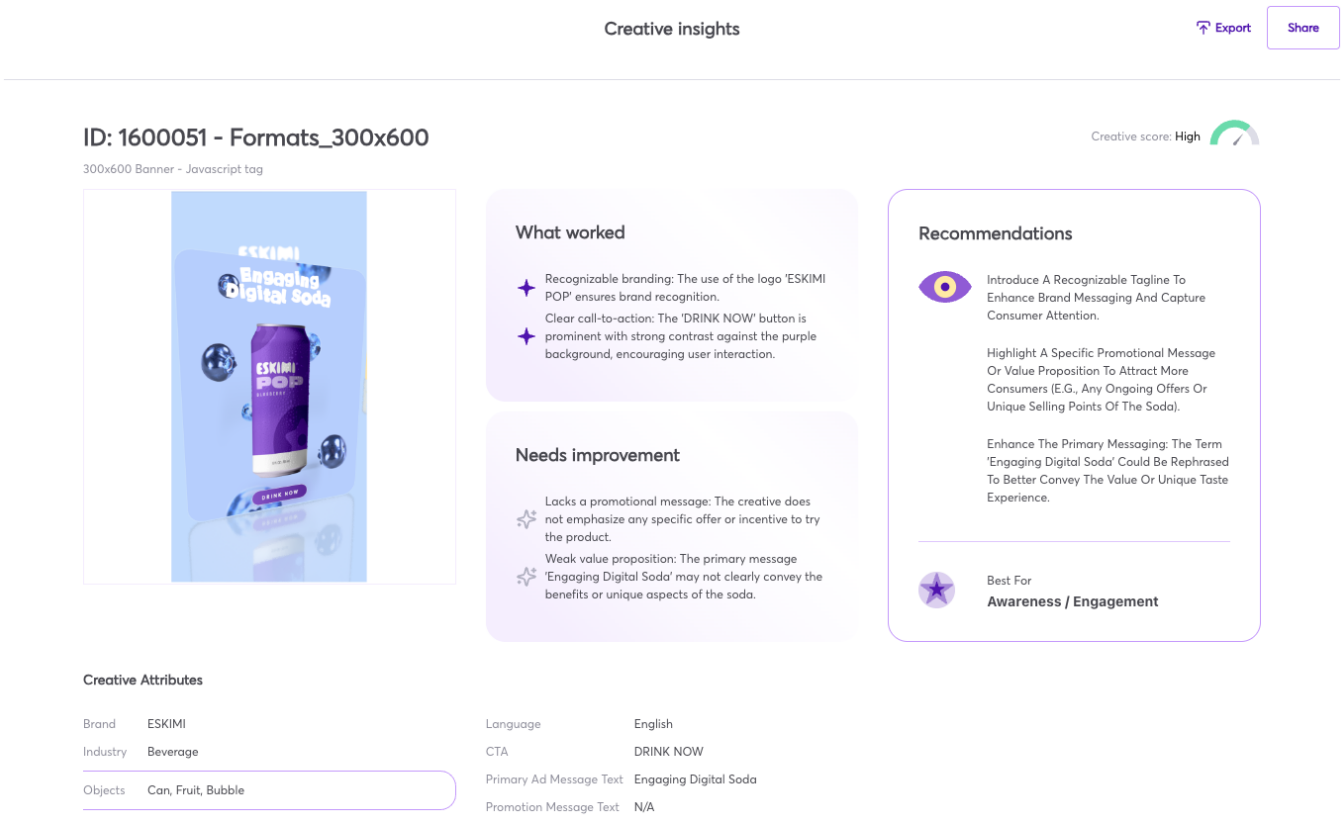
- Creative Attributes and Insights

Creative Attributes and Insights

To help you build the most effective ad campaigns, our platform uses AI to automatically analyze every creative you upload.
The AI examines your ad's images, text, colors, and structure to identify a list of key characteristics we call **Creative Attributes**.

These attributes are then used to generate a powerful **Creative Insights Report** for each ad, providing you with a performance score, actionable recommendations, and key takeaways to improve your results.

While the score doesn’t yet influence campaign delivery, it’s designed to help you take action and improve results faster.



How We Analyze Your Creatives

Our AI acts like an expert creative strategist, instantly breaking down your ad into its core components. It looks at every part of your ad—from the main image to the smallest text—to understand its content, message, branding, and overall quality. This process generates the list of attributes detailed below.

Creative Attribute Glossary

Here is a simple explanation of the attributes our AI identifies from your creative.

Text & Language

- `text.promotion`: Any text related to a special offer, discount, or sale (e.g., "50% Off," "Limited Time Offer").
- `text.primary`: The main headline or key message of the ad.
- `text.others`: Any additional descriptive or secondary text.
- `language`: The main language detected in the ad copy.

Visual Elements & Style

- `objects`: A list of objects, people, settings, or scenes identified in the creative's imagery (e.g., "car," "beach," "female", "phone", "laptop").
- `colors`: The primary and secondary colors that make up the creative's color palette.

Call to Action (CTA)

- `cta.type`: The format of the call to action (e.g., "Button," "Text Link").
- `cta.text`: The exact text used in the call to action (e.g., "Shop Now," "Learn More").

Branding

- `brand.logo.name`: The name of the brand identified
- `brand.identifiers`: Other brand elements like unique patterns or symbols.

Classification & Safety

- `industry`: The business vertical the creative belongs to (e.g., "Automotive," "Retail").
- `others`: Any other relevant tags or miscellaneous attributes identified.

How Your Attributes Power the Creative Insights Report

Once the attributes are identified, our AI uses them to generate a simple, powerful report designed to give you instant feedback. This report is built around the following sections:

1. **What Worked** This section highlights up to 3 strengths that positively contribute to the ad's potential performance, based on proven marketing principles.
   - *(e.g., Recognizable branding, compelling visuals, strong messaging).*
2. **Needs Improvement** Here, the AI points out up to 3 specific weaknesses or limitations observed in the creative that could be holding it back.
   - *(e.g., No CTA, low contrast text, weak visual focus).*
3. **Recommendations** This is the most important part. The AI provides 2–3 clear, actionable suggestions you can implement to improve the creative's effectiveness.
   - *(e.g., Use higher-resolution product images, simplify visual clutter, reword the headline for clarity).*
4. **Best For** Based on its design and messaging, the AI suggests the campaign goal this creative is most suited for:
   - **Awareness:** Great for grabbing attention and introducing the brand.
   - **Engagement:** Designed to make users interact, think, or feel something.
   - **Conversions:** Clearly structured to drive a specific action, like a purchase or sign-up.

Creative score

The AI provides an overall quality score from **1.0 (very poor) to 10.0 (excellent)**. This score is a weighted average calculated from five key factors, giving you a quick measure of the creative's potential:

- **Visual Clarity (20%):** Is the layout clean and easy to understand?
- **Branding Strength (20%):** Is your brand instantly recognizable?
- **Message Effectiveness (20%):** Is the value proposition clear and appealing?
- **Call to Action (20%):** Is there a visible and compelling CTA?
- **Urgency / Engagement (20%):** Does the ad motivate immediate action?

By leveraging these AI-driven attributes and insights, you can move faster, make more informed decisions, and continuously optimize your creatives for better campaign performance.