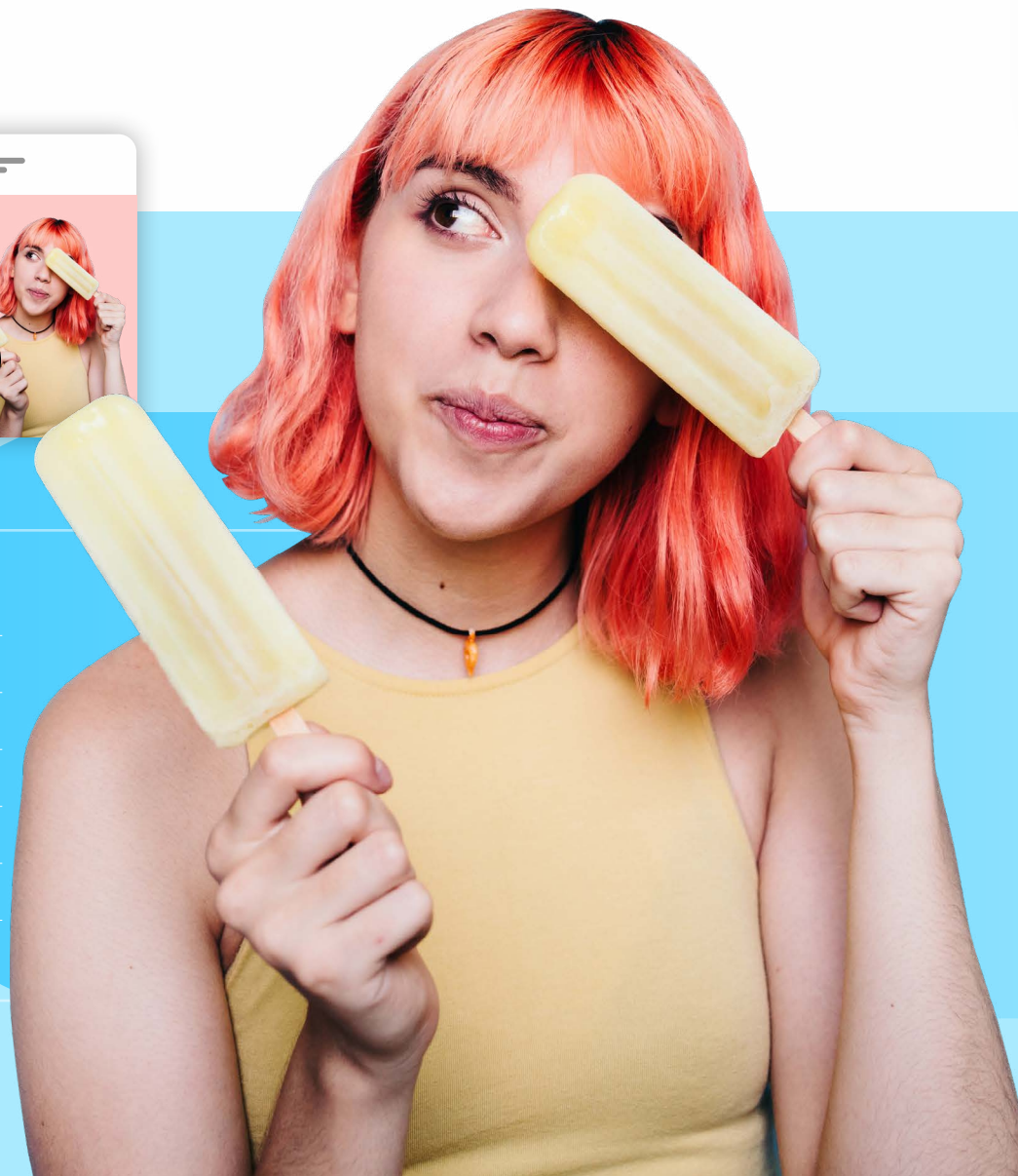
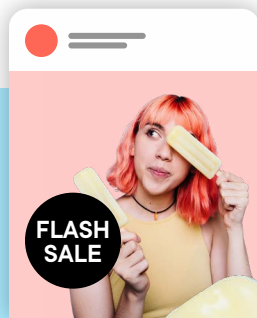
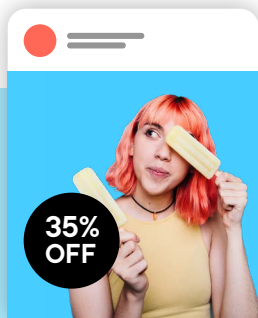


vidmob

3 Game-Changing Benefits of Scaling Creative

Learn how real brands are achieving success with VidMob



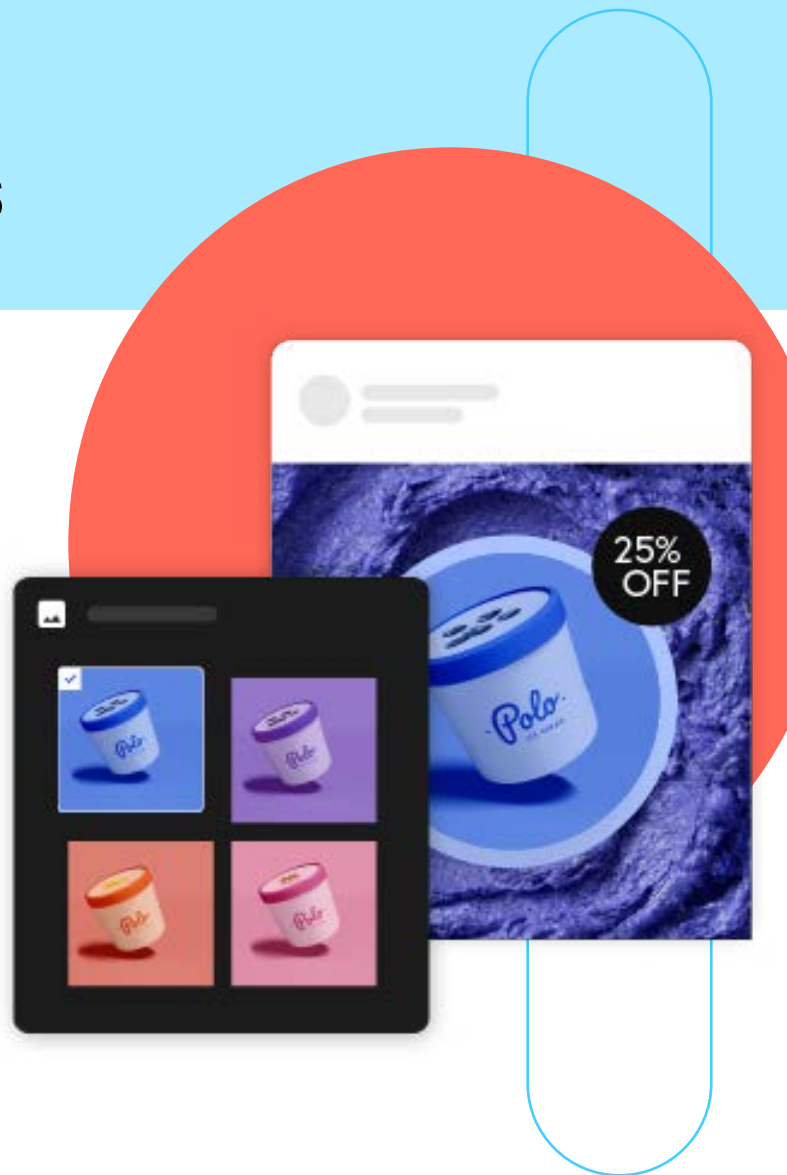
KPIs	Account Average
Click Through	21.3%
View Through	39.7%
3-Second View	34.4%
Engagement	46.8%
Conversion	49.3%
App Install	10.9%

Scale creative for long-term success

Growing business is exciting. Growing pains — not so much. It's even more painful when marketing and brand teams clash over the process of building, reviewing, and approving creative assets. In a world of increasingly complicated cross-platform marketing, the last obstacle any team wants is a slow, manual, and outdated way to scale business.

In addition, many brands struggle with providing insights that help creative teams build assets according to best practices. Even if they had all the time in the world to make beautiful creative assets, these teams would likely fall short of high performance expectations. With burnt-out creators, could the answer possibly be shorter deadlines and loftier performance objectives?

The answer is yes, because the answer is VidMob. The only creative performance data solution on the market is providing businesses an upward path to success by scaling creative production.



Learn how three companies across industries realized ambitious marketing goals with VidMob.



Benefit #1: Increase creative velocity

[Our research](#) shows that the demand for creative is higher than ever — and so is the speed at which it's created. Subsequently, there has been an increase in the number of creative velocity metrics used to measure success. These include the number of creatives designed per campaign, the number of advertising platforms that each require unique creative, and the number of campaigns that use data to guide creative decisions.

Our data points to a significant increase in these areas in the past year:

- A **59%** increase in the average number of creatives per project, with an average of over 30 pieces
- A **1.6X** increase in the average number of platforms, such as TikTok, Instagram, and LinkedIn
- A **3.6X** increase in customers connecting advertising creatives to data insights

These numbers demonstrate that brands need more creative assets across digital platforms. In this environment, smarter creativity drives performance — and that means adding much-needed data to the creative ideation process. According to Miguel Caeiro, head of Latin America at VidMob, this can be achieved with the right tools.

“[Intelligent Creative] comes as a decisive solution to leverage performance,” he shares. “The current variety of platforms, with their different profiles and technical requirements, requires that different creatives be developed for the same campaign.”

Normally this would mean more work, but Intelligent Creative makes it easy. By accessing a fountain of best practices for every platform, teams back every creative decision with proven drivers of performance — and they do it fast.

“[Intelligent Creative] makes it possible to develop campaigns that reach a larger audience in an efficient way,” Caeiro adds.

How iFood increases creative velocity with VidMob

iFood is the leading food delivery service in Brazil, delivering over 60 million orders per month. With national presence and time-sensitive campaigns, iFood was looking for a solution to enable their in-house production team to scale creative production — without increasing the demand on creative teams.

VidMob helped iFood turn creative concepts into templates and toolkits. They increased creative campaign production speed by **30X**, cutting the process down from five days to four hours.

KPI

30X

increase in
Production Speed

Benefit #2: Develop creative variety

If velocity feeds demand to produce more content faster, creative variety serves as the sought-after sustenance. Marketers will notice the many ways they can cook up a well-balanced campaign with strategic objectives and delivery optimization. But despite its importance, the ad creative portion can sometimes feel like an afterthought. Without performance-driven, eye-catching ads tailored to each platform, some of those campaigns lose efficacy and leave consumers looking for the next best engagement — and business leaders scrambling for ROI.

Of course, creative output is a meaningful, essential part of marketing in its own right. It's what the end user interacts with, making it the most critical tool brands should implement and prioritize. As a driver for growth, the best creative generates its own business results: Brands deliver an outpour of creative assets on each platform, increasing their odds of success with every interaction, in turn bringing in performance data that informs future creative.

How one fintech brand uses VidMob to develop their creative variety

A leading financial institution serves over 65 million users and 5 million local businesses. Their activation rates are directly influenced by local stores' ability to drive awareness around this brand as a payment option. As such, partnering with them entails producing creative at scale, driving awareness in social media, ensuring brand quality, and national-to-local personalization.

Thanks to toolkits in VidMob, the stores personalized creative using their logos and countless other elements across social media outlets. **100,000** creative assets were produced for over **25,000** local businesses in a 100% automated workflow.

With the capabilities to gain and implement proven best practices, brands can use this data to:

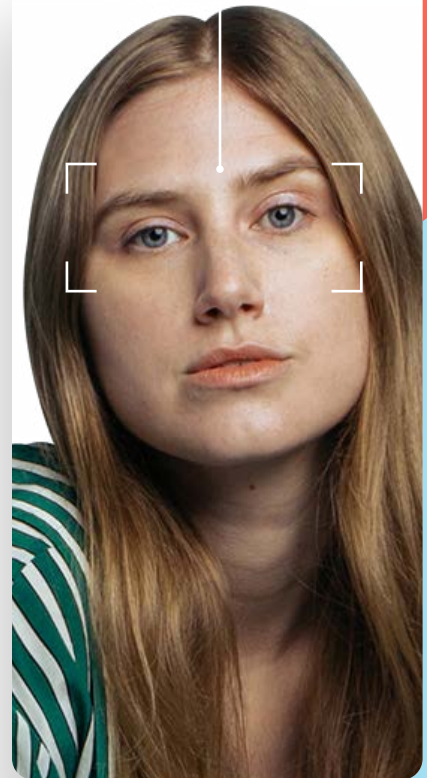
- Diversify across multiple platforms and mediums
- Put additional focus on creative output
- Build their own best practices using that data
- Tap into what audiences enjoy and want to see
- Perfect the loop from ad impression to conversion

For companies aiming to diversify their ad inventories, VidMob is a win. Our AI database reveals insights for any part of ad anatomy you can think of, from people to products to company logos. VidMob customers are already seeing success with factors as granular as eye gaze. In fact, VidMob [released a study](#) that shows how the direction of a model's eye gaze in the first few seconds of a video ad can significantly impact performance metrics.

“Those nuances are things that designers didn't have access to before,” shares Bethany Gostanian, vice president of product at VidMob. “If you take this data and combine it with our creators' base, who know their markets' nuances, it's a really powerful tool for marketers.”

EYE GAZE/

Direct



Ad showing a model with a direct eye gaze is a top performer.

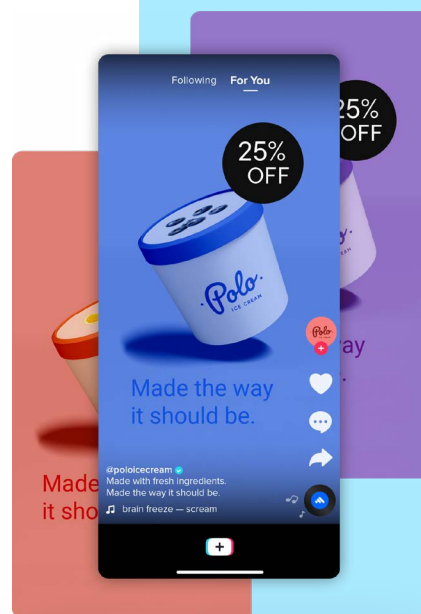
Benefit #3: Find value and lower creative costs

“Better and cheaper” is an attractive proposition. While catchy and easy to say, it’s not always easy to implement — especially as ad spend rises, budgets are constrained, and creators burn out.

Creators are finding themselves with more demand yet less time to produce quality work. Marketers, tasked with proving out the value of creative, plead with business leaders for more resources to do what they do.

Perhaps counterintuitively, lower creative costs give everyone what they want. There are easy questions teams can ask to achieve better and cheaper:

- **Better how?** In a results-driven world, marketers need to ask themselves how achieving better quality for less spend is possible. The answer? A unique technology platform that somehow makes the people who use it create higher-performing ads than they would through traditional creative ideation. This leads to a consistent path to truly better creative service. VidMob has made it their mission to do exactly this with Creative Analytics that unpack the best creative practices.
- **Cheaper how?** There is not a marketer on the planet who wants fewer resources. But how can they consistently reduce the cost of creative development while maintaining — or, ideally, improving — marketing performance?



Showing video of the product increased Purchase Rate by **2.8X▲**

When it comes to building emotionally resonant media that is going to represent a brand effectively in a crowded world, VidMob has built a technology platform that:

- Makes every frame in your asset library instantly accessible, thus reducing the need for costly original production
- Reduces the number of draft revisions and gets clients to an approved state faster — fewer drafts mean less work, which means less cost

The creative business is no longer business as usual. Unless your vendor is using an end-to-end technology platform to bring efficiencies to the creative process, the only way to get cheaper is by paying creators less — which is not the way to set up a brand for long-term success. But when brands use VidMob, they achieve better and cheaper — and increase their likelihood of meeting business objectives.

This audiobook app lowers cost-per-install with VidMob

A leading audiobook app offers over 400,000 titles. Their marketing team was challenged to increase digital advertising investments while maintaining or decreasing customer acquisition costs. They knew creative testing was the way to go.

The app company used templates from VidMob that turned into hundreds of creatives, decreasing cost-per-app-install by **40%**.

KPI

40%

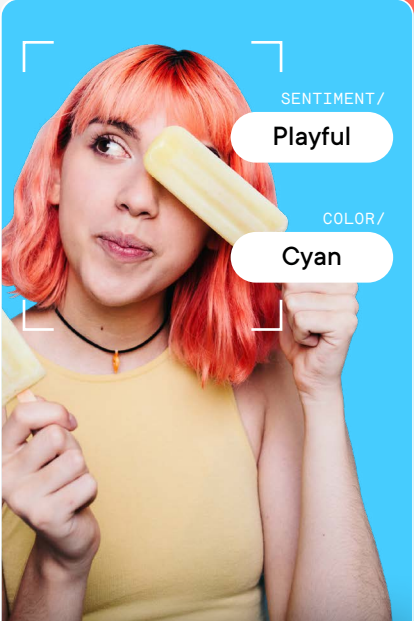
decrease in
Cost-Per-App-Install

Creative solutions for scaling creative

Every day, companies just like yours in every industry are trying to get the most out of their marketing resources. But not every marketing solution helps teams create great content. That's why VidMob, the first-of-its-kind creative performance data platform, helps teams achieve business benefits felt across the funnel, faster — satisfying everyone from consumers to the C-suite.

Audiences get the ad creative they'd actually like to see in their feeds, and leaders see opportunities grow from profit-generating performance drivers. How many benefits will you gain by intelligently scaling creative?

Explore Creative Scoring →



SENTIMENT /
Playful

COLOR /
Cyan

Shop Now >

Playful, bright scenes increased Open Rate by **44%** ▲

Why VidMob

The world's leading platform for Intelligent Creative, VidMob offers an end-to-end solution to help brands improve their marketing results by unifying creative and data. As the only company in the world to receive a Certified Creative Marketing Partner badge from every major social and digital platform, our access to creative data is unparalleled.

A portion of every dollar VidMob receives is used to fund pro bono creative services for nonprofits through its 501(c)(3), VidMob Gives.

Learn more about VidMob at vidmob.com and VidMob Gives at vidmob.gives.