

AMPUSH CAPABILITY:

# CREATIVE PERFORMANCE ANALYSIS

## Unlock Performance with Creative Analysis

Creative is one of the most impactful levers in improving the performance of campaigns. The top platforms require up-to-date creative and one approach may not achieve top performance across all platforms. A robust, data-driven approach to Creative Analysis will help inform your creative strategy for each digital platform and even amongst different audience groups.

## Comparing Ad Performance by Platform

Our designers have expertise in creative strategy for each of the major platforms Ampush services. They identify each partner's top and bottom performing creative using a combination of campaign performance factors relating to that partner's specific business objective. We want to see which creative had the biggest impact on ultimately driving revenue.



- Sales Driven
- Budget Allocated
- Delivery
- Cost Per Sale

## Creative Analysis

Ampush designers do a deep dive into the common ad elements of the top and bottom performing ads on each platform. Each platform has different visual best practices and trends for top performing ads. Our designers assess a wide variety of creative elements including:

- Background styling
- Spacing of visual elements
- Color scheme
- Contrast and highlighting
- Text placement and spacing
- Typography or text styling
- Model quantity
- Focal point(s)
- Model placement
- Cropping/Zoom
- Product placement
- Human element
- Model poses
- Regional vs generic imagery
- Lighting



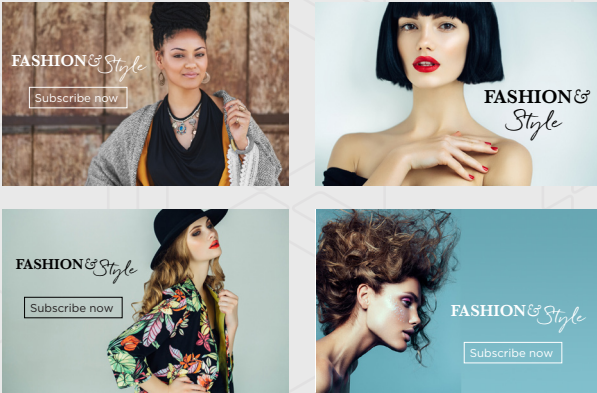
**ARE YOU READY TO TAKE YOUR CREATIVE TO THE NEXT LEVEL?**

Contact us at [partnerships@ampush.com](mailto:partnerships@ampush.com) for information.

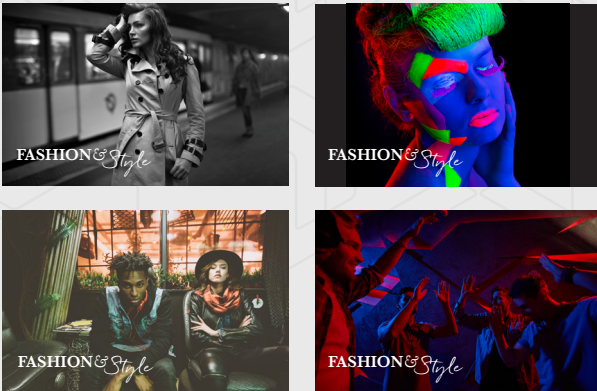
# EXAMPLE CREATIVE ANALYSIS

## Facebook

### Top Performing Ads



### Bottom Performing Ads

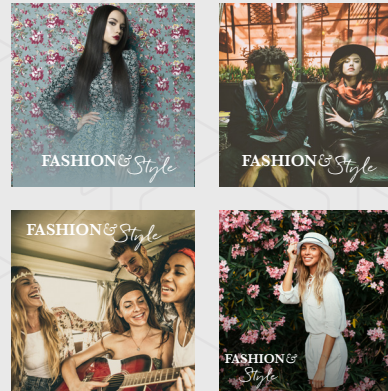


## Instagram

### Top Performing Ads



### Bottom Performing Ads



### Contributing Factors To Note:

- Plain/one colored backgrounds
- Bold hairstyles
- One subject focal point
- Zoomed in/cropped subjects
- Logo/CTA for Facebook
- No logo/CTA for Instagram
- Light colors

### Contributing Factors To Note:

- Busy backgrounds
- Zoomed out subjects
- Patterned backgrounds
- Multiple subjects
- Logo for Instagram
- NO CTA for Facebook
- Dark/muted colors



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