With You Today

- Zenia Johnson, Chicago Native
- Account Lead at 3Q Digital
- 6 Years in Digital, working with a multitude of clients
Data vs Creativity: The True Performance Driver
Why Is Creative SO Important?

Five years ago, a savvy Media Buyer could deliver results despite a poor creative experience.
Today, Platform Sophistication Demands Better Creative

Social algorithms are stronger, which means less focus on niche targeting for performance.

Broad Targeting is starting to out-perform traditional audiences.

Consumers are smarter about social.
What Can YOU Do?
Look to the “Old Ways” of Advertising
“In every line of copy we write, we’re either serving the customer’s story or descending into confusion; we’re either making music or making noise.”

— Donald Miller, Building a StoryBrand: Clarify Your Message So Customers Will Listen
Use Storytelling to Sell Your Product

Key Callouts

- Brand Identification
- Avoid Miscomprehension
- Text Overlay When You Can
- Show the Product In Use
- Sound Effects or Voice Overs

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🌟 Creative Thread 🌟

So lately I've been going back through Ogilvy on Advertising. It's incredible on how this book is timeless for advertising. The same sentiments that worked in the 50s and 60s work today. Why? Because people don't necessarily change, the medium changes.

5:03 PM · Jan 14, 2020 · Twitter Web App
But You Can’t Tell Your Story, If You Don’t Know Who’s Listening

1. Create Audience Personas for Storytelling
Developing Your Personas for Storytelling

Use your own Customer Data & Analytics to develop consumer personas

Who are the audience demographics for your customers?

What solutions can your brand provide for them today?

What barriers might prevent them from converting?
Map Out Your Customer Personas

Who are they?

- Trendy Homemaker
- Fashionista
- Established Executive

What do they want?

- Quickly find seasonal designs & furnishings
- Discover home entertaining layouts and ideas
- See current up-to-date trends
- Room-specific results and visuals

- Save time on finding furnishings and decorations
- Find ideas based on current fashion and interior design
- High-quality products should be available

- Expert designs in short periods of time
- Professional interior design without back and forth with a physical professional
- Products available for purchase and delivery
Identify Messaging Opportunities From Your Personas

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"Saving Time" is a key theme across all three personas
Personas Done? Great!

1. Create Audience Personas for Storytelling
2. Use Personas to Tell Your Story
Storytelling 101

A CHARACTER THAT FORCES THEM TO TAKE ACTION HAS A PROBLEM

THEY MEET A GUIDE WHO GIVES THEM A PLAN

SUCCESS

DEFEAT
In Other Words...

- The Hero
- The Guide
- The Villain
- Provides a Plan
- Hero takes action
- Results in win
- Or defeat
Putting Those Personas Into the Framework

Potential Customer

- Really wants a well designed home, but doesn’t have the time to thoughtfully design a space, and then shop for that space.

Brand is here to help!

Brand has a team of professional interior designers, who can quickly and effectively design your ideal space.

Clear CTA

People buy the product

People don’t solve their problem
Using The Framework for Your Brand

The customer is the Hero (Not the company, or brand)

Identify core barriers and hurdles in customer journey.
What are the internal and external factors our hero faces? What problem are they trying to solve?

Position Brand as the Guide

These are the most crucial parts of this process. When the brand becomes the hero, people stop listening. The brand needs to be the guide.

Identify how the guide helps the hero solve their problem clearly

People buy the product

Clear CTA

People don’t solve their problem
We’re Almost There!

1. Create Audience Personas for Storytelling

2. Use Personas to Develop Your Story

3. Use Hypothesis-Based Testing for Your Concepts
Hypothesis-Based Testing

Question

Why do ads have poor CPAs?

Hypothesis

Current creative doesn’t tell a good enough story

Test

Persona-based messaging overlay vs. no messaging overlay

Analyze

30% decrease in CPAs for persona-based messaging overlay
Rapid Iteration & Versioning

Create three core concepts (personas, disruptor, & value props/key differentiators)

Develop concepts knowing how they will iterate and scale

Ongoing testing:
- Layout
- Messaging
- Imagery
- Background
- CTA
Optimizing Creative Makes a Real Difference

Fastest-growing advertisers created **11x** more creative assets (45/4)

ROAS also varies depending on creative quality. The average difference between top- and bottom-performing creative is 11x.

“Optimization of creative can impact performance. By testing and optimizing, we saw advertisers gain a significant amount (23%) in terms of cost per incremental buyer”

*Facebook study of over 300 multi-cell conversion lift tests*
Creative Fatigue Impacts Scalability

1. First Time impression ratio **falls** to 25% within 2 weeks

2. First Time impression ratio **falls** to 10% within 30 days

3. First Time impression ratio **falls** to 5% within 50 days
Majority Of New Creative Will Fail

- To find 100x ads, you will need to develop a lot of ads
- 95% of this new creative will fail to overcome current winners
The 80/20 Rule

80% Optimizing Winners

20% New Concepts
The 80% - Variations: Small Changes & Small impacts

Leverage pieces of past, high-performing concepts

Variations in color, image, video length, video/image size, layout and more

Test variations at scale, to find that 100x ad and prevent ad fatigue
20% - Concepts: Large Changes & Large Impacts

Outside-of-the-box approaches that can result in large improvements (or in some cases, large losses)

Winning new concepts will become the drivers of your campaign’s performance

Minimize losses, about only 20% of creative work is focused on new concepts
## But It Matters Naught If You Fail to Document

<table>
<thead>
<tr>
<th>Status</th>
<th>Brief</th>
<th>Test Name</th>
<th>What Are We Testing?</th>
<th>Hypothesis</th>
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<tbody>
<tr>
<td>Upcoming</td>
<td>Click Here for Brief</td>
<td>Lifestyle vs. UX</td>
<td>Lifestyle vs. UX</td>
<td>Lifestyle will win due to the &quot;Human Connection Element&quot;</td>
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<tr>
<td>Upcoming</td>
<td>Click Here for Brief</td>
<td>CTA Button</td>
<td>Watch Webinar vs. Download eBook CTA button</td>
<td>Watch webinar will be more compelling for users to click through because they would rather watch a video vs. read an eBook</td>
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<tr>
<td>Upcoming</td>
<td>Click Here for Brief</td>
<td>App Interfaces</td>
<td>Project Management vs. Site Safety vs. Productivity vs. Financial</td>
<td>Project Management will outperform the other app interfaces because it is the most colorful app interface compared to the others</td>
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<tr>
<td>Upcoming</td>
<td>Click Here for Brief</td>
<td>Lifestyle: Gender</td>
<td>Male vs. Female Model</td>
<td>Female will outperform male imagery due to women models typically performing better on ads</td>
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<tr>
<td>Upcoming</td>
<td>Click Here for Brief</td>
<td>Simple Animation vs. Static</td>
<td>Simple Animation vs. Static</td>
<td>Simple animation will stand out more on the feed than a simple static image ad. driving a higher CTR</td>
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<tr>
<td>Upcoming</td>
<td>Click Here for Brief</td>
<td>App UI</td>
<td>iPhone vs. iPad vs. Computer app UI</td>
<td>iPad will win because it is the most commonly used on the job sites</td>
</tr>
</tbody>
</table>
Case study: 130% CVR Through Iterative Testing

Challenge:
Struggled to find evergreen creative that would resonate and prevent immediate ad fatigue. Current lifestyle imagery did not fully represent either organization’s customers and financial goals, which led to low engagement.

Methodology:
Designed creative that included money and better reflected the institution brand identity and purpose

Results:
• Overall conversion volume increased by 130%
• CPA decreased by 21%

FinTech brand

130% more conversions
Case Study: Yoga Wins Out

Which ad creative drove higher performance?
“Yoga” Imagery Drove Higher Performance

**Challenge**
Develop high-performing FB ad creative leveraging past test results data and creative learnings

**Methodology**
3Q Creative team developed FB creative based on data and learnings from previous testing
Tested “Yoga” vs “Fitness” imagery to validate performance hypothesis

**Results**
- Increased conversion rate by 67%
- Creative learnings informed new creative for UAC campaign and ASO

✓ CVR +67%
Want More?

- See 3Q Digital’s 2020 Guide to Digital Growth Disruptors: https://go.3qdigital.com/l/577981/2020-01-23/kqznzg

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Questions?