Creative Analysis of Uber Video:

1. Color Variation: notice color variation is low. With AT&T we took their blue color palette with white lettering and inverted it. Consider doing this in the future with Uber's Video.
    - See Example 1

2. Voice Over Variation: With Progressive and Monday.com, they used male and female voice overs, and in Progressive different implied ethnicity. This boosted results.
    - See Example 2

3. Message Hooks: With Kroger, which focused on grocery delivery, we found that different messages hooks focusing on the food (berries ad) as well as hooks that showed the delivery experience (person bringing deliver to the door, the refrigerated delivery truck). This boosted impact because some cohorts of people were more motivated by the delivery experience, while others were more motivated by seeing fresh food.
    - See Example 3

Multi Merchant



Stocking Stuffers



Wrapping Essentials



Toys



Holiday Groceries

Single Merchant



Aldi



Sephora



Best Buy



Home Depot

Creatives:

https://cf.artsai.com/campaigns/creatives/preview.html?creativeID=42726&revision=11

1 voice over (female), 1 music variation. different scripts, mostly same structure, but different products / retail brands

Example 1

Template 1 (6 versions)

CTA: Learn more

Headline 1 | Headline 2 | Headline 3

Blue Layout



Headline 1 | Headline 2 | Headline 3

White Layout with Blue Embrace



Template 2 (8 versions)

CTA: Learn more

Headline 1

Blue Layout



White Layout with Blue Embrace



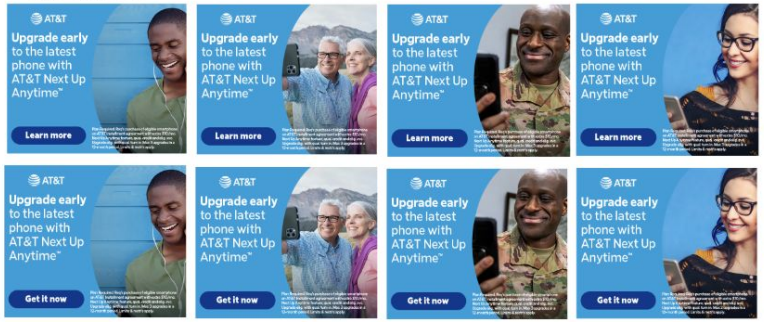
Template 3 (16 versions)

CTA: Learn more

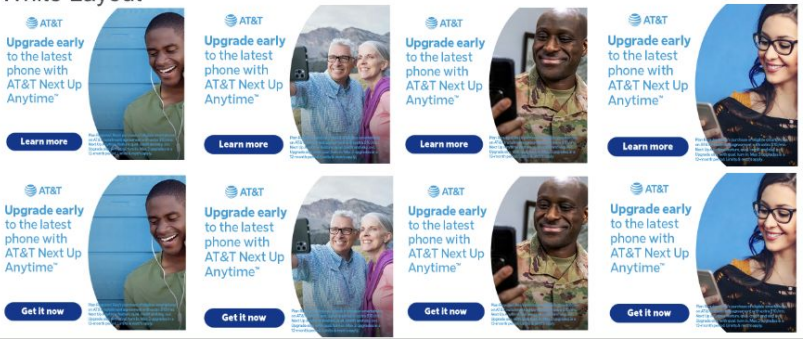
CTA: Get it now

Headline 1

Blue Layout

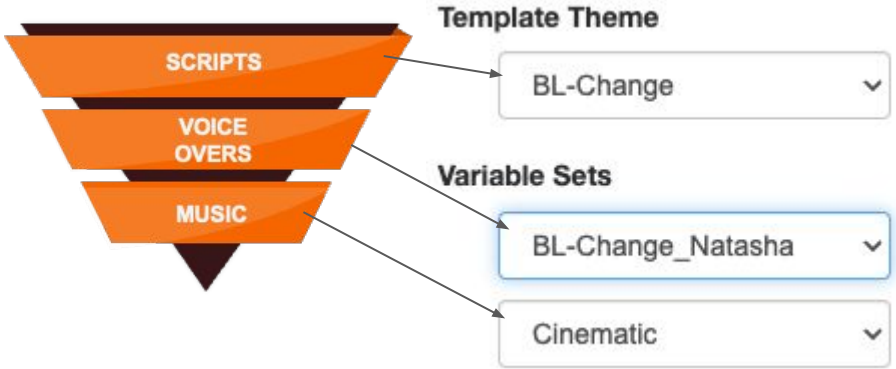


White Layout



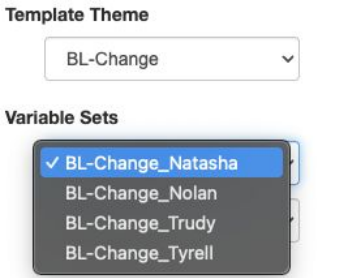
Example 2





https://cf.artsai.com/campaigns/creatives/preview.html?creativeID=22950&revision=1

Listen to the different voices, note the different scripts and music beds. This variation increases AI conversion lift.



AI Personalization: Audio Case Study

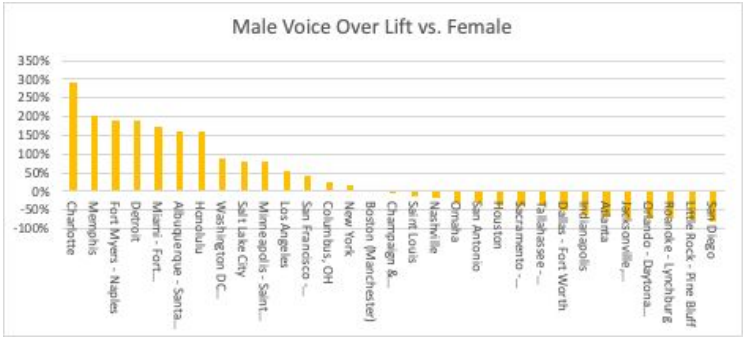
monday.com

Listen: Ad Versions

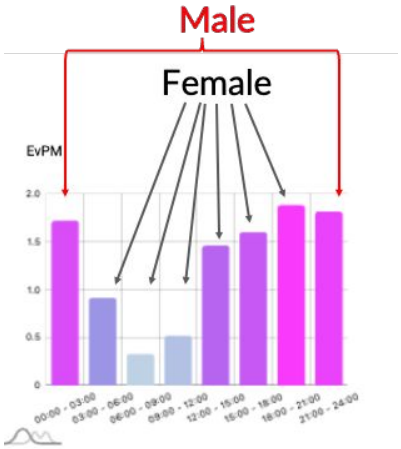
For the main script (not including CTA), full female voice over (VO) outperforms male voice by **25%** in the randomized control group.*

HOWEVER... using only the female voice significantly underperforms using both MALE & FEMALE.

Except in certain cities



And... Except and certain times of day



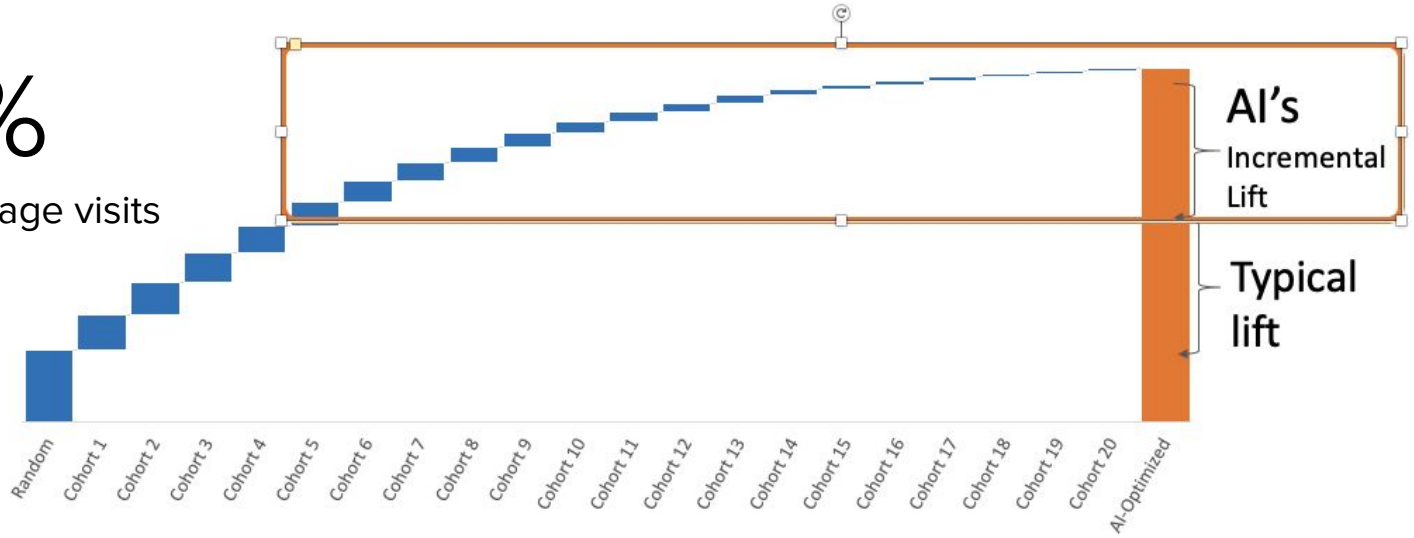
AI Personalization: Audio Case Study

monday.com

AI makes lots of little optimizations that add up to big gains

188%

Lift In Web page visits



Example 3 *Diversity of message hooks increases AI optimization lift.*

Kroger

+259%

Kroger had a significant lift in their KPI via 72 creative versions and allowing the AI to optimize at the impression level.



CREATIVE VARIATIONS AI USED FOR OPTIMIZATION

Food focus

Delivery experience

1. Color Variation

Original



Recommended Addition



2. Voice Over Variation

Male Only

Male & Female

3. Script & Hook Variation

Looking for last minute gifts? Shop the best gifts under $50 on Uber Eats. Save on beauty, tech and more. Get last minute gifts for $50 or less delivered to your door in as little as 25 minutes, only on Uber Eats.

4. Visual Variation
(to align with Hook)