## PERFORM HOW TO MAKE CREATIVE THAT PERFORMS FOR YOUR BRAND PERFORM



## **WHY CREATIVE MATTERS**

Average daily time spent consuming content online is

6 HRS 59 MINS

(Forbes)

The digital consumer has an average attention span of

**8 SECONDS** 

(Lambda)

Video engagement must happen within the first

**10 SECONDS** 

(Mobile Leads)

## **WHAT YOU CAN DO**



Build a seamless brand presence across creative, from your ad to your website or your app storefront. This makes the customer journey easier and shows people you are professional and trustworthy. Stick to brand guidelines for visuals and tone of voice across channels.



Consider your target audience(s) in all you do. Ensure imagery and copy will resonate with your target consumers. Consider language, imagery and refresh your creative at least seasonally and align with major holidays.



There is no room for complacency with performance creative. Always continue testing, from imagery to copy to ad formats. Controlled tests with isolated variable changes allow you to learn about what resonates with your users.

In a campaign for one of our app clients, we saw an 85% reduction in cost per install after a series of four creative tests, offering invaluable learnings that could be applied to the rest of their creative.



