



# Creative Analytics:

The Next Frontier of Data-Driven Marketing

The Facts Marketers Need About Harnessing Creative Data to Increase ROI and Find Their Target Audience

# It's an understatement to say that the marketing world is making colossal shifts right now.

## Data privacy regulations, especially the ones Apple has recently implemented, are rewriting the rules on how marketers reach their core consumers.

Their App Tracking Transparency (ATT) solution gives iPhone users the choice of opting-in to sharing their data, and with the slew of privacy features that came with the iOS 15 update, like Mail Privacy Protection, individual consumers have more control over how their information is shared with third-parties than ever before. What does this mean in a nutshell? You're going to have **a lot less individual data** about your target audience and how your marketing is performing.

This isn't a "you" problem; it's a challenge the entire marketing world is facing.

With increased federal scrutiny over how companies collect and disseminate data, the kind of audience insights marketers have been

accustomed to since the birth of the third-party cookie and mobile ad IDs (like Apple's IDFA) have been deprecated. While that cookie has been crumbling for a few years now, without these important digital tokens, marketers must discover new ways to mine audience insights and optimize digital campaigns.

The best solution may be simpler than you think.

**With less granular audience targeting data, advertisers must refocus their optimization efforts on the performance of their creative assets, like video advertisements.** What are the messages that are resonating? What kind of talent does your target audience want to see? Creative analytical data like this is more critical than ever before, not just because they can generate insights in a privacy-friendly way, but with **AI-powered solutions like QuickFrame's Video Vitals**, they can uncover information the human eye may not be able to detect.

In order to do this, brands must engage with data-driven marketing tools to surface nuanced creative insights that will provide a deeper understanding of their customers and how their creative assets perform.

**Over 45% of marketers are already operating data-driven strategies that are six times more likely to increase profits annually**, so what are you waiting for? Oh right, this guide!

### In this guide we'll cover:

- Why Now? What are the data privacy changes, and how did they accelerate the need for alternatives to finding target audiences?
- What is Creative Analytics? And how is it a data-driven solution to surfacing nuanced audience insights?
- How to Use Creative Analytics? And what are some ideas you can start executing today?

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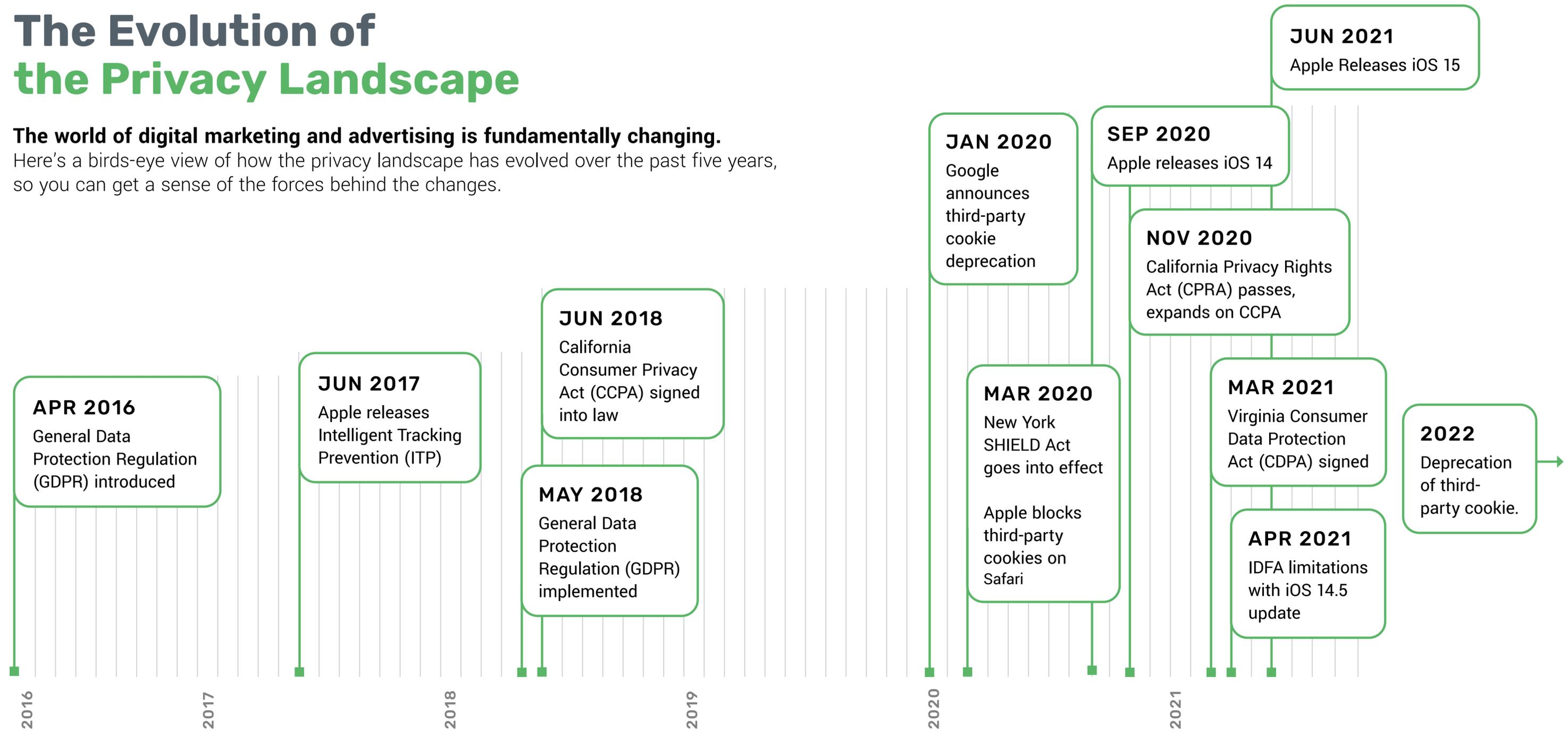
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# The Evolution of the Privacy Landscape

**The world of digital marketing and advertising is fundamentally changing.** Here's a birds-eye view of how the privacy landscape has evolved over the past five years, so you can get a sense of the forces behind the changes.



# Why Now?

## The Data Disruption

You've read the press releases, you've seen the full page ads, but you may still be asking yourself: **what's actually happening with the future of data privacy?**

To put it mildly: **a lot.**

Between Google preparing to sunset the third-party cookie, and Apple's recent slate of software updates—including iOS 14.5 and iOS 15—users have more transparency and autonomy than ever before into how their personal data is collected and shared. These data privacy changes have given consumers considerable control over the information third parties can collect and use for marketing purposes.

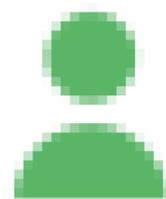
These are well overdue protections for individual consumer data, but if you're a marketer who relies on hyper-relevant targeting to efficiently reach your core audience, your job just got a whole lot more complicated.

The audience granularity you're used to has effectively disappeared. With decreased targeting capabilities, you'll need to reframe your positioning and creative approach to appeal to a wider audience while still driving action.

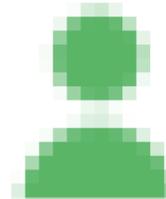
Not sure what to do about it? You're not alone. Here is the high-level info you need to know about the disruption caused by Apple and Google's data-privacy changes.



Third-party cookie phase out begins on Firefox and Safari



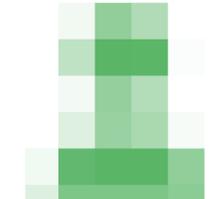
App tracking Transparency (ATT) goes live on iOS 14.5



iOS 15 goes live



Third-party cookie phase out begins on Chrome in 2022



# Apple

## iOS 14.5 and iOS 15



**Apple changed the digital ad game** when its iOS 14.5 update went live in early Spring 2021, requiring the world's 900 million iPhone users to opt-in to sharing data across the apps they have on their phones and tablets. They continued to innovate on these privacy solutions with iOS 15, which was released in the Fall of 2021.

With iOS 15, Apple updated its Intelligent Tracking Prevention feature, now allowing users to block their IP address from trackers on Safari. The device manufacturer also introduced Mail Privacy Protection, allowing users to block their IP address when using Apple's Mail app, as well as prevent email senders from tracking engagement

behavior (i.e., email opens). Further, Apple's new App Privacy Report tells users exactly how their information is used when they choose to share data. These changes are significant and not to be overlooked, but for most marketers, the most impactful update came first with iOS 14.5's introduction of App Tracking Transparency (ATT).

ATT requires user authorization before any app can collect data that is then shared with other companies for purposes of tracking across mobile apps and websites. In past versions of iOS, users had to opt-out of data tracking and sharing by manually going into their settings. This new feature simplifies the process through a pop-up notification whenever a new app is opened that explicitly asks the user whether or not they want to share their data.

What this means is that whenever someone uses an app on an iPhone or iPad today, they will have to give the developer express permission to access their IDFA, or Apple's Identifier for Advertisers. What the IDFA does is track a user's activity across different apps on a person's iPhone. If you're a marketer who relies on data

about your core consumer's interests to build audience cohorts, you can probably guess how this will impact your job.

Let's explore this issue by using Facebook as an example. Say, for instance, someone who loves collecting sneakers opts-in to sharing their data with the social media app. Facebook would be able to take that user's information and put them into an audience segment for targeting purposes composed of consumers who often buy a lot of sneakers on mobile eComm sites, visit popular shoe brand's websites on their iPhone, or read blogs on sneaker culture on their iPad—providing marketers with an audience that is very likely to buy sneakers from an Instagram ad.

But because only a fraction of users are actually opting-in to data tracking on iPhones—**approximately 6% across the United States**—the data required to build these audiences are inaccessible. Furthermore, Facebook's ability to accurately track conversions (purchases, leads, website visits, etc.) attributed to an ad served across its ecosystem is significantly limited by ATT. Every time a user opts out of allowing

Facebook to track their mobile behaviors across apps, the ad platform loses the ability to track subsequent actions taken. This leaves marketers in the dark about precisely which campaigns are performing best—and worst. Facebook is implementing their own solutions to circumvent these targeting, measurement, and attribution issues, but as they are in their infancy, they don't yet have the precision marketers crave.

### **Does Facebook still have first-party data they can leverage on their own ad platform?**

Sure, but again, it lacks the robustness of third-party data. Facebook may be able to create an audience of sneakerheads based on people who follow influencers on Facebook or sneaker fan accounts on Instagram, but this isn't as effective as third-party data. Think about it: just because someone follows an account about limited-edition sneaker releases doesn't exactly mean they can always afford their pricey hobby.

## Google

### Third-Party Cookies

Apple's iOS updates have dramatically impacted how advertisers target mobile users, but Google's parallel phase out of third-party cookies on Chrome will cause a major shift in tracking anyone who uses the browser on both mobile and desktop.

If first-party cookies are codes that track a user when they visit one website, a third-party cookie is a code set by a separate domain that tracks a user across multiple websites. This collected data gives marketers a robust user persona so brands can target potential consumers with advertisements based on their wants and needs.

Popular web browsers like Safari and Firefox have already blocked the third-party cookie, but Chrome accounts for **more than half of all global web traffic**. When Google's changes go into full effect in the coming years, the seismic impact of the third-party cookie's demise will be profoundly felt across the internet.



# Your creative must work harder.

What does all this mean for your brand? Because it's going to be a lot harder for ad platforms to track users across most devices, apps, and browsers, marketers will have much less precision when it comes to **audience targeting and measurement**—two of the most important advertising campaign optimization levers.

With these two levers effectively muted, what do you have left to work with? Your budget strategy, and your creative assets. But hey, we're marketers, we know the last thing any of our bosses want to hear is "Just spend more money!" So really, what does that leave you with?

**Your new everyday hero: ad creative.**



# ASK THE EXPERTS



## Brandon Orr

Director of  
Demand Generation  
QuickFrame

### Question:

**All of the changes happening in the data-privacy space, especially those iOS software updates, can be pretty dense and confusing. Do you have a simpler way to describe exactly what's going on?**

### Answer:

I may be showing my southern roots here, but I like to think of marketers as small game hunters, tracking down the individual people interested in their products. And you can't hunt for small game without a weapon, specifically one with a super-accurate scope.

The powerful scope marketers are accustomed to has allowed them to find and deliver a message to someone the moment they've reached a predefined stage of the purchase cycle. This meant marketers didn't need to worry so much about the kind of ammo—meaning the creative asset that delivered the message—they used. It had to be good, sure, but it didn't need to be perfect because their aim was already incredibly accurate.

What Apple's iOS updates have done is effectively dismantle our scope. You can aim in a general direction of your target, but you won't be able to pinpoint a specific spot you want to hit. And if you do hit your target, it can be days before you

know whether or not the ammo you used was successful, and if your aim was as accurate as you had anticipated.

This means that the most important thing a marketer can do today is start crafting new ammunition: buckshot creative. Taking a buckshot approach from the beginning of a marketing campaign means **generating creative visual assets that can deliver a message to a broader audience**. Without the ability to needle in on individual consumers, your buckshot creative can cast a wide net on any target you're focusing on, across any stage of the purchase cycle.

Okay, so your creative needs to "work harder," but how do you make that happen? Here are four key facts marketers need to know about how Apple and Google's data privacy changes are effecting targeting, measurement, and attribution, as well as some solutions you can start implementing today.

# What is Creative Analytics?

**At its core, marketing has always been about trying to understand what a customer likes, wants, and needs and providing that for them through creative messages.**

Historically, marketers could rely on gut instincts, focus groups, or market studies conducted by specialized agencies to gain an understanding of how their ad creative resonated with their target audience. With the proliferation of digital advertising, advertisers could analyze data, like click-through rates and event conversions, to understand the overall effectiveness of their ads. And A/B testing techniques allow marketers to understand the impact of discrete variables, like the use of one closing CTA versus another.

**Well, the times they are a-changing...**

**Video Data**

- Objects
- Messaging
- People
- Setting
- Music
- And So Much More...



**Media Data**

- Impressions
- VCR
- Time on Page
- Clicks
- Conversions
- Sales
- And So Much More...

# What Is Creative Analytics?

Because of the data-deprecation occurring with Apple's iOS software updates and the impending demise of the third-party cookie, **marketers are engaging with new technologies that aim to make their lives easier in this new data ecosystem.** Emerging A.I. and machine learning tools, like QuickFrame's Video Vitals, can provide something even the most advanced creative tests cannot: a deeper understanding of the individual elements that are performing the best in a video ad. These tools surface nuanced insights that you or I may have noticed as we looked at an ad, but had zero clue were so vitally important to a campaign's performance.

Let's break this down for you: imagine you're an airline. You're thrilled travel is starting to boom again, so you want to meet the moment by producing new commercials to entice customers to get back in the air. You decide to create two ads with different messages; the first about your excellent customer service, and the second about your new low prices.

After you run the ads, maybe you notice that the "low price" message is outperforming "customer service", so you lean into that positioning. But are the low prices really what's engaging your audience, or is it something else? This is where standard A/B testing stops.

What AI-powered machine learning solutions can do is pinpoint the individual elements of your creative that are generating the strongest results. Sometimes these could be plain as day—audiences prefer live-action over animation—but often **the elements that are working may be even more subtle**, like the tone of voice, number of talent featured, the setting of the video, or even specific words used in your advertisements.

You may analyze all of the videos in your campaign and realize that it isn't so much the talent or messaging that is having the strongest impact, but the fact that you show what customers will experience in-flight, from highlighting fancy snacks to more legroom than the competition. That will tell you that regardless of your messaging, highlighting the benefits fliers

receive riding the friendly skies with your brand is what is most important to your target audience.

Here's a more nuanced look at how Creative Analytics works.

After you input a set of assets into a solution like QuickFrame's Video Vitals, the artificial intelligence will analyze each and break them down into their individual elements, which can be practically anything. You can break down what messaging was used, the tone of voice, the talent shown, what setting the ad takes place in, whether or not you included music, what objects are featured, and so much more. Seriously, we aren't being hyperbolic: essentially **every aspect of your video creative can be analyzed.**

**This creative data will then be cross-analyzed with the media performance data that is available to your brand, like impressions, clicks, and conversions.**

Marrying these two datasets surfaces which creative elements lead to higher (and lower) performance.

## How to Use Creative Analytics

**Take a moment and think about the questions you've asked yourself about when creating campaign assets in the past.**

Is my audience interested in learning about individual features, or the lifestyle that comes with our product?

Do older audience demographics prefer seeing positive or negative messaging?

What kind of talent will work best on this new social media platform?

Are customers not going to our digital storefront because our call-to-action is weak, or is it because the ad isn't dynamic enough?

Creative Analytics is designed to answer these tough, intangible questions!



# The benefits of using Creative Analytics to surface insights is clear: **higher ROI from your marketing budget.**

## **Sure, you can plan on higher performing campaigns when using data-driven creative, but the benefits go beyond just the top-line.**

Increasing ROI is a critical metric—especially to your C-Suite team—but for marketers trying to make headway through the tangled web of privacy changes rewriting the rulebook on data-driven marketing, the greatest benefit of this approach is the simplest: you get better performing ad creative that is produced more efficiently. When you carry over the nuanced insights surfaced through Creative Analytics from campaign to campaign, you're constantly zeroing-in on what works best in your ads to further refine your creative, increasing your overall performance through each iteration while streamlining in the production process in tandem.

## **More Efficient Video Production Process**

Every marketer knows that time equals money, and Creative Analytics can save you both. Think of it like this: if you know at the start of your campaign key video elements that are already resonating with your target audience, like talent and location, you won't need to waste time and balloon your budget by hiring different actors, shooting footage in multiple locations, or holding extensive creative brainstorming sessions to identify what is working with your campaigns. You can just focus all of your attention on what has historically performed the best, leaving the need for reshoots or extra production days on the cutting room floor.

## **More Confidence Launching on New Platforms**

Every platform has its own flavor of content. You probably don't want to see a 60-second how-to cooking video during a commercial break on Roku or Hulu, but that may be exactly what you are looking for in an ad on Instagram. Platform integrations with social media channels can allow you to harness data to measure performance and make adjustments in real time. As you gather more performance data about what video elements your audience finds most engaging, you can confidently utilize those learnings to expand your reach onto new platforms.

## Industry Insights

Because AI-powered solutions like QuickFrame's Video Vitals have analyzed thousands of videos, the Creative Analytics generated can allow you to see what video elements are performing the best **for an entire industry**, and not just your individual brand. These industry insights can be a perfect starting point for your campaign, allowing you to drill down on the content that your unique audience wants to see. Even better though? These learnings allow you to keep tabs on what your competition is doing, so you can carve out **your own creative path** to stand out.

## Nuanced Customer Insights

Before you may have known whether one video creative was performing better than another, but with data-driven solutions, you can understand your audience on a deeper level. What about your ad creative **speaks to them emotionally?** Will a sentimental message carry more weight when compared to a simple Product Spotlight? Essentially, your video creative becomes like a 21st century focus group, revealing learnings on exactly what your customer cares about, both intellectually and emotionally.

## Interdepartmental Value

Creative Analytics may be in the marketers domain, but that doesn't mean they're only valuable to us keepers of the content keys! They can provide incredible insights beneficial to other departments, like Client Services and Product Teams.

Let's take a meal subscription service, for example. After running previously produced video ads through a machine learning software to surface Creative Analytics, the service came to a beguiling conclusion. They recognized that their ads performed the best when they featured chicken or cheese on screen. Sharing this fact with their Product team can provide **vital truths about their customer's preferences**. That can be used to make their service even more enticing, like updating their menus to reflect exactly what their consumers are craving.

# Creative Analytical Data Brings **Efficiency** to Concept Testing

At QuickFrame, we have been evangelists for a **multivariate approach** to testing video creative. In essence, a **performance marketing multivariate testing strategy** means identifying your key campaign goals and gathering insights from previously created assets. This information is then used to devise a framework for testing multiple concepts based on historical data that can be tested and iterated on, drilling down to the **key elements** that are resonating with your target audience.

But as you well know, marketer's simply don't have access to the individual data they've used to target specific audiences in the past. In the time before data deprecation, you could get away with testing a couple creative concepts because you would generate audience insights through data

culled from third-party cookies, or the biggest paid ad markets like Facebook and Apple—who aren't even sharing data in the same cadence as they had before! Basically, one of the ad world's favorite tools has been almost completely disassembled.

So yes, while you still need to test multiple creative concepts—how else are you going to combat all those Apple and Google privacy changes we've been telling you about—Creative Analytics **strips out much of the guesswork** you may have found yourself doing in the past.

What Creative Analytics can do is give you a framework to choose what video elements you test throughout your campaign, saving you time and money by erasing the need for extended creative testing and brainstorming. For example,

rather than testing two live-action commercials with different messaging, start more broadly by testing live action versus animation. This way you'll know from the start of your campaign which **format** to dedicate more time and resources to.

Our favorite part? This approach will help you be even more efficient with your campaign budgets, so you're not wasting dollars as you try to pinpoint what's working with your videos.

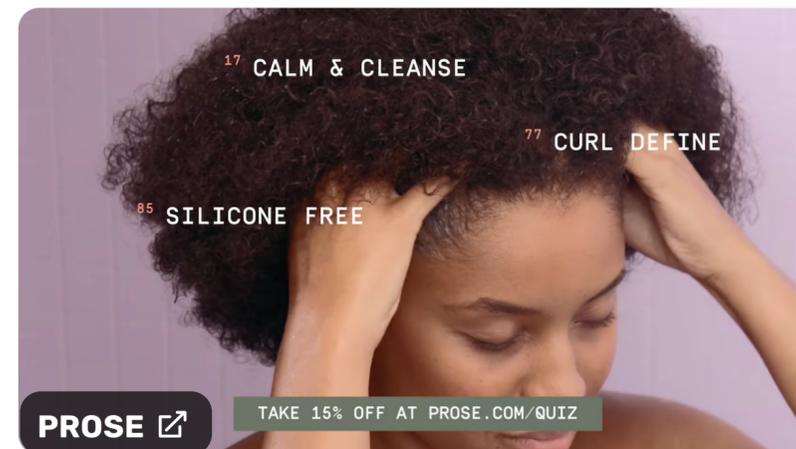
With a solution like QuickFrame's Video Vitals, brands can surface Creative Analytics that break down videos into their essential components, like video type, talent, location, messaging, and so much more. But it can get even more granular than that.

## Here are other **video elements** you should consider when devising your broad creative concepting:

CLICK EACH EXAMPLE TO WATCH THE FULL VIDEO.

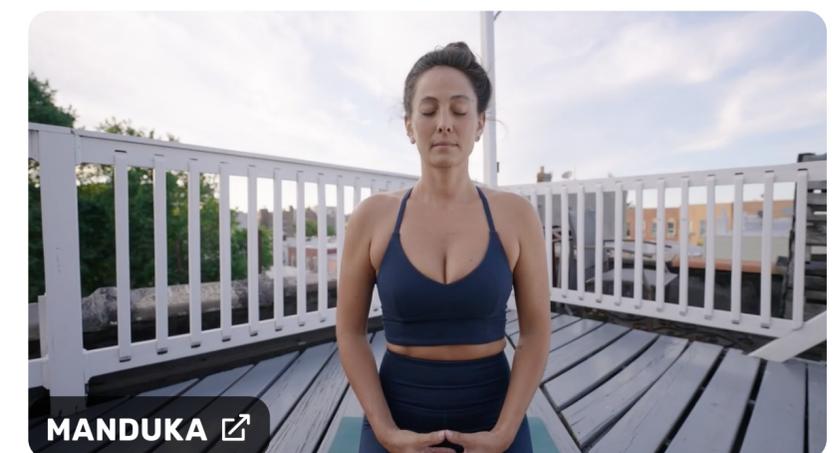
### 1. Video Type

Before you get into other elements of the video production process, like casting talent or sourcing locations, think broadly about the video type you want to use. **Historical data** you've compiled from past creative assets can give you a jumping off point for a new marketing campaign, but don't let old data allow you to make assumptions about new audiences. Choose a broad slate of types, like Explainer Videos, How-tos, or Testimonials to see what resonates.



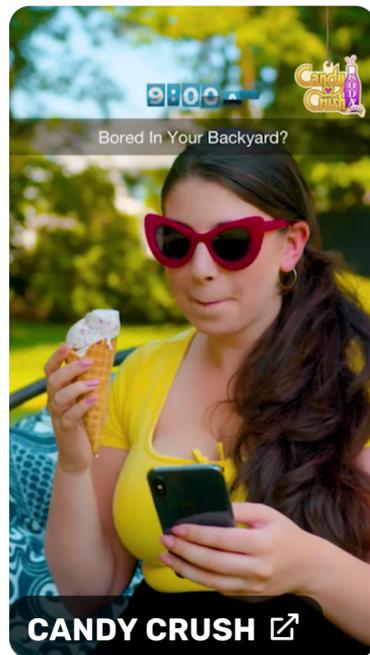
### 2. Location

**Don't get lost in the weeds** trying to choose hyper-specific locations. Broad concepting is more simple, like in-studio versus outdoors. Once you surface which location concept has more engagement, you can get granular in future campaigns.



### 3. Talent

Rather than focusing on specific talent demographics, like age, gender, and race, think in more general terms, like human talent versus animal talent, or on-screen actors versus real life customers.



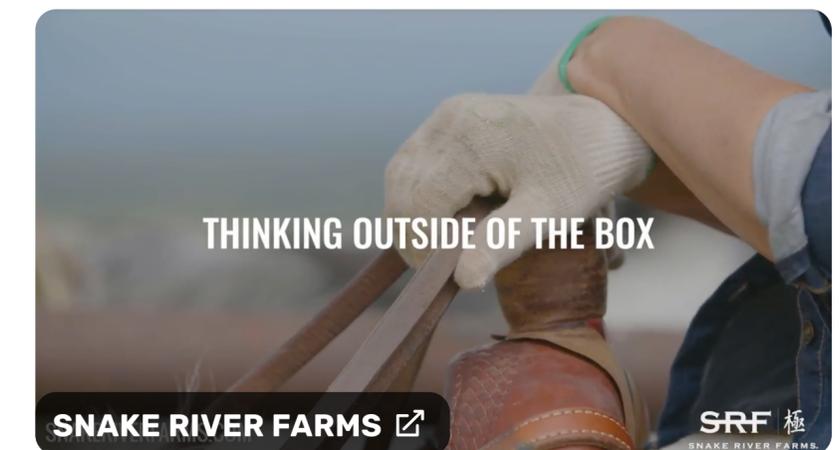
### 4. Video Style

Will live-action commercials generate more awareness than animated videos? Before you expend time and resources on one specific style, start broad, concepting live action, animation, or motion graphics ads to surface creative analytics that will pinpoint what style works best for your brand.



### 5. Messaging

Because you won't know exactly who is seeing your message, you want to ensure your creative assets speak to **everyone in your target audience**, not just one hyper-specific segment. Test different messaging so you can learn which part of your value proposition resonates most.



# Before We Go

## What You Need to Know About Contextual Advertising

If you've done a cursory Google search for solutions to targeting and data deprecation spurred by Apple iOS updates and Google's sunset of the third-party cookie, you've probably seen one popular buzzword: Contextual Advertising. This refers to creating ads that target a broader audience based on the context of **where the creative assets run**, like related websites or video content.

Contextual advertising isn't a new idea by any means, but it can be a unique, privacy-friendly solution to mitigating the effects of Apple's

iOS updates and Google's deprecation of third-party cookies. They allow brands to naturally reach consumers who may be interested in their products at the moment they are consuming content related to their brand.

Contextual advertising can be a potent, organic approach to reaching customers in a **less creepy** and intrusive manner than behavioral advertising. But despite the power contextual advertising holds in serving ads to relevant consumers, it pales in comparison to the nuanced insights on what is resonating with your audience that can be surfaced through Creative Analytics.

Simply put, Creative Analytics makes contextual advertising perform better for brands. Layering on AI-powered insights allows you to dive deeper into what creative generates the most engagement in each context you would like to target. Before Creative Analytics, you couldn't refine broad contextual advertising creative. You had to make it as general as possible from square one—like running a sports-drink ad on a fitness-related website. Now, you can get detailed insights into the type of talent, environment, or product that will perform best on those pages.

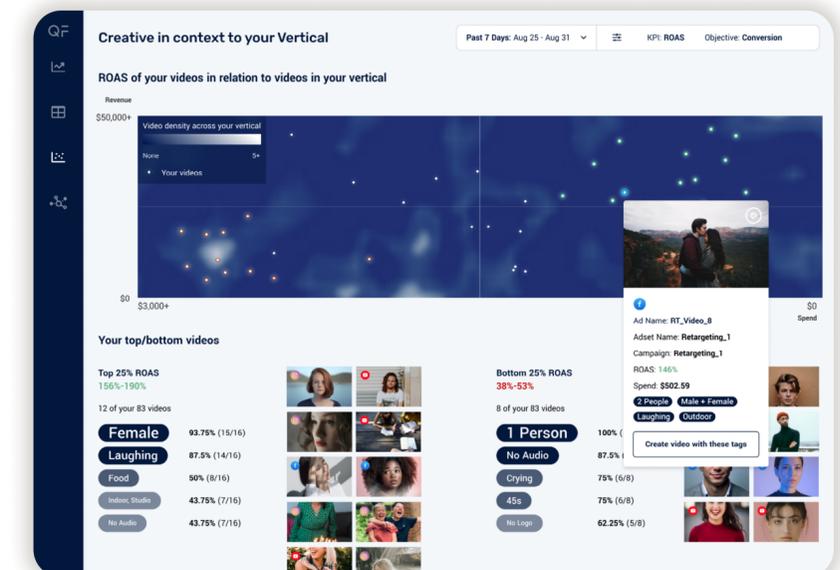
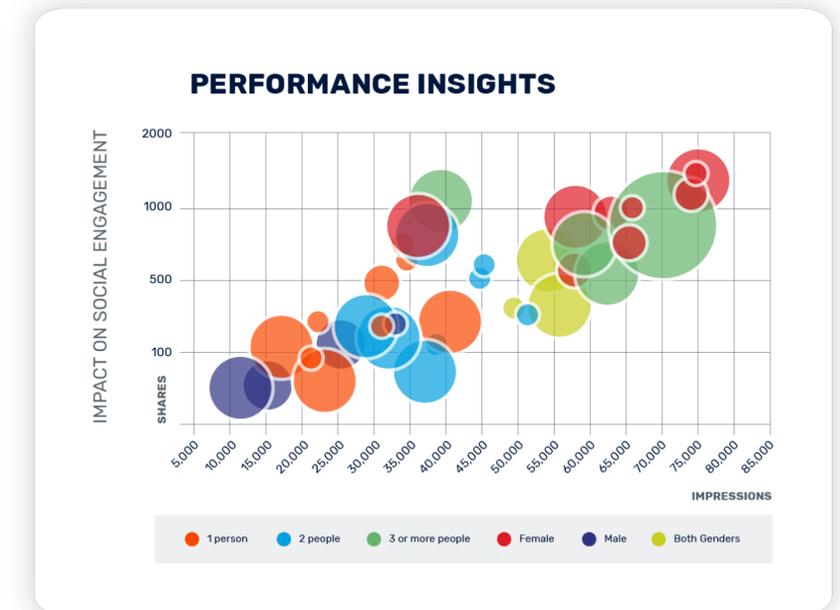
# QuickFrame's Video Vitals

## Infusing Data into an Uncertain Process

QuickFrame's AI-powered solution Video Vitals uses machine learning to analyze the nuanced components of your video ad creative to reveal actionable insights around what does, and doesn't, drive performance for your brand and your industry across different platforms.

**This isn't just the future of video production:** it's the future of marketing and advertising. Don't wait to embrace the one tool you need to compete in our highly competitive and wildly saturated content ecosystem.

- How can I improve campaign performance through my video ad creative?
- How can we decrease the time spent in creative brainstorming?
- What should my videos look like when we launch on a new platform?
- Which parts of our product offering resonate most with customers?



# QuickFrame

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Schedule a risk-free demo of QuickFrame's  
Global Video Hub platform today.