

CASE STUDY

Importance of Creative Analysis in DV360

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TABLE OF CONTENTS

1. About the business
2. The challenge
3. The Approach
4. The conclusion
5. Platforms

About the business

The client is an automotive manufacturer that produces cars, vans, and SUVs. The clients vehicles are sold in New Zealand through a network of authorised dealerships.

In New Zealand, the client offers a range of vehicles and is responsible for marketing, sales, and after-sales service of the brand's products.



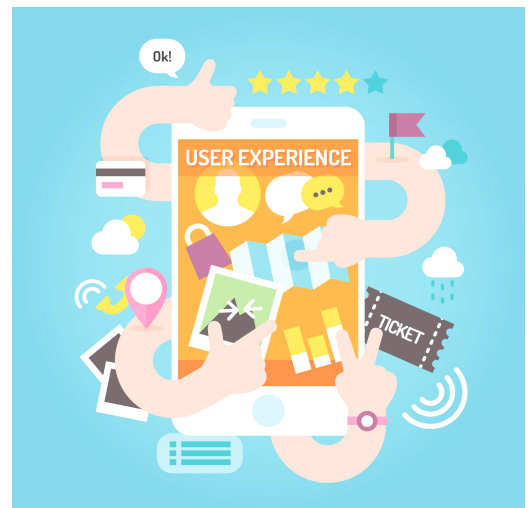
The challenge

The client was facing challenges to get effective conversions while the ads were serving . We identified that -

1. Some of the creative sizes were spending their budget but not getting good conversions.
2. The elements used in some of the creatives are not high quality images and may look blurry to a viewer and that can affect user experience.

The Approach

As we know we have different creative size options in DV360. We have found by analysing that the most popular ones are 300x250,300x600 for the campaign “Fuel your drive”. By optimising the ad creative for different device sizes and placements, we can provide a better user experience for the target audience. This means that users are more likely to engage with ads and ultimately convert. We shifted the budget towards the performing creative sizes and



paused/allocated less budget to the non-performing ones.

We asked the client to replace the creative elements as good quality creative sizes ensure that ads are visually appealing, clear, and easy to read. This enhances the user experience, making it more likely that users will engage with the ad and take the desired action.

The Conclusion

Creative Analysis pushed us to build a path and means of communication, not only in terms of messaging and type, but also in terms of visibility and impact. After the optimization, effective cost per acquisition has been reduced by 19%, as compared to the previous month.

Platforms



Display & Video 360