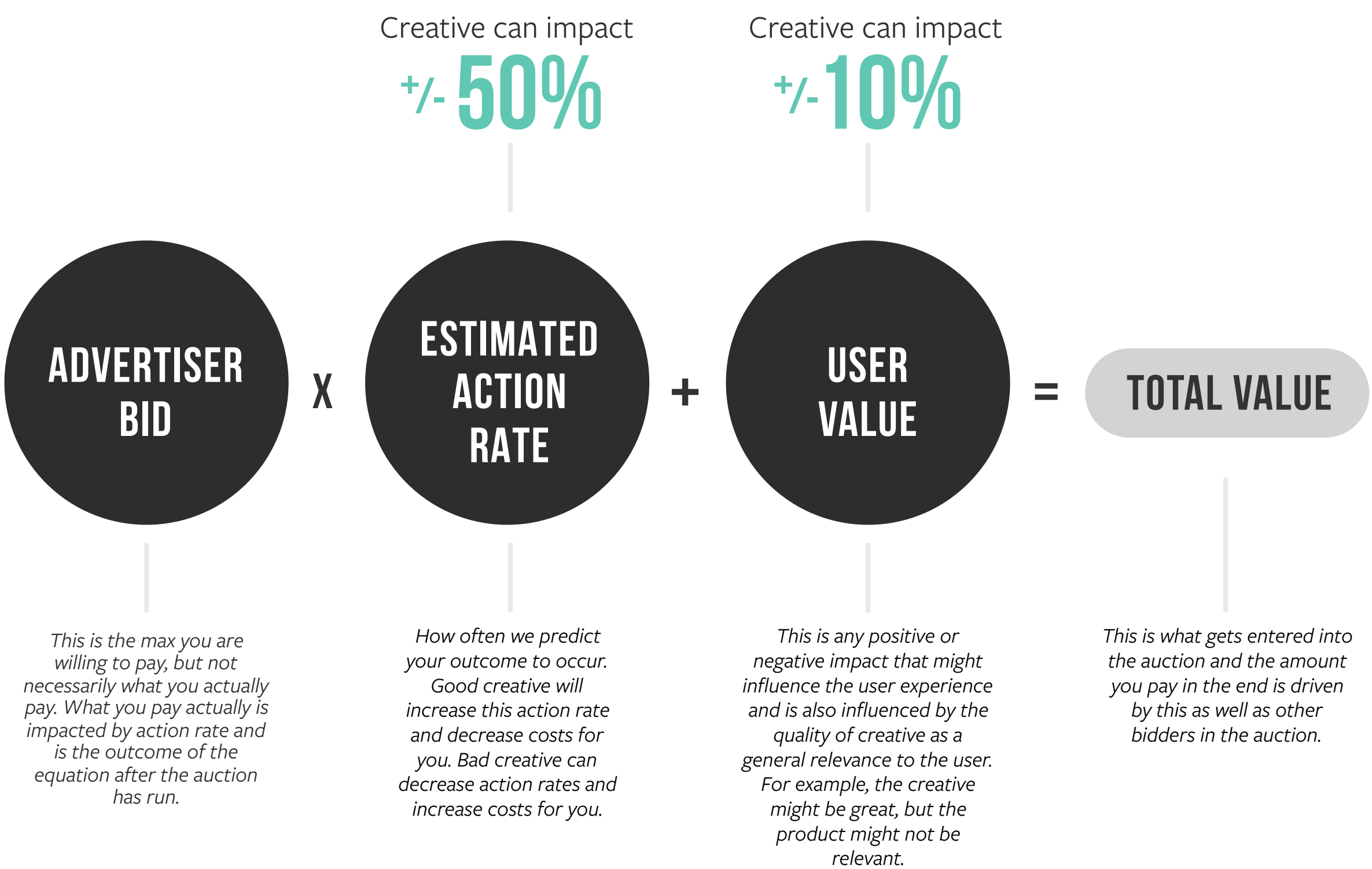


# THE CREATIVE VALUE

The auction aims to maximize outcomes for your business while also ensuring a quality experience for the user. Therefore, we can't objectively know what works before testing, but we do know that creative, whether good or bad, has a huge influence on overall auction performance.



## BETTER CREATIVE WILL GET YOU MORE CONVERSIONS PER IMPRESSION.

Since we can consider the cost (CPM) of an impression as being fixed, getting more conversions per impression will drive down your cost per conversion (CPA)

## HOW TO BUILD FOR BETTER PERFORMANCE:

- 1**

**OPTIMIZE VIDEO CONTENT FOR <: 15**

*On average, video creative designed for <15s saw a*

**+41% INCREASE**

*in sales vs. long-form*
- 2**

**GO BIG (WITH RATIO) AS LONG AS YOUR CTA IS VISIBLE**

*On average, video creative in vertical or square formats saw a*

**+45% INCREASE**

*in sales vs. horizontal*
- 3**

**USE TEXT OVERLAY TO SHOW & TELL**

*On average, video creative featuring text overlay saw an*

**+8% INCREASE**

*in sales vs. visual only*



# OPTIMIZE EXISTING ASSETS OR BUILD NEW ONES?

