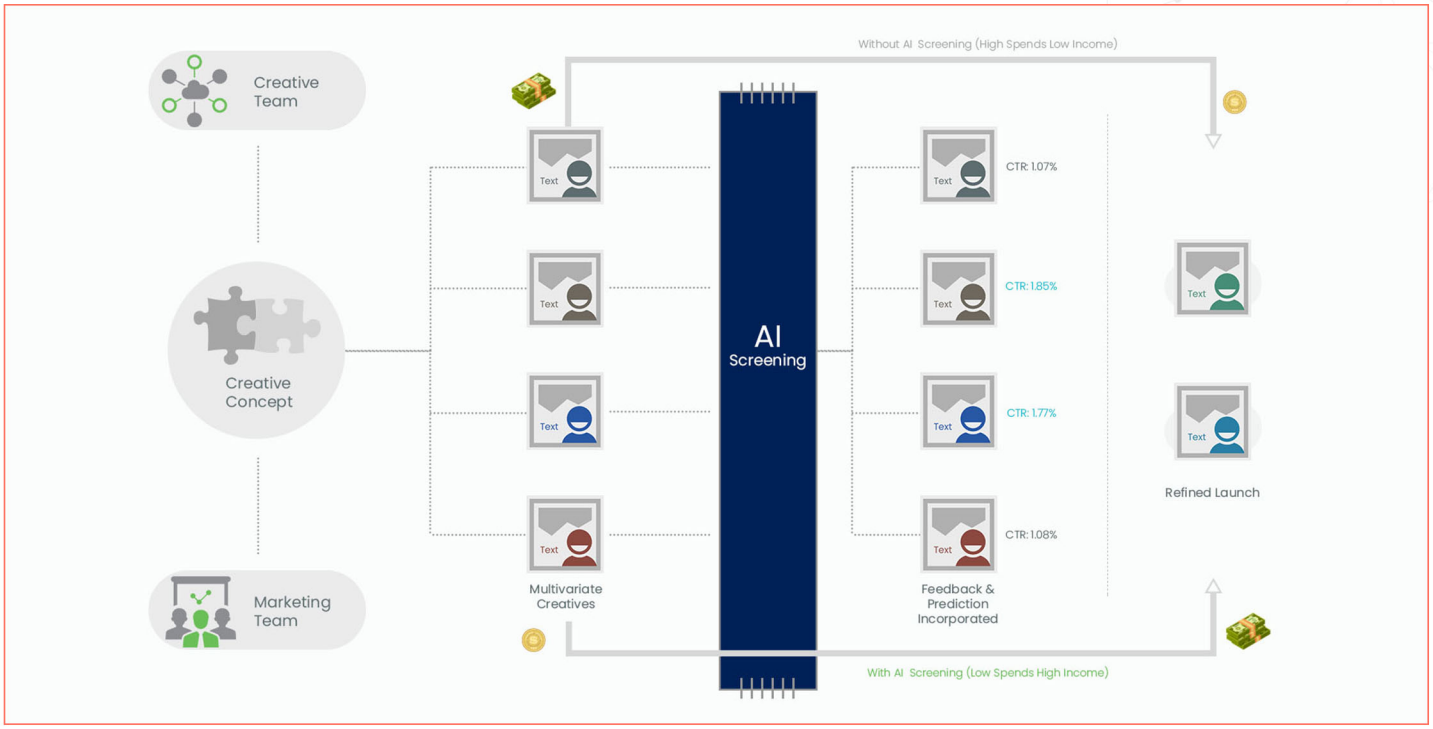
Multivariate Creative Testing



About 1/3 of all ad clicks are accidental and don't lead to conversions.

A worrying stat? Yes.

One of the most important measures in advertising is knowing the audience who found the content attractive enough to follow through on the service. These people often become future customers for the service, target audience for related products contact points for newer audiences.

However, the primary asset of these campaigns is lost when a consumer chooses to streamline his content according to his individual tastes; and this is understandable. With a massive increase in the number of ads, it has become almost impossible to escape the annoying attentions of spammy pop-ups, unskippable video ads, and neverending, creepy retargeted campaigning.

So how does one use this massive tool effectively? is there even a way to predict which ads will work and which won't? Yes, there is.

We will tell you what works and what doesn't

Combining state-of-the-art data science and an inquisitive AI, we have created the perfect platform of Multivariate Creative Testing - a platform that learns from your actions in the past and predicts your results for the future.
Multivariate Creative testing is powered by a self-learning algorithm that takes in hundreds of real-time factors to give you the perfect estimate for every campaign query - performing ads, predicted CTR for each creative, and many others - and allows you to test in advance the pros and cons of every design.
Feed your finished products in and discover which works best for a campaign, or use it as a funnel to create the perfectly optimized version of any creative - the system provides you with the opportunity to streamline your creative efforts and generate only the best, most effective, real-world solution for your advertising campaign.

Because we believe, you have the right to know every single shred of available information before you make even the smallest of decisions.

So make the right decisions, and witness the perfect results.

The perfect report card is the one that tells you how well you did before, what you can achieve now, and how you have improved; and we provide exactly that.

Using creative data science, we measure for you the impact of using Creative Testing for your campaigns and how it improves your real-world performance.
So step out from the world of hasty, dubious choices into a world of confident advertising and make the right decisions for your business, armed with an accurate repository of crucial information and predictive analysis. Design ads that deliver.