Predictive Creative Planner



47% of internet users across the globe today use ad blockers to filter their ads.

And a colossal 92% of online ads aren't even noticed by users.

Why is this a worrying scenario?

Display advertising remains to this day one of the most effective forms of digital marketing. With modern technology, creating and optimizing your visual advertising campaign has become very convenient and rewarding in terms of returns.

However, this brilliance is often lost when a consumer chooses to streamline content according to individual tastes. 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 creepy retargeting.

And thus, the viewers choose to block all ads and this affects the few who are trying to use genuine creativity to market their products and services.

However, the problem does not lie with the ads themselves - the problem is with bad ads.

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.

The right way forward is by knowing with certainty the best creative practices. And that is what we do for you.

The Predictive Creative Planner is the culmination of advanced data analysis and prediction combined with an aesthetic graphic appeal. We enable you to make all crucial decisions and generate results with a high degree of satisfaction.

Powered by a creative AI, the Planner uses knowledge about your previous campaigns, existing campaigns and verified third-party sources to provide a blueprint for your visual advertising needs. The Planner then generates a calculated set of templates specific to every target group with an emphasis on building the perfect design. It learns from what works and optimizes what does not, and frames the layout for your creative targeting hotspots that are guaranteed to give you the best results.

It takes away the uncertainty in advertising design and replaces it with measured confidence. Based on specific wishes, the Predictive Creative Planner scours a high-level image repository and returns the best fits for every conncept, ranking them on previous performances and relevance. Looking to create the pefect ad for a men's deodorant? The Predictive Creative Planner will give you the perfect layout and the perfect images.

So step into the next phase of modern technology. Gear up with the best in creative data science and æsthetic graphic design, and ensure every ad you create is the perfect ad.