QuickFrame

Creative Analytics: The Future of Data-Driven Video Marketing

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

The Intersection of Data Privacy and Creative Analytics

Between Google preparing to sunset the third-party cookie in the next few years and Apple's software updates, users have more transparency and autonomy regarding their personal data than ever before. 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 will continue to get more complicated over the next few years (and potentially beyond).

So, how does this tie into creative analytics? Don't worry, we're getting to that.

The audience granularity you're used to has effectively disappeared, making it more challenging to target your audience. With less precise capabilities, you'll need to reframe your positioning and creative approach to appeal to a wider audience while still driving action.

To make this happen, you'll need more data about your content. Enter: creative analytics. With the right insights, you can identify which video elements appeal to your audience, allowing you to refine and optimize your ad creative.

If you want to make the most out of your marketing strategy, you need to start measuring your creative today. So, what are you waiting for?

Oh right, this guide!

Let's get started.
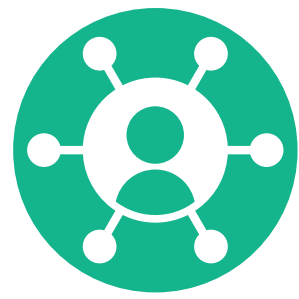
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Why Now?
A Timeline of
Data Disruption

The world of digital marketing and advertising is fundamentally changing alongside the consumer data market. 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.

May 2018
General Data Protection Regulation (GDPR) implemented

Jun 2018
California Consumer Privacy Act (CCPA) signed into law

Jan 2020
Google announces third-party cookie deprecation

Jan 2020
Companies must make sure they meet all CCPA guidelines

Mar 2020
New York SHIELD Act goes into effect

Mar 2020
Apple blocks third-party cookies on Safari

Sep 2020
Apple releases iOS 14

Nov 2020
California Privacy Rights Act (CPRA) passes, expands on CCPA

Mar 2021
Virginia Consumer Data Protection Act (CDPA) signed

Apr 2021
IDFA limitations with iOS 14.5 update

Jun 2021
Apple Releases iOS 15

Jul 2021
Colorado Privacy Act signed

Mar 2022
Utah Consumer Privacy Act (UCPA) signed

May 2022
The Connecticut Privacy Act is approved

Jun 2022
Firefox rolls out Total Cookie Protection by default to all users worldwide

Sep 2022
Apple releases iOS 16

Jan 2023
California announces an enforcement sweep aimed at mobile apps that do not comply with the CCPA

| 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |

The Evolution of the Privacy Landscape

Data privacy regulations, especially the ones Apple has implemented over the last few years, are rewriting the rules on how marketers reach their core consumers. Some of these features include Apple's App Tracking Transparency (ATT), which gives iPhone users the choice of whether or not they want to share their data, and Mail Privacy Protection, which allows users to have more control over the information they give away via their inbox. Today, individual consumers have more control over how their information is shared with third parties than ever before. On the flip side, it means you'll have a lot less individual data about your target audience and how your marketing is performing.
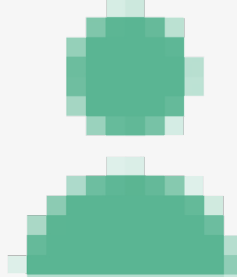
At a high level, here's what you need to know about the data privacy changes:
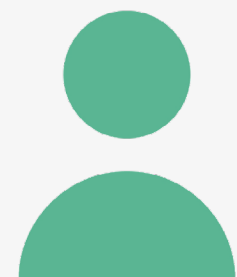
Initially, the third-party cookie phase-out began on Firefox and Safari.
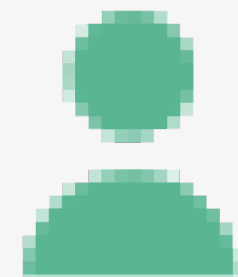
App tracking Transparency (ATT) went live through iOS 14.5,

followed by additional features in iOS 15 and, now, iOS 16.

The third-party cookie phase-out began on Chrome in 2020, but isn't expected to fully take place until 2024.

The Evolution of the Privacy Landscape (Cont'd)

That's just the way the cookie crumbles...

Remember, all of these privacy changes aren'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, changes had to be made to protect consumer privacy. Still, many marketers are accustomed to the kind of audience insights we've had through third-party cookies and mobile ad IDs (like Apple's IDFA). Without these important digital tokens, marketers must discover new ways to mine audience insights and optimize digital campaigns.

Where do we go from here?

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. Which messages are resonating? What kind of talent does your target audience want to see?

Creative analytical data like this is more critical than ever before. Effectively testing your video creative can generate insights in a privacy-friendly way and uncover the information you might otherwise not consider.

To make this happen, brands have to 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.

What Does This Mean For Your Brand?

Your creative must work harder.

It's going to be a lot more challenging for ad platforms to track users across most devices, apps, and browsers, so marketers will have less precision when it comes to audience targeting and measurement—two of the most essential advertising campaign optimization levers.

With these two levers effectively muted, what do you have left? Your budget strategy and your creative assets. But we're marketers, too, and 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: data-driven ad creative.

Introducing Creative Analytics

At its core, marketing has always been about understanding what a customer likes, wants, and needs—and providing those 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 using one closing CTA versus another. Well, the times, they are a-changing…

Now, we need to understand even more. Since we've lost key insights about our audience, we need key insights about our video content.

Thankfully, creative analytics can help us do exactly that.

As the name suggests, creative analytics is data about creative content, including video. Due to privacy regulations, audience targeting restrictions, and other measures, this data is more important than ever before.

This data allows marketers to break down individual components of their video content to find out which elements are most effective at driving different results with their audience. Plus, the data is yours to keep and expand upon.

What Can Creative Analytics Help Me Understand?

One way to gain insights into your creative is through **multivariate testing**, which allows your team to identify your key campaign goals and gather insights from previously created assets.

After you begin analyzing your video content, the data will allow you to break them down into individual elements. For example, these can include:

- Tone of voice

- The talent shown in your video

- On-screen talent vs. a voiceover with no visible talent

- Whether or not you included music

- The objects shown within your ad

Seriously, we aren't being hyperbolic: you can analyze essentially every aspect of your video creative. This creative data will then be cross-analyzed with the media performance data available to your brand, like impressions, clicks, and conversions. Marrying these two datasets surfaces which creative elements lead to higher (and lower) performance.

What Can Creative Analytics Help Me Understand? (Cont'd)

Because of the data deprecation and the slow yet 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 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.

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

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

- Do older audience demographics prefer seeing positive or negative messaging?

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

- What specific elements of our ads are most likely to drive consumers to our website?

Creative analytics is designed to answer these tough, previously unquantifiable questions.

How Does Creative Analytics Work?

Let's break this down.

Imagine you're running an airline. You're thrilled travel is booming, so you want to use this opportunity to produce and distribute new commercials to entice customers.

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.

Thankfully, it's where advanced creative analytics begins. Whether it's through AI-powered machine learning solutions or by manually cross-checking performance data, you can pinpoint the individual elements of your creative that are generating the strongest results.

Sometimes, these are plain as day. For example, maybe your audiences prefer live-action over animation. But, often, the most effective elements are much more subtle, like the number of actors featured, the setting of the video, or even specific words used in your copy.

The best news? The more you analyze, the more you'll learn. For example, you might take a look at all of the videos in your campaign and realize your audience isn't really persuaded by specific talent or messaging. Instead, they might be more moved by seeing the benefits you'll provide them, such as highlighting fancy snacks or more legroom than the competition.

Once you know what aspects are most important to your target audience, you can hone in on those elements within your ads and create a more effective video marketing strategy.

The Benefits of Creative Analytics

Maybe one of the best parts about this: the benefits of creative analytics can be seen (and appreciated) throughout your entire organization.

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 the key video elements that are already resonating with your target audience, like talent and location, you won't need to waste time and money 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

While many platforms have similar features or functions, each one is at least a little bit different.

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 Pinterest** when you're looking for a new recipe.

Platform integrations with social media channels can allow you to harness data, 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.

The Benefits of Creative Analytics (Cont'd)

Industry Insights

Since businesses in countless industries have analyzed thousands of videos, the creative analytics generated can allow you to see which specific elements are performing well for your brand and others in your industry.

These industry insights can be a perfect starting point for your campaign, allowing you to drill down on the content your unique audience wants to see. Plus, 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 might have been able to tell when a video was performing better than another—but you didn't know why.

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

While creative analytics obviously can help marketers, the benefits don't end there. These insights can provide beneficial data to other departments, like Client Services and Product Teams.

Let's take a meal subscription service, for example. After running previously produced video ads that surfaced creative analytics, the service came to a conclusion: 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, which can be used to make their service even more enticing by updating their menus to reflect exactly what their customers are craving.
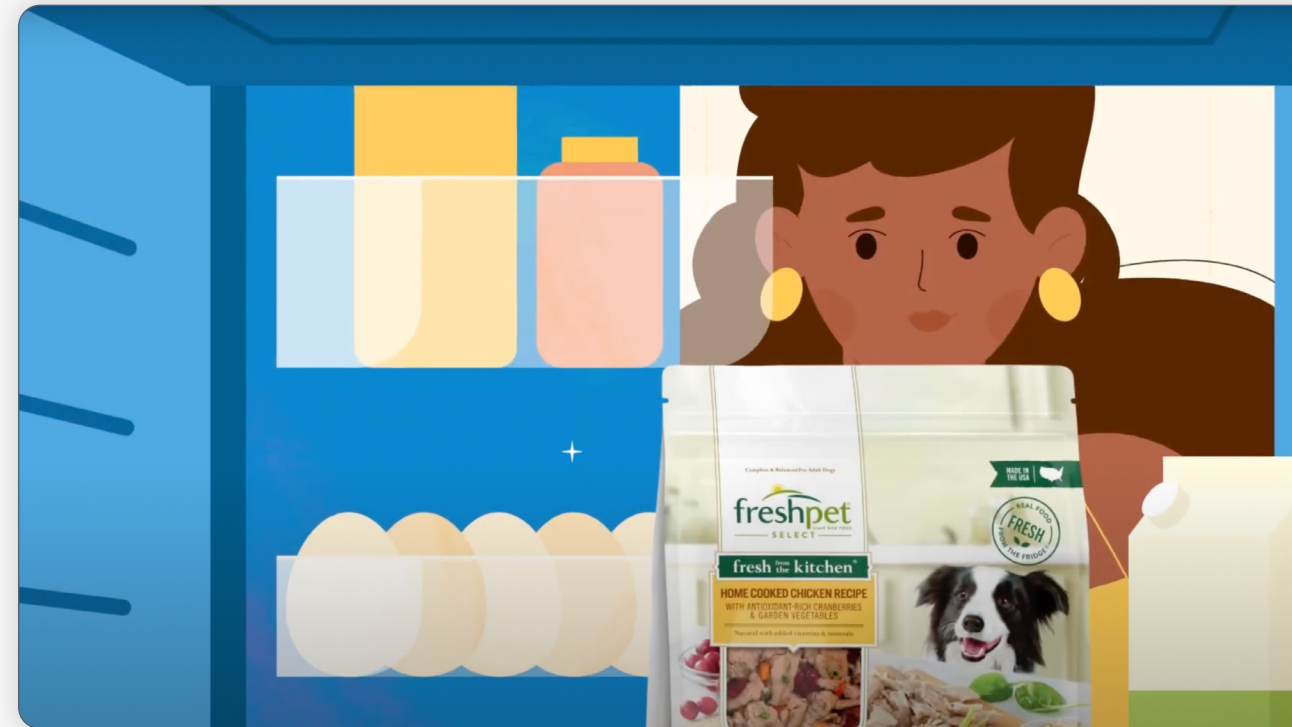
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Let's Take a Look

Click each example to watch the full video.

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

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 starting 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 straightforward, like in-studio versus outdoors. Once you surface which location concept has more engagement, you can continue getting more granular with future campaigns.

3. [Talent](#)

Rather than focusing on specific talent demographics, begin thinking in more general terms. For example, you might want to compare 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 spend time and resources on one specific style, start broad. Try different styles—such as live-action, animation, or motion graphics ads—to surface creative analytics that will pinpoint what style works best for your brand.

5. [Messaging](#)
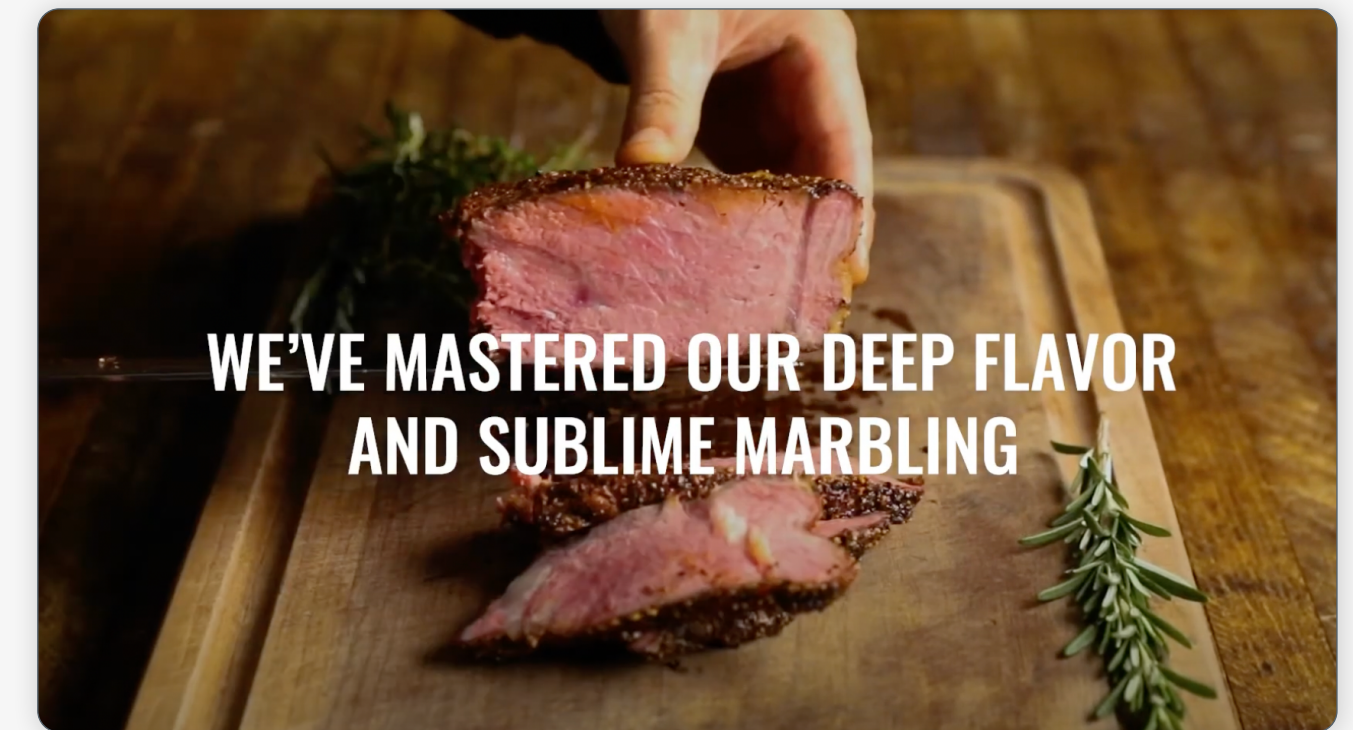
When it comes to messaging, you'll want to start broad and continue refining your content as you move forward. When you begin testing your video creative, use several different angles so you can learn which part of your brand, benefits, or value propositions resonate most with your audience.

You may be asking yourself, "How do MNTN and QuickFrame work together?"

MNTN's Connected TV advertising platform allows brands to drive measurable conversions, revenue, site visits, and more by giving them the power to tie performance directly back to their television campaigns. Learn more at mountain.com.

QuickFrame gives brands access to a network of creators who can build high-performing video for every channel, audience, and objective, at scale and backed with exclusive performance data. Learn more about QuickFrame!

But MNTN and QuickFrame work even better together. QuickFrame powers MNTN's Creative-as-a-Subscription service, which bundles creative production into the cost of media—providing advertisers with the ability to quickly produce net-new ad creative—as well as refresh existing campaigns, so they are investing their budget solely in video that drives performance. Learn more about the service here.

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