

# CREATIVE: THE PERFORMANCE POWERHOUSE



yahoo!

M/GNA MEDIA TRIALS

## The strongest driver of ad effectiveness and brand opinion? Quality creative.

Ad quality impacts the entire consumer journey and is critical for consistent brand equity — and performance. So why is creative often relegated to a secondary position behind optimization and clicks? Yahoo and IPG/Magna Global partnered to understand the real impact of quality creative, and best practices for optimal execution.

### Make your brand stand out with attention-grabbing creative

Quality creative drives brand and performance metrics as compared to base ads:



**+7%**

perceive the brand as **“high quality”**



**+8%**

perceive the brand as **“trustworthy”**

### Drivers of Brand KPIs<sup>1</sup>

- Quality Creative
- Media Placement + Targeting



Top-of-mind  
ad recall



Brand  
favorability

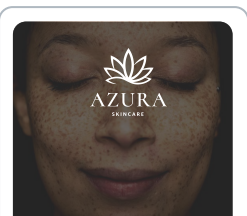


Purchase  
intent



**+12**

Quality creative increases impact on **purchase intent** by 12 percentage points compared to base ads



BUY NOW



## Small changes to ads can have big impact

It doesn't cost the world to make a winning creative. Try these small tweaks for major impact.

BASE AD

QUALITY CREATIVE ✨

### IMPACT OF QUALITY CREATIVE COMPARED TO BASE ADS

1

Placing your **logo in a prominent position** drives stronger transactional momentum.

**+24%** search intent<sup>2</sup>

2

**Stronger visuals** such as human presence and product images drive home your message and encourage next steps.

**+50%** message association<sup>3</sup>

**+27%** search intent<sup>4</sup>

3

Ads with **clear brand propositions** such as study results, perks, certifications and other differentiators stay on screen longer and prompt next steps.

**+8 SECONDS** average time on screen<sup>5</sup>

<b>DESKTOP<sup>6</sup></b>	<b>MOBILE<sup>7</sup></b>
Look for deals	
<b>+10%</b>	<b>+32%</b>
Consider the brand	
<b>EVEN</b>	<b>+69%</b>

4

A more **direct call-to-action** drives higher interest and action.

**+11%** piqued my interest in the product<sup>8</sup>

**+62%** visit the brands website<sup>9</sup>

**+39%** look for offers/deals<sup>10</sup>

## Put your next campaign in expert creative hands

Yahoo Creative Studios is a full-service creative partner that can help you ideate, build and launch creative that connects. And the best part? We'll help you deliver your message to the right audience through Ad Week's #1 ranked DSP.<sup>11</sup>

Get in touch

[SEE THE FULL REPORT ->](#)

<sup>1-10</sup> Yahoo & IPG/Magna: Creative, the Performance Powerhouse, 2023.

<sup>11</sup> 2022 Adweek's Readers' Choice: Best of Tech Partner Awards.