

# CREATIVE: THE PERFORMANCE POWERHOUSE

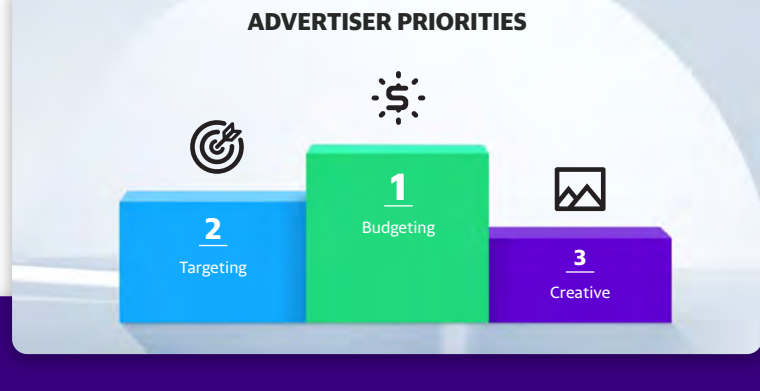
Unlock better ad performance with top-notch creative

yahoo! / M/GNA MEDIA TRIALS



Ad quality impacts the entire consumer journey and is critical for consistent brand equity — and performance.

So why is creative often relegated to last position behind other priorities such as budgeting and targeting? Yahoo and IPG/Magna Global partnered to understand the real impact of quality creative, and best practices for optimal execution.



## Methodology

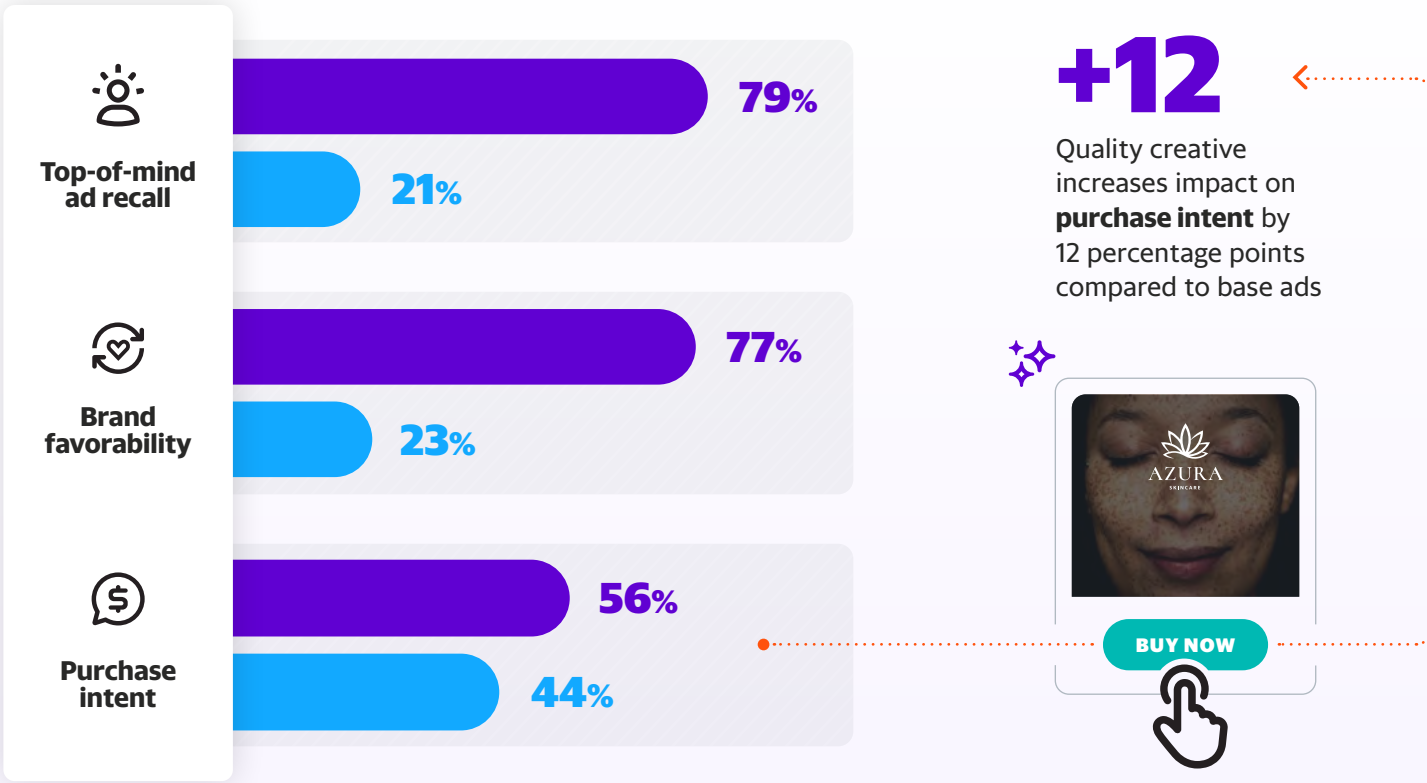
We used a branding experiment to test the effectiveness of creative, assessing a variety of attributes against traditional branding metrics. Our approach consisted of surveying 4,114 consumers in the U.S. across 108 mobile and desktop ads.

## THE RESULT? WINNING CREATIVE DRIVES POSITIVE BRAND PERCEPTION AND PERFORMANCE METRICS

Audiences are more receptive to your brand when your ad creative is engaging and interactive, leading to higher recall, brand favorability and purchase intent.

### DRIVERS OF BRAND KPIS<sup>1</sup>

Quality Creative    Media Placement + Targeting



## WHAT IS QUALITY CREATIVE? WE'RE GLAD YOU ASKED BECAUSE POWERHOUSE CREATIVE IS EASY AS 1,2,3...

Quick tips to optimize ad creative and increase your next campaign's ROI.

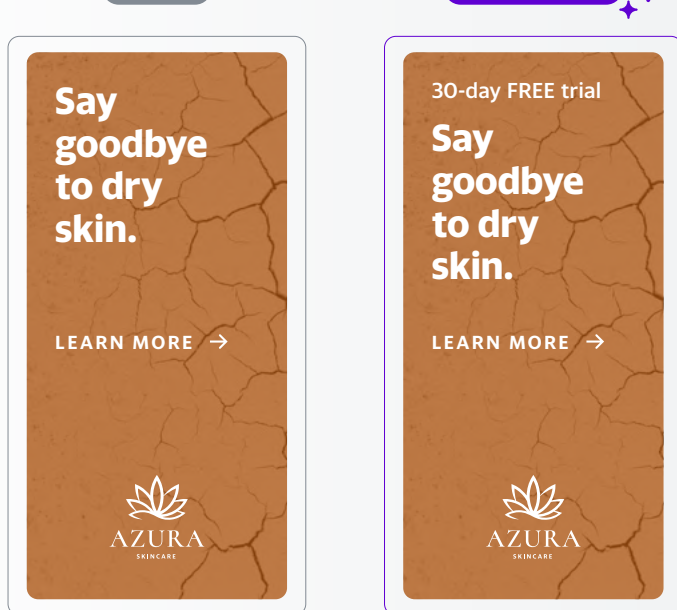
1

### Increase engagement with an explicit brand proposition

Ads with clear brand propositions such as study results, certifications, perks and other value-adds are viewed longer.

IMPACT OF QUALITY CREATIVE COMPARED TO BASE ADS

+ **8 SECONDS** more time on screen<sup>2</sup>



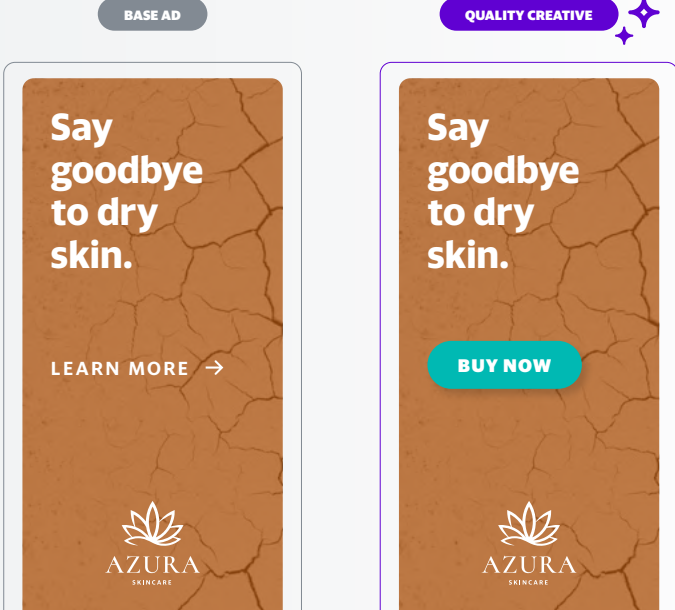
2

### Drive action with a clear CTA

Ads with a call-to-action that stands out and uses direct language such as "buy now" drive better results.

IMPACT OF QUALITY CREATIVE COMPARED TO BASE ADS

+ **11%** piqued my interest in the product<sup>3</sup>    + **62%** visit the brands website<sup>4</sup>    + **39%** look for offers/deals<sup>5</sup>



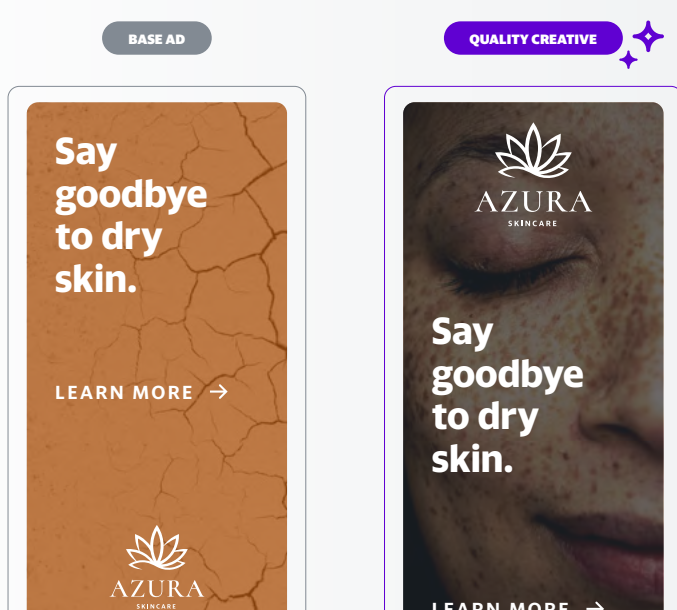
3

### Increase consideration with high-impact visuals

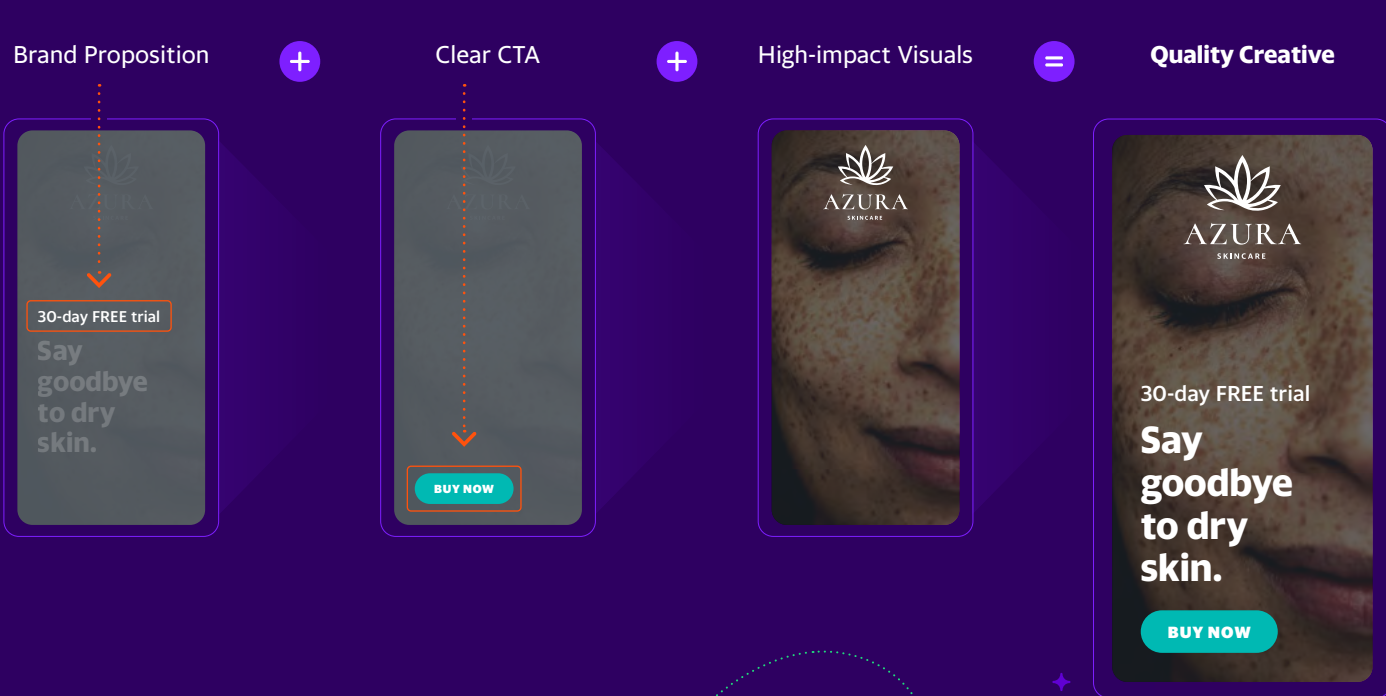
Ads with human presence, product images, or more prominent logo placements drive home your message and encourage next steps.

IMPACT OF QUALITY CREATIVE COMPARED TO BASE ADS

+ **11%** ad noting<sup>6</sup>    + **50%** message association<sup>7</sup>    + **27%** search intent<sup>8</sup>



## Bringing it all together



## 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. And the best part? We'll help you deliver your message to the right audience and channels through Ad Week's #1 ranked DSP.<sup>9</sup>

Get in touch

SEE THE FULL STUDY →



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Yahoo serves as a trusted guide to hundreds of millions of consumers globally with its portfolio of iconic brands that includes Yahoo News, Yahoo Finance, Yahoo Sports, Yahoo Mail, Yahoo Search, AOL, Engadget, TechCrunch, Rivals and many more. For brands and agencies, Yahoo Advertising offers omnichannel solutions, premium content and powerful cross-channel data to engage audiences and deliver results. To learn more about Yahoo, please visit [yahooinc.com](http://yahooinc.com).

M/GNA MEDIA TRIALS

MAGNA is the centralized IPG Mediabrands resource that develops intelligence investment strategies for agency teams and clients. We utilize our insights forecasts and strategic relationships to provide clients with a competitive marketplace advantage.

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

<sup>9</sup> 2022 Adweek's Readers' Choice: Best of Tech Partner Awards.