

## 36 Message Versions: 3 themes with Image (x3) Headlines (x2), and CTA (x2)

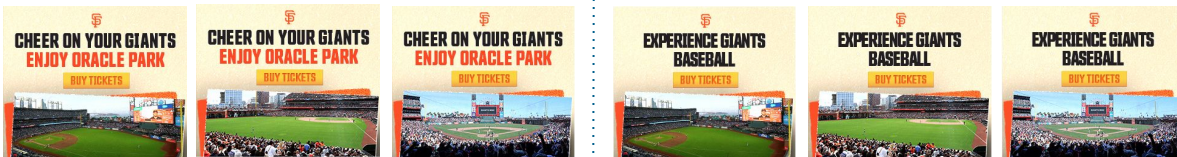
Template 1



Template 2



Template 3



Headline 1: Cheer On Your Giants

Headline 2: Experience Giants Baseball

# Performance Contrast

Try Computer Vision and AI feature extraction to develop theories of why some ads perform better than others in certain situations.

**Keep in mind:** With AI it is NOT winner takes all. It is about matching the right message to the right person and the right time. As the charts show, different versions with with different personas, and effectiveness changes over time, by device, by time of day, by hard-core fan vs. casual MLB fan.

- Still... insights can be found by studying differential performance of ads using computer vision.

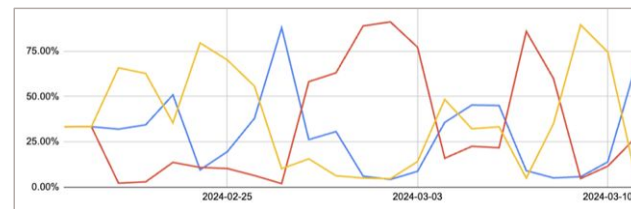
## 36 creative versions



## ~68 Claritas segments

|                          |     |       |       |       |
|--------------------------|-----|-------|-------|-------|
| Upper Crust              | 75  | 0.305 | 0.215 | 0.195 |
| Networked Neighbors      | 84  | 0.359 | 0.341 | 0.692 |
| Movers & Shakers         | 95  | 0.398 | 0.592 | 0.171 |
| Young Digerati           | 131 | 0.444 | 0.415 | 0.382 |
| Country Squires          | 139 | 0.196 | 0.672 | 0.329 |
| Winner's Circle          | 96  | 0.579 | 0.289 | 0     |
| Money & Brains           | 107 | 0.375 | 0.679 | 0.508 |
| Gray Power               | 84  | 0.413 | 0.232 | 0.46  |
| Big Fish, Small Pond     | 137 | 0.273 | 0.282 | 0.372 |
| Executive Suites         | 64  | 0.355 | 0.365 | 1.766 |
| Fast-Track Families      | 97  | 0.199 | 0.668 | 0     |
| Cruisin' to Retirement   | 143 | 0.217 | 0.306 | 0.258 |
| Upward Bound             | 89  | 0.358 | 0.385 | 0.723 |
| Kids & Cul-de-Sacs       | 72  | 0.118 | 0.42  | 0     |
| New Homesteaders         | 18  | 1.175 | 0     | 0     |
| Beltway Boomers          | 67  | 0.205 | 0     | 0     |
| Urban Elders             | 124 | 0.391 | 0.422 | 0     |
| Mayberry-ville           | 144 | 0.298 | 0     | 0     |
| American Dreams          | 81  | 0.247 | 0.235 | 0.383 |
| Empty Nests              | 134 | 0.261 | 0.524 | 0     |
| The Cosmopolitans        | 85  | 0.278 | 0.665 | 0.619 |
| Middleburg Managers      | 157 | 0.224 | 0.407 | 0.34  |
| Township Travelers       | 45  | 2.472 | 0     | 0     |
| Pickup Patriarchs        | 56  | 0     | 0     | 0     |
| Up-and-Comers            | 86  | 0.539 | 0     | 0     |
| Home Sweet Home          | 72  | 0.725 | 0     | 0     |
| Big Sky Families         | 169 | 0.842 | 0     | 0     |
| Country Casuals          | 78  | 0     | 2.119 | 0     |
| White Picket Fences      | 133 | 0     | 0     | 0     |
| Pools & Patios           | 71  | 0.225 | 0     | 0     |
| Connected Bohemians      | 152 | 0.387 | 0.589 | 0.259 |
| Traditional Times        | 61  | 0.428 | 0.551 | 0     |
| Second City Startups     | 63  | 0     | 0     | 0     |
| Young & Influential      | 92  | 0.73  | 0     | 1.166 |
| Urban Achievers          | 76  | 0.432 | 0.195 | 0     |
| Toolbelt Traditionalists | 207 | 0.414 | 0.921 | 0     |
| Bright Lights, L1 City   | 47  | 0     | 0     | 0     |
| Hometown Retired         | 91  | 0     | 0     | 0     |
| Mid-Career Professionals | 55  | 0     | 0     | 0     |

## Impression weights optimized continuously



**Prompt:** Your role: Expert in advertising analysis, taking into consideration imagery, color, headline messages, and call to action. You are given the following seven digital display advertisements. Your first task is to extract that features that differentiate the advertisements. The first row work better in the morning. The lower row work better in the evening. Summarize the feature differences related to morning vs. evening conversion.

Morning

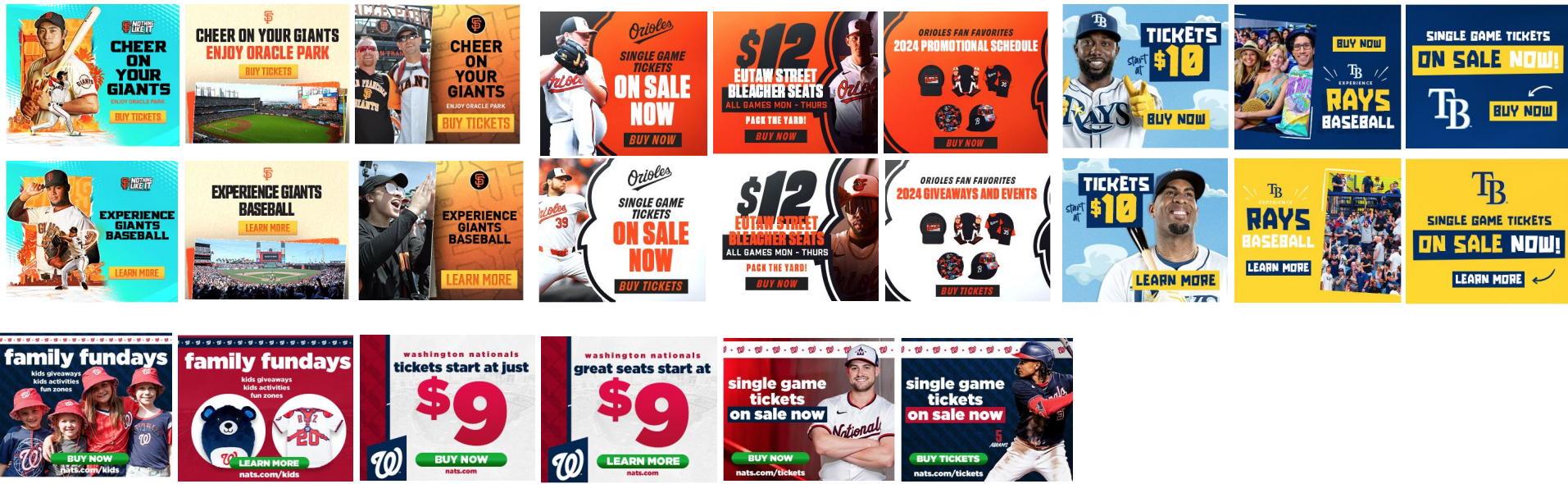


Evening



Above Average Performance

Player      Ballpark      Fan      Player      Eutaw (Player/Price)      Promotions      Player (price)      Fan      Generic



Family (promo)

Price

Single Game (Player)

These teams average

0.10%

Below Average Performance

These teams average 34% lift

Player

Ballpark

Promotions

Player

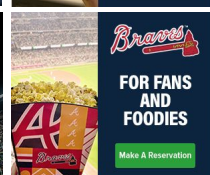
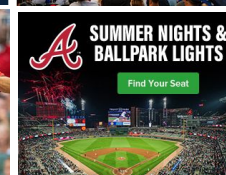
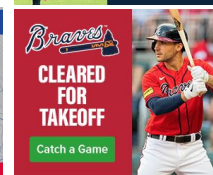
Ballpark

Promotions

Player

Scoreboard

Food

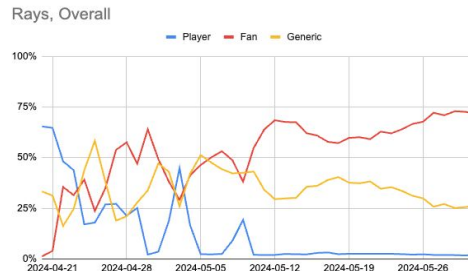
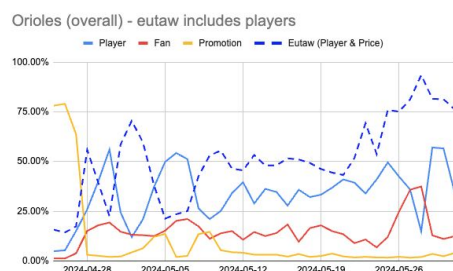
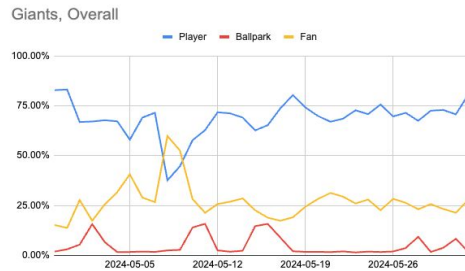


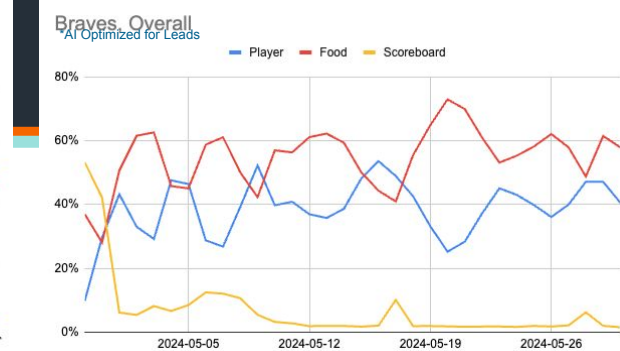
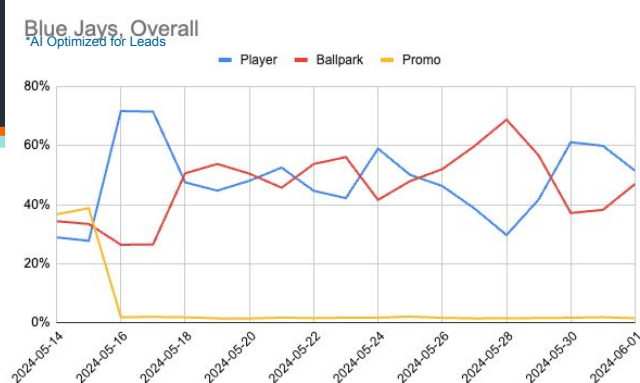
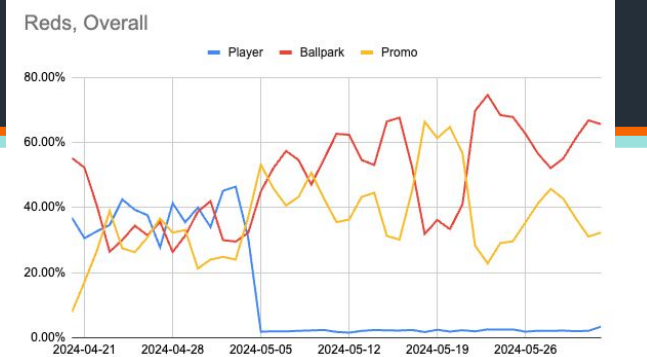
# Human Analysis



These teams average  
94% lift

Top performing teams for AI lift are *more likely* to have prominent *player* and *price* versions, which AI makes great use of, but that isn't only formula for success (Rays AI uses Fans more)





*Below average lift generally had less color variation, and more versions – with one of the templates drop out of AI preference.*

*These teams average 34% lift*

Player

Ballpark

Promotions

Player

Ballpark

Promotions

Player

Scoreboard

Food

