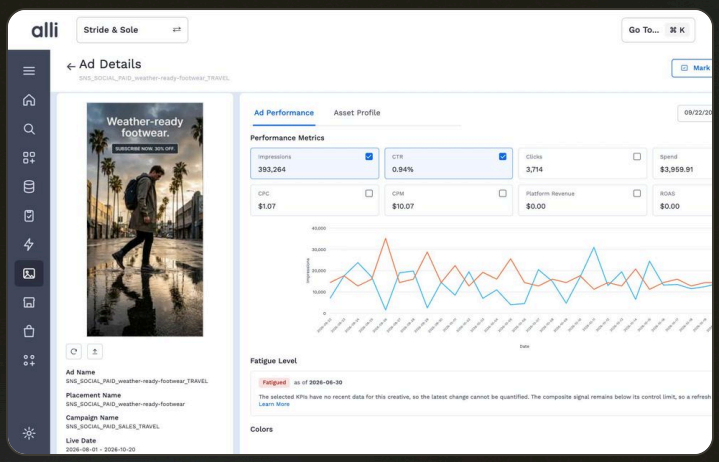
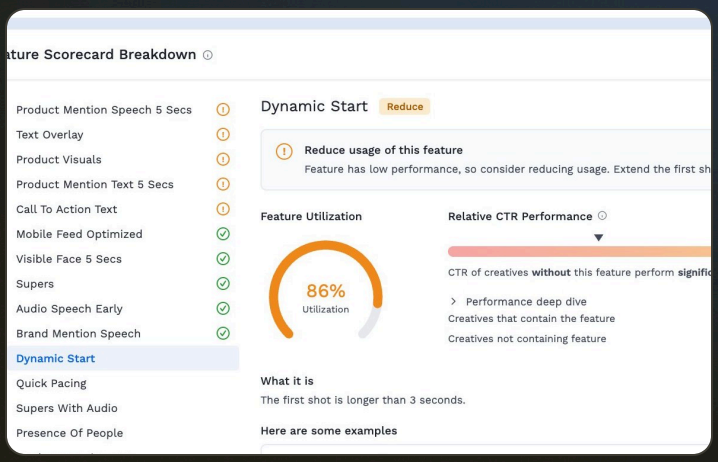
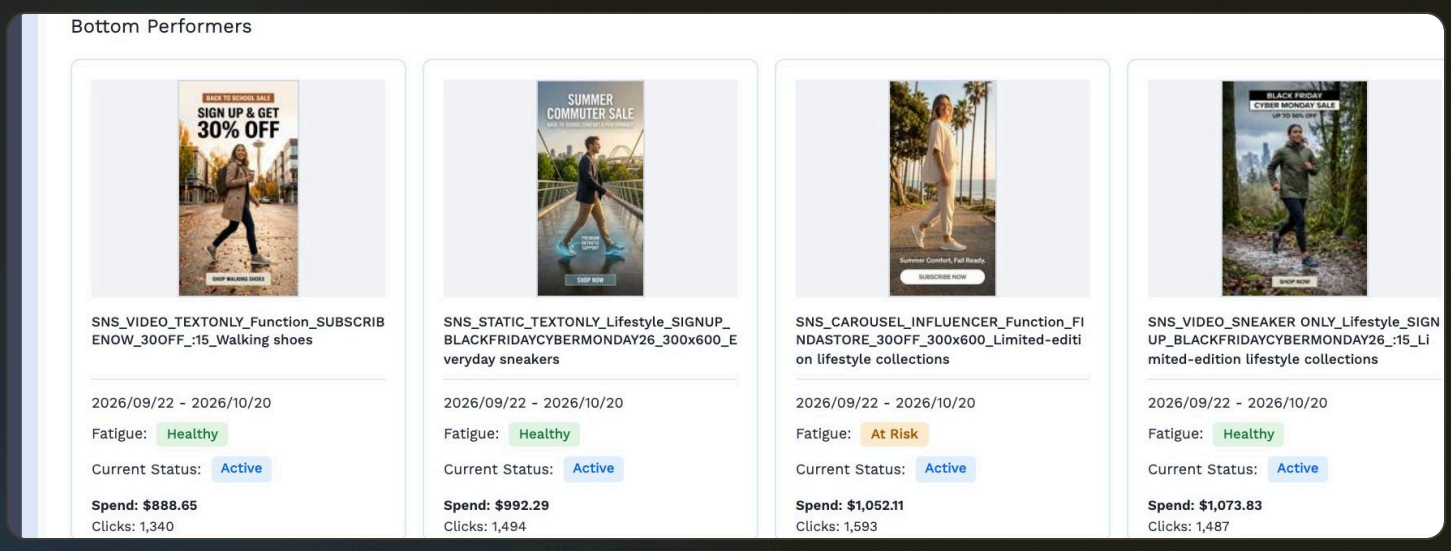
ALLI CREATIVE INSIGHTS · CREATIVE ANALYTICS

# Creative analytics that shows why an ad worked

Alli Creative Insights is creative analytics built into Alli. It connects the visuals, messages, and formats in every asset to audience response and media results, so teams can see what's working, catch fatigue early, and carry the lesson into the next round of work.



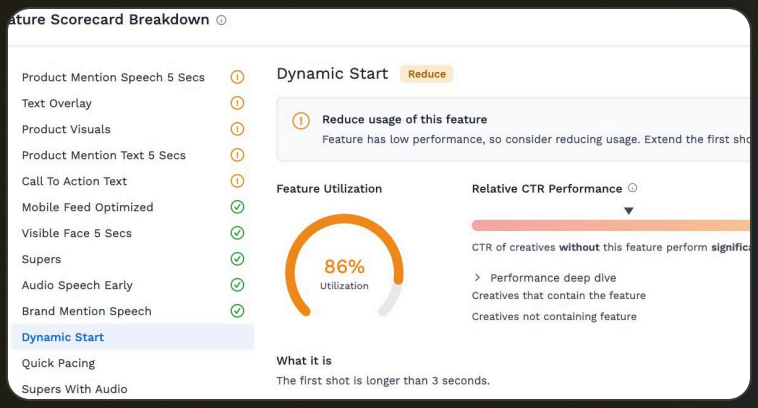




CUSTOMER STORY: JAZWARES

| | | |
|---|---|---|
| **3x** | **2,500** | **213M** |
| sales against the initial forecast for SquishPillow | Target pre-orders, sold out within days | campaign impressions across the launch |

WHAT CREATIVE INSIGHTS DOES

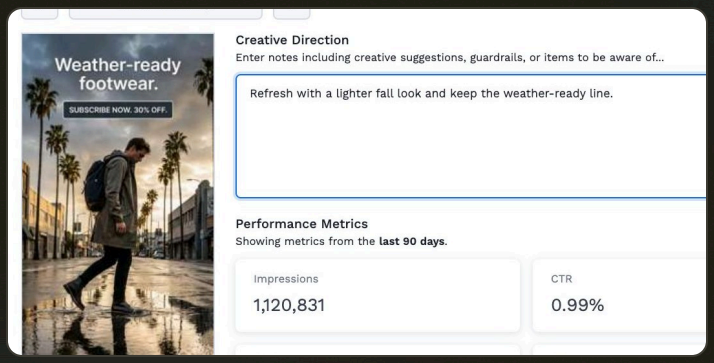
# See which hooks, colors, and calls to action drive results




FEATURE-LEVEL ANALYSIS

## Know why an ad worked, attribute by attribute

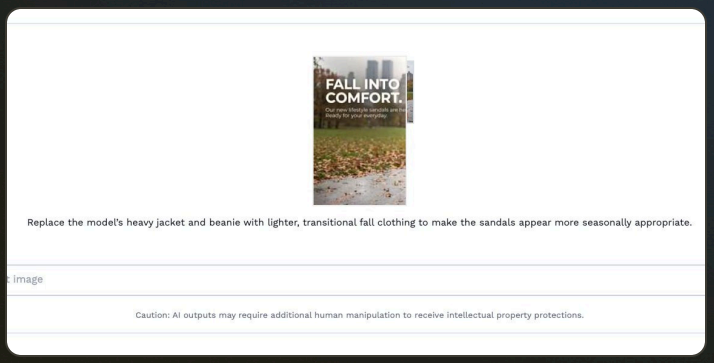
An asset profile scores emotion, craft, distinctiveness, and brand expression, and explains the reasoning in plain language.




FATIGUE SCORING

## Spot fatigue before frequency hurts conversions

Every asset gets a fatigue level, with a note on whether its KPIs are holding against the prior month.




IDEATION WITH ASK ALLI

## Start the next brief from what's worked

Ask Alli is built into Creative Insights.

WHAT CHANGES

| 01 | 02 | 03 | 04 |
|---|---|---|---|
| **Reviews settled by evidence** | **Refreshes on time** | **Production that earns its place** | **Briefs that build** |

## Make your next ad smarter than your last one

Book an intro and we'll show you which creative choices are driving your results, which assets are starting to fade, and what to make next.

Book an intro →

Ask your PMG team, or scan to see it live

SCAN TO SEE IT LIVE