

Let's talk about smarter ads

Three ways to use AI to build meaningful creative

From privacy hurdles to digital distractions, it's getting harder than ever to connect with your target audience. AI-powered insights help you nail the creative the first time.

To build brand love and drive engagement, consider these tips from real-world campaigns.



01 Pack a punch in CTAs

According to tests with IBM Watson Advertising Accelerator, spicing up your call-to-action (CTA) is crucial. In fact, the more action-oriented the CTA, the better the click-through rate.

Product placement matters

When a financial services company added its product name to CTAs, conversion rates jumped through the roof. Turning "Learn More" into "Learn How Apex Platforms Help" resulted in big gains.

Spark some emotion

Using IBM Watson Advertising Accelerator, a leading mining company found that generic CTAs like "Discover More" underperformed. Instead, more specific CTAs such as "Stock up for winter" and "See the benefits" drew people in.

Short is not sweet

On the Ad Council's COVID-19 vaccine campaign, AI showed that longer, specific CTAs were much more effective than short ones. "Get COVID-19 Vaccination Info" beat out a vague "Get Info" CTA.



02 Avoid the "blah, blah, blah"

The marketplace is crowded and noisy. But with engaging content, your brand can be the friendly expert that users seek out again and again.

Start a conversation

In Behr's campaign powered by IBM Watson Advertising Conversations, consumers were able to explore paint colors right in the branded ad unit. Interaction time was 3.4x higher, versus the Google Rich Media benchmark.

Bring on the benefits

When using multiple brand benefits in an IBM Watson Advertising Conversation, AI showed which benefits resonated more with a target audience. Themes can be fine-tuned with learnings from IBM Watson Advertising Accelerator.

Tell a great story

With Watson AI, a lawn care company determined the right content to impact consumer behavior—like videos, articles and native ads—based on weather and location data. Consumers spent an average of 2+ minutes/visit.



03 Make it personal

Even in our digital world, customers respond better to brands that talk to them on a human level. Personalizing the experience goes a long way for creating brand loyalty.

More than a pretty face

With Watson AI, you can build conversational ads that can think, learn and respond to natural language. Best Western offered personalized travel recommendations to increase time spent with consumers.

Get 1-on-1 with customers

Campbell's Soup used Watson AI to have consumers interact with the ad experience. They could ask questions via voice or text, and receive highly personalized responses.

Read the room

A national beverage brand increased its conversion rate with IBM Watson Advertising Accelerator's creative technology. The brand learned which creative elements were most likely to drive purchases—not just product interest.

Ready to see how AI insights can transform your creative campaigns?

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