



IBM Watson Advertising Accelerator

Predict the creative that will drive consumer action

Dynamic creative optimization (DCO) solutions help marketers target campaigns by altering how creative elements are presented to specific consumer segments. While this is a good first step toward helping your messages resonate with the right audience, many DCO solutions may be too limited and too slow for today's market.

Most DCO follows predetermined rules that cannot be broken. Messages are customized for each group, but the technology cannot make advanced predictions regarding how the content will be received or automatically adjust creative elements based on engagement. This lack of flexibility and adaptability can hinder your ability to convert viewers into customers.

AI-driven creative optimization

IBM Watson Advertising Accelerator is a DCO solution that delivers personalized ad experiences at scale for display, video and OTT platforms. The solution uses real-time data signals and AI to predict and assemble the optimal combination of copy and creative to drive engagement and conversion.

The solution supports rapid in-market data processing, model creation and training designed to identify hidden engagement patterns across audiences and automatically cluster similar users together in ways you may not have anticipated. Once clusters have been identified, unique experiences are served to each group based on projected resonance.

How it works

- **Use data to set up the campaign:** share your creative assets, and IBM organizes into templates to feed into Accelerator.
- **Let AI do the work:** Leverage IBM Watson machine learning to predict and deliver user-specific ad variations that deliver on your KPIs, improving performance over time.
- **Real-time insights:** Watson clusters users into unique audience groups by creative resonance, revealing robust insights to help inform future strategies.

With these capabilities in place, IBM Watson Advertising Accelerator helps you to achieve:

- **Efficient Activation** - Reduce the resources and time it takes to set up dynamic creative. Accelerator can be live in a matter of weeks, not months as it automates the entire creative assembly process.
- **1:1 Personalization** - Consumers expect personalization, and we know it's what helps drive consumer engagement and conversions most efficiently. Accelerator assembles user- or household-specific ad variations that drive consumer action.
- **Predictive Optimizations** - IBM Watson machine learning enables teams to test hundreds of different creative variables and messaging easily, predicting the combination that will deliver on your KPIs, while improving campaign performance.
- **Superior Performance** - Accelerator's award-winning, proven technology on average drives +127% lift in performance over time, while revealing creative insights by audience, and helping you exceed your benchmarks.

These capabilities help marketers become less reactionary and more predictive, delivering the right combination of elements to drive engagement and conversion for each specific customer group.

[Contact us](#) today to discuss how IBM Watson Advertising Accelerator can help your display, video and OTT campaigns perform against business goals while creating measurable results and insights.

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Proven impact

+54%

above KPI benchmarks for a Mastercard campaign.

+88%

lift in conversion rate from the start to the end of an Ad Council campaign.