Remember when creative made a lasting impression?

An advertising technology has eliminated the essential creative energy and dynamism that is the core of successful advertising campaigns to have long-term associations with brands and consumers. Even current approaches to creative optimization lack the flexibility to deliver more personalized messaging, hence content that resonate with customers and partners that drive long-term engagement.

Consumers today crave creativity and authenticity from the businesses that seek their loyalty.

Brands need to evolve their strategy to remain effective and relevant within the digital paradigms of today and tomorrow. IBM Advertising Accelerator with Watson takes a new approach, powered by AI, to empower brands to create experiences with predictivity and flexibility.

Dynamic Creative Optimization (DCO)

DCO creates personalized ads based on real-time data, consumer or the environment of the ad being served. Relying on elements like a user’s browser history comes with significant limitations.

IBM Advertising Accelerator with Watson

Accelerates advertisers to be flexible with their creative approach. IBM Advertising Accelerator with Watson continuously improves and learns upon an ad’s creative potential for the most engaging results.

Let’s put creative back in the driver’s seat

IBM Advertising Accelerator with Watson helps brands win the hearts and minds of their consumers.