

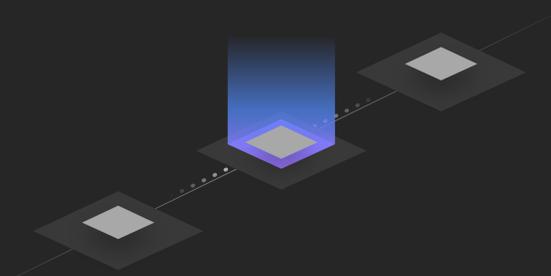


Remember when creative made a lasting impression?

As advertising technology has advanced, the essential creative energy and dynamism that's at the core of great marketing seems to have been deprioritized in favor of clicks and downloads. Even current dynamic creative optimization technology, which strives to deliver more personalized messaging, forces content into rigid rule sets and patterns that can undermine its effectiveness.

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 Watson Advertising Accelerator takes a new approach, powered by AI, to empower brands' creative capabilities with predictive and iterative technology.



Dynamic Creative Optimization (DCO)

DCO creates personalized ads based on data about the viewer or the environment at the moment an ad is being served. Relying on elements like a user's browser history comes with significant limitations.



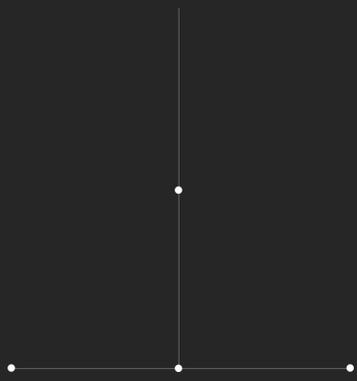
Pre-set rules

DCO can only ever validate existing assumptions. This is a big problem if a campaign yields unexpected results.



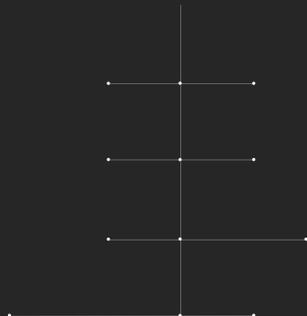
Fixed creative

DCO cannot learn and self-adjust over time as creative elements are assembled. A brand therefore needs to undergo a complicated setup and wait until after a campaign has been completed to assess its performance.



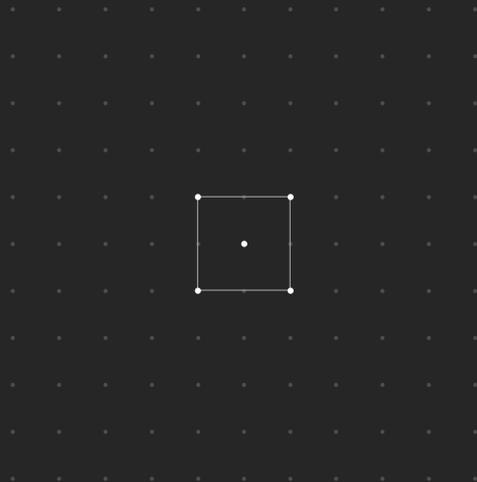
Context-dependent

Without requisite user data, DCO ceases to function. Given the increasingly unreliable nature of cookies, DCO solutions may soon find themselves lacking the contextual information that fuels their entire process.



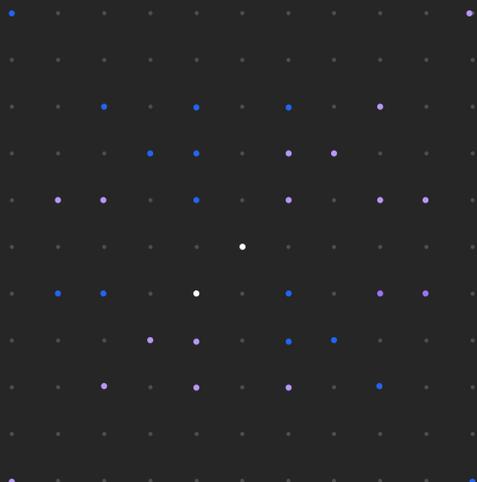
IBM Watson Advertising Accelerator

Accelerator enables brands to be flexible with their creative approach. Its predictive engine learns in real-time so it can continuously improve and iterate upon an ad's creative variations for the most engaging results.



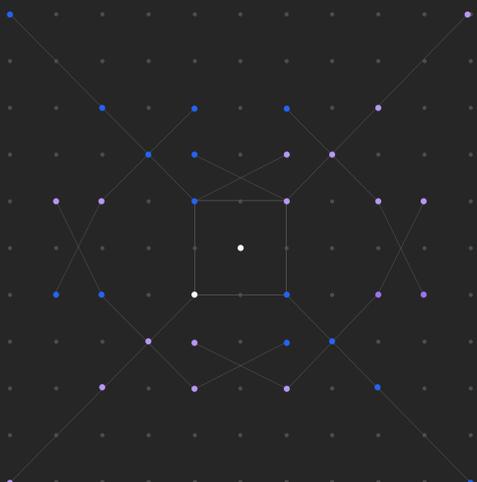
Flexible approach

Accelerator leverages Watson to deconstruct and reassemble creative assets on a granular level, giving brands ample room for creativity and experimentation.



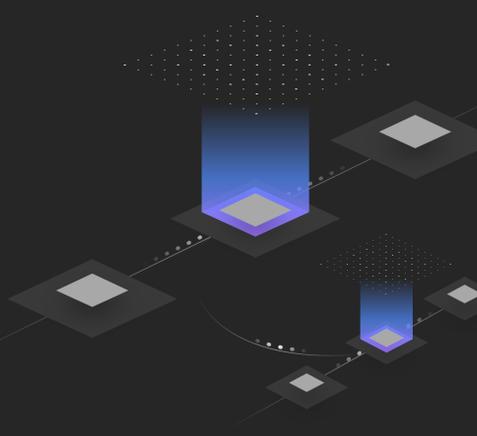
Automated audience discovery and segmentation

Accelerator identifies hidden engagement patterns across audiences. Performance is continuously analyzed throughout a campaign so creative elements can be adjusted on the fly, driving operational efficiencies.



Machine learning-enabled revelations

Accelerator analyzes every campaign from multiple perspectives to derive deep insights into the highest- and lowest-performing content.



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

IBM Watson Advertising Accelerator can help brands win the hearts and minds of their consumers.

Learn More

