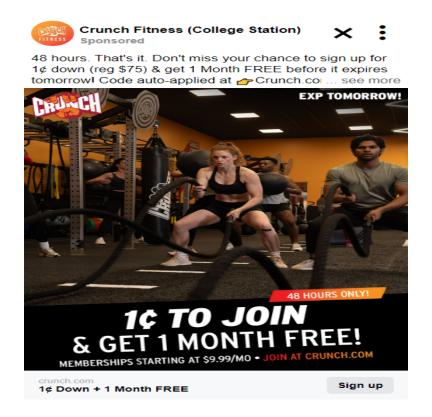
# **Ad Performance Analysis Report**

Ad ID: i0001.png

Analysis Date: October 25, 2025 at 02:12 AM

Performance Score: 0.33/1.0



# **Executive Summary**

An awareness-building advertisement, featuring 2 persons.

## **■** Target Audience

Targeting general consumers (25-50). Key traits: socially engaged, values community.

Key Characteristics: socially engaged, values community

#### **■■** Product/Service Analysis

Category: Brand Awareness

Description: General brand advertisement without clear product focus or conversion elements

Confidence Level: Low

## **■** Emotional Appeal & Psychology

Designed to evoke trust and relatability

**Primary Emotions:** trust, relatability **Emotional Intensity:** Medium

#### ■ Visual Style & Design

Overall Style: sophisticated Color Palette: dark tones

Composition: action-oriented layout

#### **■** Performance Prediction

Metric	Prediction
Scrollability	Medium - standard visual appeal
Click Likelihood	Low - no clear CTA
Overall Performance	Average - needs optimization
Performance Score	0.33/1.0

## **■** Key Strengths

• Human presence builds connection and trust

## **■■** Areas for Improvement

- Missing clear call-to-action
- Low visual impact may be scrolled past

• No detected text - relies entirely on visuals

#### **■** Actionable Recommendations

- 1. Add clear CTA button to drive conversions
- 2. Add urgency language to drive immediate action
- 3. Consider showing pricing for transparency
- 4. Increase visual contrast to improve scroll-stopping power

Report generated by Ad Intelligence Feature Extraction System