

Ad Performance Analysis Report

Ad ID: i0001.png

Analysis Date: October 25, 2025 at 01:55 AM

Performance Score: 0.42/1.0

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Executive Summary

A professional, balanced brand and product ad, featuring 2 persons.

■ Target Audience

Likely targeting general adults (25-54) who are family-oriented

Key Characteristics: family-oriented

■ ■ Product/Service Analysis

Category: Brand Awareness

Description: General brand advertisement without specific product focus

Confidence Level: Low

■ Emotional Appeal

Designed to make viewers feel trust and connection and sophistication

Primary Emotions: trust, connection, sophistication, mystery

Emotional Intensity: Medium

■ Visual Style & Design

Overall Style: professional, polished, simple visual style

Color Palette: dark with balanced colors

Composition: professionally composed with strong rule-of-thirds placement

■ Performance Prediction

Metric	Prediction
Scrollability	Low - Likely to be scrolled past
Click Likelihood	Low - Unclear value or missing CTA
Overall Performance	Below Average - Needs improvement
Performance Score	0.42/1.0

■ Key Strengths

- Human connection through faces builds trust and relatability
- Professional, polished design builds brand credibility
- Powerful first impression - memorable and striking

■ ■ Areas for Improvement

- Low scrollability - may be easily ignored in feeds
- Missing call-to-action - unclear what users should do next
- Too sparse - lacks sufficient information to drive action
- No text - relies entirely on visual communication

■ Actionable Recommendations

1. Add a clear call-to-action button (e.g., 'Shop Now', 'Learn More', 'Download') - CTAs increase click-through rates by 200-300%
2. Increase visual contrast and add faces to improve scroll-stopping power - consider brighter colors or central focal point
3. Clarify your value proposition - make the benefit obvious in 2 seconds or less
4. Add urgency language ('Limited Time', 'Today Only') to drive immediate action

Report generated by Ad Intelligence Feature Extraction System