

Ad Performance Analysis Report

Ad ID: i0001.png

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

Performance Score: 0.33/1.0

Crunch Fitness (College Station)
Sponsored

48 hours. That's it. Don't miss your chance to sign up for 1¢ down (reg \$75) & get 1 Month FREE before it expires tomorrow! Code auto-applied at [Crunch.co](#) ... see more

EXP TOMORROW!

1¢ TO JOIN & GET 1 MONTH FREE!
MEMBERSHIPS STARTING AT \$9.99/MO • [JOIN AT CRUNCH.COM](#)

crunch.com
1¢ Down + 1 Month FREE

[Sign up](#)

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