



Ad Intelligence

Powering effective ads
By Navitraa

CONTEXT

You are searching for the secret sauce for effective video advertising in today's crowded market and come to Ad Intelligence. Ad Intelligence distills the strategies of major brands like Amazon, Domino's, and Chevrolet into actionable creative blueprints that you, as a small business, can adopt immediately.

PERFROMANCE METRICS

To evaluate how video features affect performance

1. Engagement
2. Clickthrough
3. Purchases
4. Conversions



HUMAN PRESENCE RATIO



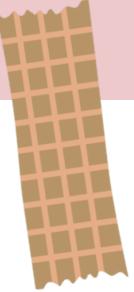
Interpretation

Human Presence Ratio = Time a human is visible in video (in s) / Total time of video advertisement (in s)

As displaying humans relates to the audience, it can build trust and emotional connection. Showing a customer using the product works as a testimonial, reducing perceived risk and encouraging purchase.

Potential Insights

1. Are there particular industries where human presence improves conversion?
2. For the same product, is it more effective to feature a human in the video to improve sales?
3. For highly stigmatised products, is human presence necessary to change mindsets measured by conversion?



BRAND LOGO PROMINENCE

Interpretation

This score measures how large, visible, and constant the logo is throughout the video.

A logo that is too large or too constant can feel intrusive, which may lead to viewers quickly skipping or losing engagement. Consistent, but non-intrusive, logo presence builds brand recall.

Potential Insights

1. Is it more effective to display the brand logo more frequently?
2. Is it more effective to display the brand logo in a bigger size?
3. Do users lose interest once the brand logo is mentioned?



USE OF UGC/TESTIMONIALS

Interpretation

This indicates whether the ad incorporates user-generated content, conversational tone, or testimonial-style clips.

This feature drives authenticity and social proof. Viewers trust other consumers more than the brand itself. UGC often includes a direct, conversational Call to Action, which is highly infectious and can lead to immediate action.

Potential Insights

1. Are there specific industries where testimonials are more effective (e.g. tuition)
2. Are testimonials more effective for newly-launched products?





PROBLEM/ SOLUTION NARRATIVE



Interpretation

A measure of whether the ad starts by defining a clear pain point before introducing the product as the remedy.

Starting with a problem captures the user's attention because it's immediately relevant to their life. This is the most efficient storytelling structure for conversion. It defines a value proposition instantly

Potential Insights

1. Is the problem-solution narrative more effective for products that solve a pain point rather than a want?
2. Is the problem-solution narrative effective in driving conversion among specific target groups?



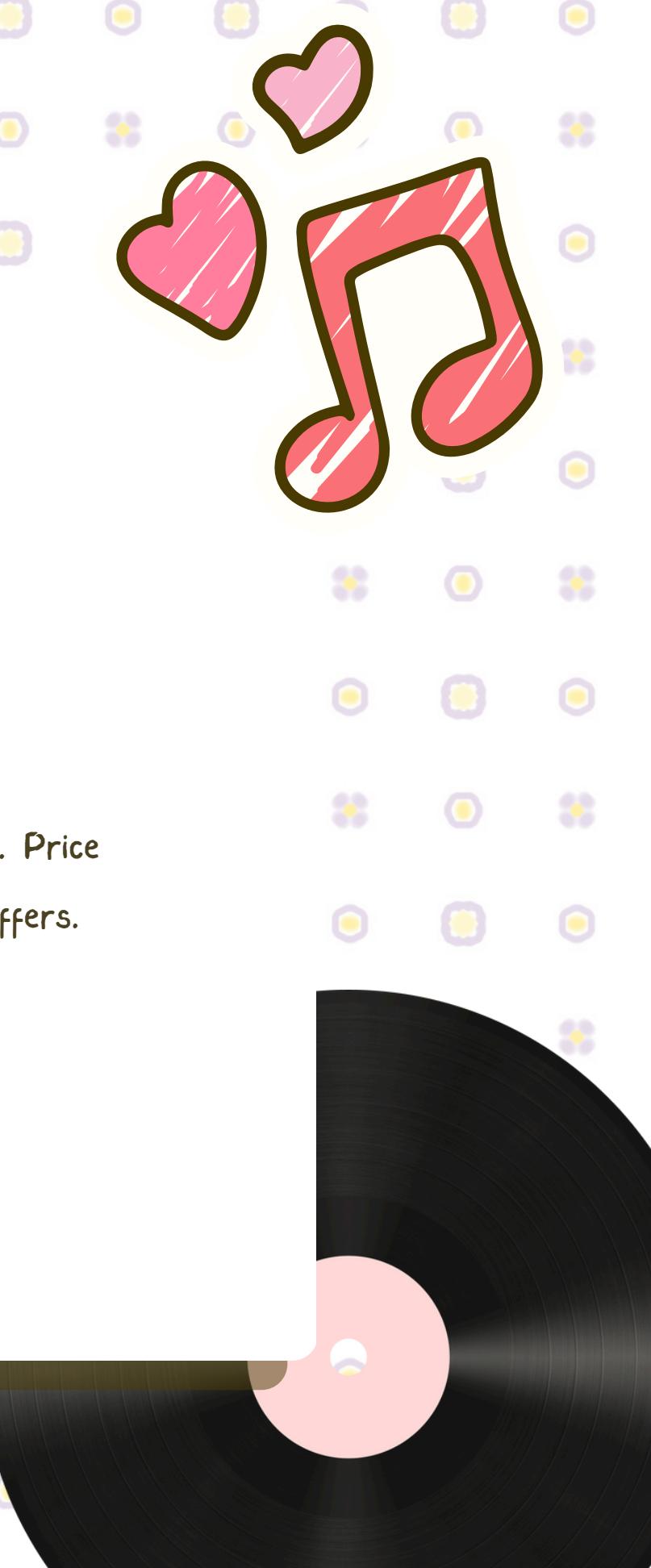
MENTIONED PRICE

Interpretation

This indicates if the ad explicitly mentions a dollar amount, percentage off, or a limited-time deal.

This metric is the primary driver of direct, low-funnel conversions, especially for products where price sensitivity is high. Price mentions are likely used sparingly for high-end or brand-building products, but are essential for flash sales and limited-time offers.

Potential Insights

1. Does mentioning price at the start, middle, or end of the video lead to higher conversion?
 2. Does mentioning the price improve or reduce conversion?
 3. Does the nature of the product (e.g. premium, economic) affect the impact of mentioning price on conversion?
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THANK YOU!

