

features																		
id	rel_path	status	latency_s	error	media_type	dominant_emotion	final_emotion	emotion_confidence	face_count	avg_faces_per_sec	creative_score	nsfw_safe	brands	objects_top3	objects_top	layout_balance		
i0008.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0008.png	200	6.592		image	fear			0	0		69	TRUE		bird, bowl, dining table		0.97	
i0009.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0009.png	200	7.236		image	surprise		0.85	1		84	TRUE			bird, bowl, dining table		0.94	
i0018.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0018.png	200	8.575		image	surprise		0.85	1		84	TRUE			bird, bowl, dining table		0.94	
i0006.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0006.png	200	8.794		image	fear			0	0	69	TRUE			bird, bowl, dining table		0.97	
i0012.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0012.png	200	3.704		image	surprise			0	0	79	TRUE	whatsapp		bird		0.98	
i0007.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0007.png	200	1.976		image	fear			0	0	77	TRUE	instagram, x		cell phone, person		0.98	
i0005.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0005.png	200	1.856		image	disgust			0	0	69	TRUE			bird, car		0.98	
i0004.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0004.png	200	1.856		image	happy			0	0	79	TRUE	instagram		bird, car		0.99	
i0013.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0013.png	200	5.832		image	fear			0	0	75	TRUE	whatsapp		bird		0.86	
i0011.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0011.png	200	4.661		image	fear			0	0	77	TRUE	meta, whatsapp		cell phone, person		0.94	
i0010.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0010.png	200	3.242		image	happy			0	0	78	TRUE	x		person		0.96	
i0014.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0014.png	200	3.186		image	disgust			0	0	78	TRUE	whatsapp		bird, book, person		0.99	
i0001.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0001.png	200	2.625		image	happy		0.44	1		93	TRUE	instagram, x		bird, book, person		0.98	
i0003.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0003.png	200	2.375		image	sad			0	0	66	TRUE			bird, book, person		0.99	
i0015.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0015.png	200	4.967		image	happy		0.99	1		84	TRUE	instagram				0.96	
i0017.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0017.png	200	2.843		image	fear			0	0	75	TRUE	instagram		bird, book, person		0.97	
i0002.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0002.png	200	3.994		image	disgust			0	0	56	TRUE					0.94	
i0016.png	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/i0016.png	200	6.161		image	disgust			0	0	67	TRUE	instagram, starbucks				1	
v0005.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0005.mp4	200	3.733		video		neutral				1	68	TRUE		person:3, tie:1, potted plant:1, frisbee:1, chair:1		0.94	
v0011.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0011.mp4	200	15.089		video		sad					1	69	TRUE		clock:7, car:2, train:2		0.97
v0004.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0004.mp4	200	19.367		video		neutral				0.93	78	TRUE	whatsapp, x	person:13, suitcase:1, chair:1, bed:1		0.96	
v0010.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0010.mp4	200	28.869		video		happy				0	63	TRUE	instagram, whatsapp	person:10, bowl:4, cup:3, dining table:3, cell phone:2		0.93	
v0006.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0006.mp4	200	18.553		video		happy				0.75	65	TRUE		person:12, sandwich:6, chair:3, bowl:2, hot dog:1		0.96	
v0013.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0013.mp4	200	5.54		video		angry				0.53	63	TRUE		person:2, umbrella:2, handbag:2		1	
v0007.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0007.mp4	200	16.201		video		happy				0.31	59	TRUE		clock:7, car:2, train:2		0.97	
v0017.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0017.mp4	200	17.714		video		happy				0.81	66	TRUE		clock:7, car:2, train:2		0.97	
v0002.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0002.mp4	200	18.181		video		happy				0.53	72	TRUE	whatsapp, x	person:8, dog:3, scissors:2, bottle:2, book:1		0.97	
v0012.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0012.mp4	200	55.648		video		sad				0.92	78	TRUE	whatsapp, x	person:8, dog:3, scissors:2, bottle:2, book:1		0.97	
v0016.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0016.mp4	200	11.066		video		fear				0.06	55	TRUE		sports ball:1		0.98	
v0014.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0014.mp4	200	7.007		video		sad				0.44	60	TRUE		dining table:3, couch:2, person:2, cup:2, chair:2		0.95	
v0003.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0003.mp4	200	26.629		video		sad				0.79	76	TRUE	google, x	sports ball:1		0.95	
v0001.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0001.mp4	200	5.924		video		happy				0	43	TRUE		person:1, potted plant:1		0.93	
v0019.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0019.mp4	200	6.117		video		neutral				0.27	68	TRUE	whatsapp	person:3, banana:1, dining table:1, bottle:1		0.94	
v0015.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0015.mp4	200	12.057		video		sad				0.7	74	TRUE	x	person:10, traffic light:2, airplane:1, umbrella:1, remote:1		0.94	
v0021.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0021.mp4	200	10.458		video		sad				0.33	66	TRUE	amazon, instagram	person:10, potted plant:5, chair:2, vase:1, couch:1		0.85	
v0022.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0022.mp4	200	16.081		video		angry				0.86	68	TRUE		person:3, car:2, truck:2, traffic light:2, laptop:2		0.99	
v0009.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0009.mp4	200	6.419		video		happy				0	55	TRUE		person:3, car:2, truck:2, traffic light:2, laptop:2		0.99	
v0018.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0018.mp4	200	27.494		video		sad				1	49	TRUE				0.97	
v0023.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0023.mp4	200	24.09		video		sad				1	77	TRUE	whatsapp	car:9, person:3, potted plant:1, truck:1, traffic light:1		0.88	
v0008.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0008.mp4	200	17.478		video		happy				0.29	69	TRUE	amazon, instagram	person:12, dining table:4, oven:3, book:3, knife:3		0.97	
v0020.mp4	/var/folders/_w/w0hq99f53vsg0gklms_zbdk80000gn/T/adminind_zip_6f7kq4h9/v0020.mp4	200	32.739		video		happy				0.67	74	TRUE	amazon, instagram	person:12, dining table:4, oven:3, book:3, knife:3		0.97	

duration_sec	frames_analyzed	fps_used	ocr_text_len	heatmap_url	keyframe_heatmaps	insight_emotion	insight_summary
			239	sample_heatmap.png			{ "media_type": "image", "layout_balance": 0.97, "creative_score": 69, "nsfw_safe": true, }
			239	sample_heatmap.png		surprise	The ad effectively uses a 'surprise' emotion and highlights a new product, the Pretzel Bagel Double Dipper, which is likely to capture attention. However, the visual elements are somewhat generic and could be more impactful.
			239	sample_heatmap.png		surprise	The ad effectively uses a 'surprise' emotion and highlights a new product, the Pretzel Bagel Double Dipper, which is likely to capture attention. The strong emphasis on 'food' and 'social' categories suggests a good fit for platforms like Instagram and Facebook.
			239	sample_heatmap.png			{ "media_type": "image", "layout_balance": 0.97, "creative_score": 69, "nsfw_safe": true, }
			285	sample_heatmap.png		surprise	The ad effectively uses a 'surprise' emotion and highlights a significant scholarship opportunity, but lacks a clear visual focal point beyond a detected bird.
			149	sample_heatmap.png		fear	The ad's dominant emotion is fear, which is counterproductive for a shopping campaign. The creative score is moderate, suggesting room for improvement.
			272	sample_heatmap.png		disgust	The dominant emotion detected is 'disgust,' which is highly detrimental to food advertising. This suggests the visual elements are off-putting and need immediate revision to evoke positive feelings associated with food.
			284	sample_heatmap.png		happy	The ad effectively uses a happy emotion and strong visual elements like a car and bird, with clear branding for Mercedes-Benz and Instagram. The offer details are prominent, suggesting a focus on driving engagement and conversions.
			288	sample_heatmap.png		fear	The ad leverages fear by highlighting potential overspending on auto insurance, aiming to drive immediate action. However, the dominant emotion is 'fear' with low confidence, suggesting it might not be resonating as intended.
			522	sample_heatmap.png		fear	The ad's dominant emotion is fear, which is likely counterproductive for a service promoting engagement and growth. The creative score is moderate, suggesting room for improvement.
			194	sample_heatmap.png		happy	The ad effectively uses a happy emotion and highlights the 'ClimateCool' smart bed's cooling technology, aligning with shopping and utility categories. However, the lack of faces might limit emotional connection.
			196	sample_heatmap.png		disgust	The ad's dominant emotion is 'disgust,' which is highly detrimental to driving positive consumer sentiment and conversions. This negative emotion likely stems from the visual elements and needs immediate correction to improve engagement.
			368	sample_heatmap.png		happy	The ad effectively leverages a positive emotion and clear call-to-action for a limited-time offer, driving urgency. However, the visual elements are generic and could be more engaging.
			58	sample_heatmap.png		sad	The creative's dominant emotion is 'sad', which is likely to negatively impact engagement and conversion rates. The text content is also unclear and potentially irrelevant.
			373	sample_heatmap.png		happy	The ad effectively leverages a 'happy' emotion and a strong sale message to drive interest in Paleovalley's bone broth protein. The visual balance and high creative score indicate a well-executed creative.
			373	sample_heatmap.png		fear	The ad leverages a fear-based emotion, likely to create urgency around a 'Huge Sale Alert' for Paleovalley's Bone Broth Protein. This approach might resonate with consumers concerned about missing out on a deal.
			662	sample_heatmap.png		disgust	The dominant emotion detected is disgust, which is highly detrimental to advertising effectiveness. This suggests the creative is likely off-putting to the target audience.
			607	sample_heatmap.png		disgust	The ad's dominant emotion is disgust, which is highly likely to negatively impact engagement and brand perception. The creative score is mediocre, suggesting a need for optimization.
15.01		1	32		sample_heatmap.png	neutral	Video conveys a neutral tone with 1 faces/sec on average.
11.93		8	600		sample_heatmap.png, sample_heatmap.png	sad	Video conveys a sad tone with 1 faces/sec on average.
13.73		14	493		sample_heatmap.png, sample_heatmap.png	neutral	The video's neutral emotion and high layout balance suggest a functional or informational focus. The presence of multiple 'person' objects and the brand 'x' (likely Abercrombie & Fitch based on OCR) indicates a focus on people and branding.
11.13		15	600		sample_heatmap.png, sample_heatmap.png	happy	The video effectively conveys happiness and features prominent brands like WhatsApp and Instagram, suggesting a strong potential for social engagement. However, the lack of faces might limit emotional connection.
12.03		4	456		sample_heatmap.png, sample_heatmap.png	happy	The video effectively conveys a positive and happy emotion, aligning with the core message of 'Your Favorites Delivered Seamlessly'. The high layout balance suggests a visually appealing and well-structured creative.
15.47		15	56		sample_heatmap.png	angry	The video's dominant 'angry' emotion, coupled with a low creative score, suggests a disconnect with the target audience. This could be leading to underperformance.
11.93		13	600		sample_heatmap.png, sample_heatmap.png	happy	The video effectively conveys a happy emotion and features a high layout balance, suggesting strong visual appeal. However, the OCR excerpt is repetitive and potentially confusing.
11.93		16	600		sample_heatmap.png, sample_heatmap.png	happy	The video's strong 'happy' emotion and high layout balance (0.97) indicate positive audience reception. Focus on leveraging this emotional resonance in media buying.
15.02		15	600		sample_heatmap.png, sample_heatmap.png	happy	The video effectively conveys happiness and features prominent branding for WhatsApp and X. However, the inclusion of scissors as a top object may detract from a purely positive emotional experience.
15.02		12	600		sample_heatmap.png, sample_heatmap.png	sad	The video's dominant sad emotion, coupled with a high layout balance and creative score, suggests a potentially impactful but emotionally heavy creative. The presence of 'person' and 'dog' objects indicates relatable content.
15.23		16	65		sample_heatmap.png	fear	The video's dominant emotion is fear, which is likely to alienate potential customers. While the creative score is moderate, the fear-based emotion is a significant detractor.
15.01		16	43		sample_heatmap.png	sad	The video's dominant sad emotion, coupled with a high layout balance and a focus on domestic objects, may not be effectively engaging the target audience. The creative score is also moderate, suggesting room for improvement.
15.23		14	600		sample_heatmap.png, sample_heatmap.png	sad	The video's dominant sad emotion, coupled with a high layout balance and a focus on a sports ball, may not align with typical e-commerce or promotional advertising goals. The presence of 'Google' and 'X' brands in the OCR suggests a focus on search and social media.
15.01		2	0		sample_heatmap.png		
15.01		15	253		sample_heatmap.png	neutral	The video has a high layout balance and a neutral emotion, suggesting it's functional but lacks strong emotional appeal. The presence of a WhatsApp logo indicates potential for social sharing or integration.
15.02		10	600		sample_heatmap.png, sample_heatmap.png	sad	The video's dominant sad emotion, coupled with a high layout balance and a creative score of 74, suggests a potentially impactful but emotionally heavy creative. The presence of 'person' as the most frequent object indicates a focus on people.
14.7		15	137		sample_heatmap.png, sample_heatmap.png	sad	The video's dominant sad emotion and low face presence may be hindering engagement. Consider incorporating more uplifting visuals and a higher frequency of human interaction to better connect with the audience.
7.97		21	463		sample_heatmap.png	angry	The video's dominant 'angry' emotion, coupled with the repeated 'GYM is calling' OCR text and the presence of multiple 'person' objects, suggests a potential negative or aggressive framing around gym invitations. This could deter potential customers.
7.97		2	463		sample_heatmap.png	happy	The video creative elicits a happy emotion and features a high layout balance, suggesting strong visual appeal. However, the absence of faces and the presence of multiple 'GYM is calling' OCR excerpts indicate a potential disconnect.
15.01		1	0		sample_heatmap.png	sad	The video's dominant sad emotion, coupled with a high layout balance and average creative score, suggests a potential disconnect with the target audience's desired emotional response. Consider shifting the emotional tone.
13.47		8	600		sample_heatmap.png, sample_heatmap.png	sad	The video's dominant sad emotion, coupled with a high layout balance and a focus on cars and people, suggests a potential disconnect with the product's core benefit of electric range. The creative may be evoking negative feelings.
15.01		14	137		sample_heatmap.png, sample_heatmap.png	happy	The video effectively uses a happy emotion and a balanced layout, but the inclusion of multiple brands and a focus on specific sale dates may limit its evergreen appeal.
15.01		15	137		sample_heatmap.png, sample_heatmap.png		{ "media_type": "video", "layout_balance": 0.97, "creative_score": 74, "nsfw_safe": true, "final_emotion": "happy", "avg_faces_per_sec": 0.67, "objects": }

insight_weakness	insight_suggestion_1	insight_suggestion_2
Generic visual elements	Test visuals that more strongly evoke surprise or excitement related to the new product.	Consider incorporating user-generated content or lifestyle shots to increase relatability.
Lack of brand presence in detected objects.	Test ad creative on social media platforms with a focus on food influencers and user-generated content.	Consider incorporating the Einstein Bros. Bagels brand logo more prominently in future creatives to reinforce brand recall.
Lack of strong visual focal point.	Incorporate a visual element that directly relates to college or winning a scholarship to enhance emotional resonance.	Consider A/B testing with images that feature students or aspirational college scenes to complement the 'surprise' of winning.
Fear-based emotion in a shopping ad.	Test alternative creatives with positive or aspirational emotions.	Analyze if the 'fear' is tied to a specific product benefit (e.g., fear of missing out, fear of discomfort) and reframe it positively.
Negative visual emotion (disgust)	Revise imagery to showcase appetizing food visuals, focusing on freshness and deliciousness.	Test alternative images that evoke positive emotions like joy, satisfaction, or hunger.
Lack of clear call to action beyond 'Learn more'	Test variations with a more direct call to action, such as 'Shop Now' or 'Get a Quote'.	Consider A/B testing different image compositions to see if highlighting the car or the bird has a greater impact on engagement.
Low confidence in dominant emotion.	Test alternative emotional appeals (e.g., relief, savings satisfaction) to see if they drive better engagement.	Analyze the specific fear triggers in the copy and imagery to ensure they are impactful and not off-putting.
Fear-based emotion	Test alternative creatives that evoke positive emotions like trust, excitement, or relief.	Focus on the benefits of Niche Engage (e.g., increased applications, faster engagement) rather than potential negative outcomes.
No faces detected.	Test variations with people to gauge emotional impact.	Emphasize the 'sleep up to 15' cooler' benefit more prominently.
Dominant emotion is disgust.	Review and replace all visual assets to evoke positive emotions like trust, relief, or happiness.	Test alternative imagery that aligns with the 'savings' and 'ease' messaging of the ad.
Generic imagery	Test visuals that more strongly convey the 'happy' emotion or the benefit of fitness.	Consider A/B testing different visual styles to see what resonates best with the target audience.
Negative emotion and unclear text.	Test creatives with positive or neutral emotions to improve engagement.	Clarify or remove the text content to ensure a clear message.
Lack of specific product visual.	Test creatives that visually showcase the bone broth protein product itself, rather than relying solely on text and general imagery.	Consider A/B testing different sale messaging to see if more specific discount percentages or urgency drivers perform better.
Dominant emotion 'fear' has low confidence.	Test alternative emotions like urgency or excitement to see if they drive better engagement for sale-driven campaigns.	Consider A/B testing the 'fear' angle against a more positive or benefit-driven message to understand audience preference.
Negative emotional valence	Immediately halt or pause campaigns using this creative.	Investigate the specific elements within the creative causing the 'disgust' emotion.
Negative dominant emotion.	Test alternative creatives with positive or neutral emotions to improve ad reception.	Review the visual elements and messaging to identify the source of the 'disgust' emotion and rectify it.
Headline hierarchy may be unclear.	Clarify headline and CTA hierarchy.	Include subtle brand cues early.
Headline hierarchy may be unclear.	Clarify headline and CTA hierarchy.	Include subtle brand cues early.
Lack of strong emotional engagement.	Consider incorporating more emotionally resonant visuals or audio to increase viewer connection.	Test variations that highlight specific product benefits or aspirational lifestyle elements associated with the brand.
No faces present in video.	Leverage the happy emotion and brand presence to drive social sharing and user-generated content.	Consider A/B testing with variations that include faces to gauge impact on emotional resonance and conversion.
Lack of brand presence.	Consider incorporating brand logos or product shots to increase brand recall and association.	Test variations that highlight specific popular 'favorites' to create stronger product-specific appeal.
Negative emotional tone	Test creatives with more positive or neutral emotional tones to gauge audience reception.	Analyze the specific elements contributing to the 'angry' emotion and revise them.
Repetitive and unclear OCR text.	Optimize OCR text for clarity and conciseness, removing redundant phrases.	Consider A/B testing variations of the OCR text to improve comprehension.
Low creative score (66)	Increase bid on placements where the video's happy emotion is likely to resonate most.	Test variations of the video that amplify the happy elements or address the low creative score.
Presence of scissors	Leverage the happy emotion in ad copy and targeting.	Consider A/B testing variations that remove or de-emphasize the scissors.
Dominant sad emotion may limit broad appeal.	Test variations with a more optimistic or neutral emotional tone to broaden audience reach.	Leverage the high layout balance and creative score by ensuring strong call-to-actions are prominent.
Fear-based emotion	Test alternative video creatives with positive or neutral emotions.	Analyze the specific elements within the video that evoke fear and consider removing or altering them.
Low engagement potential due to somber tone.	Test alternative video creatives with more uplifting or aspirational emotions.	Consider incorporating more dynamic visuals or a stronger narrative to increase engagement.
Sad emotion in creative	Test alternative creatives with more positive or aspirational emotions to improve engagement.	Explore how the sports ball object can be integrated into a more uplifting narrative or product showcase.
Lacks emotional engagement	Consider incorporating more emotionally resonant visuals or music to increase viewer connection.	Explore A/B testing with variations that evoke stronger emotions (e.g., humor, aspiration, relief).
Sad emotion may alienate some viewers.	Test alternative creatives with a more positive or neutral emotional tone to gauge audience reception.	Consider if the 'sad' emotion is intentional and aligns with the campaign's overall message; if so, ensure it's effectively driving the desired action.
Low face presence and sad emotion.	Increase the frequency of faces in the video.	Shift the emotional tone towards positive or neutral.
Aggressive or negative emotional tone.	Test alternative emotional tones (e.g., motivational, aspirational) for gym-related video ads.	Analyze the context of the 'GYM is calling' OCR to understand if it's a notification or a direct call to action and adjust messaging accordingly.
Lack of human faces and repetitive OCR.	Incorporate human faces to increase relatability and emotional engagement.	Vary the on-screen text or reduce the frequency of the 'GYM is calling' message to avoid repetition.
Dominant sad emotion	Test alternative video creatives with more positive or neutral emotional tones.	Analyze audience sentiment data to understand preferred emotional responses for this product/service.
Sad emotion overshadows product benefit.	Test alternative video creatives with more positive or neutral emotional tones.	Ensure visual elements directly support and amplify the message of electric range and freedom.
Limited evergreen appeal due to sale-specific messaging.	Test variations of the video that remove or de-emphasize specific sale dates to broaden reach.	Explore creative that highlights product benefits rather than just sale promotions for longer-term engagement.

insight_suggestion_3	insight_raw
	["insight_summary": ""json(n \media_type': \image',\n \layout_balance': 0.97,\n \creative_score': 69,\n \nsfw_safe': true,")
Ensure the 'newness' of the Pretzel Bagel Double Dipper is visually emphasized. Explore A/B testing different calls to action to optimize conversion rates for the 'Order now' prompt.	["emotion": "surprise", "insight_summary": "The ad effectively uses a 'surprise' emotion and highlights a new product, the Pretzel Bagel Double Dipper, which is likely to capture attention. However, the visual elements are so ["emotion": "surprise", "insight_summary": "The ad effectively uses a 'surprise' emotion and highlights a new product, the Pretzel Bagel Double Dipper, which is likely to capture attention. The strong emphasis on 'food' and '
	["insight_summary": ""json(n \media_type': \image',\n \layout_balance': 0.97,\n \creative_score': 69,\n \nsfw_")
Ensure the 'bird' object is intentionally placed and contributes to the overall message, or replace it with more relevant imagery. Consider A/B testing different calls to action to see if 'Shop Now' is the most effective given the creative. Ensure the visual style aligns with the celebratory Oktoberfest theme without being unappetizing. Explore if adding a sense of urgency to the lease offer could further boost conversion rates. Consider A/B testing different calls to action to optimize conversion rates. Consider A/B testing different emotional tones to identify what resonates best with the target audience. Consider A/B testing different color palettes to see if warmer tones resonate better with the 'happy' emotion. Consider A/B testing different emotional tones in the creative to identify what resonates best with the target audience.	["emotion": "surprise", "insight_summary": "The ad effectively uses a 'surprise' emotion and highlights a significant scholarship opportunity, but lacks a clear visual focal point beyond a detected bird.", "weakness": "Lack of ["emotion": "fear", "insight_summary": "The ad's dominant emotion is fear, which is counterproductive for a shopping campaign. The creative score is moderate, suggesting room for improvement.", "weakness": "Fear-based ["emotion": "disgust", "insight_summary": "The dominant emotion detected is 'disgust,' which is highly detrimental to food advertising. This suggests the visual elements are off-putting and need immediate revision to evoke ["emotion": "happy", "insight_summary": "The ad effectively uses a happy emotion and strong visual elements like a car and bird, with clear branding for Mercedes-Benz and Instagram. The offer details are prominent, sugges ["emotion": "fear", "insight_summary": "The ad leverages fear by highlighting potential overspending on auto insurance, aiming to drive immediate action. However, the dominant emotion is 'fear' with low confidence, sugges ["emotion": "fear", "insight_summary": "The ad's dominant emotion is fear, which is likely counterproductive for a service promoting engagement and growth. The creative score is moderate, suggesting room for improvemen ["emotion": "happy", "insight_summary": "The ad effectively uses a happy emotion and highlights the 'ClimateCool' smart bed's cooling technology, aligning with shopping and utility categories. However, the lack of faces ni ["emotion": "disgust", "insight_summary": "The ad's dominant emotion is 'disgust,' which is highly detrimental to driving positive consumer sentiment and conversions. This negative emotion likely stems from the visual elem
Ensure landing page experience aligns with the urgency and offer presented in the ad. Focus on visuals that align with the automotive, finance, or utility categories detected. Explore targeting audiences interested in 'health' and 'fitness' given the top detected categories.	["emotion": "happy", "insight_summary": "The ad effectively leverages a positive emotion and clear call-to-action for a limited-time offer, driving urgency. However, the visual elements are generic and could be more engaging ["emotion": "sad", "insight_summary": "The creative's dominant emotion is 'sad', which is likely to negatively impact engagement and conversion rates. The text content is also unclear and potentially irrelevant.", "weakness" ["emotion": "happy", "insight_summary": "The ad effectively leverages a 'happy' emotion and a strong sale message to drive interest in Paleovalley's bone broth protein. The visual balance and high creative score indicate a \
Ensure the 'fear' element is clearly tied to the benefit of saving money or stocking up, rather than a negative consequence. Develop new creative assets with a focus on positive emotions like motivation, achievement, or well-being. Consider A/B testing different emotional tones to find what resonates best with the target audience. Test color contrast for legibility and attention. Test color contrast for legibility and attention.	["emotion": "fear", "insight_summary": "The ad leverages a fear-based emotion, likely to create urgency around a 'Huge Sale Alert' for Paleovalley's Bone Broth Protein. This approach might resonate with consumers concern ["emotion": "disgust", "insight_summary": "The dominant emotion detected is disgust, which is highly detrimental to advertising effectiveness. This suggests the creative is likely off-putting to the target audience.", "weaknes ["emotion": "disgust", "insight_summary": "The ad's dominant emotion is disgust, which is highly likely to negatively impact engagement and brand perception. The creative score is mediocre, suggesting a need for optimizal ["emotion": "neutral", "insight_summary": "Video conveys a neutral tone with 1 faces/sec on average.", "weakness": "Headline hierarchy may be unclear.", "suggestions": ["Clarify headline and CTA hierarchy.", "Include subtle ["emotion": "sad", "insight_summary": "Video conveys a sad tone with 1 faces/sec on average.", "weakness": "Headline hierarchy may be unclear.", "suggestions": ["Clarify headline and CTA hierarchy.", "Include subtle bran
Analyze the 'person' object interactions to understand if they are effectively conveying the brand message. Target audiences active on WhatsApp and Instagram for optimal campaign performance. Explore A/B testing with different calls to action to optimize conversion rates. Explore alternative visual styles and messaging that align better with brand objectives. Leverage the strong visual appeal and happy emotion in ad copy to reinforce the message. Consider targeting audiences known to respond positively to upbeat and visually balanced content.	["emotion": "neutral", "insight_summary": "The video's neutral emotion and high layout balance suggest a functional or informational focus. The presence of multiple 'person' objects and the brand 'x' (likely Abercrombie & Fi ["emotion": "happy", "insight_summary": "The video effectively conveys happiness and features prominent brands like WhatsApp and Instagram, suggesting a strong potential for social engagement. However, the lack of fac ["emotion": "happy", "insight_summary": "The video effectively conveys a positive and happy emotion, aligning with the core message of 'Your Favorites Delivered Seamlessly'. The high layout balance suggests a visually app ["emotion": "angry", "insight_summary": "The video's dominant 'angry' emotion, coupled with a low creative score, suggests a disconnect with the target audience. This could be leading to underperformance.", "weakness":
Ensure WhatsApp and X branding is clearly visible and integrated into the call-to-action. Explore targeting audiences known to respond to emotionally resonant content, but be mindful of potential negative sentiment. Explore if a fear-based approach is strategically aligned with the product or service being advertised; if not, pivot to a more appropriate emotional tone. Analyze audience response to the current creative to identify specific elements causing low engagement. Leverage the 'Google' and 'X' brand mentions for targeted campaigns, but ensure the creative tone is appropriate for the platform.	["emotion": "happy", "insight_summary": "The video effectively conveys happiness and features prominent branding for WhatsApp and X. However, the inclusion of scissors as a top object may detract from a purely positive ["emotion": "sad", "insight_summary": "The video's dominant sad emotion, coupled with a high layout balance and creative score, suggests a potentially impactful but emotionally heavy creative. The presence of 'person' an ["emotion": "fear", "insight_summary": "The video's dominant emotion is fear, which is likely to alienate potential customers. While the creative score is moderate, the fear-based emotion is a significant detractor.", "weakness ["emotion": "sad", "insight_summary": "The video's dominant sad emotion, coupled with a high layout balance and a focus on domestic objects, may not be effectively engaging the target audience. The creative score is also ["emotion": "neutral", "insight_summary": "The video has a high layout balance and a neutral emotion, suggesting it's functional but lacks strong emotional appeal. The presence of a WhatsApp logo indicates potential for so ["emotion": "sad", "insight_summary": "The video's dominant sad emotion, coupled with a high layout balance and a creative score of 74, suggests a potentially impactful but emotionally heavy creative. The presence of 'per
Leverage the WhatsApp brand mention by exploring creative that encourages sharing or direct interaction via the platform. Analyze the specific scenes contributing to the sad emotion to understand if it's due to narrative or visual elements. Test variations with more dynamic human interaction. Consider softening the visual cues if the anger is tied to specific imagery, to avoid deterring viewers. Test variations with more dynamic object interactions to enhance visual interest. Explore creative strategies that evoke hope, inspiration, or joy, depending on the campaign goal. Consider A/B testing different emotional appeals to identify what resonates best with the target audience for electric vehicles. Consider if the presence of both Amazon and Instagram branding is intentional or if one could be removed to simplify the message.	["emotion": "sad", "insight_summary": "The video's dominant sad emotion and low face presence may be hindering engagement. Consider incorporating more uplifting visuals and a higher frequency of human interaction to i ["emotion": "angry", "insight_summary": "The video's dominant 'angry' emotion, coupled with the repeated 'GYM is calling' OCR text and the presence of multiple 'person' objects, suggests a potential negative or aggressive ["emotion": "happy", "insight_summary": "The video creative elicits a happy emotion and features a high layout balance, suggesting strong visual appeal. However, the absence of faces and the presence of multiple 'GYM is i ["emotion": "sad", "insight_summary": "The video's dominant sad emotion, coupled with a high layout balance and average creative score, suggests a potential disconnect with the target audience's desired emotional respor ["emotion": "sad", "insight_summary": "The video's dominant sad emotion, coupled with a high layout balance and a focus on cars and people, suggests a potential disconnect with the product's core benefit of electric rang ["emotion": "happy", "insight_summary": "The video effectively uses a happy emotion and a balanced layout, but the inclusion of multiple brands and a focus on specific sale dates may limit its evergreen appeal.", "weakness ["insight_summary": ""json(n \media_type': \video',\n \layout_balance': 0.97,\n \creative_score': 74,\n \nsfw_safe': true,\n \final_emotion': \happy',\n \avg_faces_per_sec': 0.67,\n \objects")

