

Redesigning and Testing Creative Based on Data- Driven Insights

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Systems Paid Media Interns

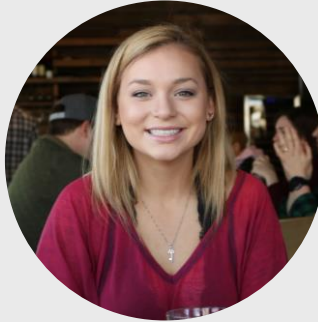


Meet the team!



Haofei Liu

Marketing & Economics



Courtney Cheevers

Marketing & Studio Art



Taimur Siddiqui

Marketing & Neuroscience



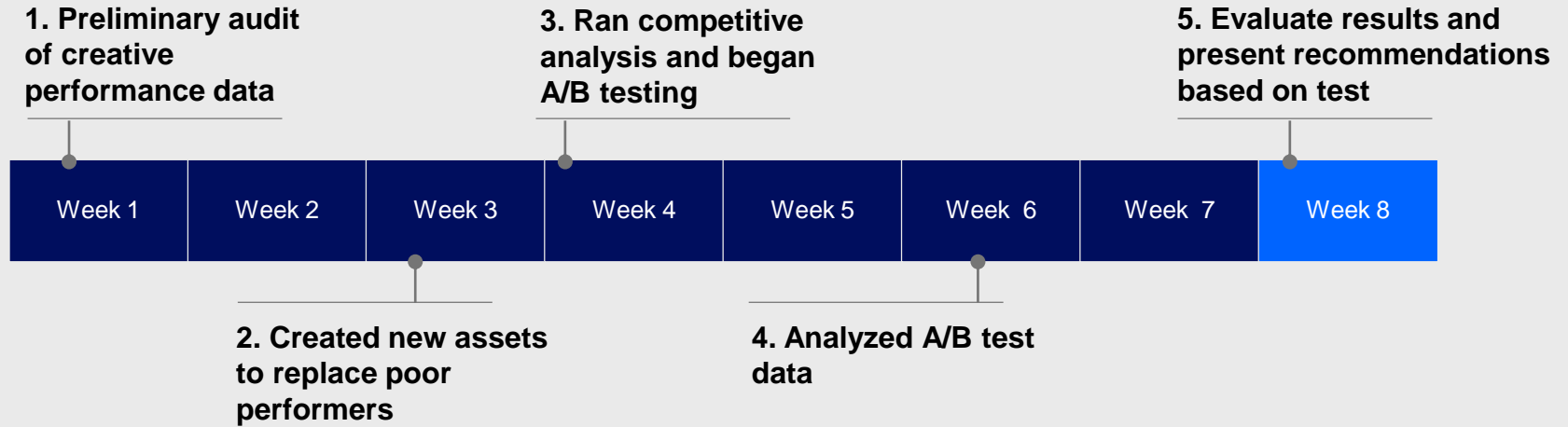
Creative design and messaging is an underutilized ad tool.

Ads created without data-driven insights do not meet clients' needs, wastes resources, and reduces our marketing effectiveness.

An audience-first strategy leads to measurable results.

A single Blockchain creative test improved effectiveness by 170% and reduced cost per visit by 18%.

Process and Timeline



Project Scope



Considerations include creating new assets with enough **time to test** and gather a substantial amount of data to form a conclusion



KPI's include: engagement rate, cost per visit, and click through rate



Resources we utilized include: Trello, Mural, Slack, Excel, Box, Tableau, and Pearl



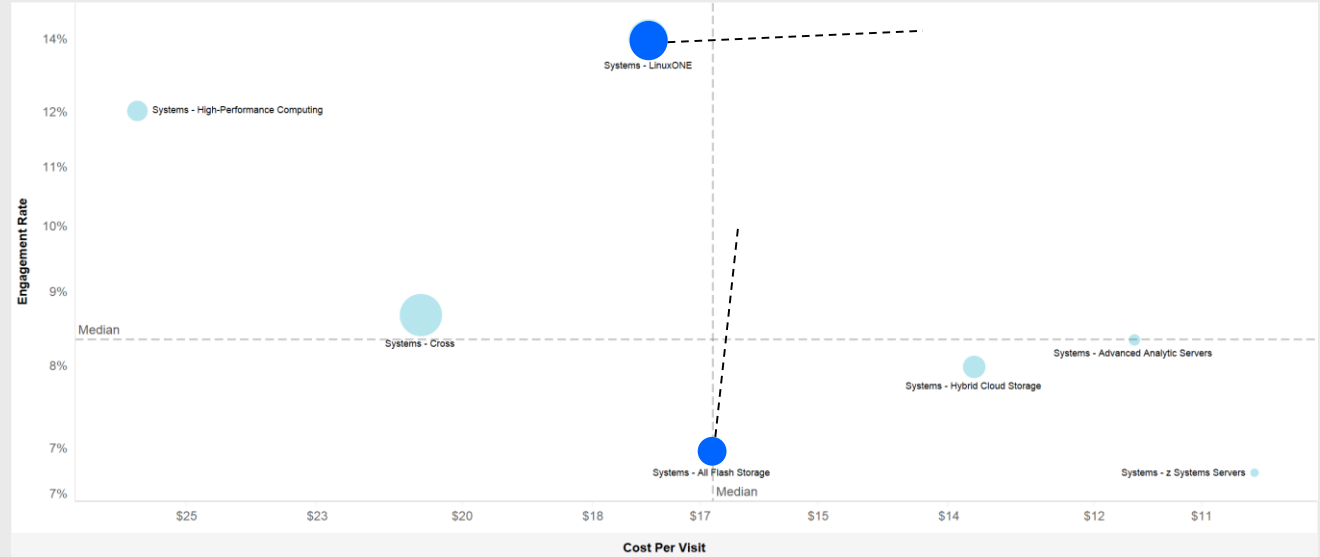
Stakeholders:
-Digital Strategists
-Agency affiliates
-Creative teams
-Systems BU
-Audience of ads

An initial analysis of data uncovered opportunity to improve LinuxONE and All Flash

Objectives:

1. Improve LinuxONE efficiency by reducing CPV
2. Improve All Flash effectiveness by increasing ER

Systems Campaign Audience Build Performance



[See key metrics here](#)

Top performing assets promote **relevant product benefits** to our end-users

Prepare for the future with the server of tomorrow →



IBM Storage.
Stop data theft.
Now.

Meet the storage leader →



Security + Speed ≠ Sacrifice.



Learn how to scale
securely with
LinuxONE Blockchain



Unify, manage,
and secure your
data with IBM
Storage →

Data downtime costs millions.
Get the server that never sleeps →



Elevate your
enterprise
with the
server of
tomorrow →



A/B Test Hypotheses

1

By changing the **All Flash campaign to contain action verbs, display end-user benefits, and indicate product category advertised**, I can get more prospects to engage with the IBM site and thus increase engagement rate and decrease cost per visit.

2

By changing the **LinuxONE Blockchain campaign to contain more learning-related words and end-user benefits**, I can get more prospects to click on ads and thus increase click-through rate and decrease cost per visit.

All Flash Creative Test

PM2M

New All Flash copy clarifies audience benefits

Current ads are vague, provide no specific value propositions, and use passive verbs.

A



B



PRE-TEST
ENGAGEMENT RATE (%)

5%

Anomalous results with the A version over time lead us to believe test results are inconclusive

A



PRE-TEST
ENGAGEMENT RATE (%)

5%

POST-TEST
ENGAGEMENT RATE (%)

24%

B



ENGAGEMENT RATE (%)

14%

SYSTEMS PM2 AVG 2018

6%

Inconclusive results suggest keeping both creatives live and continuing to measure performance



OPPORTUNITY TO OPTIMIZE:

Since both messages resonate with audiences, combine the messaging and measure performance.

LinuxONE Blockchain Test #1

PM2M

LinuxONE Blockchain redesign uses product imagery and audience-first messaging

PM2M

Previous ads have outdated designs and do not include blockchain in the focus of the text.

A



B



New Blockchain creative significantly improves our KPIs



CLICK-THROUGH RATE (%)

133% ↑

COST PER VISIT (\$)

37% ↓

LinuxONE Blockchain Test #2

[LinkedIn](#)

LinuxONE Blockchain redesign uses product imagery and audience-first messaging

LinkedIn

Previous ads have outdated designs and do not include blockchain in the focus of the text.

A



B



New Blockchain creative significantly improves our KPIs



CLICK-THROUGH RATE (%)

170% ↑

COST PER VISIT (\$)

18% ↓

Next steps...

Moving forward, ensure Blockchain and All Flash creatives are updated and relevant to landing page experiences



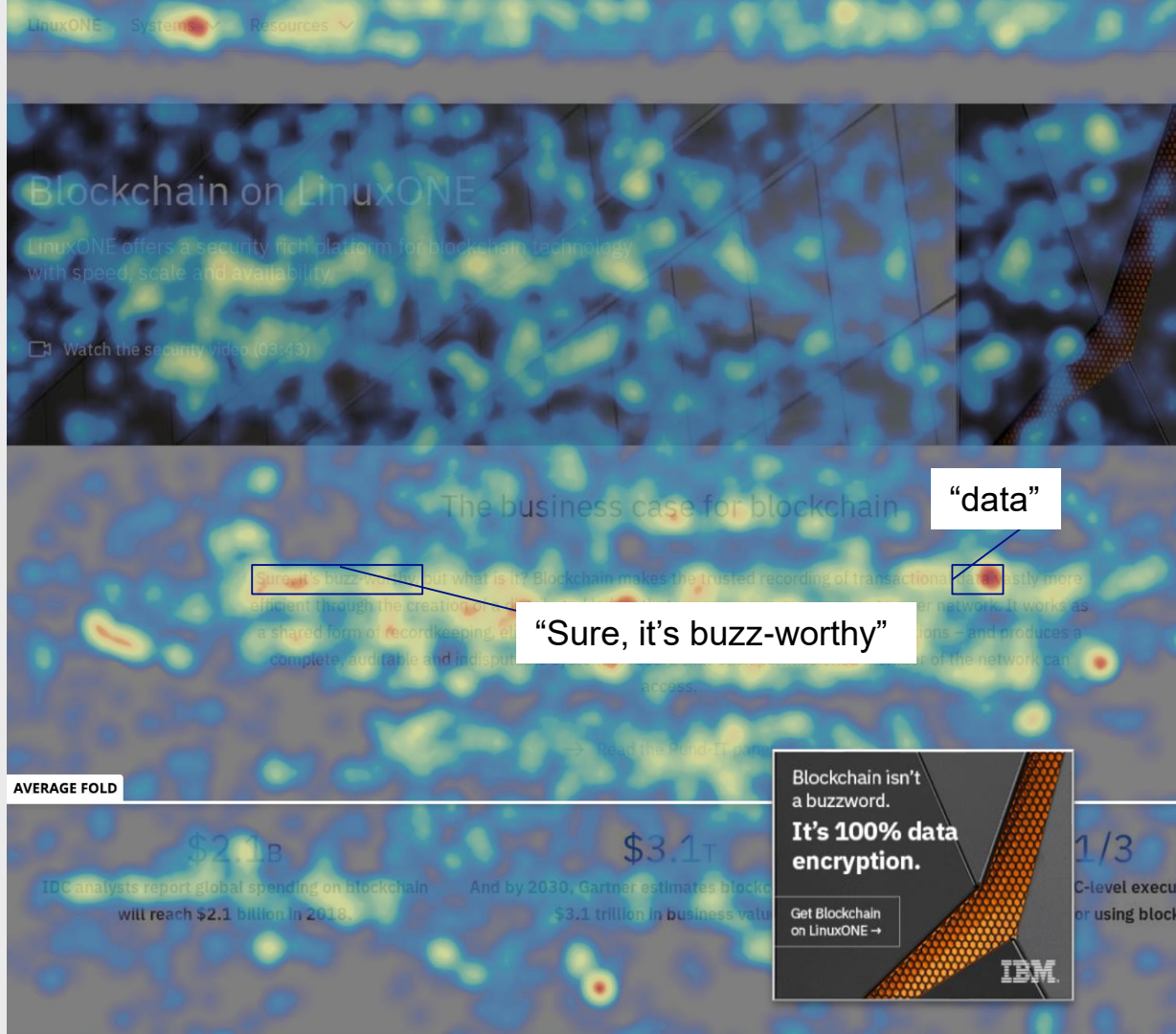
Creative team has already overhauled all LinuxONE campaign assets



Continue testing All Flash design to measure importance of design vs. copy

Keep design and messaging relevant

- Use Hotjar to identify important or relevant content for users and apply to messaging
- Personalize lead space on landing page based on ad clicked
- Keep creative matching landing page look and feel



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IBM IT Infrastructure Marketplace Services Industries Developers Support

LinuxONE Systems Resources

Blockchain on LinuxONE

LinuxONE offers a security rich platform for blockchain technology with speed, scale and availability

Watch the security video (03:43)

The business case for blockchain

Sure, it's buzz-worthy, but what is it? Blockchain makes the trusted recording of transactional data vastly more efficient through the creation of a distributed ledger that runs across a secure peer-to-peer network. It works as a shared form of recordkeeping, eliminating delays of third-party verification for transactions – and produces a complete, auditable and indisputable system of record that each permissioned member of the network can access.

[→ Read the Pund-IT paper](#)

Blockchain isn't a buzzword.
It's 100% data encryption.

Get Blockchain on LinuxONE →

IBM

Data-driven creatives enable client-centricity.

Adopt and encourage testing and iteration of creative.

Ensure creative plays an integral role in paid media strategies going forward.

Thank you!

Courtney Cheevers, Haofei Liu, Taimur Siddiqui
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New All Flash creatives perform above all ER benchmarks



ENGAGEMENT RATE

PM2M Q2 AVG

+200% ↑

ALL FLASH Q2 AVG

+140% ↑

SYSTEMS Q2 AVG

+50% ↑

New Blockchain creatives perform above all CTR and CPV benchmarks



CLICK-THROUGH RATES

LINKEDIN Q2 AVG


+229% 

PM2M Q2 AVG

+133% 

COST PER VISIT

PM2M Q2 AVG

-19% 

LINKEDIN Q2 AVG

-5% 

After conducting an analysis of our competitors' paid media efforts, we identified several key differences for future consideration.

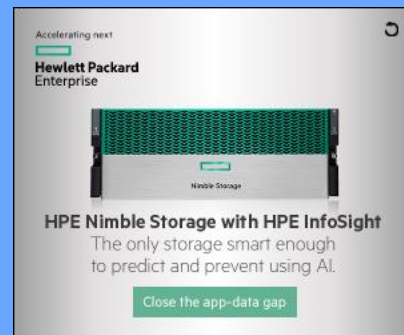
Inject humor & personality



Customize the background imagery to the specific copy of each ad



Use product imagery more actively



Paid social should differentiate from display by integrating into customers' social media experiences



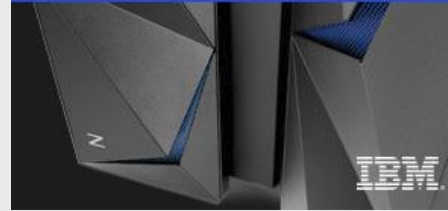
PAID SOCIAL

- Keep social ads about current events and capitalize on buzzwords
- Aim to become part of the customer social media experience
- Catch interest to “learn more”
- Ensure ads and correspondingly landing pages are mobile-friendly

Themes among top performing assets

- Show product imagery
- Specify product category
- Match landing page content to creative messaging (see appendix slide x)
- Consider the stage of the audience's journey with the product and IBM
- Avoid passive voice

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