

AI & ML

Automating creative insights, optimizations, and workflows with Creative Intelligence

Roundtable Summary

In our session we are going to be discussing the exciting new technology called Creative Intelligence. In the Ad tech world, the focus is now shifting from the media to the creative. Creative is now known to have a greater impact on sales lift than any other aspect like reach, brand, targeting etc. In this age of personalization, where customers expect the marketing messages to suit their preferences, measurement of these ads specially becomes a challenge. Scarcity of aggregate data and lack of consistent taxonomy makes this an even bigger challenge.

During the roundtable we will explore these challenges and opportunities related to an AI-based solution that can solve this problem at scale. Here are a few burning topics we will try to address:

1. How do marketers think about ROI for dynamic creatives
2. What are a few challenges that come to mind when thinking about measurement of dynamic creatives
3. What are the different applications of creative intelligence

Creative automation and intelligence

As marketers, we all know that relevant and engaging creative is key to a brand's success. In fact, it's the most important element of any marketing strategy and the single biggest driver of campaign performance. However, despite this fact, less than 10% of all paid ad impressions are personalized. Why is that? Well, the Ad Tech industry has traditionally focused on media, not creative. And we've reached a point of diminishing returns, as even the best media buying and targeting won't be as impactful without equally investing in the creative message.

Ad Tech needs to empower brand teams with efficient, connected and intelligent CREATIVE solutions that can deliver on four critical needs:

- Omnichannel tools & workflows
- Scalable processes to deliver the volume of messages your campaign requires
- Data-driven rendering to ensure the right message is shown to the right person at the right time in the right moment
- Optimizable so you can learn what is performing, what is driving that performance, and then optimize for continual performance.

That's where Flashtalking comes in. We are the only Ad Tech platform that is solely focused on creative automation and intelligence.

When we start to talk about measuring the performance of these creatives, a few challenges come to mind:

- Unravelling Aggregated Performance
- Overcoming Data Scarcity
- Tackling Data Transience
- Automating Taxonomy for Ad Creative

At Mediaocean we have built a visual and text focused AI platform to address these exact problems at scale. As a result, our customers are able to learn from their campaigns and iterate faster.

Roundtable Chair



Satish Mandalika
Head of
Product-Creative
Intelligence
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[LINKEDIN](#)

Satish Mandalika is head of product for Creative Intelligence at Mediaocean. He is the CEO and co-founder of Drishyam AI, a software company that automates the process of identifying the content of ads, interpreting their meaning, and optimizing them at scale. Mediaocean acquired Drishyam AI in 2022 to unify Drishyam's artificial intelligence (AI) and natural language processing (NLP) driven ad-creative and auto-optimization within its Flashtalking by Mediaocean offering.