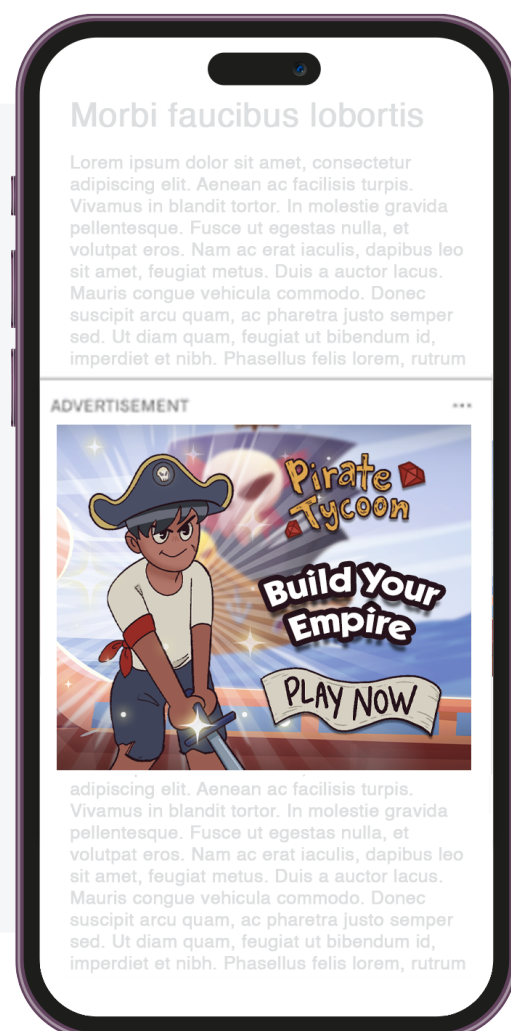
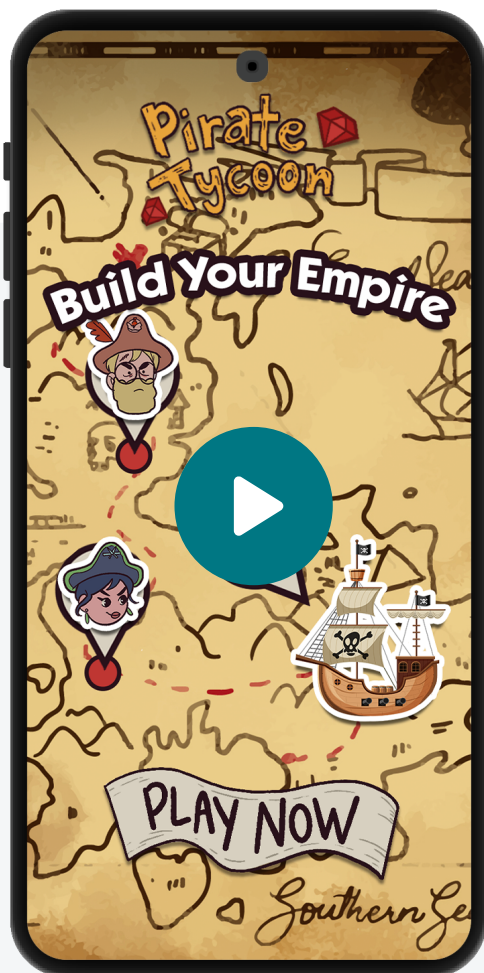


# Creative Strategy: Best Practices

One of Aarki's three pillars that differentiate us from the competition, is our **Unified Creative Strategy**. This is essentially a combination of two teams pooling their powerful intel and resources together:

- 1. Creative Strategy:** This facet of the framework uses the **creative team's experience and IQ** to benchmark tactics and results across regions and categories, producing the most engaging ad concepts.
- 2. Data-Driven Creativity:** Our **analytics team members** decompose each creative into measurable dimensions of effectiveness based on performance outcomes, enabling our scoring algorithm to allot weightages and scores to drive new and better ad creatives.

Through the course of running multiple campaigns, we've learned to follow some best practices with creatives. Below are some learnings specific to RT gaming campaigns.



## 1. Creative Formats



- ▶ Banner ads perform well for apps in the Action & Strategy (RPG Category/Genre) while video ads (rewarded videos specifically) have performed better in other gaming categories.
- ▶ While other formats such as playables have better IPM & CTR, Banner ads have better conversion rates.

**Pro Tip:** Begin campaigns with historically top performing creatives – rewarded videos and banners. On achieving certain results, scale the types of creatives with interstitial, native videos



## 2. Creative Personalization Strategies

Avoid being rigid about restraining creatives according to segments as what works for one segment can also work for another.

**Pro Tip:** Below are some strategies that we've used within creatives and seen great results with:

- ▶ Remind users of the rewards they can get (daily login rewards, login calendars)
- ▶ Promote special events with details of promotional offers or tournaments
- ▶ Promote special themed collection items - these could differ based on seasons, occasions such as summer/travel, etc
- ▶ Remind them of which level they're stuck at, new features or new content available in the game.



## 3. Campaign Setup



- ▶ The ideal minimum number of creative variants is 3 per ad format to ensure that we have a healthy volume for a good rotation of the creatives and creative optimizations
- ▶ These ad variants could be varied across sizes, layouts (landscape over portrait) and duration (30s over 15s)

**Pro Tip:** The budget allocation distribution between the best and second best performing creative format should be around 2:1 (respectively)





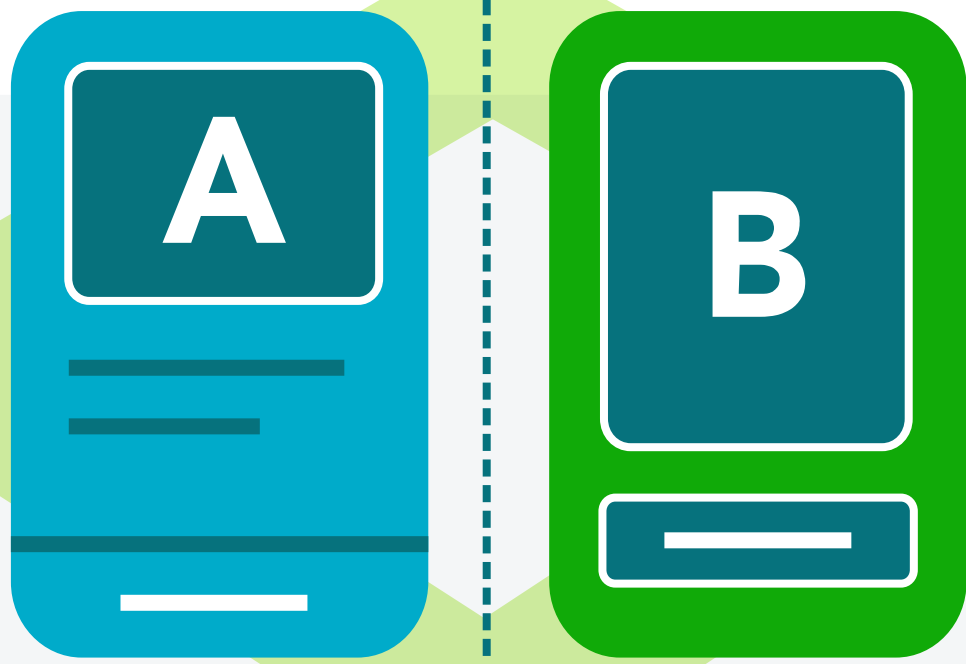
## 4. Creative Evaluation & Scoring

We've come up with a proprietary creative scoring algorithm (APCS) which captures information from ad engagement and attribution and is a function of clicks, installs, and total impressions. The higher the APCS score for a creative, the better the creative performance.

**Pro Tip:** Evaluation of creatives should happen bi-weekly in order to rotate up to 2 creatives per time.



## 5. A/B testing



Ensure to A/B test the best performing/ champion creative and iterate the learnings (similar theme, background, other elements) in the same format and across other formats as well.

### About Aarki

Aarki is an AI company that builds advertising solutions to drive mobile revenue growth. We use AI to find audiences in a privacy-first world by using billions of contextual bidding signals coupled with proprietary behavioral models. The audience engagement platform also includes a full-service agency team and Unified Creative Strategy™ that delivers ad creative ideation and execution. Aarki has worked with hundreds of advertisers over 14 years and sees 5M mobile ad requests per second from over 10B devices driving performance for publishers and brands. It is privately held headquartered in San Francisco, CA with offices across the United States, EMEA, and APAC.

