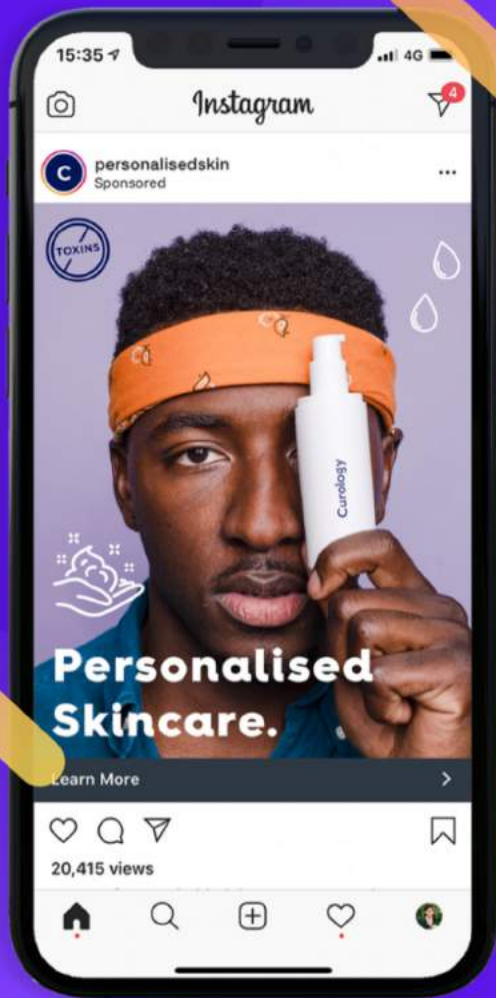


**Improving
performance with
data-driven creative
intelligence**

About datasine

- Founded in: 2015
- Headquartered in: London
- Total employees : 27
- Total funding raised: \$7m
(Series A £4m in January 2019)
- Investors: Pentech Ventures, Propel Venture Partners, Sistema VC, Force Over Mass Capital, Techstars, Cathay Innovation





75%

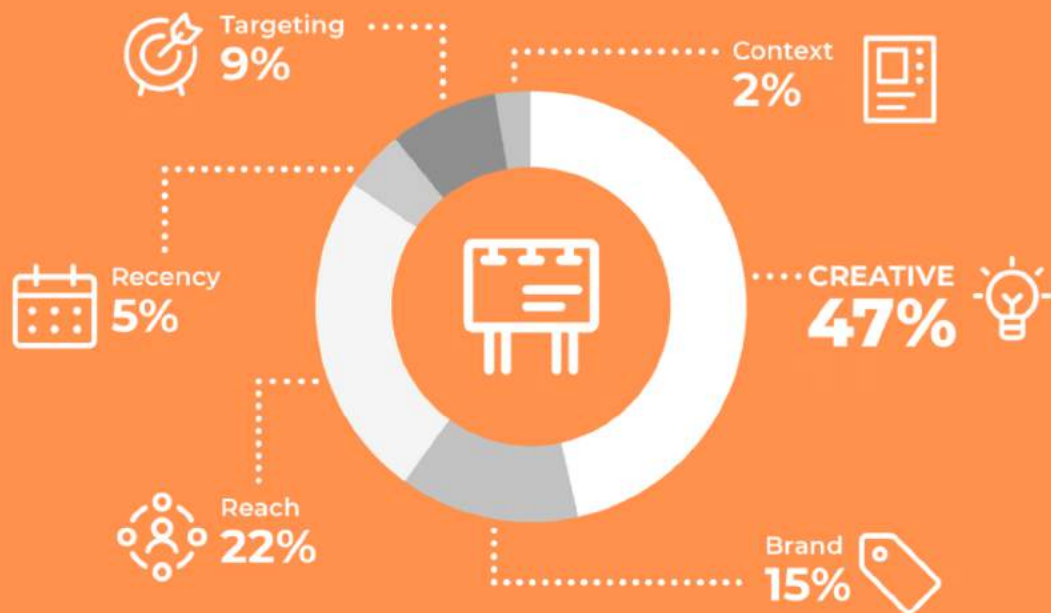
OF ADVERTISING IS
DETERMINED BY
CREATIVE QUALITY

Google

Source: How to test your programmatic like a pro

The top of the funnel

– the creative contributes 47% towards a sale!



Source: Nielsen (2017)

By personalising and targeting creative content we can deliver actionable insights, increased performance, and measurable value to marketers at scale.



We turn creative into data



Colour gradient

Movement

Copy

Product position left side



Cheeky/funny mood

Branding

Action

Brand character



Content Atomisation

+22%

CLOSE UP WOMAN

-27%

WAVE GRAPHIC

+9%

SPARKLE GRAPHIC

COSMETIC BOTTLE

+12%

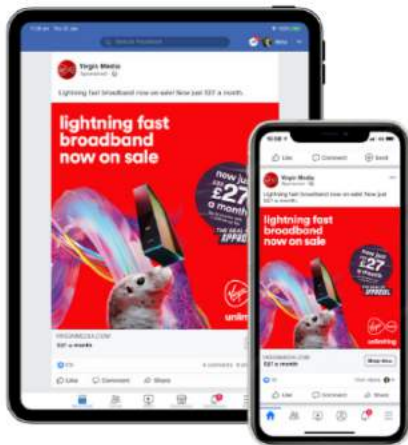
"PERSONALISED SKINCARE"

+17%





Content Atomisation for Paid Social: Virgin Media



“Using Content Atomisation, our client was able to access unrivalled insights using the hidden data in their ad creatives.”



Managing Partner, RAPP UK



Overview

Datasine, in partnership with creative agency RAPP, were tasked with helping drive CTR and CPC for Virgin Media's 'Lightning-fast broadband' Facebook campaigns.



Solution

- Using award-winning product Connect, Datasine analysed all the historical Facebook campaigns from Virgin Media.
- With the use of advanced machine learning techniques and cutting-edge data science Datasine identified the individual facets of the creative which were most effective in driving digital engagement.
- By augmenting a control creative using Datasine's AI-driven creative insights, a new ad creative was created and tested against the control.



Stats & Results

87%

uplift in conversions

7%

decrease in CPC

23%

increase of CTR



We improve performance with data-driven creative intelligence.

We are datasine.

www.datasine.com

