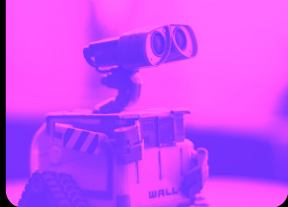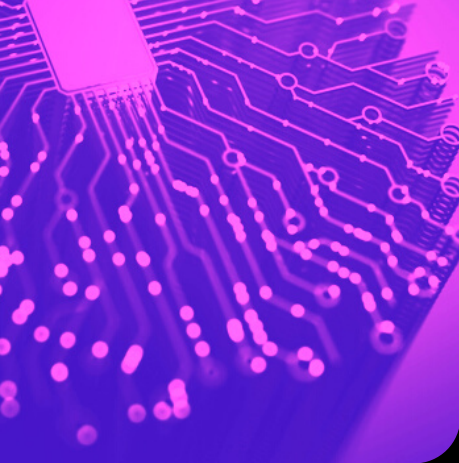www.re4m.io

Business Case for Intelligent (AI) Creative Review Software

Review and approval solutions often known as online proofing are unique in the marketing technology space in that is easy to quantify business benefits from their deployment normally in the form of cost savings through better collaboration or ensuring compliance combined with some speed to market advantages. Whereas predictive eye tracking solutions are even more unique in that they provide reviewers with the benefit of understanding how content will perform ahead of being published. A new genre of solution namely, "Intelligent Creative Review" software brings together both disciplines to provide the consolidated advantages of human and AI review and feedback in a single interface reducing the time (and costs) associated with delivering performant content while improving the quality and compliance of the content being delivered.

Brands spend millions of dollars designing advertising creative, product packaging, merchandising, digital adverts, and storefronts. But how do you know what customers are really seeing in those first few critical seconds? In a fast-moving business environment, where content is often deemed to be the new currency, today's design challenges require radically different, data-driven decisions and agility. Intelligent Creative Review Software is the new kid on the block and provides organisations with the ability to collaborate and deliver amazing performant content quickly. Let's understand why.

Four Key Benefits of "Intelligent creative review software"

⏱️ **Rapid Project Delivery**

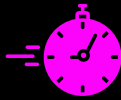💡 **Driving Higher Conversions Through Validated Designs**

💰 **Generating Cost Savings**

🛡️ **Streamlining Compliance**

RAPID PROJECT DELIVERY

Over the past few years, we have seen the proliferation of digital marketing channels. This has resulted in an explosion of demand for content from marketing teams. This combined dramatically shortening marketing cycles has created an environment where marketers need to produce more content in less time - but with the quality necessary to generate strong engagement with end their target market and end customer.

There are several online review elements that enable marketing teams to scale better. Bringing everything into an online solution expands the capacity of the team. In simple terms they can deliver more in the same or less time compared to current state processes which are often manual and ad-hoc supported by nothing more than email chains or hard copy printouts.

REQUIREMENT	CURRENT STATE	WITH INTELLIGENT CREATIVE REVIEW SOFTWARE	ENHANCED CAPABILITY
Capturing creative feedback	Team members are emailed copies of creative designs and feedback comes back in dribs and drabs. Team members often need to be reminded to provide feedback	Review team members are taken directly to the centrally stored online creative review where team feedback is collaborative and can be viewed in real time.	Avoid delays caused by uncoordinated disparate feedback coming from various sources (email chains, side conversations, slack/skype and pieces of paper etc.)
Management of amends	New creative versions produced as uncoordinated individual feedback is received on a piecemeal basis. Often results in several revisions rather a single revision where feedback has been filtered and assessed.	Reviewers can see feedback and status in real-time. Feedback can be built upon as one reviewer can reply or comment on existing comments. All team members can see clearly see the progress of the review cycle.	Less revisions equate to projects being completed faster with less resources required. An audit trail is also created provided clarity on decisions made.
Co-ordinating review teams	Creative designs are reviewed serially which resulted in project timelines being longer than necessary.	Consolidated calendar provides visibility and transparency on projects, designs and tasks. Team members can review creative assets in parallel, collectively and in real time.	Project throughput capacity is increased.

DRIVING HIGHER CONVERSIONS THROUGH VALIDATED DESIGNS

Getting the right creative design that is going to deliver the results required is critical but often difficult to do. This selection process often involves the creation of numerous versions and often involves team consensus on the best approach.

This often 'gut feel' driven process is then backed up with actual experiments. These experiments could be A/B testing an advert, email or landing page. Or in some cases live research involving a specialist company, recruited subjects (normally 40 people or more) a laboratory setting with expensive eye tracking cameras. Both processes are time consuming and expensive.

REQUIREMENT	CURRENT STATE	WITH INTELLIGENT CREATIVE REVIEW SOFTWARE	ENHANCED CAPABILITY
Determining the best creative approach	Creative versions are reviewed by team members and choices are typically underpinned by previous creative and individual gut feel.	Neuroscience based AI predicts how various elements within your design are influencing your audience.	Validation of your designs decisions by ascertaining whether they are working as you intended. Provides feedback on where and how to tweak your design for optimisation.
A/B testing creative versions	Creative A/B experiments are conducted in a live customer environment over a period. Some projects have numerous A/B experiments to get a winner.	Multiple A/B tests can be conducted in minutes rather than days without needing to put the creative live.	Reduce the number of live A/B tests required by only selecting the best attention-grabbing ones in the first place.
Manage conversion rates across channels	A task that is completed once a campaign is live and spend is real. Results are reviewed frequently, and changes made based on results.	AI enables you to measure the effectiveness of your content across all channels before your campaign ever goes live helping you ensure high-value messaging is seen by your target audience.	No organisation can afford to waste marketing spend. Understanding how design decisions impact audience attention across channels eliminates guesswork and subjectivity and helps to optimise content throughout the design lifecycle
Review the performance of creative designs in live environments	Reviewing creative in live environments is expensive and time consuming.	Simulate real-world customer journeys and see instantly how creative assets are performing from digital media, product packaging and visual merchandising, to signage and point of sale promotions.	Measure the visibility of real-world content from in-store point of sale materials to digital out-of-home campaigns.

GENERATING COST SAVINGS

No organisation can afford to waste marketing spend. "Intelligent creative review software" is unique in the marketing technology stack as it can demonstrate cost savings immediately when compared to current state processes. This is a fact for savings related to the reduction of personnel to handle increased demand, both creative and execution staff, but also the avoidance of unnecessary costs, such as rework that may arise due to errors and poor-quality control, as well as execution costs such as printing or managing unnecessary experiments.

With artificial intelligence predicting customer attention, costs related to advertising spend can also be avoided as creative has been optimised ahead of the actual launch.

REQUIREMENT	CURRENT STATE	WITH INTELLIGENT CREATIVE REVIEW SOFTWARE	ENHANCED CAPABILITY
Avoidance of rework / amend cycles	Rework forced by missed feedback or production errors, the costs of which are normally unrecoverable or unbillable.	Online on asset, real time collaborative feedback cuts down on errors. Well defined review teams with clear roles and responsibilities ensures creative designs are reviewed, approved, and published correctly	Rework costs are avoided, allowing budget to be directed to driving better results.
Avoid unnecessary printing and use of paper	Creative designs are printed off in full colour for approvers to review and markup. This is repeated for each revision.	All creative reviews are completed online, with comprehensive markup and commenting tools, as well as intelligent side by side comparison functions.	Positive step in becoming more eco-friendly. Reduction in printer machinery maintenance costs along with ink and other associated costs.
Reduction in test and learn costs	Various test and learn projects (experiments) are initiated with defined budget.	Various AI techniques available including A/B tests, ranked designs, performance of design against predefined indexes. All analyses can be completed in minutes rather than days without needing to put the creative live.	Savings in test and learn costs (advertising spend etc).

STREAMLINING COMPLIANCE

For virtually all industries and vertical markets, marketing content needs to meet increasingly stringent compliance requirements. Examples include:

· Privacy (including CCPA, GDPR)
· Financial claims and disclosures (including APR% rates, minimum term)
· Regulatory (FDA, FTC, ASA etc.)
· Brand compliance
· Comparative claims
· Substantiation
· Terms and conditions
· Special offers
· Rewards and loyalty (sweepstakes, contests etc.)
· Marketing to children

The impact of a compliance breach can be significant on a business. The results of which can be far reaching, including financial penalties, damage to the brand, loss of customer trust and confidence and lengthy expensive legal encounters. Notwithstanding, the costs of any rework. Intelligent Creative Review Software can introduce strong processes that enable consistent and repeatable delivery.

REQUIREMENT	CURRENT STATE	WITH INTELLIGENT CREATIVE REVIEW SOFTWARE	ENHANCED CAPABILITY
Review team collaboration	Email attachments, printouts, slack comments, or verbal conversations for reviewing creative and providing feedback is both error prone and inefficient	Teams can collaborate and engage on reviews, inspect the results of AI attention results, and provide comments on the content being reviewed.	Enhanced visibility into what creative is being reviewed, comments being made by reviewers along with the status of the review (i.e., approved, rejected).
Managing version control	New creative versions are emailed or shared via links to shared directories or similar	New creative versions can automatically be compared with earlier versions (including AI Attention Analysis).	Previous versions and their human and AI machine learning feedback are saved directly to the creative version.
Compliance signoffs	Compliance signoffs are completed using email, slack (or similar) comments, or verbal conversations.	Review teams are created with clear approval phases, roles defined, and outcomes tracked	Team members can clearly see, and document, who has provided feedback along with the status of the review (i.e., who signed off and when).
Managing change control and audit control	Emails and slack/teams/skype chats are difficult to navigate and search, making historical information and decisions challenging to find.	All feedback, change requests, approval decisions and machine learning results are saved to each creative design indefinitely and are available to be viewed chronologically in an audit timeline.	All approval status decisions are chronicled and accessible for audit purposes.

In Summary

When considering the key benefits from implementing an Intelligent (AI) Creative Review Software it is important to understand the price of leaving things in the current state. What is the opportunity cost of not improving inefficient processes? What is the impact of not assessing creative for visual impact? How much more revenue could you have got if only you had changed the call-to-action button or made the product packaging stand out more on the shelf?

Implementing Intelligent (AI) Creative Review Software is a no brainer. It is easy to implement, and user adoption levels are high. Short- and long-term benefits (both reductions in costs and increases in revenue) ensure return on investment is achieved in a matter of months and days, so the sooner you start the better.