

# Multivariate Creative Optimization of Mobile Ads



Early adopters of multivariate are poised to achieve significant market differentiation.

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Creative platforms have historically been disconnected from the performance optimization loop. The typical campaign requires you to design a few creative variants, traffic them over a period of time, compare performance, and then set up the winner to run across the board. This process is slow, allows only a few variants to be tested, and is prone to manual errors.

Aarki Encore is the only platform that provides you the ability to conduct fully automated creative optimization. It uses sophisticated multivariate and A/B testing algorithms to allow mobile advertisers to put optimization of their creative on autopilot and take ad performance to a whole new level.

Agencies and brands that are early adopters of this platform are poised to achieve significant market differentiation.

# What is Multivariate Testing?

## Background

Ad creative consists of a number of elements such as video, audio, background image, ad copy, layout, button color, feeds, and end actions. Creative testing and optimization is the process of comparing different creative variants (*i.e.*, combinations of ad elements) to identify the variant that is likely to deliver the best results for a particular situation.

Creative testing has traditionally been a manual process that involves flighting different creative variants and then examining the performance of each variant. A few creative platforms offer rudimentary automation for mobile ads but Aarki Encore is the only one that provides a complete solution.

## What is Multivariate Testing?

Multivariate testing is the most advanced form of creative optimization. There is no limit on the number of variants that can be tested and variants that differ only slightly can also be accurately evaluated. The technique uses advanced machine learning to develop a model for the creative and continually adjusts model parameters to find a dynamically optimal solution.

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Multivariate optimization is a game changer for brands and agencies.

# How does it work?

## How does Multivariate Testing and Optimization work?

To use multivariate optimization, you just need to define one creative (that serves as the baseline), specify which elements of the creative can be changed for testing, and what values those elements can take. You also have the option of defining exceptions, *i.e.*, combinations of element values that should not be tested together. The platform takes care of the rest.

In multivariate optimization, the actual testing is carried out using a dynamically generated ad. The server initially displays a few different creative variants to learn about user tastes. It then uses visitor behavior to not only determine the best variant, but also how important the role of each element is in the creative performance. Since this process is conducted dynamically, the best ad design is always shown regardless of time, location, or audience.

Mobile advertisers today are forced to preselect a very small set of ad creative that they can test.

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# What should you look for?

## What should you look for when selecting a Multivariate Optimization platform?

There is some confusion in the industry regarding the use of the terms “dynamic creative optimization” and “multivariate optimization”. Here are some important questions that can help you determine if you are getting the right solution:

- How many creative variants can the platform test? {Right Answer: No Limit}
- Are the variants dynamically generated or just composed using preset rules? {Right Answer: Dynamically Generated}
- Does the platform test all possible variant combinations? {Right Answer: No. Multivariate is a smart technique that learns from past performance to generate variants that are most likely to perform. It does not need to generate all possible variants and so is faster.}
- Is the underlying algorithm just an extension of A/B testing or a true multivariate? {Right Answer: True Multivariate}
- Does the platform have the ability to immediately apply learning from the testing process to maximize ad performance? {Right Answer: Yes}

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Aarki Encore automates creation and optimization of a very large number of creative variants.

## How is Aarki Encore unique?

Aarki Encore is currently the only platform in the industry that allows creative optimization of mobile ads using a true multivariate algorithm. It allows simple A/B tests if that is all you want. But it also enables dynamically optimized campaigns where thousands of creative variants are shuffled by complex algorithms using dynamic data coming from a variety of feeds and user behavior. As a result, you are assured of the best ad performance under all circumstances.

Here are some highlights of Aarki Encore's multivariate creative optimization capability:

- Simple, flexible process for creating the initial ad and defining element variations
- Element variations include both static visual properties, and object behavior such as reaction to user actions and animations
- Ability to specify inclusive and exclusive constraints, and review each configuration individually
- Flexible rule-based flight management
- Goal-based optimization

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If A/B testing is all you want, Aarki Encore offers that. But it also enables dynamically optimized campaigns using state-of-art multivariate algorithms.



- Ability to specify inclusive and exclusive constraints, and review each configuration individually
- Ability to set rules based on dynamic data such as date, day of week, time of day, users, device type, location, weather, and scores of other variables
- Detailed flight analytics with deep data and insights
- Easily repeatable process that leverages prior learning

Aarki provides the industry's first multivariate creative optimization capability.

## Take the “Aarki Multivariate Challenge”

Are you currently running a mobile campaign? Bring your best creative variant to us. We will set it up in Aarki Encore and use multivariate optimization to elevate your ad performance. See what multivariate can do for you!

Contact us today for more information.



### Contact Information

Email: [contact@aarki.com](mailto:contact@aarki.com)

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