



AI Optimized Video Ad Pilot

Advertiser	Fairy Tales Hair Care Campaign
Campaign Run Date	March 23 - March 30, 2017
Features	Utilized Wylei AI to rapidly iterate through massive video variations to determine the most effective combination of content for a specific audience and a conversion goal of engagement measured by video view rates.
Goals	<ul style="list-style-type: none">• Improve engagement• Increase 10-second video view rate
Campaign Details	<ul style="list-style-type: none">• Deployed one video ad to a predefined audience• Leveraged existing creative assets• Tested multiple variants including video elements (thumbnail images, thumbnail text, pre-rolls and in-video headlines) and Facebook ad elements (text and call-to-action buttons)• Variants were run through the Wylei Predictive Cloud to select the winning variation
Business Impact	<p>4.74% Conversion Lift for Average Campaign</p> <p>39.39% Conversion Lift for Winning Ad</p> <p><i>Conversion lift is calculated by the ad performance (average and winning ad) as compared to benchmark ad.</i></p>
Budget	\$1,149.24
Facebook Products and Features	<p>Optimization of video content at Facebook scale.</p> <p>Fully integrated with Facebook Ads - Optimizing Video Elements, Text Options, Descriptions, and Calls-to-Action .</p>