



## AI Optimized Video Ad Pilot

Advertiser	Fairy Tales Hair Care Campaign
Campaign Run Date	April 30 - May 9, 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 brand awareness measured by cost per 1,000 people reached.
Goals	<ul style="list-style-type: none"><li>• Brand Awareness</li><li>• Decrease cost per 1,000 people reached</li></ul>
Campaign Details	<ul style="list-style-type: none"><li>• Deployed one video ad to a predefined audience</li><li>• Leveraged existing creative assets</li><li>• Tested multiple variants including video elements (thumbnail images, and in-video headlines) and Facebook ad elements (text)</li><li>• Variants were run through the Wylei Predictive Cloud to select the winning variation</li></ul>
Business Impact	<p>12.35% Reduction in Cost for Average Campaign</p> <p>25% Reduction in Cost for Winning Ad</p> <p><i>Reduction in Cost 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 Headlines, Text Options, Descriptions, and Calls-to-Action .</p>