

Case Study

Transforming Creativity into Measurable Business Impact

Incorporating Creative Campaign Attributes into a
Marketing Mix Modelling Solution for an FMCG Client



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Introduction

While quantitative analysis offers structure and measurability, creativity provides the emotional resonance that captures attention and drives impact. Yet, for decades, creative quality has remained a blind spot in campaign performance measurement, often overlooked in favour of more tangible metrics like media spend or reach. Our case study challenges this status quo. By incorporating Vidmob's creative data into Objective Platform's Marketing Mix Modelling framework, we validated that creative quality isn't just a subjective concept but a measurable driver of campaign success. Vidmob's creative scoring system proved reliable: campaigns with higher scores consistently delivered better results, while low-scoring creatives underperformed significantly.

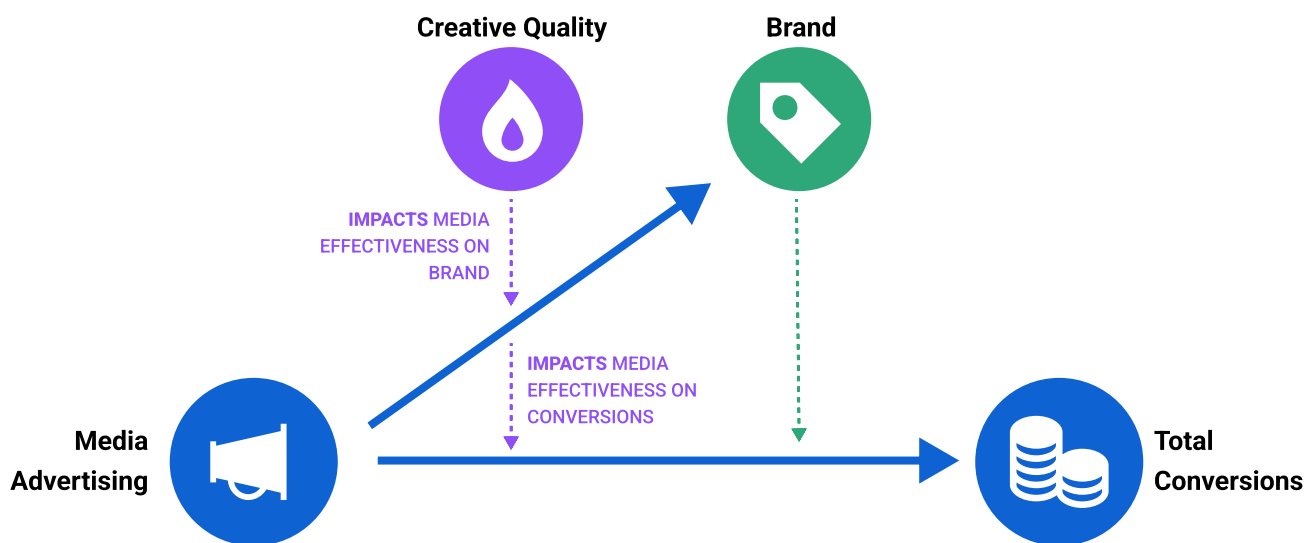
This collaboration provides marketers with actionable insights. If a creative scores poorly, it should be reworked before launch to avoid resource wastage and ensure optimal campaign outcomes. In this example, TikTok campaigns with high creative scores delivered a 36% boost in brand KPIs and 28% more sales, emphasising the importance of creative excellence on highly sensitive platforms. This case study marks a pivotal step forward, showcasing how creative quality can be quantified, benchmarked and integrated into data-driven strategies to maximise marketing ROI.

Challenge

In marketing, creative quality plays a critical yet often under-appreciated role in driving campaign outcomes. Traditionally, Marketing Mix Modelling (MMM) focuses on quantifiable inputs like media spend and audience reach, but creative attributes—which have a significant influence on results—are seldom incorporated.

Objective Platform set out to address this gap by integrating creative quality into its MMM solution for an FMCG client. Using hierarchical Bayesian statistics, Objective Platform's MMM framework predicts the impact of campaigns across various conversion such as sales and brand metrics. This case study examines whether including creative quality as an interactive factor improves model accuracy and attribution.

To achieve this, Objective Platform collaborated with Vidmob, who provided creative quality scores for a global nutrition brand campaign across different media channels. These scores were then integrated into the modelling process, aiming to establish whether the inclusion of creative data enhances decision-making and campaign performance predictions.



Methodology

1. Data Collection and Aggregation

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Vidmob provided creative quality scores for the global nutrition brand campaign across various online media channels. These scores were aggregated at a weekly level using a weighted average based on the number of impressions. This ensured that the data accurately reflected creative performance over time and aligned with the modelling requirements.

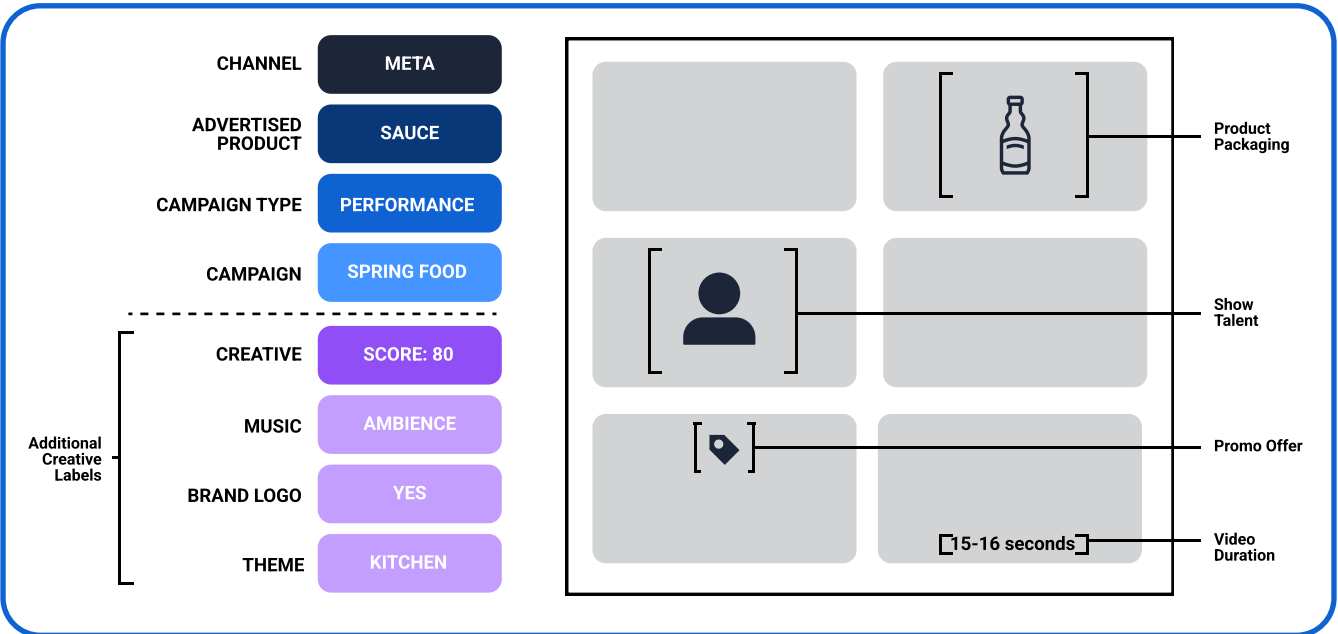
To integrate creative quality into the MMM framework, the first step involved a historical deep dive into past campaign data. This analysis aimed to identify platform-specific performance drivers and establish custom best practices for the global nutrition brand. The outputs of this process—shown in the results—highlight how creative data elevates standard platform guidelines into a tailored approach.

Vidmob's approach builds on platform best practices but refines them into customised creative guidelines based on data-driven insights.

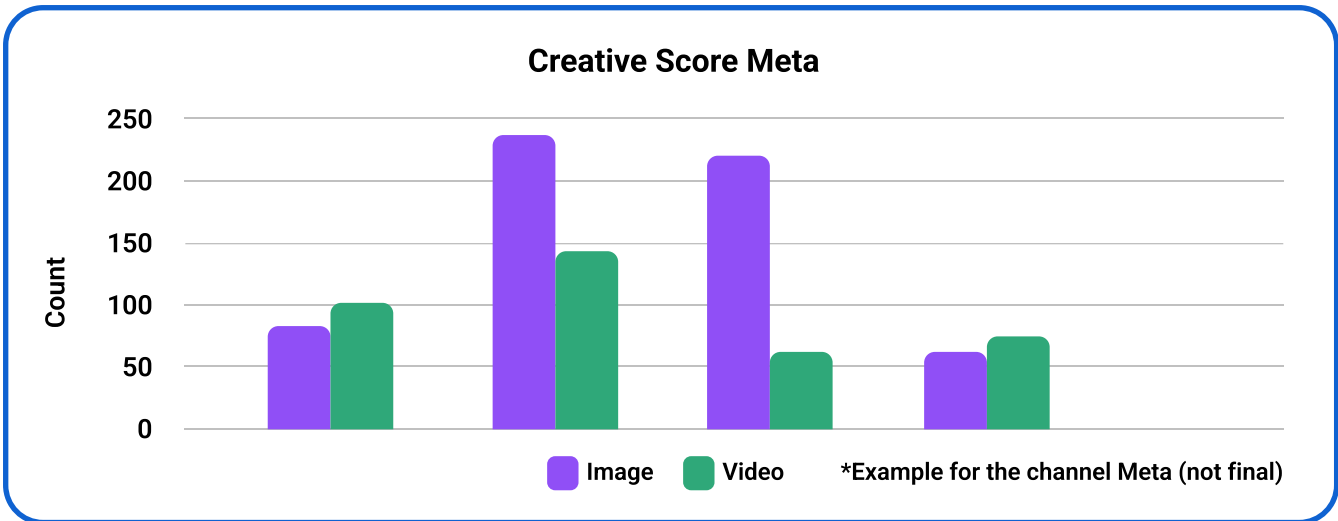
Example for Meta:

	Platform Best Practices	Customised by Vidmob in yellow
Video Duration	0-15 Seconds	15-60 Seconds
Brand Name/Logo	Logo 0-15 seconds	Include Logo early through product packaging
Pacing	Dynamic Start	Dynamic Start
Aspect Ratio	4:5, 9:16	4:5, 9:16
Audio Track	Audio On	Audio On
Call To Action	Strong Call To Action	Strong Call To Action
Visible Text	Clear Visible Text	Limit text to promo offer present
Words Per Frame	Max 10 Words per Frame	Max 10 Words per Frame
Human Presence	N/A	Show talent in first 3 seconds

These new guidelines were embedded into Vidmob’s platform, enabling a structured scoring system for creative assets. The dataset combined **structured** (media performance metrics such as impressions, clicks and conversions) and **unstructured data** (creative elements like imagery, text and audio elements):



Combining these data sources enabled a more granular understanding of the relationship between creative quality and campaign effectiveness, ensuring a more comprehensive approach to media performance analysis.



The cumulative adherence score—a measure of how well assets aligned with these new best practices—was then exported for integration into Objective Platform’s MMM models.

Adherence Score

65%

*Multiple scores were provided for each asset, along with an overall cumulative score.

2. Data Mapping

02

The next stage involved mapping the raw creative score data to Objective Platform's generic data structure. This process ensured that the creative scores could be seamlessly integrated with other campaign data, such as media spend, impressions and performance metrics.

Mapping required extracting and validating key fields such as date, campaign type and creative score. Some fields, like impressions, were straightforward to process, while others, such as campaign type, required the application of tagging logic to identify and structure the data correctly.

Creative Quality Score Raw Data for Meta from VidMob

Date	Campaign	Impressions	Score
2024-01-01	Spring Food Sauce Campaign_Meta_Performance	150.000	80
2024-02-05	Spring Food Sauce Campaign_Meta_Performance	20.000	76
2024-04-01	Spring Food Sauce Campaign_Meta_Performance	324.000	56



Needs to be Mapped to Objective Platform's Data

Date	Channel	Advertised Product	Campaign Type	Campaign	Media Pressure Metric	Media Pressure Value	Creative Score
2024-01-01	Meta	Sauce	Performance	Spring food	Impressions	150.000	80
2024-02-05	Meta	Sauce	Performance	Spring food	Impressions	20.000	76
2024-04-01	Meta	Sauce	Performance	Spring food	Impressions	324.000	56

By creating a unified dataset that adhered to Objective Platform's modelling requirements, the mapped data provided a solid foundation for integrating creative quality into the MMM framework. This step was critical to ensuring the data was both complete and accurate before moving on to the modelling phase.

3. Model Testing and Configuration

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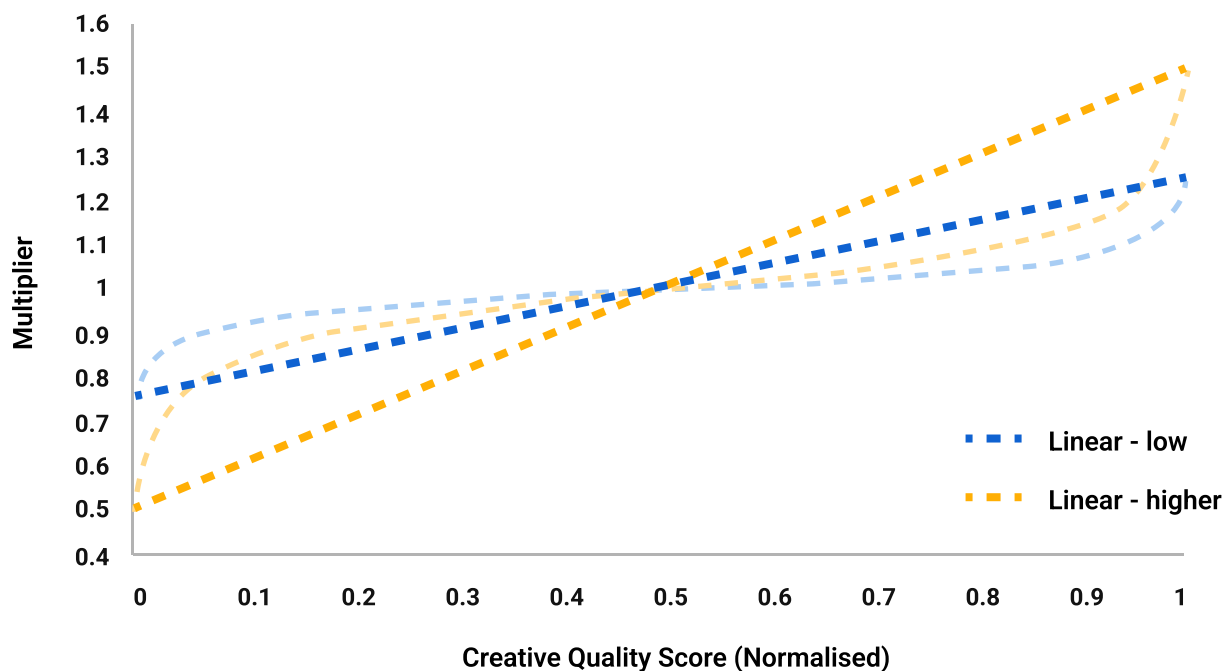
Once the creative quality data was mapped, Objective Platform tested eight different model configurations. These configurations explored various assumptions about the relationship between creative quality and campaign performance.

Version	Conversions Name	Brand KPI Name
2.53.0	Base Model	Base Model
2.54.0	Inv S-Curve 25	Inv S-Curve 25
2.55.0	Inv S-Curve 50	Inv S-Curve 50
2.56.0	Lin 25	Lin 25
2.57.0	Lin 50	Lin 50

Both linear and non-linear relationships were tested, reflecting different potential impacts of creative quality. For example, a linear model assumed that every incremental increase in creative quality resulted in a proportional rise in campaign performance. Non-linear models, on the other hand, accounted for diminishing or accelerating returns, where the effect of each additional point of creative quality varied.

In addition to testing different relationship shapes, scaling factors were applied to understand the relative impact of high-quality creatives compared to average or low-quality ones. For instance, the models examined how much more effective a campaign with a high creative score (e.g., 84) was compared to one with an average score (e.g., 50).

This rigorous testing process enabled Objective Platform to identify the most effective model configuration for incorporating creative quality into its MMM framework.



4. Model Validation

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After testing eight configurations, the “Linear-50” model emerged as the preferred approach. This model provided the most balanced and actionable insights into how creative quality impacts campaign outcomes.

The validation process revealed three critical insights:

- **Base Model Robustness:** The foundational MMM framework maintained consistent performance across all tests, showcasing its reliability. The addition of creative quality scores did not disrupt the robustness of the base model, ensuring that the enhanced framework remained trustworthy and accurate.
- **Improved Campaign Attribution:** The inclusion of creative quality scores added granularity to the attribution process. Campaigns were better evaluated at a micro level, bridging a gap in traditional models that lacked a creative performance component.
- **Informative Priors:** Creative scores correlated strongly with campaign attribution, indicating their value in enriching the model. This highlighted the scores as a meaningful factor that enhanced the decision-making process.

Results

The integration of creative quality into the MMM framework revealed several impactful findings. Through extensive testing and validation, Objective Platform demonstrated how creative quality influences campaign attribution and overall performance.

1. Conversion Attribution by Channel

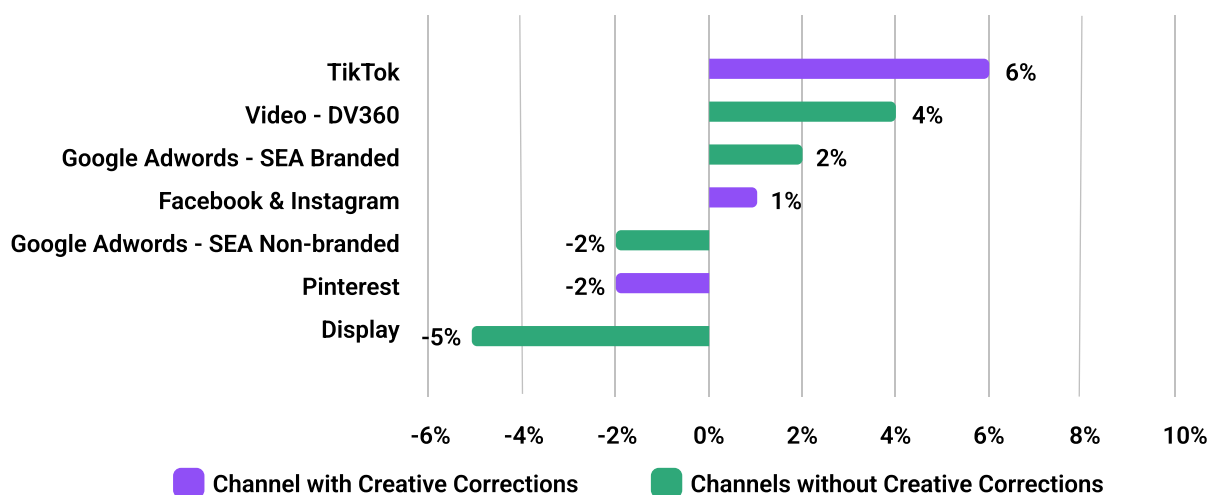
01

The enhanced model showed notable shifts in sales attribution across various channels when compared to the base model, which did not account for creative quality:

- **Increased Attribution:** Channels like TikTok (+6%) and Meta (+1%) saw a higher share of sales attributed to them due to the strong performance of high-quality creatives.
- **Decreased Attribution:** Pinterest (-2%) experienced a reduction in sales attributed to them, highlighting the greater sensitivity of these channels to creative quality.

The redistribution of sales reflects the nuanced role creative quality plays in determining channel performance.

Attributed Conversions vs Base Model - % per Channel



2. Brand KPI Attribution by Channel

02

Similar shifts were observed for brand metrics:

- **Increased Attribution:** TikTok (+16%) and Meta (+5%) benefited significantly from the integration of creative scores, demonstrating the effectiveness of high-quality creatives in enhancing brand perception.
- **Decreased Attribution:** Display (-2%) saw a decline in brand KPI attribution, suggesting that its performance is less resilient to variations in creative quality.

These findings underscore the importance of investing in high-quality creatives to maximise brand impact across channels.

3. Impact of Creative Quality Across Channels

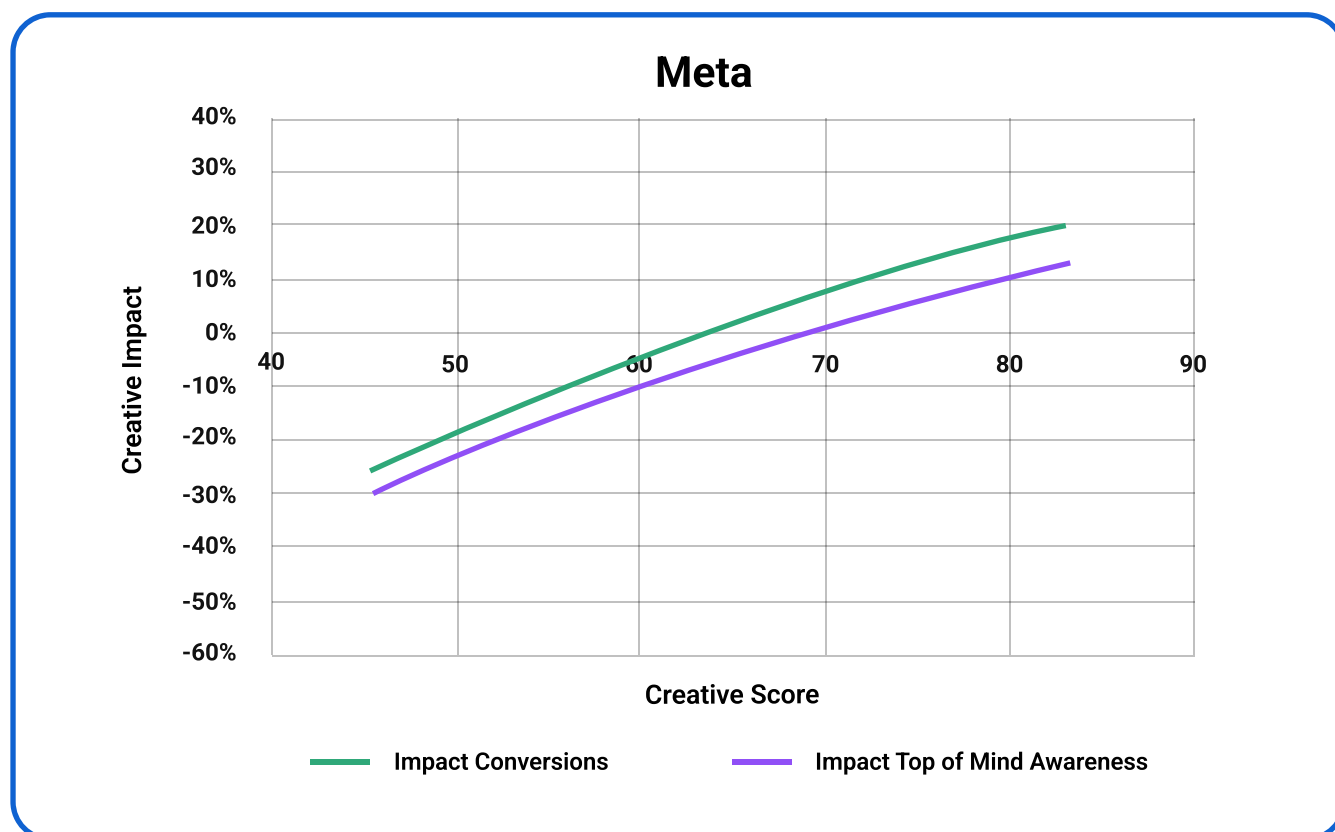
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The analysis revealed the profound impact of creative quality on campaign performance. Key observations included:

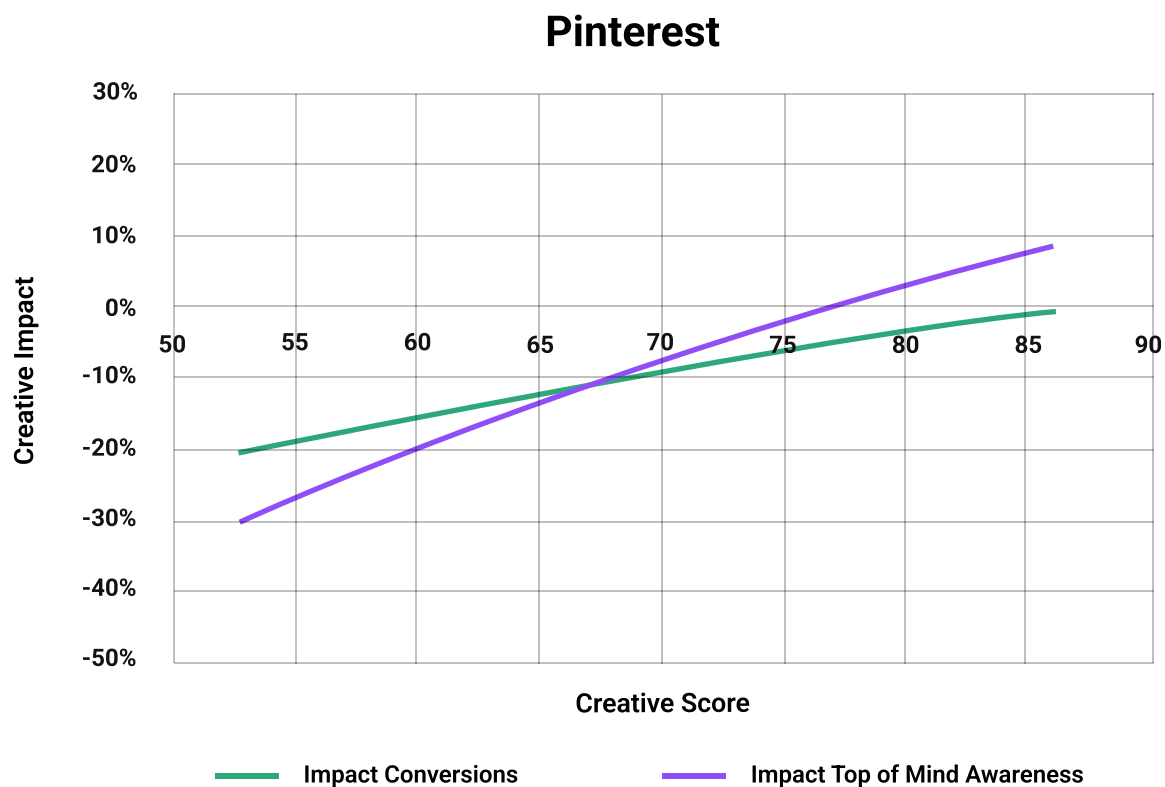
- On **TikTok**, campaigns with high creative scores gained an average of 36% more brand KPI impact and 28% more sales compared to those with average creative scores. Conversely, low-scoring creatives saw significant drops, losing up to 47% in brand KPI impact and 45% in sales.
- For **Meta** high-quality creatives (score 84) increased brand KPI by 20% and conversions by 12%, while low-quality creatives (score 45) lost 25% and 30%, respectively.
- On **Pinterest**, the difference between high- and low-scoring creatives was smaller, with high-quality campaigns gaining 11% in brand KPI impact and 2% in sales.

Across all channels, the data showed that low-quality creatives caused faster and steeper declines in performance than the incremental gains achieved by high-quality creatives. This highlights the critical importance of avoiding poor creative execution.

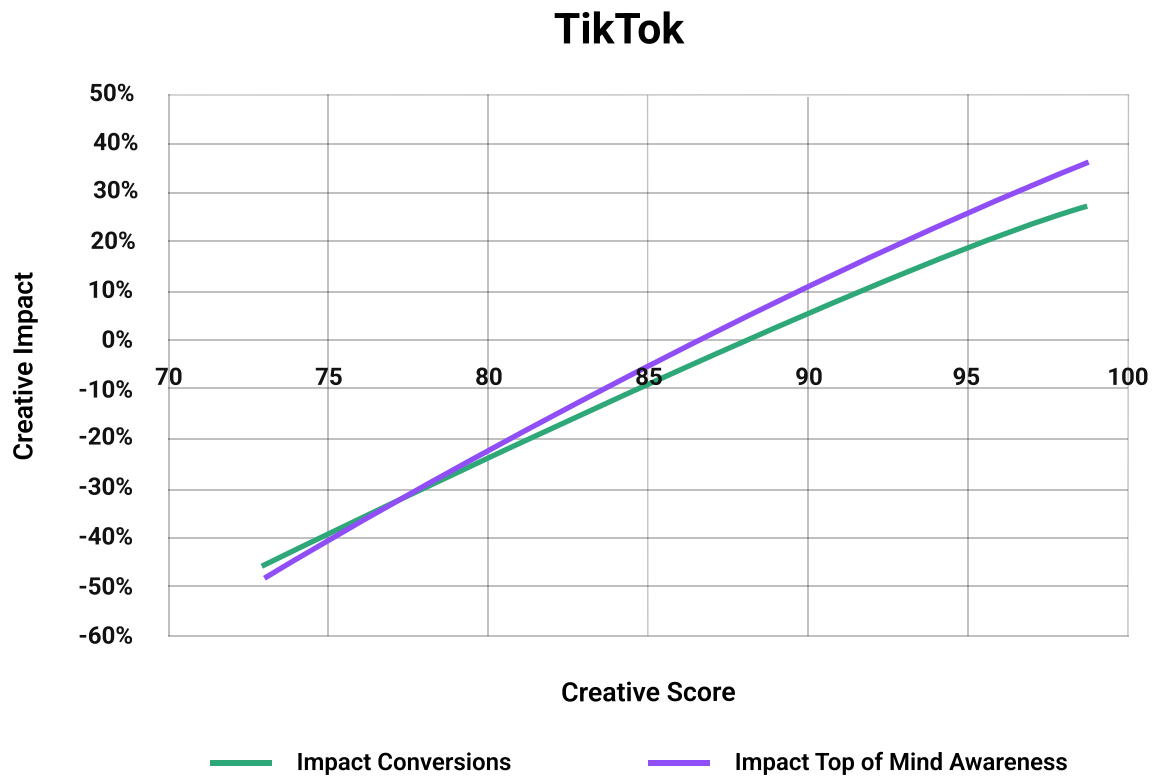
Deep-Dive per Channel:



- Creatives with higher scores have a greater impact on Meta.
- Compared to an average creative, a low creative score (45) results in an average loss of 25% in Brand KPI and 30% in sales.
- Conversely, a high creative score (84) leads to an average gain of 20% in Brand KPI and 12% in sales.
- The decline in value from a low-scoring creative is faster than the gains achieved with a high-scoring one. Therefore, it is crucial to avoid producing low-quality creatives.



- Creatives with higher scores have a greater impact on Pinterest.
- Compared to an average creative, a low creative score (53) results in an average loss of 27% in Brand KPI and 18% in sales.
- Conversely, a high creative score (86) leads to an average gain of 11% in Brand KPI and 2% in sales.
- The difference in sales impact between high- and low-scoring creatives on Pinterest is relatively small. However, the data points for Pinterest showed wider confidence intervals. Testing more campaigns would improve certainty and provide more robust insights.



- Creatives with higher scores have a significantly greater impact on TikTok.
- Compared to an average creative, a low creative score (73) results in an average loss of 47% in Brand KPI and 45% in sales.
- Conversely, a high creative score (97) leads to an average gain of 36% in Brand KPI and 28% in sales.
- The decline in value from a low-scoring creative is faster than the gains achieved with a high-scoring one. Therefore, it is crucial to avoid producing low-quality creatives.
- The impact of creative quality on TikTok is remarkably high. We strongly recommend paying extra attention to creative quality when developing content for this platform.

Key Takeaways

1. Creative Quality is Quantifiable and Actionable

- By incorporating creative attributes into an MMM framework, the study demonstrates that creative quality directly impacts campaign performance, shifting creative decisions from subjective judgement to data-driven insights.

2. High-Quality Creatives Drive Business Results Across Channels

- In this example we could see that e.g. on TikTok, high-quality creatives delivered 36% more brand KPI impact and 28% more sales, while low-quality creatives lost up to 47% in brand KPIs.
- Across all channels, the decline from low-quality creatives was steeper than the incremental gains from high-quality ones, underscoring the cost of poor creative execution.

3. Channel Sensitivity to Creative Quality

- Some channels, such as TikTok and Meta, showed exceptional sensitivity to creative quality, with high-scoring creatives driving disproportionate gains. Others, like Pinterest, were less sensitive but still benefited from high-quality content.

4. Creative Insights Enhance Attribution Accuracy

- Including creative quality in the MMM framework improved attribution granularity, especially for underrepresented channels like TikTok. This enables brands to allocate budgets more effectively.

5. A Blueprint for Smarter Creative Planning

- These findings empower marketers to prioritise a creative data strategy in partnership with Vidmob, allowing them to truly understand, validate and optimise their creatives business impact

Ready to unlock the full potential of your media investments?

[Book a demo](#)

About the Collaboration

At **Objective Platform**, we empower marketers with clarity and transparency in a complex media landscape. Founded in 2014, we combine consultancy expertise with advanced marketing measurement platform and tools to deliver actionable insights.

As a Marketing Mix Modelling provider, we operate with complete independence—free from any affiliations with media buying agencies or data providers.



Sam van den Akker

Account Director at Objective Platform

Sam van den Akker is an expert in Objective Platform's solutions, with a passion for helping clients succeed. He ensures businesses maximise value by guiding them through data-driven decision-making.



[Connect with Sam on LinkedIn](#)

At **Vidmob**, the Creative Data Company, we empower brands with AI-driven creative intelligence to optimise performance in a dynamic digital landscape. Our AI-powered tools harness brand-specific creative data for smarter marketing and media decisions.

As a leading creative analytics platform, we operate independently—ensuring unbiased, data-driven decision-making to maximise impact.



Andy Marrs

Global Client Partner at Vidmob

Andy Marrs is a marketing expert passionate about creative intelligence and data-driven strategies. As Director of Client Solutions at Vidmob, he helps brands harness AI and data to optimise creative performance.



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