



# Creative Performance:

## The keys to boosting your UA campaigns



WHITE PAPER

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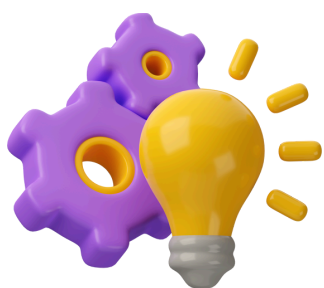
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The advertising landscape is more competitive than ever, and capturing attention relies on two pillars: creative innovation and continuous testing. For a single advertisement to perform, it is often necessary to test up to 50 variations.

Many advertisers have embraced this approach, with some investing up to €100,000 per month to produce nearly 850 visuals ([Appsflyer](#)). This effort highlights an inescapable reality: creatives have become a key lever of advertising performance.

## A STRONG CREATIVE STRATEGY: THE KEY TO STANDING OUT FROM THE CROWD

In this context, it's not just about producing more, but producing better. The approach relies on three main pillars:



1. **Innovate**: propose concepts that capture attention.
2. **Test**: analyze performance to refine creations.
3. **Optimize**: use tools to automate and accelerate production.

To help advertisers navigate this new ecosystem, this white paper offers a comprehensive exploration of the creative strategies to adopt. You'll discover practical advice, best practices from real-life cases and tools to maximize your performance.

# **PART 1:**

## **Distinguishing Good Creatives From Great Creatives**





## PART 1

# Distinguishing Good Creatives From Great Creatives

Well-designed advertising can turn an average campaign into a resounding success, whereas **ineffective creatives can squander your marketing budget**. That's why it's essential to take a close look at certain components of your creatives to assess their effectiveness and avoid advertising waste.

## WHY FOCUS ON CREATIVE PERFORMANCE

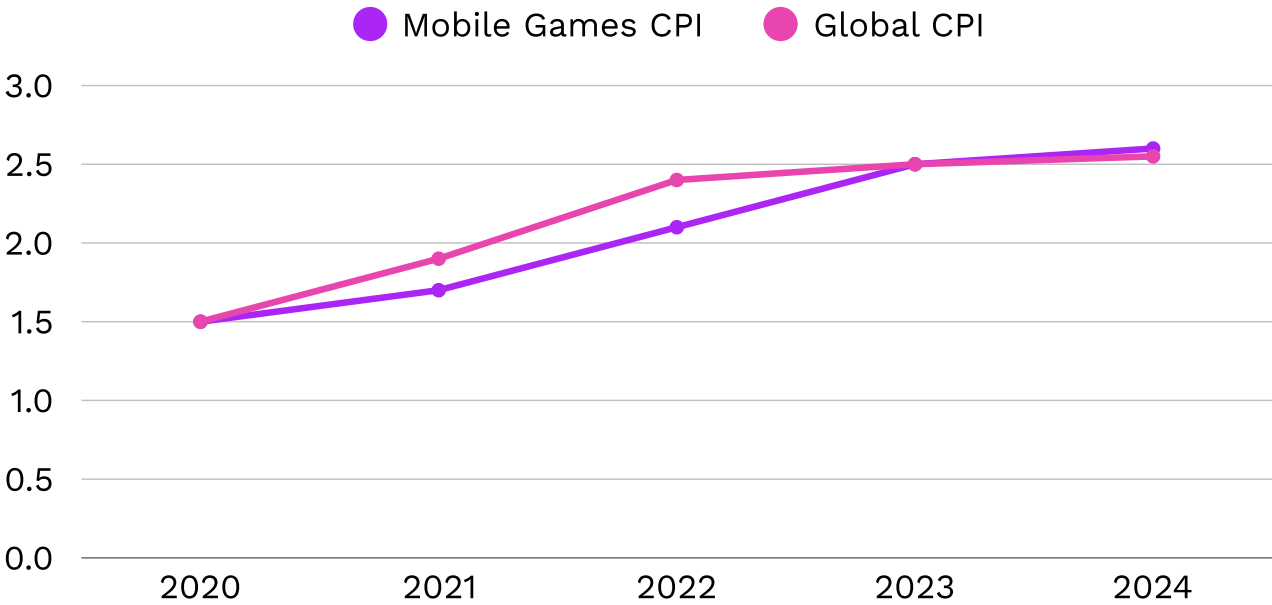


Creative performance is the evaluation of the impact of advertising creatives on the main KPIs of UA campaigns. It encompasses aspects such as click-through rate (CTR), cost per install (CPI), return on investment (ROI), retention rate etc.

## FACING THE CHALLENGES OF UA

The app market, with millions of solutions available on its stores, is now saturated. Attracting users' attention is becoming an increasingly complex challenge. This competitive intensity is also reflected in the **constant rise in advertising costs**, particularly CPIs, observed for several years in sectors such as gaming and fintech. In addition, the overabundance of advertising on the various platforms reinforces the problem of **ad fatigue**, a key issue that UA teams must absolutely take into account in their strategies.

Evolution of Costs per Installation (CPI) in Mobile UA (2020-2024)



FACING UP TO THE COMPETITION



Investing in high-performance creative is essential to **staying competitive**, while adapting your campaigns to a **variety of audiences** and **increasingly advanced algorithms**.

IMPROVE KPIS

Evaluating the effectiveness of your visuals serves several purposes:

|                        |                                |                                     |  |
|------------------------|--------------------------------|-------------------------------------|--|
| Maximize conversions   | Improve ad relevance           | Speed up iterations                 | Personalize messages                         |
| While minimizing costs | To attract qualified audiences | And quickly find concepts that work | Based on location, interests, gender, or age |

### A CONCRETE EXAMPLE

With [MobilityWare](#), low-volume creative tests were implemented within the Google, Meta and Unity campaigns to identify the best-performing visuals, texts and assets. By analyzing the results on a daily basis, iterations could be carried out to control the budget and increase performance. This strategy enabled us to **quickly identify the best-performing concepts**, and **increase ROAS while reducing ad fatigue**.



| Results                           |             |             |
|-----------------------------------|-------------|-------------|
| +4000<br>creatives in 6<br>months | ROAS<br>x 3 | +70%<br>IPM |

#### Backgrounds

#### Formats

#### Objects

#### Titles

#### Endcards

# UNDERSTANDING AND MEASURING YOUR CREATIVE PERFORMANCE

## KEY ELEMENTS OF HIGH-PERFORMING CREATIVES

It's important to pay particular attention to certain creative components, because users' attention spans are short. The window of **opportunity to convince your audience lasts only a few seconds**. There are certain elements which, if carefully thought out, can guarantee good results. They are as follows:

- **The Hook**: this must convince your users **from the very first second**.
  - **The message**: The user must immediately understand the value of the product or service. This means **highlighting the key benefits or points of differentiation** of your application.
  - **Call-to-action**: this must be **directly visible**, and invite a specific action.
  - **Quality of visuals**: Visuals must **match the formats and codes of social platforms**. Bright and clear videos will have a stronger impact.
- 
- **Storytelling**: users need to identify with the product or service offered. **Role-playing and feedback** can therefore be a solution.
  - **Personalization**: adapting the message to different audiences (cultures, languages, segments...) will also help deliver the message to a **more receptive audience**, and thus encourage purchases or downloads.

## KPIS TO TRACK

| Objective                                | Priority KPIs                                 | Specific Approach                           |
|--|---|---|
| Maximize conversions<br>/ Minimize costs | CPA, CPI, CVR, ROAS,<br>LTV                   | Automation and cost<br>optimization         |
| Improve ad relevance                     | Relevance Score, CTR,<br>Engagement Rate, VTR | Testing and improving<br>creative relevance |
| Personalize messages                     | CTR by segment, ROAS<br>by segment, CPM, LTV  | Segmented campaigns<br>with dynamic data    |



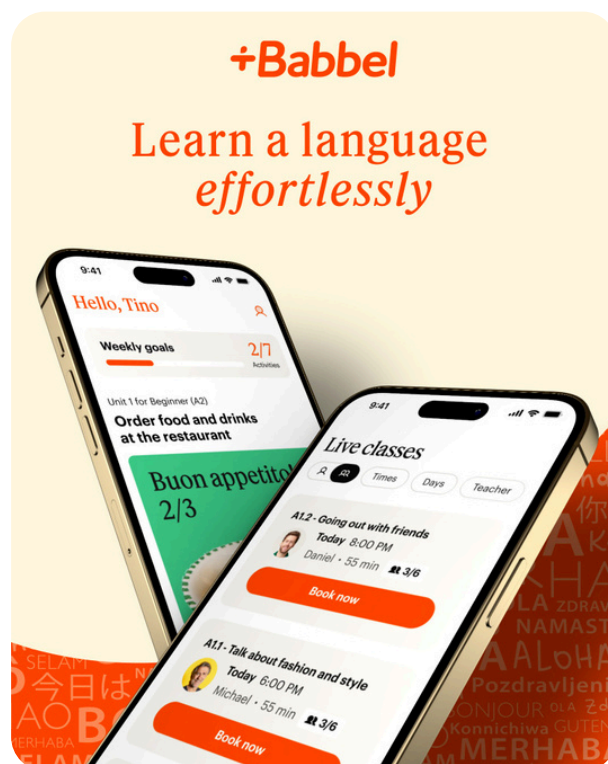


## OUR TIPS AND TRICKS FOR SUCCESSFUL CREATIVES

1

### ADAPT THE MESSAGE TO YOUR AUDIENCE

UA creatives should be thought of as a new targeting lever. By segmenting visuals by audience (gender, motivations, pain points), they **enable platform algorithms to naturally optimize distribution**. A good understanding of users is therefore essential right from the briefing phase.



## RESPECT PLATFORM GUIDELINES

# 2

Each platform has its own codes and expectations:



**Native content:** it's essential to favor creative that **integrates naturally into the TikTok feed**, in particular with short, authentic videos produced by users (UGC), a format that is now essential for user acquisition.

**Engagement:** a **punchy hook** captivates your audience from the very first seconds. Leverage TikTok's native features (filters, challenges, humor) to **maximize attention and encourage interaction right through to conversion**.

**Creative Renewal:** To avoid ad fatigue, it's crucial to **regularly refresh visuals and test new concepts**. Alternating creative concepts (UGC, motion, video trends) is highly recommended.

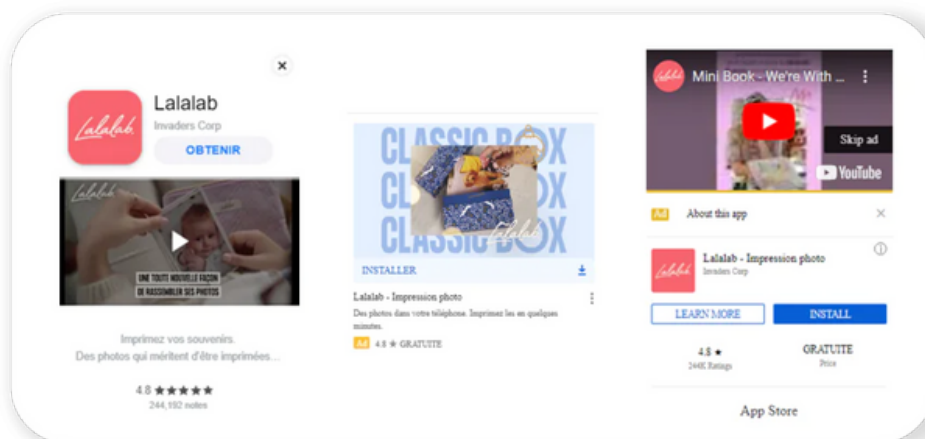




**Creative Excellence:** Google recommends following **certain creative best practices to optimize campaign impact**. The platform assigns a score to ads based on these criteria, thus influencing their performance.



One of the keys to this approach is to use creative in a variety of formats (square, landscape, portrait) to maximize distribution across all available placements.



**Creative Targeting:** Google Ads is a perfect example of how creative can play a strategic role in user targeting. In the absence of demographic or interest-based targeting at campaign level, it is recommended **to structure Ad Sets by theme**. This methodology broadens the potential audience and boosts conversions.





**Large-scale Production:** Meta supports 4 main formats (9:16, 4:5, 1:1, 16:9), making it essential to adapt creative for optimal distribution on Facebook, Instagram, Messenger and Audience Network.

### Variety of formats to maximize audience:

#### DPA (Dynamic Product Ads):

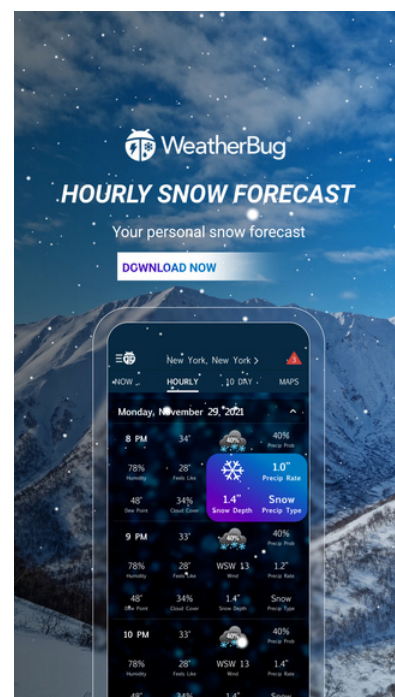
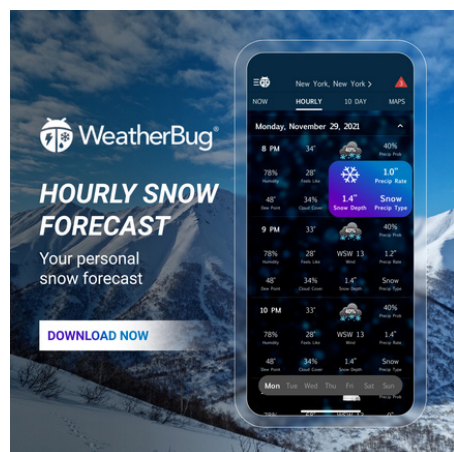
Leverage the product catalog to automatically generate updated ads based on price and availability variations.

#### CPP (Custom Product Pages) on iOS:

Redirect users to a dedicated store page, aligned with the app's ad and news.

**Mobile-optimized videos:** Focus on **short, punchy formats with music, subtitles and current trends**, it is also recommended to incorporate UGC to boost engagement.

**Streamlined static creations:** Simplify visuals to better highlight the value proposition.



**Priority to Video:** On Snapchat, the **first 3 seconds** are **crucial** for capturing attention and encouraging conversion. It's essential to opt for **dynamic visuals** and to pay special attention to the **soundtrack**, as the majority of users use the app with sound activated.

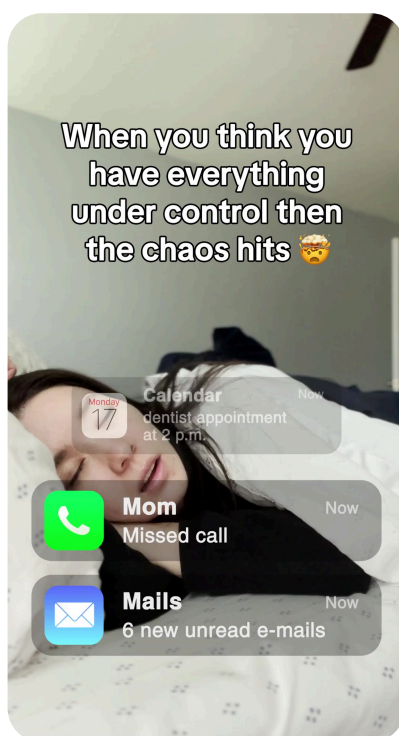


**Optimizing ad placements:** Snapchat offers two complementary formats to exploit:

**Story Ads:** appear as tiles in the Discover tab, followed by a series of videos with a call to action (CTA).

**Snap Ads:** Distributed between users' stories, they integrate naturally into their browsing experience.

To maximize performance, we recommend testing both formats and adapting your creative accordingly.





### 3 CONTINUOUS TESTING TO IDENTIFY WINNING CONCEPTS

Only **2 or 3 creatives** out of twenty or so tested really deliver performance. It's crucial to vary the concepts, optimize each element (CTA, colors, hooks...) and try bold variations to **maximize the chances of finding the "winners"**.

### LEVERAGING GEN.AI FOR GREATER FLEXIBILITY

### 4

Artificial intelligence **speeds up production** (backgrounds, voice-overs, UGC) while freeing up creative teams for high value-added tasks. However, **human creativity remains essential to capture emotion** and adapt to the specificities of each market.



Here are a few examples of creatives generated by AI as part of an UA campaign for a gaming client, [Funrock](#). This made it possible to propose visually very different characters in a very short time, and to test for winners.

# **PART 2:**

## **Creative Testing:**

**An iterative approach for  
all apps**



## PART 2

# Creative testing: an iterative approach for all apps

Creative testing is a key part of performance. To this end, we offer a methodology adapted to all apps and budgets in order to quickly identify the most effective visuals.

Let's first look at why it is essential to test the visuals.

## WHY TEST YOUR CREATIONS?

According to the [Digital Report 2025](#) designed by We Are Social & Meltwater, worldwide advertising investment in 2024 **reached \$1,100 billion, an increase of +7.3% on 2023**. This growth underscores the increased competition and the importance of optimizing advertising investments.



+7.3% increase  
in ad spend  
compared to  
2023

Creative testing addresses this challenge, and is now an essential step in maximizing the impact of your campaigns, since **77% of advertisers say that A/B testing has improved their performance**.

Regularly testing your creations has a number of advantages:



## ADVANTAGES

### UNDERSTAND WHAT REALLY WORKS WITH YOUR AUDIENCE

User preferences are constantly evolving. An ad that captures attention today may be ineffective tomorrow. Testing different versions of your creative helps you **pinpoint the elements that generate the most engagement**, whether it's the visual, the message or the format.

Every audience reacts differently: a concept may work very well with one segment of users, but underperform with another. By multiplying tests, you **refine your understanding of your target and adapt your campaigns accordingly**.

### OPTIMIZE THE EFFECTIVENESS OF YOUR ADVERTISING CAMPAIGNS

Effective creative has **a direct impact on your key indicators**: it improves click-through rate (CTR), conversion rate (CVR) and reduces cost-per-acquisition (CPA).

Advertising platforms like Meta, Google and TikTok favor ads that generate engagement. By testing regularly, you'll be feeding their algorithms with your best creative, which **optimizes ad delivery and improves your return on advertising investment (ROAS)**.





## AVOID ADVERTISING WASTE

Without testing, you run the **risk of investing your budget in ineffective creatives**, resulting in significant financial losses. Testing enables you to identify under-performing visuals early on, and discard them before they consume too much of your budget.

Analyzing the results also enables you to refine your creative strategy, **producing more impactful and relevant visuals, without without running unnecessary iterations.**

## ADAPT YOUR CREATIONS TO PLATFORM TRENDS AND DEVELOPMENTS

Advertising platforms are constantly evolving, whether in terms of algorithms, formats or creative recommendations. Regular testing enables you to adapt to these changes and **anticipate market evolutions.**

Ad creative trends are evolving too: **short videos, AI-generated content, UGC...** Testing different approaches ensures that your campaigns stay relevant and high-performing.

## MAXIMIZE THE LIFESPAN OF YOUR CREATIVE ASSETS

Even the best-performing creatives run out of steam over time. This phenomenon, known as "ad fatigue", can have a negative impact on your performance.

Testing allows you to anticipate this drop in effectiveness by identifying new variants that will take over. In this way, you can ensure constant renewal of your visuals without any interruption in performance.

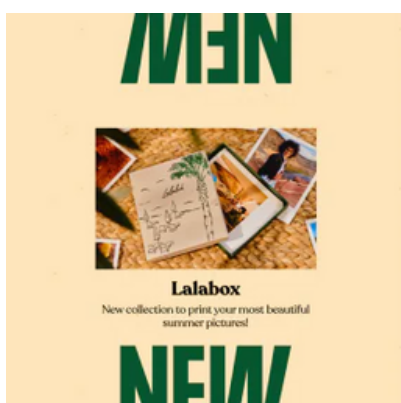
### In a Nutshell

Creative testing is an essential strategic lever for optimizing your advertising budget, improving performance and ensuring the long-term relevance of your campaigns. By adopting a test & learn approach, you maximize your chances of success while remaining agile in the face of market changes.

## TEST YOUR CREATIVES IN 3 STEPS: OUR METHODOLOGY

In a context where user tracking is becoming more complex, creative is a key lever for capturing attention and maximizing advertising performance. Yet identifying what works remains a challenge: **according to Appsflyer, 90% of ad spend benefits just 10% of ads.**

To avoid wasted advertising and optimize the impact of your campaigns, it is essential to adopt a structured approach to Creative Testing.



Concept Testing



Background Testing

## STEP 1

## Test the attractiveness of creatives



**Objective:** Identify the most effective visuals to generate installs.



**Method:** Each creative is tested individually in an ad set to ensure a fair comparison. The same budget or spend criteria are applied to each creative.



**Results:** At the end of the test, the creatives are evaluated on their IPM (Installs per mille impressions). The best performers move on to the next stage.

### Keep in Mind

A high IPM is a good indicator, but it's important to analyze other KPIs so as not to overlook promising creatives.

## STEP 2

## Test performance on advanced objectives



**Objective:** Check whether the winning creatives from phase 1 can generate value on a larger scale.



**Method:**

**Option 1:** Test each creative individually for detailed analysis.

**Option 2:** Group several creatives in a single ad set and let the algorithm prioritize the best one.



**Results:** Only creatives capable of maintaining stable performance despite an increase in budget move on to the final stage.

**Tip**

A creative that works well on a small scale may not be viable on a large budget. Scalability testing is essential.

**STEP 3**

## Compare with the best existing ads



**Objective:** Integrate new creatives into main campaigns if they outperform or match the performance of top current ads.

**Method:**

**Option 1:** Test each creative separately to guarantee a detailed analysis.

**Option 2:** Let the algorithm optimize results by directly comparing creatives.



**Results:** Only creatives capable of competing with the best are integrated into high-investment campaigns.

**A method to suit all budgets**

Whether you have a large or small budget, this testing approach allows you to optimize your investment. Larger companies can test on a massive scale, while smaller ones can adjust their testing volume gradually.



## MISTAKES TO AVOID & BEST PRACTICES

When implementing a Creative Testing strategy, there are certain pitfalls to be avoided for optimum results.



### Testing several variables at the same time

Testing too many elements at once makes it difficult to analyze the results, as it's impossible to identify precisely which factor had the greatest impact.

### Not testing new creatives regularly

Creative renewal is essential to avoid Ad Fatigue, especially with high budgets where users quickly see the same visuals.

### Always test the same type of visuals

Varying the concepts tested is crucial to identifying what works best with your audiences.



**Best Practice:** Define a precise test perimeter and isolate one variable per test (e.g.: a visual element, a message, a page layout) to obtain exploitable insights.

**Best Practice:** Implement a continuous creative testing process. Test new creatives every week for large budgets, and at least once a month for smaller budgets.

**Best Practice:** Don't limit testing to a single format (e.g. Motion Design videos only). Alternate between UGC, Motion, Static, Carousel, etc. and test variations within each format to maximize learning.

## Not adapting visuals to platforms

The same visual does not perform in the same way on all platforms, as audiences and content consumption patterns vary from one placement to another.

## Optimizing tests too early

Jumping to conclusions too early can skew results.. A test that hasn't yet accumulated enough data is likely to be biased.

## Focusing solely on cost-related KPIs

In Creative Testing, CPI (cost per installation) or CPA (cost per action) are not the key indicators. What counts is how the visual engages and converts.

**Best Practice:** Adapt formats to the specificities of each platform (e.g. TikTok = immersive content, Meta = variety of placements, YouTube = longer storytelling). Tools like **Creathor** can automate these adaptations, saving time and improving performance.

**Best Practice:** Define a minimum level of data to be achieved before interpreting results (e.g. number of impressions, installations, conversion threshold). This guarantees decisions based on solid insights.

**Best Practice:** Focus on relevant KPIs:

- **CTR (Click-Through Rate)** → Measures visual appeal
- **CVR (Conversion Rate)** → Evaluates conversion efficiency
- **IPM (Install Per Mille)** → Checks overall attractiveness
- **Hook Rate / Hold Rate** → Analyzes visual impact and retention

## RECAP'

### Creative Testing Advantages

- Understanding **what really works**
- **Optimize** campaign effectiveness
- Avoid **advertising waste**
- **Adapting to trends** and platforms
- **Maximize the lifespan** of your creatives

### 3-Step Methodology

- **Test the attractiveness** of creatives
- **Performance testing** on advanced objectives
- **Compare with the best existing ads**

### Mistakes to avoid

- Testing several variables at the same time
- Not regularly testing new creations
- Always testing the same type of visuals
- Not adapting visuals to platforms
- Optimizing tests too early
- Focusing solely on cost KPIs



# PART 3:

## 2025 Creative Trends in User Acquisition



## PART 3

# 2025 Creative Trends in User Acquisition

## HUMOR & LIGHTNESS

Humor and lightness are key creative trends for UA 2025, as they respond to a number of marketing challenges:

### CAPTURING ATTENTION IN A SATURATED ENVIRONMENT

With the explosion of advertising content, users are **becoming weary of overly promotional ads**. By breaking with traditional codes, humor can surprise and **engage audiences more effectively**.

### PROMOTING ENGAGEMENT AND VIRALITY

Humorous ad formats have strong sharing potential, especially on social platforms like TikTok and Instagram, where **light, entertaining content is widely popular**.

### CREATING AN EMOTIONAL CONNECTION

Humor **humanizes brands and strengthens their connection with consumers**. It allows brands to differentiate themselves while generating a stronger attachment, thus fostering user retention and loyalty.

### ADAPTING TO NEW GENERATIONS

Younger audiences (Gen Z, Millennials) prefer brands that **adopt an authentic, fun and relatable tone**. Light-hearted, humorous creatives perfectly meets this expectation and boosts campaign performance.

☛ Humor is thus becoming a strategic lever in digital advertising, integrated into native and dynamic formats to maximize the impact of UA campaigns in 2025.

## NATIVE AND DYNAMIC FORMATS

Native and dynamic formats are a key trend in 2025, as they align with several developments in the advertising market:

### BETTER INTEGRATION INTO THE USER EXPERIENCE

Advertising formats that blend naturally into user flows (stories, reels, shorts, immersive placements) **reduce the feeling of intrusion and improve the overall experience**. This helps avoid the rejection of overly aggressive ads.




### KNOW HOW TO TALK TO AUDIENCES

Users now prefer short, interactive formats. Ads that resemble organic content are **perceived as more authentic and generate more engagement**.

### THE RISE OF MOBILE-FIRST AND SOCIAL COMMERCE

With the rise of mobile and social networks like Instagram, TikTok and YouTube Shorts, advertisers need to prioritize formats **optimized for fast scrolling and snackable content**.

More concretely, UGC enables us to improve the results of acquisition campaigns in different verticals:

|   |   |  |
|---|---|--|
|  |  |       |
| <b>Photos</b>   | <b>Cashback</b>   | <b>Gaming</b>  |
| <b>-20% CPI</b>   | <b>CPA cut by 55%</b><br>between classic and<br>UGC creatives on<br>TikTok          | <b>+3 points</b> in ROAS<br>thanks to the inclusion<br>of UGC content on<br>Meta campaigns |
| <b>+9%</b> increase in<br>conversions, across all<br>platforms                      |   |  |

## OPTIMIZATION BY ADVERTISING PLATFORMS

Algorithms from Meta, TikTok, and Google favor ads that generate **positive interactions**. Native and dynamic formats, by integrating better into users' feeds, benefit from **better distribution and lower acquisition costs**.

## VIDEO & CTV

Video and CTV (connected TV) will be major trends in 2025 for several reasons:

### BRANDING BACK IN FORCE

With the evolution of platforms and the rise of video formats, **brands are reinvesting massively in branding to reinforce their reputation**. Video advertising is no longer confined to immediate performance, but is integrated into broader strategies aimed at **maximizing emotional impact and memorability**.

### MULTI-SCREEN CONSUMPTION REDEFINES ADVERTISING

Users are constantly navigating between **mobile, connected TV and desktop**, creating a more fragmented buying journey. This multi-exposure forces advertisers to adapt their creative to **ensure visual consistency and a strong message**, whatever the channel.



Smartphone



PC



Connected  
TV



Console

### INCREASED COMPLEXITY OF PERFORMANCE MEASUREMENT

With the gradual disappearance of third-party cookies and new restrictions on tracking, it's becoming more difficult to accurately measure the impact of advertising across multiple screens. This **reinforces the role of creative**, which must capture attention from the very first seconds to maximize engagement and recall.

### THE RISE OF STREAMING PLATFORMS AND CTV ADVERTISING

Streaming and connected TV continue to gain ground, representing a key opportunity for advertisers to reach qualified audiences with **more immersive and engaging ads**.

### THE EVOLUTION OF VIDEO FORMATS TO MAXIMIZE IMPACT

Advertisers are **adapting their ads to suit platforms** (short videos for TikTok and Instagram, long formats for YouTube and CTV), with punchy messages and engaging visual storytelling.



👉 In 2025, video and CTV will be essential levers for reaching audiences effectively and sustainably, in an increasingly fragmented advertising environment

## AI & AUTOMATION

AI and automation will revolutionize creative production in 2025 by meeting the need for mass testing, personalization and localization of advertising.

### RAPID, LARGE-SCALE PRODUCTION

AI models can **generate creative variants in seconds**, facilitating the creation of multiple advertising concepts tailored to different platforms and audience segments. This drastically **reduces production time and costs**.

### OPTIMIZED CREATIVE TESTING

Thanks to AI, it's possible to **analyze creative performance in real time** and quickly identify the elements that work best (colors, messages, animations). Advertising algorithms use these insights to improve ad delivery.

### ADVANCED AD PERSONALIZATION

AI makes **content more dynamic by adjusting creatives in real time based on the user** (geolocation, preferences, engagement history). This improves conversion rates by making advertising more relevant and engaging.

### ADAPTATION TO LOCAL CONDITIONS

Campaign localization becomes more efficient with AI that **automatically adjusts language, currency, cultural and visual references** to the target market.

👉 In 2025, AI and automation are no longer mere tools, but an essential driver for creative strategies in mobile acquisition, enabling greater efficiency and relevance

# IMMERSIVE & INTERACTIVE CONTENT

Immersive and interactive content will be a major trend in 2025, transforming the advertising experience into a genuine moment of engagement for the user.

## PLAYABLE ADS

These formats allow users to **interact with a simplified version of the app**, even before installing it. Very popular in gaming, they are now being extended to other sectors (e-commerce, fintech) to **boost engagement and improve conversion rates**.

## AUGMENTED REALITY (AR ADS)

Interactive filters and AR experiences (virtual fitting, product demonstrations) transform advertising into **a playful, immersive experience**. Platforms like TikTok and Instagram are integrating these formats to offer more engaging ads.

## INTERACTIVE & SWIPEABLE FORMATS

**Clickable stories, integrated polls and videos with multiple choices increase engagement** by directly involving the user. The more an ad solicits an action, the more it captures attention and generates interaction.

## LIVE SHOPPING & INTERACTIVE VIDEOS

Interactive commerce is exploding, especially on social networks. Consumers can **click on live products, see demonstrations** and buy instantly without leaving the video.

👉 **The future of advertising lies in interaction: brands that integrate immersive formats maximize their impact and create a stronger bond with their audience.**



## What our customers say

Addict Mobile's proprietary creative technology has enabled us to communicate WeatherBug's value proposition, namely accurate and hyperlocalized weather information, in a more meaningful and compelling way. This has allowed us to optimize our acquisition spending because we have been able to effectively reach the right users at the right time with the right message.

**Ander Mateos** – Associate Director of Paid Marketing  
@WeatherBug

Addict Mobile consistently provides fresh, engaging ideas that perfectly align with our brand vision. Their flexibility and creativity make them a valuable partner in our creative production process.

**Palina Krautsova** – Senior App Performance Specialist  
@Sofascore



# **Increase your performance with high- impact creatives**

**Contact us!**

