

# THE OGILVY BLUEPRINT

## ACME CORPORATION



REPORT PERIOD:  
FY24-25

# EXECUTIVE SUMMARY



Acme Corporation's current campaigns show strong engagement across both Meta and Google Ads, with a total of 3.5M impressions, 58,000 clicks, and over 1,500 conversions in the past 30 days. Our analysis reveals which creative and messaging elements drive performance, which fall flat, and where immediate opportunities exist to lift results.

## Key Insights:

- **Creative Performance:** Outcome-focused video and UGC assets are outperforming static promos. Top six Meta creatives account for ~53% of clicks and 66% of conversions, highlighting the value of storytelling and social proof.
- **Copy & Messaging:** Headlines emphasizing clear benefits and measurable results resonate strongest. Generic or feature-heavy copy underperforms. Strong emotional triggers and credibility signals (testimonials, metrics) increase conversion rates.
- **Visual Storytelling:** Video, motion, and human-centered imagery attract attention and support the brand promise. Static or overly cluttered visuals reduce engagement and drive creative fatigue.
- **Ogilvy Alignment:** Campaigns score 66/100 on overall persuasion effectiveness, with clear strengths in Research and Relevance, but opportunities to improve Clarity and Credibility.
- **Actionable Recommendations:** Scale high-performing videos, refresh low-engagement static creatives, integrate trust signals consistently, and optimize CTAs for clarity and urgency. Five priority recommendations are included in this report for immediate implementation.

**Next Steps:**

- Review the full Creative Performance Overview, Copy Tone audit, and Visual Storytelling Analysis.
- Leverage the Ogilvy Alignment Scorecard to benchmark future campaigns.
- Implement the five actionable recommendations to drive measurable ROI in the next campaign cycle.

This report provides data-backed direction, not opinion, helping Acme Corporation focus resources on what actually moves the needle.

# 01

# CREATIVE PERFORMANCE OVERVIEW

A top-level review of your active campaigns and creative assets.

# PAID AD PERFORMANCE OVERVIEW

## META ADS PERFORMANCE

Total Impressions



**2,350,000**

Total Link Clicks



**23,500**

Benchmark CTR

**1.00%**

Total Conversions



**470**

Benchmark Click→Conversion

**2.00%**

Spend



**\$28,200**

Avg. CPC



**\$2.20**

Benchmark

**\$1.00-\$1.80**

CPA



**\$60.00**

Benchmark

**\$50.00-\$90.00**

## GOOGLE ADS PERFORMANCE

Total Impressions



**1,150,000**

Total Link Clicks



**34,500**

Benchmark CTR

**3.00%**

Total Conversions



**1,035**

Benchmark Click→Conversion

**3.00%**

Spend



**\$41,400**

Avg. CPC



**\$1.20**

Benchmark

**\$0.80-\$1.50**

CPA



**\$40.00**

Benchmark

**\$30.00-\$60.00**

# TOP PERFORMING AD CREATIVES

## META ADS (BY TOTAL CLICKS & CONVERSIONS)

| RANK | AD NAME                                  | TOTAL CLICKS | TOTAL CONV. | CLICK→CON % |
|------|--|--------------|-------------|-------------|
| 1    | Video — Before/After Demo (30s)          | 4,200        | 120         | 2.86%       |
| 2    | Carousel — Product Range                 | 2,900        | 70          | 2.41%       |
| 3    | Single Image — Social Proof (user photo) | 2,200        | 45          | 2.05%       |
| 4    | Short Reel — 15s Product Demo            | 1,600        | 35          | 2.19%       |
| 5    | UGC Testimonial — Customer Clip          | 1,100        | 30          | 2.73%       |
| 6    | Static Promo — 20% Off (limited time)    | 500          | 10          | 2.00%       |

### INSIGHT

The top 6 creatives contributed ~53% of all clicks and 66% of all conversions - strong concentration in best-performing assets.

## GOOGLE AD GROUPS (BY CONVERSIONS)

| RANK | AD GROUP NAME   | CONV.<br>(30<br>DAYS) | NOTES  |
|------|---|-----------------------|--|
| 1    | Brand — Exact Match   | 420                   | Highest CVR;<br>lower CPC;<br>defensive<br>volume. |
| 2    | High-Intent Purchase Keywords<br>(e.g., “buy [product] online”) | 210                   | Strong CPA /<br>high ROI.                          |
| 3    | Product Category — Top SKU / Model                              | 95                    | Good scale;<br>refine<br>negative<br>keywords.     |
| 4    | Remarketing — Cart Abandoners                                   | 60                    | High CVR at<br>lower CPC.                          |
| 5    | Competitor Conquesting  | 35                    | Lower volume<br>but<br>incremental<br>conversions. |



# OBSERVATIONS AND LEARNINGS

## META ADS

Acme's Meta campaigns demonstrate solid engagement with a 1.0% CTR, which sits comfortably within the platform benchmark range. However, creative performance is highly concentrated — just six assets generated over half of all clicks and two-thirds of all conversions.

- **Video formats dominate:** The 30-second Before/After Demo outperformed static creatives, proving that motion and transformation storytelling resonate with Acme's audience.
- **Creative fatigue is emerging:** The 20% Off static promo underdelivered, likely due to overexposure and weak emotional pull. A refreshed UGC or testimonial-driven visual would improve engagement.
- **Messaging clarity drives results:** Ads that clearly show outcomes ("Change the way you [benefit] in 2 weeks") outperform those focused on generic claims or product features.
- **Next opportunity:** Scale top-performing video and testimonial assets, and introduce variation to maintain freshness while reinforcing core emotional triggers (proof, transformation, ease).

## GOOGLE ADS

Google performance shows efficient intent capture, with 3.0% CTR and 3.0% conversion rate, exceeding most industry benchmarks.

- **Brand and high-intent search terms lead conversions**, accounting for nearly 60% of total volume.
- **Strong remarketing performance** (CVR 4.1%) indicates good retargeting creative and persuasive copy.
- **Competitor keywords deliver incremental results** but at a higher CPA — suggesting budget reallocation to higher-performing intent segments could lift ROI.

- **Next opportunity:** Expand high-intent keyword clusters and integrate trust signals (e.g. reviews or guarantees) on corresponding landing pages to support purchase confidence.

## OVERALL LEARNING

Acme's advertising ecosystem is healthy, with standout creative performance from emotionally engaging, outcome-driven assets. Future growth lies in amplifying proven storytelling elements while systematically phasing out underperforming static content.

# SUMMARY CHART

| PLATFORM   | IMPRESSIONS | CLICKS | CTR  | CONVERSIONS | CLICK→CONV % |
|------------|-------------|--------|------|-------------|--------------|
| Meta Ads   | 2,350,000   | 23,500 | 1.0% | 470         | 2.0%         |
| Google Ads | 1,150,000   | 34,500 | 3.0% | 1,035       | 3.0%         |

# 02

# COPY TONE AND PSYCHOLOGICAL TRIGGERS

A language audit based on persuasion science.

# HEADLINES & HOOK ANALYSIS

| PLATFORM | TOP HEADLINES / HOOKS                     | PERFORMANCE INSIGHT | RECOMMENDATION   |
|----------|---|---------------------|--|
| Meta     | "Change the way you [benefit] in 2 weeks" | CTR: 1.6%           | High clarity & outcome-driven; scale with micro-variations (e.g., "Get [benefit] in 14 days"). |
| Meta     | "Tired of [problem]? Watch the demo"      | CTR: 1.2%           | Emotional trigger (pain point) works; add credibility element like star rating.                |
| Meta     | "Real Customers. Real Results."           | CTR: 1.0%           | Builds trust; low specificity; can add metric (" +45% efficiency") for stronger proof.         |
| Google   | "Buy [Product] Online — Fast Shipping"    | CTR: 3.1%           | High-intent, transactional; strong clarity, moderate emotion.                                  |
| Google   | "Left Something Behind? — Save 10% Today" | CTR: 2.8%           | Remarketing effective; urgency & discount drive action.  |

## OBSERVATIONS

- **Clarity:** Headlines that clearly articulate the outcome outperform feature-heavy copy.
- **Credibility:** Copy with metrics, testimonials, and trust badges performs better; inconsistent usage across campaigns.
- **Emotional Resonance:** Pain points + aspirational outcomes resonate, but Meta campaigns could integrate more storytelling.

# CALL-TO-ACTION EVALUATION

| CTA            | PLATFORM | CONVERSION % | INSIGHT   |
|----------------|----------|--------------|---|
| Learn More     | Meta     | 2.8%         | Drives clicks to product demos; less direct than Shop Now but builds awareness. |
| Shop Now       | Meta     | 2.4%         | Works for product range carousel; paired with clear pricing, CTR improves.      |
| Get a Demo     | Meta     | 2.7%         | Works well with social proof.   |
| Complete Order | Google   | 4.1%         | Remarketing strong; urgency + clear next step maximizes CVR.                    |

## WORDS & ANGLES THAT SELL

- **Outcome-driven:** “Get X in Y days”, “Cut your processing time by half”
- **Social proof:** “Real customers, real results”, star ratings, testimonials
- **Urgency:** “Limited time”, “Ends Sunday”, “Save 10% today”

## WORDS & ANGLES THAT FALL FLAT

- **Feature-only:** “Includes 10GB storage, 3 color options”
- **Generic claims:** “Best product ever”, “Top quality” (without proof)

# TONE-OF-VOICE GUIDANCE (TAILORED TO AUDIENCE)

- **Professional but approachable:** Speak like a helpful expert.
- **Outcome-focused:** Lead with benefits and real-world results.
- **Credibility signals:** Integrate data, metrics, and testimonials naturally.
- **Emotionally relevant:** Empathise with problems, inspire confidence in solutions.

## SUGGESTED COPY EXPERIMENT

- **Headline:** “Reduce [problem] by 40% in 2 weeks — See how customers like Sarah did it”
- **CTA:** “Watch 30s Demo →”



# 03

# VISUAL STORYTELLING ANALYSIS

Where design meets psychology.

# TOP META & GOOGLE VISUALS REVIEWED

| CREATIVE                  | TYPE             | PERFORMANCE              | KEY INSIGHT  |
|---------------------------|------------------|--------------------------|--|
| Before/After Demo         | Meta Video (30s) | CTR: 1.8%,<br>CVR: 2.86% | Strong outcome storytelling; high clarity, good emotional engagement.                                    |
| Product Range Carousel    | Meta             | CTR: 1.2%<br>CVR: 2.41%  | Communicates breadth of offering; slight clutter on mobile; consider simpler labels.                     |
| UGC Testimonial           | Meta Static      | CTR: 1.0%<br>CVR: 2.73%  | Builds credibility; effective when paired with real customer image; add subtle animation for attention.  |
| Promo Static — 20% Off    | Meta             | CTR: 0.21%<br>CVR: 2.0%  | Low engagement; visually flat; lacks storytelling or trust signals.                                      |
| Google Ads Landing Visual | Google           | CVR: 3.0%                | Clean product images + headline; CTA clarity is key; include small testimonial overlay for social proof. |

## VISUAL CONSISTENCY WITH BRAND PROMISE

- **Strengths:** Clean, professional product visuals; UGC usage conveys real outcomes.
- **Weaknesses:** Static promo visuals dilute messaging; inconsistent color palette & typography reduces recognition across campaigns.

## VISUAL ATTENTION VS. CONVERSION DRIVERS

- **Attention drivers:** Motion (video), before/after comparisons, human faces, bright CTA buttons
- **Distraction points:** Too many features on one card, generic stock images, heavy text overlays

## RECOMMENDATIONS (VISUAL FOCUS)

- **Scale high-performing video** — Before/After demo with metric overlay and subtle branding.
- **Refresh low-performing static creatives** with UGC + emotion-first storytelling.
- **Create simple carousel templates** for quick swaps of social proof visuals.
- **Standardise typography and colour palette** across campaigns for brand recognition.
- **Use subtle motion in ads** to draw attention without distracting from CTA.

# 04

## THE OGILVY ALIGNMENT SCORECARD

How closely your brand aligns with proven persuasion principles.

# PERFORMANCE SCORECARD



78%

Clear audience segmentation and intent data used.



62%

Messaging sometimes vague — benefits buried.



70%

Good product fit for core segments; missed microsegments.



65%

Visuals show product, but emotional storytelling is limited.



55%

Trust signals are inconsistent (reviews/testimonials underused).

# PERSUASION EFFECTIVENESS RATING



Actionable room to improve: clarity & credibility priority.

# 05

## TOP 5 CREATIVE RECOMMENDATIONS

Data-backed moves to lift conversion and engagement.

01

**Prioritise and scale the 30s Before/After video** — highest clicks and CVR. Create A/B test: add stronger CTA overlay + 1-line testimonial at 0:22.

02

**Rewrite headlines to lead with outcomes (not features)** — test “Get X in Y days” vs current feature headlines. Expected lift: +10–20% CTR.

03

**Add consistent trust badges + review snippets to landing pages** tied to Google Brand & High-Intent groups — aim to reduce CPA by 10–15%.

04

**Refresh low-performing static promos:** replace with UGC-enabled carousel (rotate photos & micro testimonials) to combat creative fatigue.

05

**Create a short remarketing sequence** (15s demo → social proof → discount) — expect higher lift in Cart Abandoners ad group; move budget from low ROI conquering.





# Stop guessing. Start leading.



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