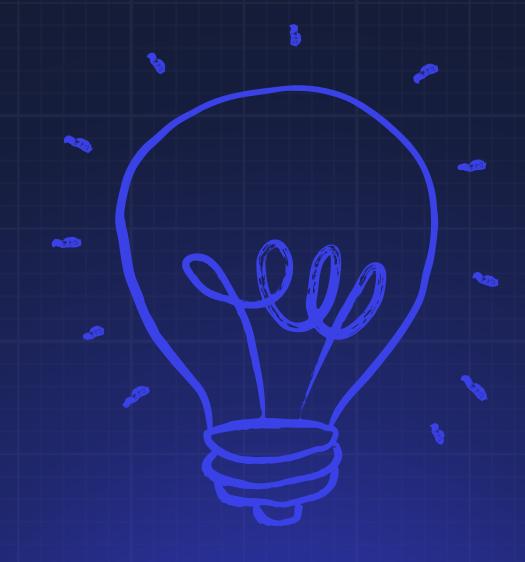


THE OGILVY BLUEPRINT

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 featureheavy 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 fatique.
- 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





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





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

СТА	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	ТҮРЕ	PERFORMANCE	KEY INSIGHT
Before/After	Meta Video	CTR: 1.8%,	Strong outcome storytelling; high clarity, good emotional engagement.
Demo	(30s)	CVR: 2.86%	
Product Range Carousel	Meta	CTR: 1.2% CVR: 2.41%	Communicates breadth of offering; slight clutter on mobile; consider simpler labels.
UGC	Meta	CTR: 1.0%	Builds credibility; effective when paired with real customer image; add subtle animation for attention.
Testimonial	Static	CVR: 2.73%	
Promo Static	Meta	CTR: 0.21%	Low engagement; visually flat;
— 20% OfF		CVR: 2.0%	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 & tupography 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%

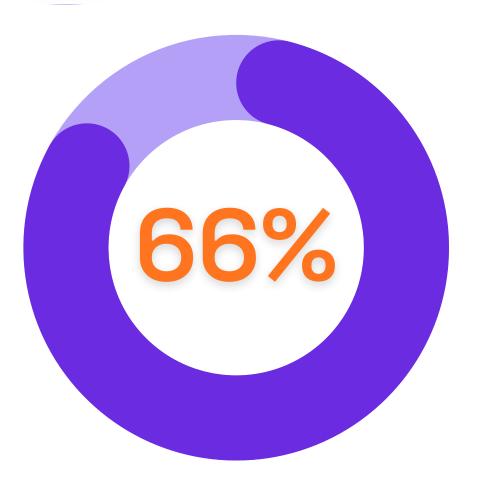
Visuals show product, but emotional storytelling is limited.



55%

Trust signals are inconsistent (reviews/testimonials underused).

PERSUASION EFFECTIVENESS RATING



Actionable room to improve: clarity & credibility priority.

TOP 5 CREATIVE RECOMMENDATIONS

Data-backed moves to lift conversion and engagement.

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.

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

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

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



Stop guessing. Start leading.

