

AI-powered ads with Autotrader



The Challenge

Autotrader's creative assets were **not fully optimised** for platform best practices, with **no visibility** into which content was driving performance. This limited engagement wasted spend, and reduced overall efficiency.

Our Approach

AI-Driven Creative Optimisation

We used AI to identify misalignment with platform best practices and applied attention heat mapping to refine design for optimal engagement.

Data-Led Creative Testing

We tested new creative assets based on performance-based hypotheses and AI-powered creative tagging.

Brand-Specific Best Practices

We analysed insights from top-performing ads to develop brand-specific creative best practices, delivering a data-informed approach to further propel creative performance.

Our Results

+43.3%

Click Through Rate
(CTR)

+160%

Leasing Application
Leads*

-24.2%

Cost Per Click
(CPC)

*Within one A/B test, which was applied to the wider account

Open Partners

Meta

Google

amazon

TikTok

