

Creative optimization checklist for app marketers



#1 Know your product and users

- Define your app's purpose and unique selling proposition (USP).
- Study your [audience's needs](#), motivations, and use analytics to pinpoint the most valuable features for them.
- Research keywords to understand user intent, queries, and competitor keywords.
- Test [app taglines](#) to discover which resonates most with your audience.

#2 Conduct thorough research

- Identify ad types most suitable for your app or game.
- Analyze competitors' creatives, app store listings, and reviews. Apps outside your category can provide inspiration too.
- Leverage ad intelligence tools like [Apptica](#) for creative performance insights.
- Understand network trends (eg. 'hooks', music, hashtags).

#3 Craft a creative brief

- Prepare a clear brief that can be readily adapted for designers, vendors, influencers, and content creators.
- Translate marketing jargon and include clear project details, brand guidelines, and inspirational references.

#4 Set a creative strategy

- Set clear guidelines for all creative output, to ensure visual consistency throughout the user journey.
- Connect user motivations to your USP: what problem are you solving and how will you do it? Use visuals to bring this process to life.
- Formulate key messages that clearly articulate your value. These will form the basis of your ad copy and all creative assets.

#5 Produce concepts based on the strategy

- Develop [eye-catching ad concepts](#) that will resonate with your target users.
- Create detailed storyboards for video ads.
- Write concise and impactful ad copy with a compelling call to action (CTA).
- Tailor your creatives for different platforms and audiences.

#6 Test and measure

- Define your creative testing method.
- Decide how you'll gather performance data.
- Use a strict taxonomy to tag campaign elements to identify factors contributing to performance.
- Define your north-star performance metric (e.g. hook rate, [CTR](#), IPM, [CPI](#)).

#7 Scale and iterate

- Identify top-performing creatives based on your north-star metric and dissect them into components in order to pinpoint the most effective features.
- Test variants (try using automation to create variants faster).
- Remix and blend top-performing elements for new outputs.
- Continuously test and iterate your winning creatives to develop more effective new ads.
- Monitor potential fatigue or decay of existing creatives.

Top tips



- ☆ Focus on testing rather than perfecting graphics to quickly pinpoint successful creatives.
- ☆ Higher production quality doesn't always equate to better results – user-generated content often captures attention better.
- ☆ Diversify concept creation: utilize internal teams, informal DIY creators, external providers, and AI.
- ☆ Don't be discouraged by low-performing creatives initially. It takes time to understand user preferences.

Uncover everything you always wanted to know about creatives.

[Discover here](#) →