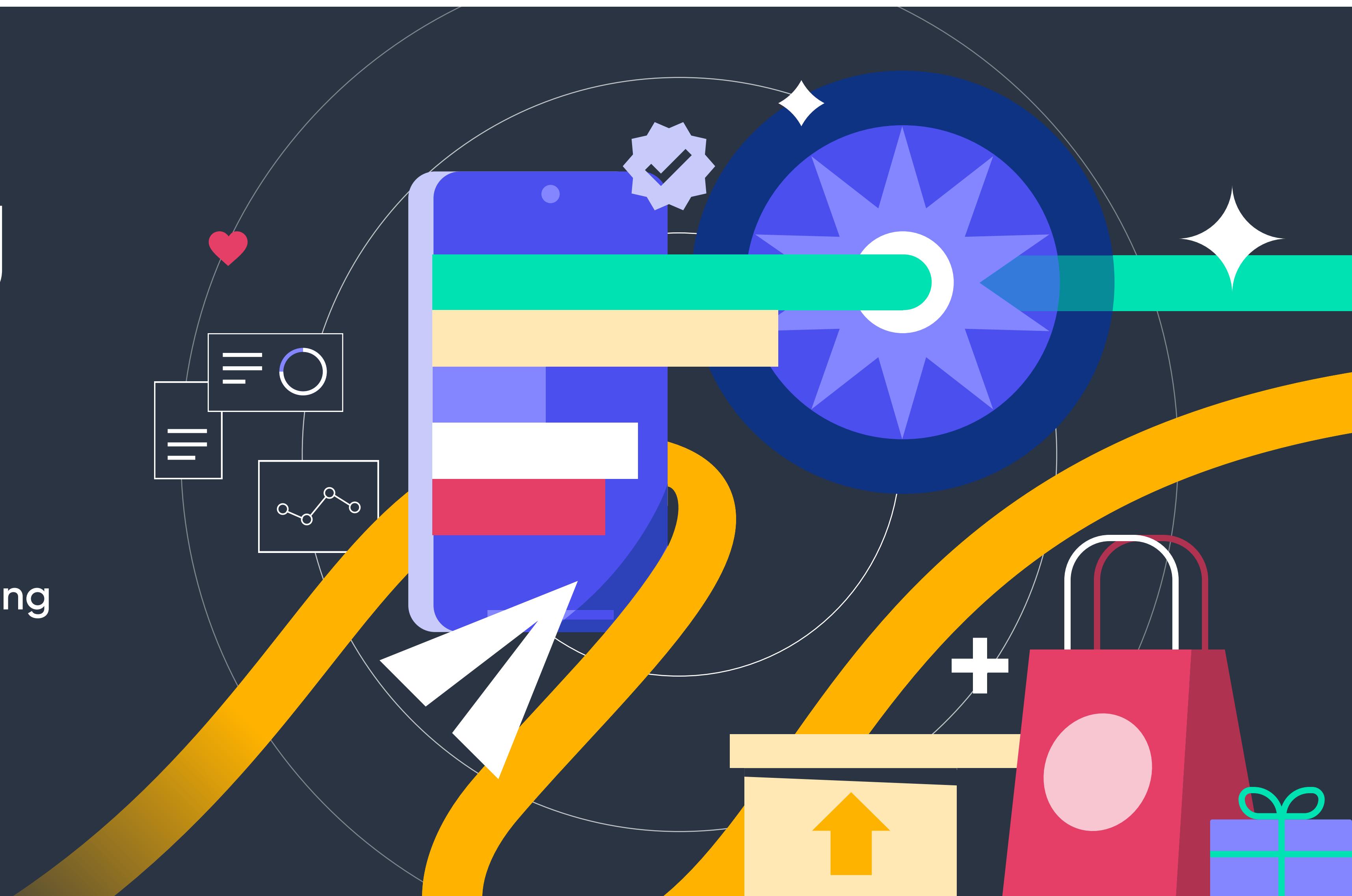


# Winning with creative

Building, testing, and scaling  
high-performance ads



# Content

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01

## The state of ad creative in 2025

More formats, more data, more pressure to perform

# Introduction

Ever feel like there are more ads than organic content? Between the endless stream of in-feed ads on social media platforms, tacky native ads on every news site, and absurdly long rewarded in-app videos, it feels like ads are all we consume today.

With so many ads clamoring for user attention, it's beyond critical for brands to find a way to stand out in a messy, noisy landscape.

## Creative is the lever for growth, not just engagement

Great design doesn't just help ads stand out, it can also drive engagement, conversion, and even build trust. Plus, if an ad's brilliant creative also sparks interactions, that may persuade algorithms that it has greater value, triggering more impressions.

And that's the important point here:

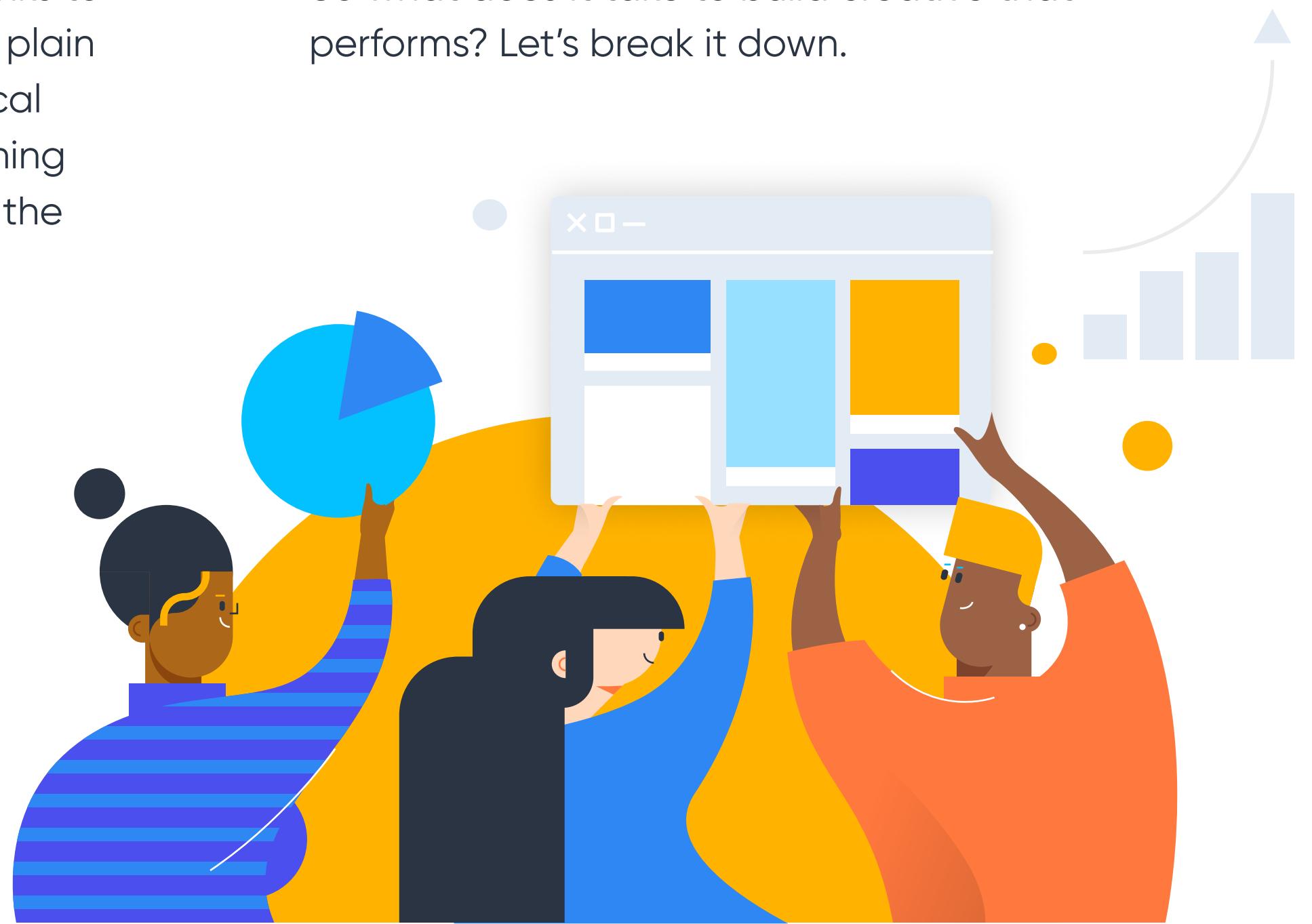
**Outstanding creative isn't just a 'nice-to-have.'**

As targeting gets more challenging (thanks to privacy regulations, fragmentation, and plain old confusion), creative becomes a critical performance lever – and the one remaining domain where brands have control and the power to differentiate.

At a moment when nearly every other campaign element is handled by automation and AI, creative is the sole opportunity brands have to really stand out and win audiences over.

For marketers focused on improving return on ad spend (ROAS), scaling profitability, and building a brand, **creative optimization is essential**.

So what does it take to build creative that performs? Let's break it down.

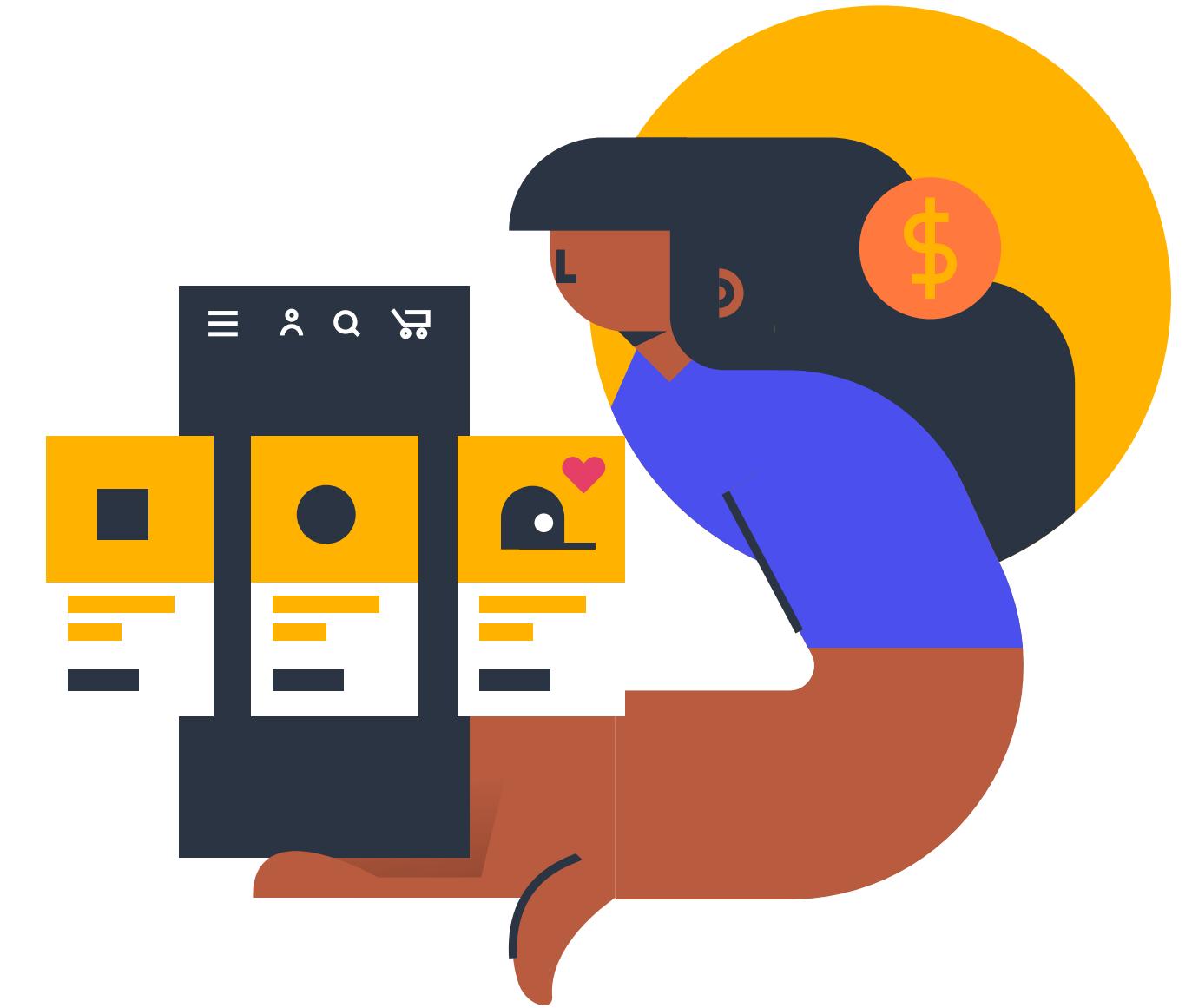


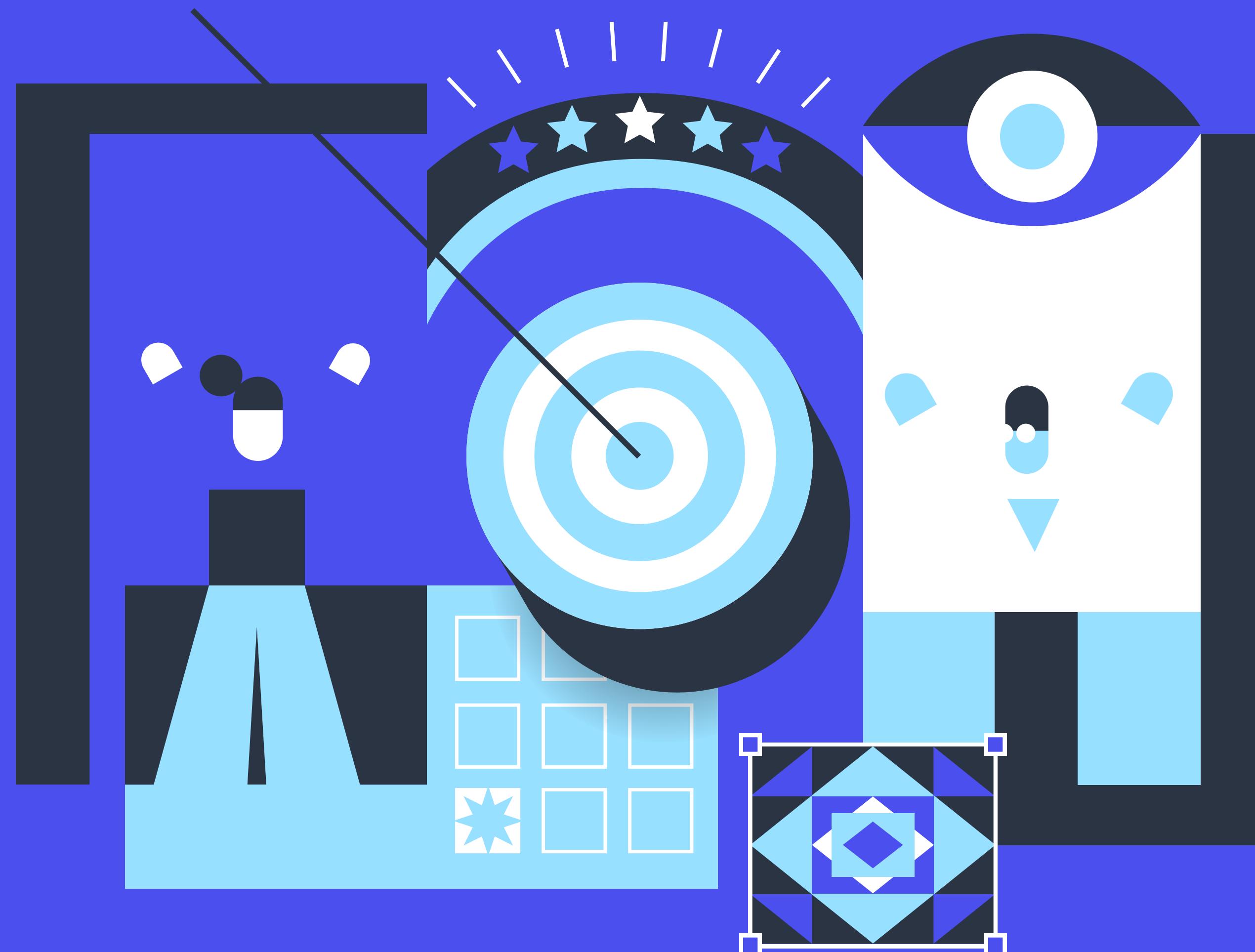
# Why this report matters now – and what marketers will learn

This guide is intended to arm you, the marketer, with the knowledge you need to build, test, measure, and scale high-performing ad creatives across formats and channels. We've partnered with industry leaders including Craftsman+, Liftoff, Moloco, SplitMetrics, Tinuiti, and TikTok to bring you actionable data, insights, and real-world examples to help you maximize the returns on your creative campaigns.

**“ Ultimately, the goal is to bring in the right customer, not just any customer. When creative works, it does more than convert. It teaches us what people actually want and what's getting in the way of them saying yes.**

**tinuiti** 





02

## The creative advantage

Marketing right now is a trifecta of challenges, with signal loss, user fatigue, and rising costs comprising a perfect storm of marketing strife.

Ads not only have to rise above the noise to capture attention, they also have to convert quickly and profitably.

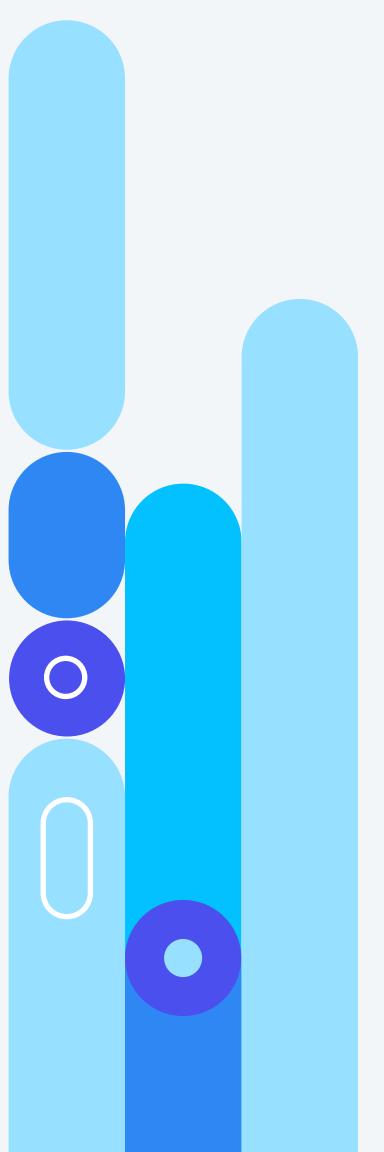
Creativity is the most powerful differentiator, but there are only a handful of tools available to reliably attribute conversions to any particular creative asset.

► **Pro-tip:** Use Singular's Creative IQ's AI-powered dimension filters to instantly spot your highest-impact creative elements and iterate on them in minutes, not days.

## The case for creative as a performance driver

How important is creative, exactly? [McKinsey](#) data indicates that **creative can be the most impactful lever** in a competitive marketplaces, and that the most creative companies actually outperform their peers:

<b>67%</b>	<b>70%</b>	<b>74%</b>
had above-average organic revenue growth	had above-average total return to shareholders (TRS)	had above-average net enterprise value or NEV/forward EBITDA



**In advertising, if you win in creative, you win. Period, full stop, end of story. You can screw up targeting, you can fail in campaign creation, you can mess up SKAN measurement, you can pick suboptimal ad partners, but if you absolutely kill it with amazing images, videos, or playables that absolutely demand attention and irresistibly drive action, it's almost impossible to fail.**

John Koetsier  
VP Insights | 

# “Return on creative” as a strategic KPI

Return on Creative is emerging as an important strategic KPI, since it measures the isolated impact of ad creative – which isn't tracked by traditional metrics like CPC, CPA, and ROAS.



Magic formula to build winning creatives:

## Volume

High volume creative

For performance campaigns, 5-7 creatives with at least 1x weekly refresh leads to a **1.5x** increase ROAS.  
[1]

## Variety

Diverse content formats

A variety of AI, professional, and user generated content boosts engagement by **23%** and watch time by **25%**.  
[2]

## Versatility

Varied formats

**+19%** more conversions were seen in campaigns that combine video and images.  
[2]

## Versioning

Creative variations

For brand campaigns, using 3+ creatives, refreshed twice weekly, boosts brand association **2.7x**.  
[1]

Sources:

[1] [Introducing Symphony Creative Studio](#)

[2] [Image Ads: A growing way to tell stories on TikTok](#)

## 痘 TikTok

### To maximize that Return on Creative:

► **Pro-tip:** Use Creative IQ's side-by-side performance summary to measure the CPA and ROAS difference between the two runs. That delta between the two different creatives becomes your true Return on Creative, isolating exactly how much incremental value each asset delivers.

01

#### Build resonance

Create content that is interesting, informative and adds value to audience's life.

02

#### Show up more

Build high-volume, varied content to target and connect with niche communities on TikTok.

03

#### Combine organic & paid

Combine organic and paid efforts to boost results and achieve full-funnel outcomes.

#### Performance campaigns need:

5-7

#### creative assets on average

Using 5-7 creatives refreshed weekly **boosts ROAS by 1.5x.**

[1]

#### Brand campaigns need:

>3

#### creative assets on average

Using >3 creatives refreshed twice weekly drives **2.7x higher brand association.**

[1]

Sources:

[1] [Introducing Symphony Creative Studio](#)



03

## Winning formats and experiences

If creative is the key to success, where do

marketers start? What approach should  
you be taking towards crafting ads that  
are truly “thumb-stoppers?”

**Formats.** They’re a good place to start,  
since some canvases offer more creative  
opportunities than others.

## CRAFTSMAN+

Choose dynamic formats, gamified units, and interactive end cards. In-feed, these don't interrupt; they invite. CRAFTSMAN+ reports a **24.18% year-over-year increase** in interactive ad exports, evidence that marketers are investing in more engaging formats.



# The psychology of participation

Tap into the psychology of play, challenge, and reward. Playable and interactive formats trigger deeper cognitive processing and emotional response:

**Agency:** Users choose their journey, engaging with elements they find relevant or entertaining.

**Reward:** Game mechanics activate the brain's dopamine systems, encouraging continued engagement.

**Memory:** Longer time spent = higher brand recall. Research shows that increased dwell time directly correlates with unaided brand recall by up to 40%.

This translates into **higher install rates, stronger brand recall, and ROAS lifts that outperform static and video-only ads.**

**CRAFTSMAN+ has found that, among their clients, interactive and playable formats drive:**

**20x** more installs.

**7x** higher conversion rates.

**50%** increase in engagement.

**40%** higher click-through rates (CTR).

**5x** higher install per mille (IPM).

**32%** more memorable brand experiences.

► **Pro-tip:** With Creative IQ's interactive-format dashboard, compare dwell time and conversion lift side-by-side to pick your next playable winner.

# Proven strategies to integrate playables into existing campaigns

CRAFTSMAN +



Pair playables with high-performing video

**Create a one-two punch by leading with video, then deepening engagement with a playable.**

- Start with a top-performing video ad to build familiarity and interest.
- Follow with a gamified unit that invites interaction, like a mini-game, quiz, or swipe-to-reveal mechanic.
- Use this sequence to balance awareness and engagement, especially in multi-format campaigns across mobile and CTV.



Use playables to test and learn

**Interactive formats are ideal sandboxes for experimentation.**

- Test new product features or gameplay mechanics before full rollout.
- Validate messaging, creative hooks, or user flows with minimal production lift.
- Collect real-time behavioral data to understand what drives conversion and refine your broader strategy.

# Real-world examples

Interactivity thrives in gaming environments, but it also works surprisingly well for non-gaming brands, like QSRs, fashion retailers, and DTC wellness startups. These brands leverage playable mechanics like mini games and interactive end cards to boost both conversions and brand affinity.

## CRAFTSMAN+

Click to play!



### McDonald's x Angel Reese

CRAFTSMAN+ launched an interactive ad for McDonald's with NCAA champion Angel Reese to drive engagement and boost foot traffic. Ads ran in Uber and Lyft cars during mealtimes and overnight.



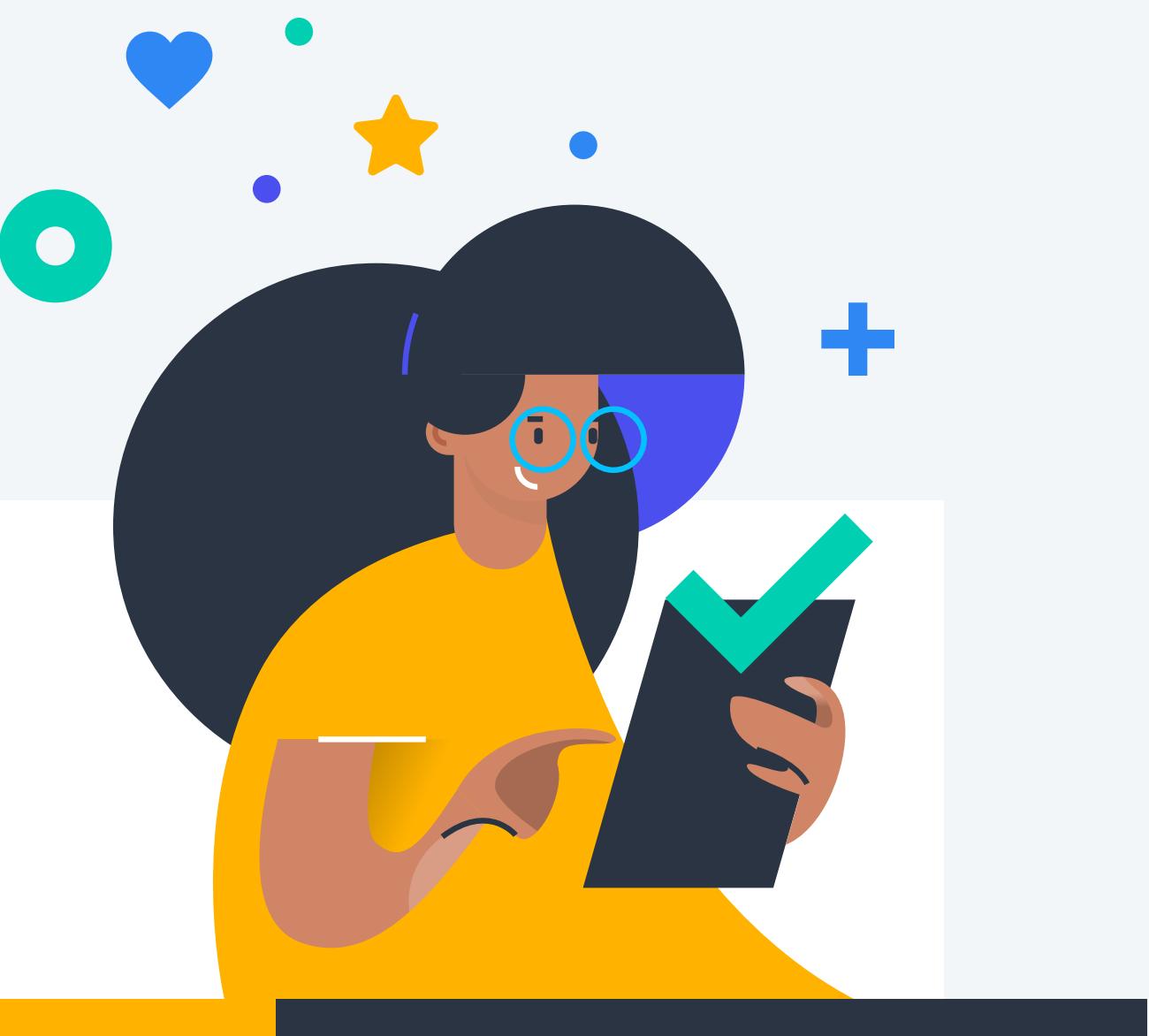
### DraftKings x NFL Season

CRAFTSMAN+ developed a DraftKings playable with football-themed game mechanics tied to team loyalties and player picks. Ads tapped into emotional connections to teams, driving higher engagement and stronger intent to place bets.

# Innovations in UGC drive success across categories



For consumer apps across utility, e-commerce, social, sports betting, and other non-gaming verticals, integrating user-generated content (UGC) is quickly becoming the go-to strategy for winning over new audiences.



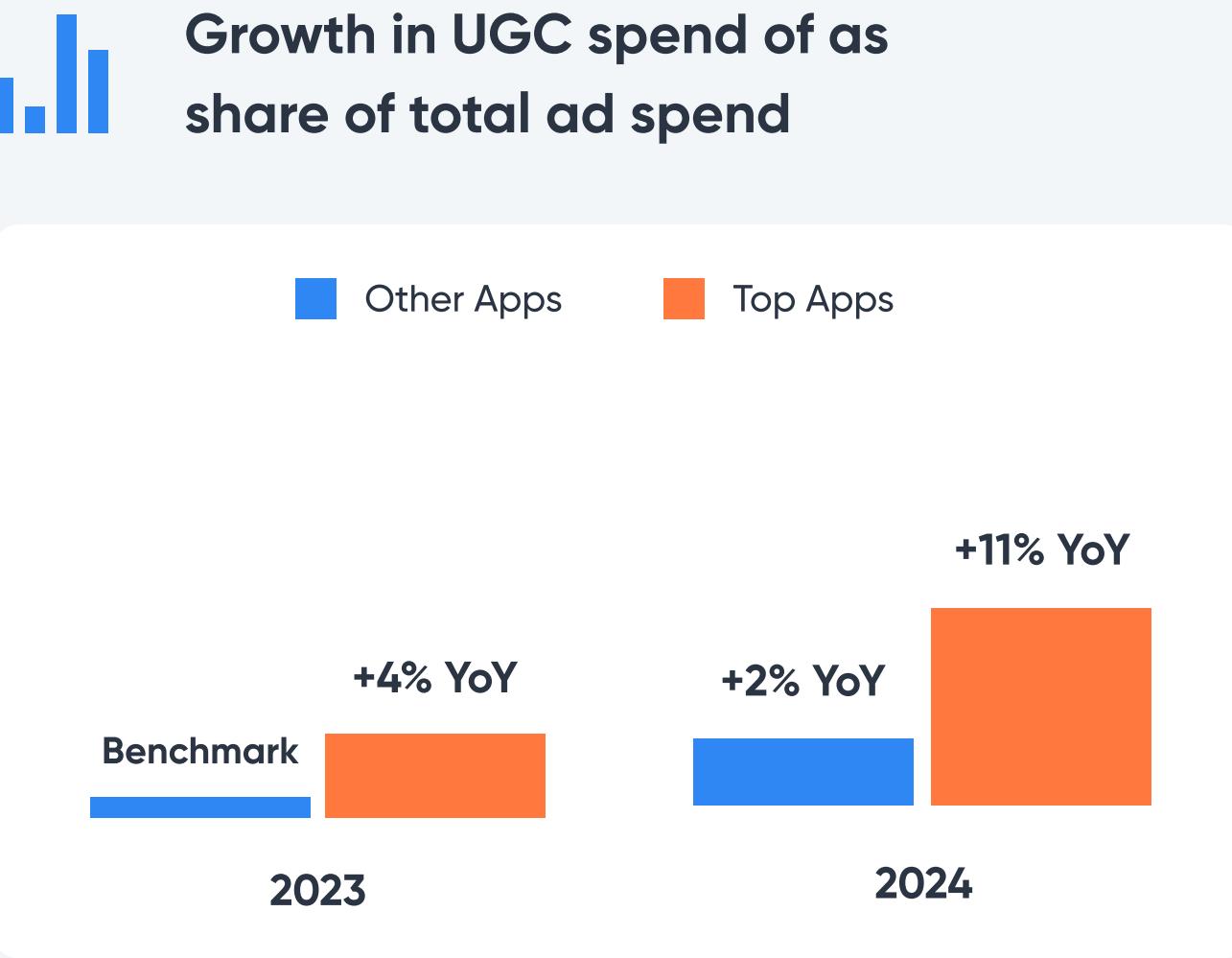
Over the past year, Liftoff has seen non-gaming advertisers using UGC-style video ads increase their conversion rate from impression to install **by an average of 152%**.

It's easy to see why UGC works: Content creators engage their existing audiences, bringing an air of authenticity to brand messaging, and boosting conversion metrics across the board.

## Key differentiator for leading apps

Liftoff data shows that consumer apps' share of total spend on UGC increased significantly year over year. The trend is more pronounced when comparing top-spending advertisers to the rest of the field.

# Innovations in UGC drive success across categories



Source: Liftoff

Benchmarked against non-top advertiser spend on UGC as a share of total spend over 48 months, from January 1, 2023, to January 1, 2024.

- ▶ UGC as a share of total spend for top apps was only four percentage points higher than the rest of the field in 2023, a difference that scaled noticeably in 2024.
- ▶ UGC's share of spend for top apps increased 11 percentage points for top spending apps and only two percentage points for other advertisers, indicating that UGC is becoming a **key differentiator in driving scale and ROI**.
- ▶ UGC spend increased for nearly all top consumer app verticals, but **social and utility apps** scaled the most, growing their share by nearly 30 percentage points between 2023 and 2024.

# Top tips for UGC ads

How do you ensure that your UGC strategy is competitive and you get the best returns for your efforts? The key to high-impact UGC content is working with the right creator. Look for a partner with quantifiable overlap in demographics and interests with your audience. Starting with tried-and-true concepts can help you benchmark your ad performance and accelerate testing.



Here are a few winning concepts for top consumer apps by vertical:

01

## For all app verticals: Show off how your app works

No matter what your app is, prospective customers want to see that your UX/UI design is clean and easy to navigate. With the right creator, they'll pause for a preview because it's coming from someone they trust. Showing an app UI preview can also be a way to onboard the user before they install, making their first experience of your app as smooth as possible.

02

## For crypto and sports betting apps, try a two-person skit.

You can communicate your top features and differentiators in a relatable way. Make sure to hit your top value props in the script, whether it's betting during the game, the variety of sports you can access, or just how easy your app is to use. To maximize impact, try combining it with an app walkthrough.

03

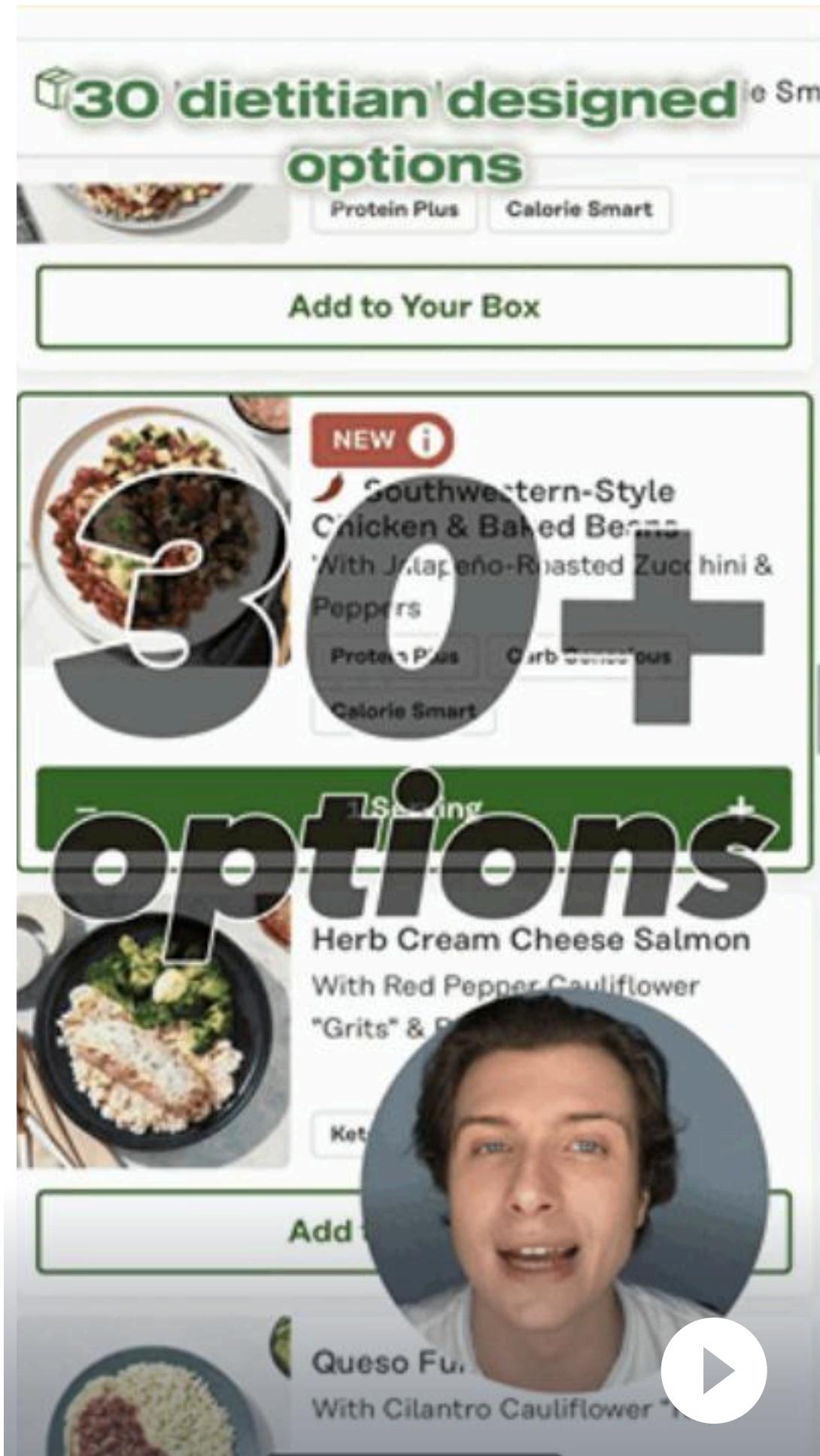
## For e-commerce apps, in addition to direct-to-camera app walkthroughs, go with a first-person point of view that shows how the app interacts in real life.

For example, show a content creator ordering food for instant delivery or unboxing new accessories. Remember to test the products you showcase to get the most out of your top assets.

04

## Lifestyle and first-person POVs work exceptionally well for social apps.

Show how the app fits into everyday life. Since social apps already rely on UGC for content, they can leverage multiple creators and existing content to boost engagement. Stitching different creator content together can be a way to show variation on your platform.



Click to play!



Accelerate testing and improve results with winning templates like an app walkthrough or a two-person skit.

## Tips for UGC success



- The assets you show off - matter.
- Spend time testing to identify your top-performing content.
- Slot winning assets into new ads for a performance boost.
- Play with video duration. (For non-gaming ads, shorter, 30-second videos are more likely to drive conversions than longer ones, although this could change.)
- Liftoff has seen a 350% increase in scale (of ad spend) after combining winning creative templates with a top asset.

# TikTok Ads – Best practices for success

TikTok is the UGC mothership, and it has its own set of rules. For tips on creating successful TikTok ads, we went directly to the source.



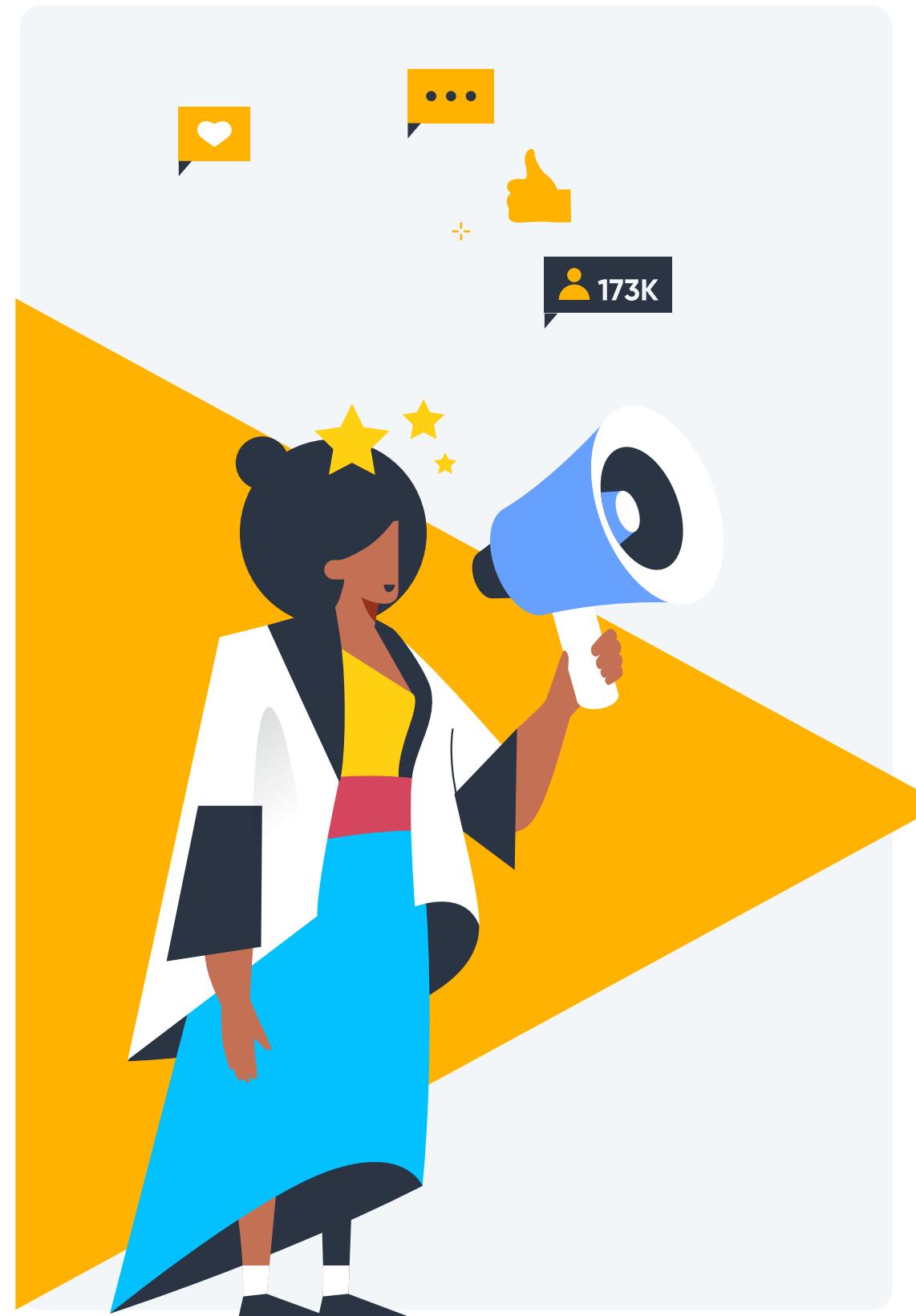
Here are TikTok's own best practices for successful ads on their platform:

**TikTok First:** Advertisers that create content authentic to TikTok and the For You page see a 2X increase in engagement and watch time. [3] What does "TikTok first" actually mean, though? In short:

Go lo-fi, vertical, high-res, and feature people, whether they're creators, employees, or customers. And whatever you do, don't make it too slick.

**Structure:** TikTok splits the structure of creative into three sections:

- **The Hook:** The first six seconds are vital; this is the time to introduce your value proposition. Successfully land an emotional, surprising, or suspenseful hook, and your odds of success multiply.
- **The Body:** Keep the brand messaging going and "nail" your product and brand messaging home.
- **The Close:** Make sure you've got a strong and compelling call to action.



▶ **Pro-tip:** Track audio performance with Creative IQ's "Audio Keywords" dimension to discover which music or voice-over styles resonate best on TikTok.

**Stimulation:** Use editing techniques or assets to keep your audience engaged. Adding attention triggers like music, transitions, movement, text, and emojis makes ads appear more native.

**Sound:** TikTok is the only platform where ads with sound drive significant lifts in purchase intent and brand favourability.

Sound-on is powerful

**50%**

of TikTok users say music makes content more uplifting and entertaining  
[3]

**55%**

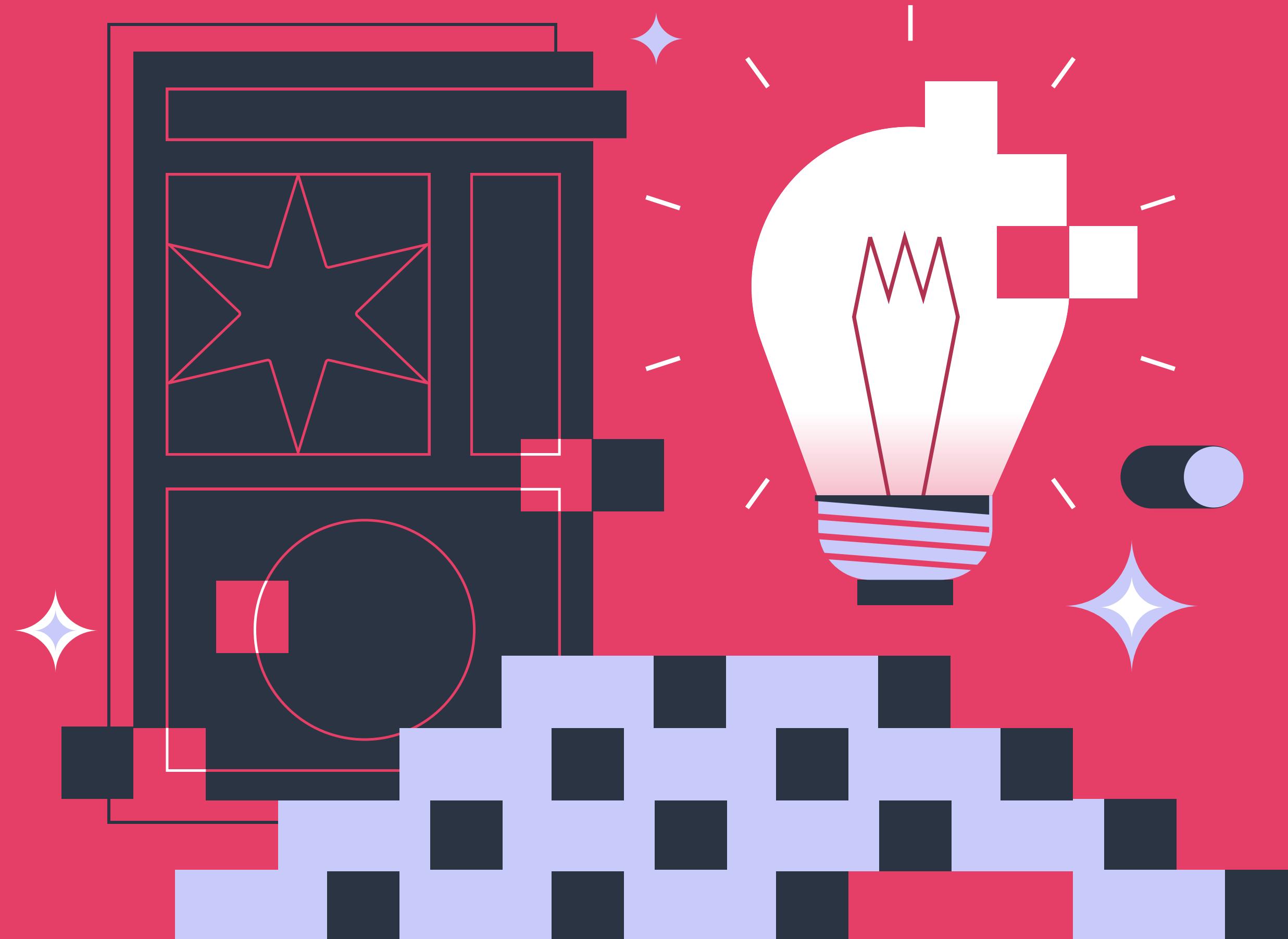
lift in communicating new information to audiences through sound-on  
[3]

**73%**

of users would "stop and look" at a sound-on TikTok ad  
[3]

**90%**

of users say sound is vital to the TikTok experience  
[3]



04

## Building smarter creative

It takes a lot of creative to scale a successful campaign – sometimes more than teams have the bandwidth to craft. Designing and producing all those ads can be a heavy lift: TikTok recommends between five and seven creative assets for performance campaigns and at least three for branding initiatives.

# Leaning into generative AI for creative efficiency

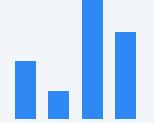
TikTok Symphony is a new suite of AI tools that help make content creation more accessible, efficient, and informed.

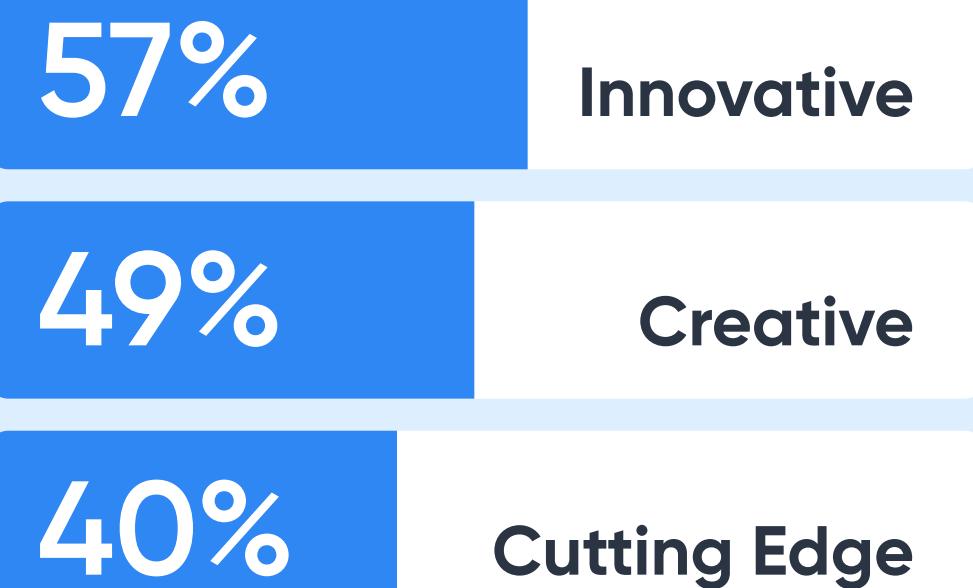


From summarizing TikTok trends, advising on creative best practices, and (of course) generating script ideas and storyboards to near-instant generation of TikTok-ready content, Symphony streamlines content creation. It can refresh stale content or generate net-new video. It can also “remix” video into new variations, in a new style, and with a fresh script.

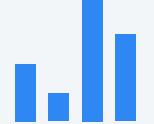
While some brands may worry that AI-generated content could turn users off, TikTok maintains that their audience takes a positive view of this practice.

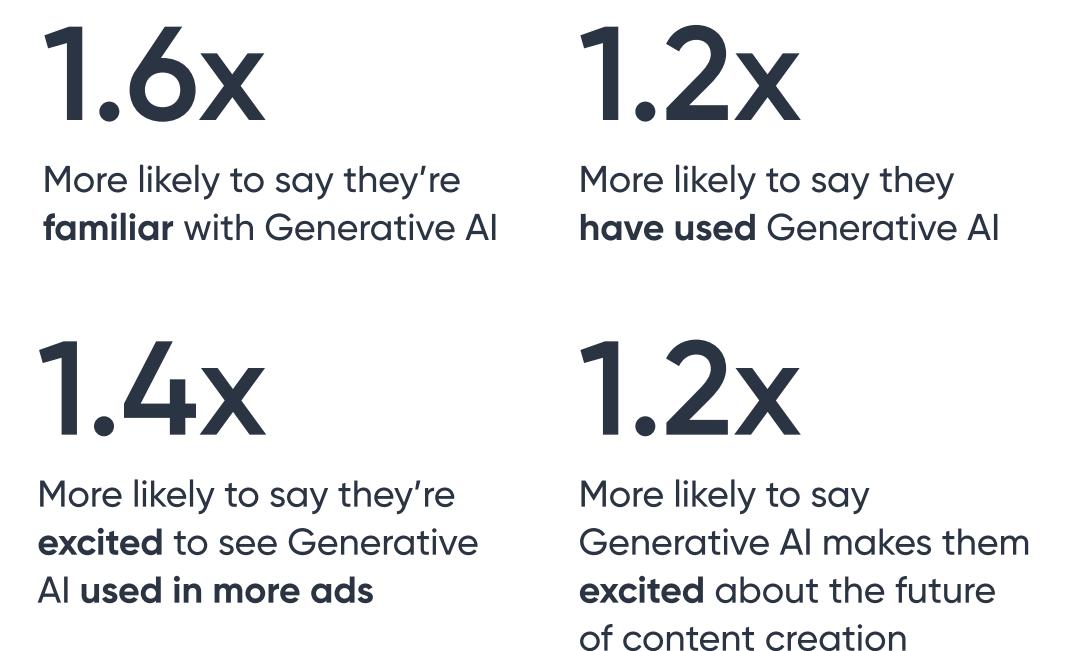


 **TikTok users perception of brands using Gen AI for TikTok:**



Source: [TikTok users show enthusiasm for generative AI in advertising, study finds](#)

 **TikTok users are**



Source: [Introducing Symphony Creative Studio](#)

However marketers build brands – and regardless of style or format – the most successful ads are built on an understanding of their audience. Knowing what inspires them to action creates a blueprint for ads that resonate.

Audiences are never monoliths, and that's why segmentation is so important. Audience segments go beyond behavioral signals and demographics and allow marketers to personalize creatives in a few ways:

- Using insights from your CRM, social listening, and customer research to identify narratives.
- Adjusting the message or call-to-action based on where the customer is in their journey.
- Adapting images, language, tone and other elements for cultures and regions.

That final point is especially important as you expand your marketing into different geos. ►



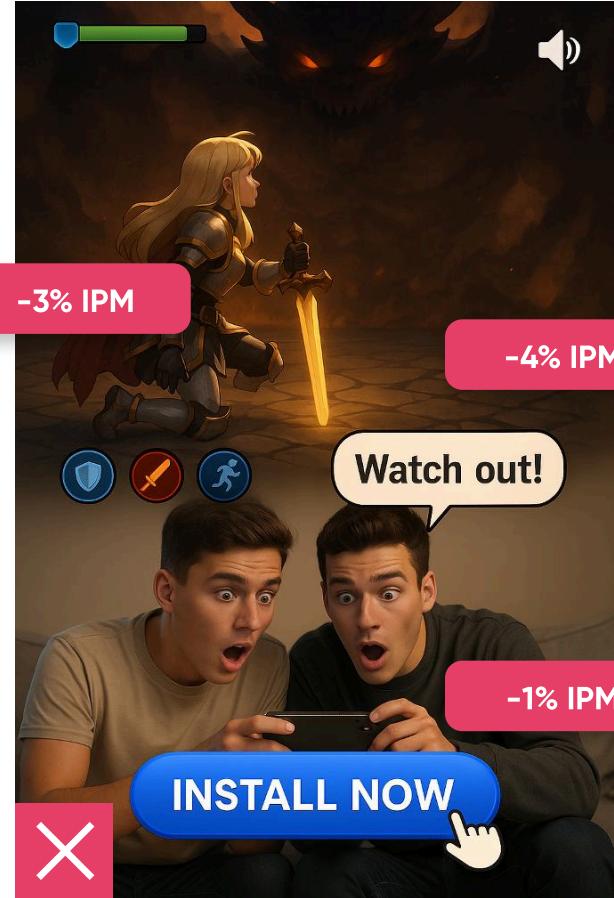
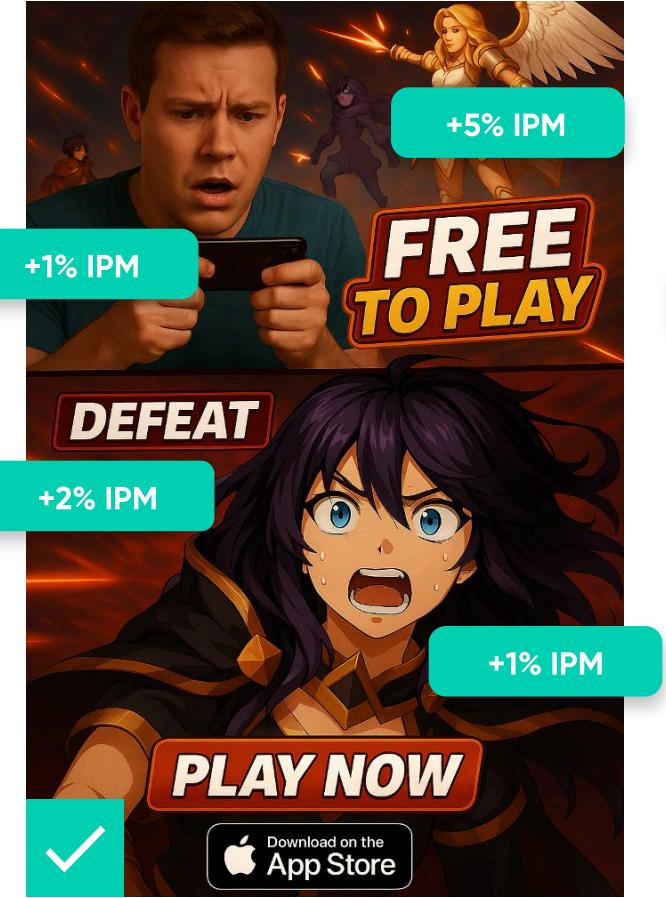


- ▶ Cultural preferences may vary far more widely than you'd expect. Case in point: Moloco wanted to know if different geographical audiences would respond differently to different creatives. Here's what their "East vs. West" analysis found:

Even with nearly identical player trends in the US and Korea, the same creative can drive vastly different results. US players engage more with bold, high-energy messaging and clear calls to action.

### Core games: Impact of creative features on IPM

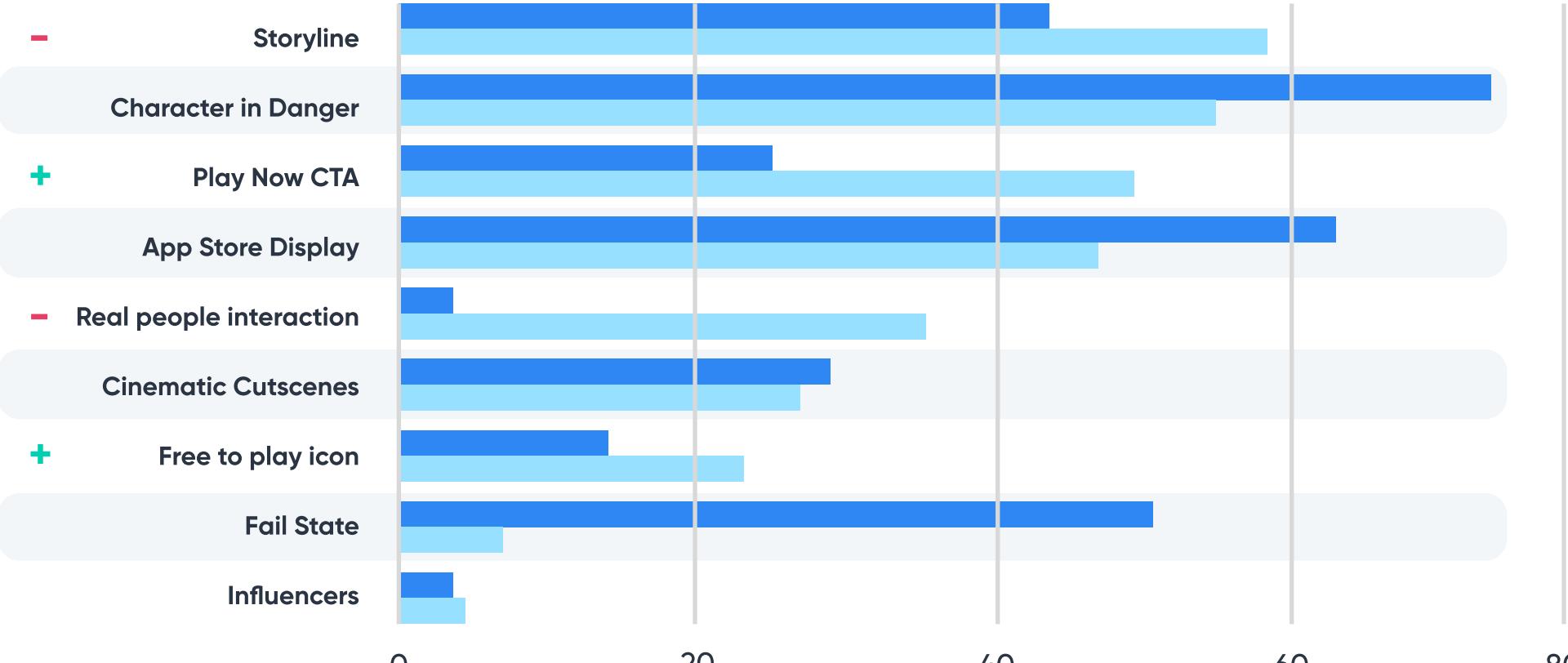
North American market



Source: Moloco

### Core games: Spend by creative features in North America

■ East Developers ■ West Developers



Source: Moloco



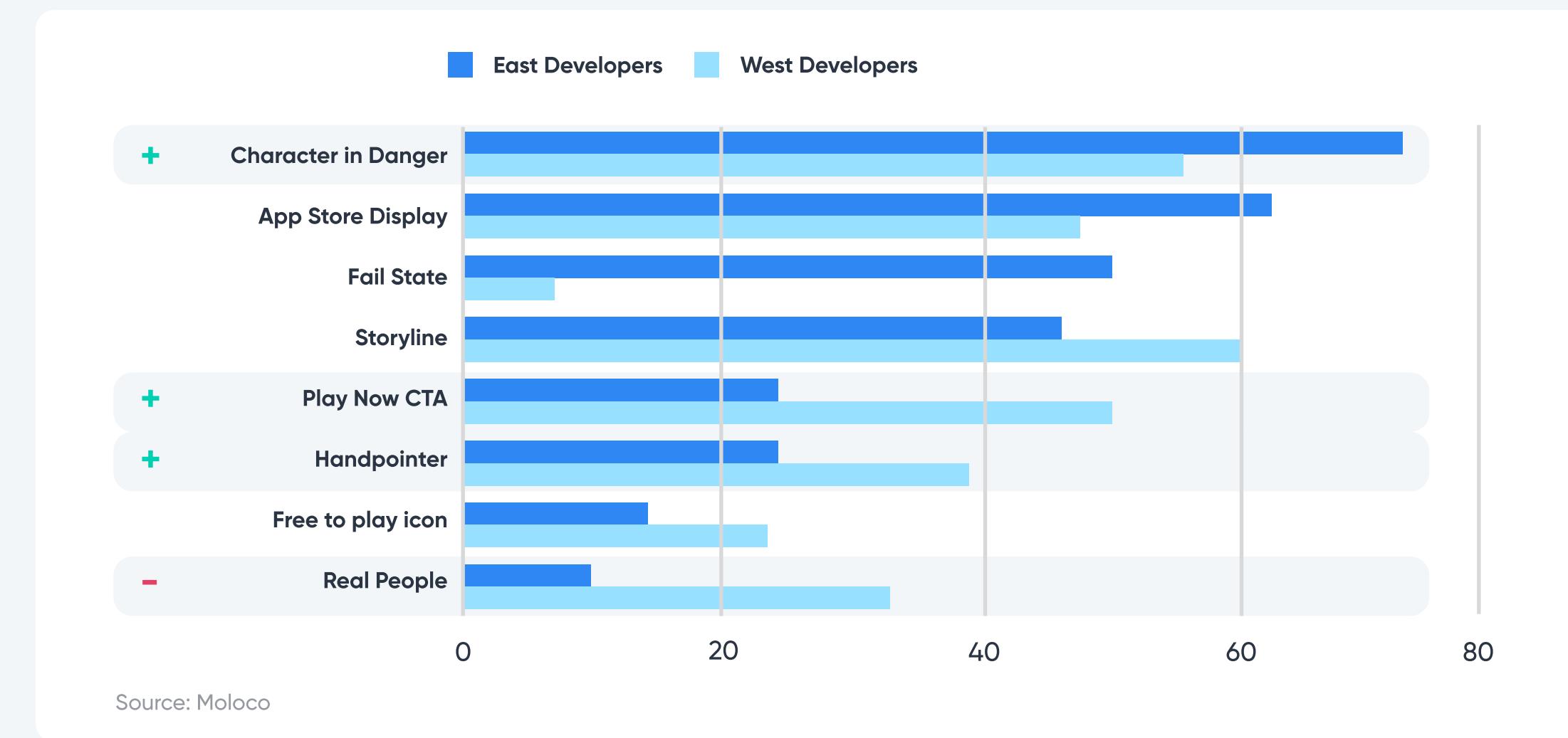
## Core Games: Impact of creative features on IPM

Korean market

Source: Moloco



## Core Games: Spend by creative features in Korea



Audiences in the Eastern part of the world, including Japan and Korea, favor ads with a strong narrative, progression, and visually rich story arcs. These ads could be longer and have more of an emotional buildup.

Bottom line: Ad creatives need to change substantially for different geos and cultures. Test, test, and test again – and rely on insights to adapt character designs, storylines, visual themes, and pacing to audience expectations.

### Key takeaways

1. A differentiated creative strategy by region is critical to maximizing performance.
2. Localization goes beyond language. Make sure to take into account creative tone and structure too.
3. To harness higher conversion rates and player LTV, align your monetization to different cultures and geos.

# Carrying creative beyond the tap

To drive the most conversions, creative optimization needs to go beyond the ad, continuing through to the post-tap experience. **Apple's Custom Product Pages (CPPs)** create a seamless experience, aligning the ad creative with specific versions of an App Store listing, and tailoring everything from screenshots to messaging.



**SplitMetrics**

Categories that benefit most from creative personalization show significant uplifts:

- **Graphics & Design: +39%**
- **Lifestyle: +36%**
- **Sports: +32%**

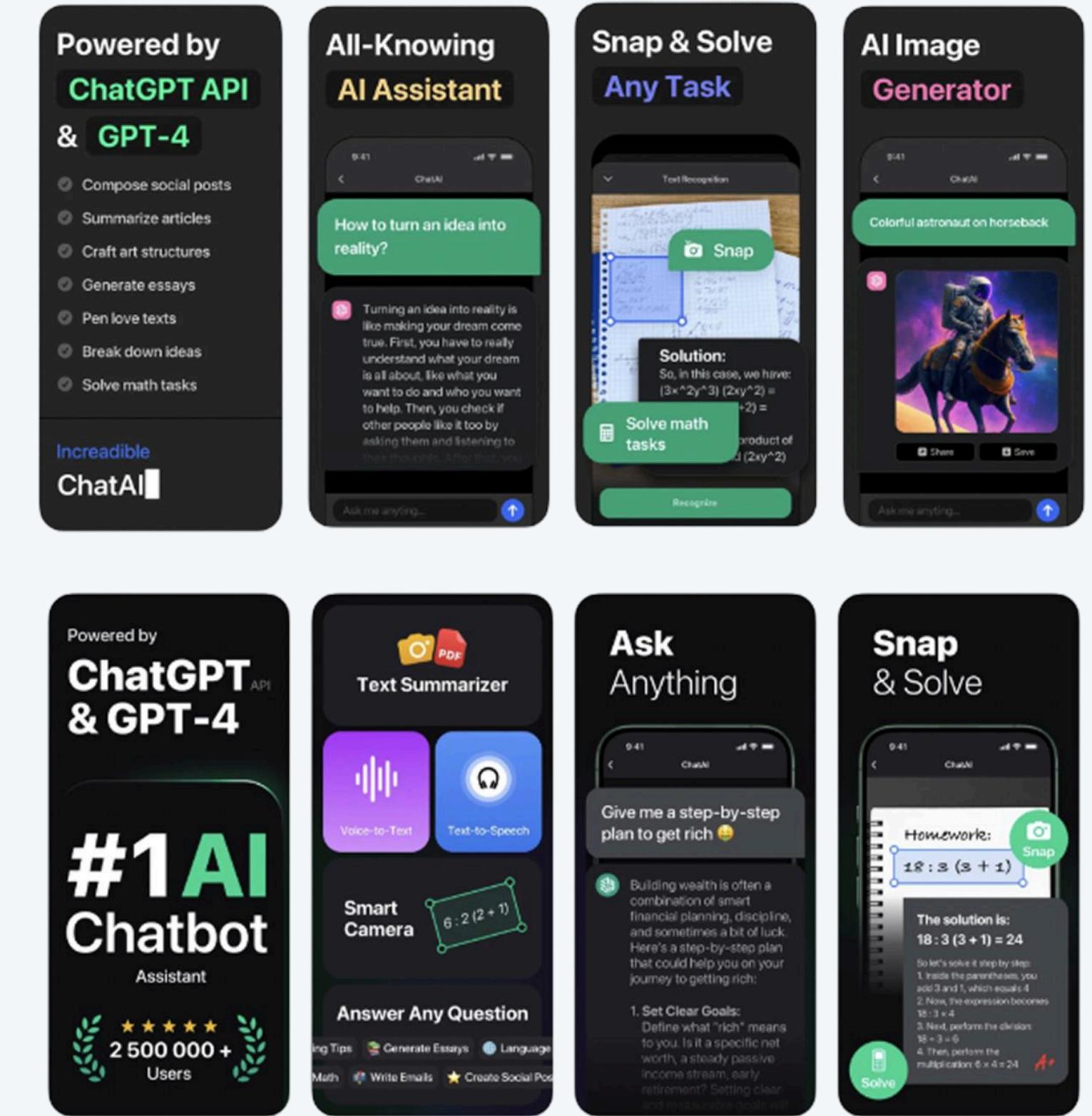
For the Finance, Gaming, and Shopping categories, there's still room to test and win.

SplitMetrics developed a tailored custom product page for an AI chatbot app, focusing on clear, benefit-led messaging. The page featured social proof ("2,500,000+ users") and action-oriented visuals like "Text Summarizer" and "Snap & Solve."

The results:

- **Tap-Through Rate increased to 30%**
- **Cost per Install dropped by 6%**
- **Cost per Subscription decreased by 13.85%**

This kind of performance lift demonstrates the power of aligning ad creative with a fully optimized App Store experience.



# Carrying creative beyond the tap

By creating up to **35 unique versions with distinct visuals, messaging, and deep links**, marketers can optimize for different user intents, campaign goals, and audience segments – all while boosting tap-through and conversion rates.



**SplitMetrics**

**singular**

## When to use custom product pages

Marketers can apply custom product pages in a variety of high-impact ways:

- **Test value propositions:** Comparing utility-focused messaging with social-driven benefits.
- **Tailor store pages to user intent:** Seasonal campaigns, feature spotlights, or specific keyword themes.
- **Deep-linking:** Drive users directly to in-app content that matches the ad promise.

For teams investing in Apple Ads, custom product pages offer a high-leverage way to extend the impact of creative variations, turning better alignment into better results.

## Extending creative impact to the App Store

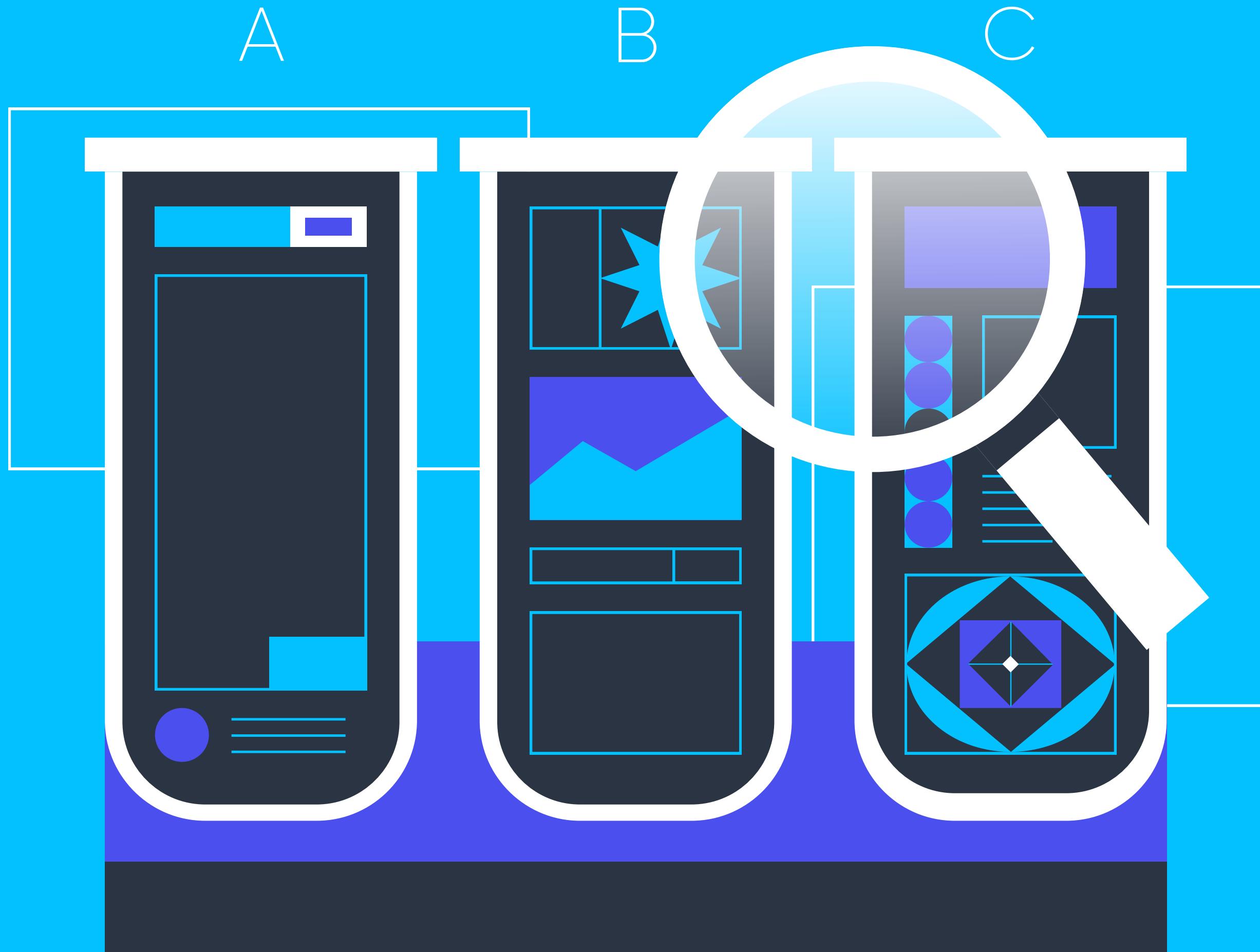
Beyond the data, CPPs open up powerful creative strategies:

- Match ad variations to keywords or audience segments.
- Test value props (e.g., feature vs. benefit-led).
- Use deep links to route users to the exact experience promised in the ad.
- Testing by audience, geo, channel – examples and KPIs.



05

## Creative testing and measurement



# Getting started with testing

Experimentation helps identify winning creatives, understand why they work, and build effective iterations.

Yes, testing will incur additional expense, but consider it an investment. It's better to know if creative is flopping in a controlled environment than out in the wild with a full budget behind it.

## Basic testing options

- ▶ **Testing different creative concepts, not just elements.**  
What benefits, features, or concepts grab your audience's attention?
- ▶ **A/B testing for clear directional learning.**  
On a small scale with a familiar audience, you can get a general idea of how well your creative is resonating.
- ▶ **Multivariate testing to optimize combinations.**  
Once you have your winner, test different elements. It's important to set a threshold and budget so you're not overspending – but also not pulling your test before you have statistically significant results.

Key metrics to monitor during testing include CTR (clickthrough rate), IPM (installs per mille), ROAS (return on ad spend), and engagement. As platforms evolve and improve, automation tools and creative dashboards can help manage scale. Human oversight ensures insights don't get lost in the data.

- ▶ **Pro-tip:** Don't just test colors or headlines – use AI to test full creative concepts in seconds with [Singular's Creative IQ](#).

All creative tags	
AI Dimensions	Values
Branded	Branded
Predominant Background Color	Orange
Scene Location	None
Elements	Circle Play
Dominant Elements	Black spot
Text Language	English
Main call to action	Register now
Keywords	Live webinar September Ad
Real Humans Gender	Man Woman

# CRAFTSMAN+

## Creative testing framework

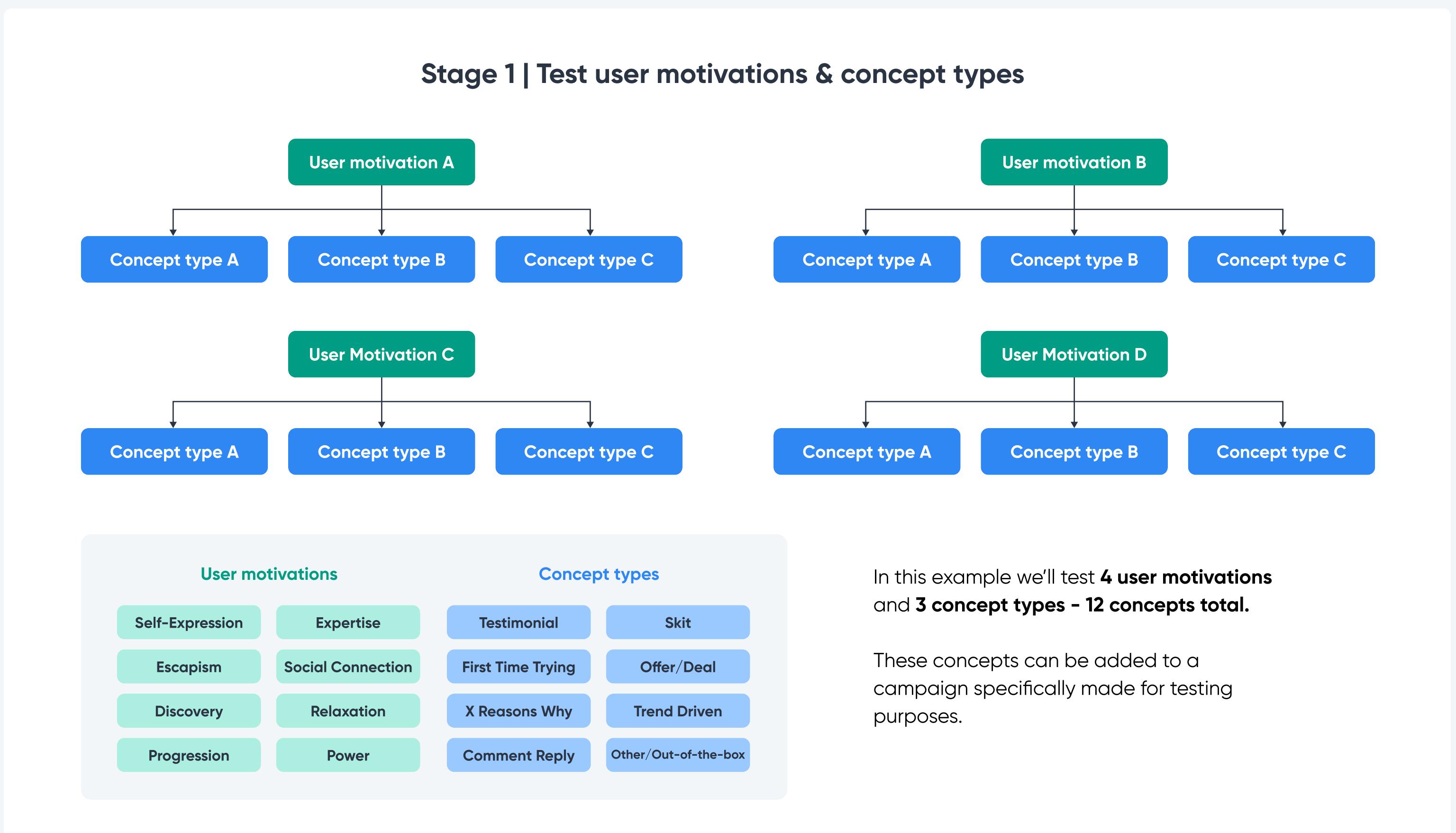
Looking for a tried-and-true testing framework? This three-stage process from CRAFTSMAN+ helps you go from early concepts to creatives that are tested, tuned, and ready to drive results.

### CRAFTSMAN+

The following example shows a UGC-specific framework that can be customized across playables, statics, and video ads.

#### Stage 1: Test what motivates

Combine a variety of user motivations (like escapism, discovery, or social connection) with different concept types (like testimonials, trend-driven formats, or first-time experiences) to help identify which pairings resonate best with the intended audience.

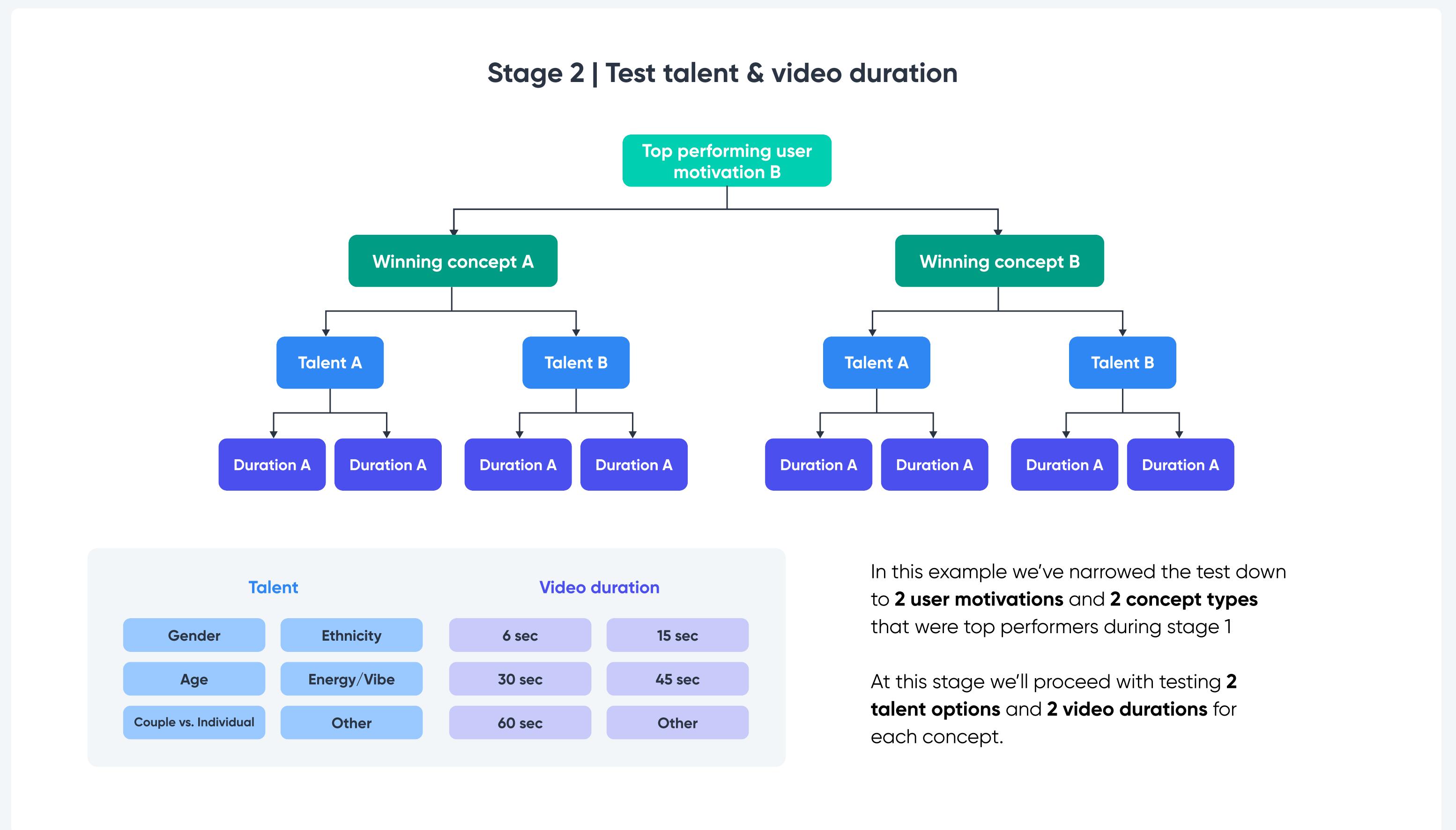


# CRAFTSMAN+

## Creative testing framework

### Stage 2: Refine what works

Take the top-performing concepts from Stage 1 and test variables like talent and video duration to land on an optimal format. Do users respond better to 6-second bursts or 30-second deep dives? Does a certain tone or delivery style outperform others?



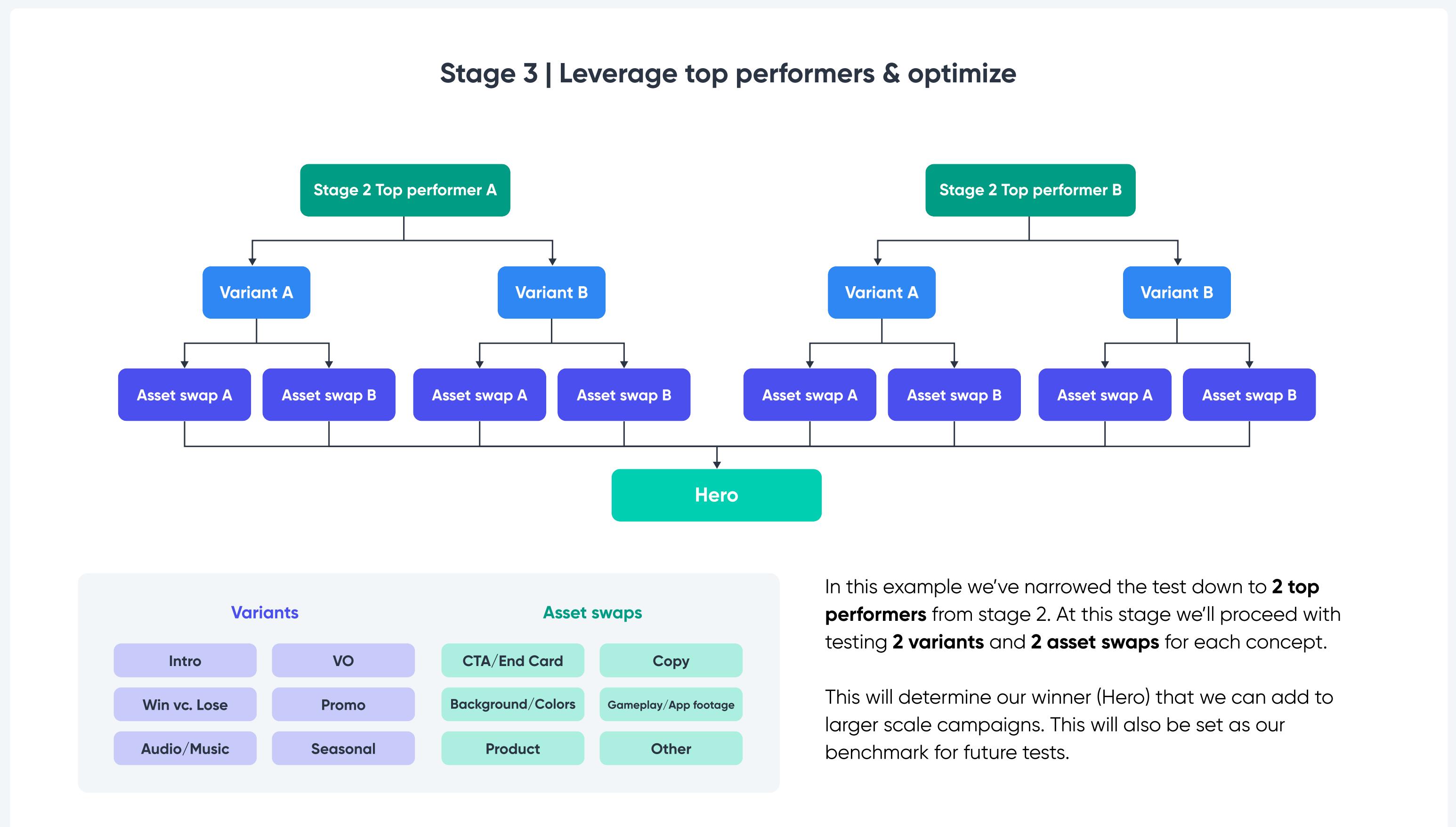
Source: CRAFTSMAN+

# CRAFTSMAN+

## Creative testing framework

### Stage 3: Optimize for scale

Test variants and swap assets to fine-tune performance. Experiment with changes to intro hooks, audio, call-to-action language, and even color or product background to identify the winning creative and set a benchmark for future iterations.



Source: CRAFTSMAN+

06

# Measurement strategies



While shorter videos can boost engagement by up to 2x, length is just one lever. True performance comes from clear messaging, strong narrative structure, and creative strategies grounded in audience insight, diverse storytelling, and measurable frameworks.



Tinuiti recommends testing against **distinct creative concept buckets**, aligning each one with different stages of the user journey and customer motivations:



Brand-forward



Education-focused



Expert-driven



Social proof-based



Localized messaging

These concept types enable structured testing of assets along with their underlying stories. By segmenting performance this way, CTR and CVR can be tracked, as well as shifts in downstream impact, including ROAS lift and contribution to long-term brand equity.

Some patterns observed include:

- **Education-focused concepts** often deliver 15–20% stronger CVR early in campaigns across high-consideration verticals like health, finance, and tech.
- **Localized creatives** tend to outperform during late-funnel phases, particularly when user friction is high.
- **Social proof formats** contribute more to sustained ROAS and trust over time than initial click engagement.

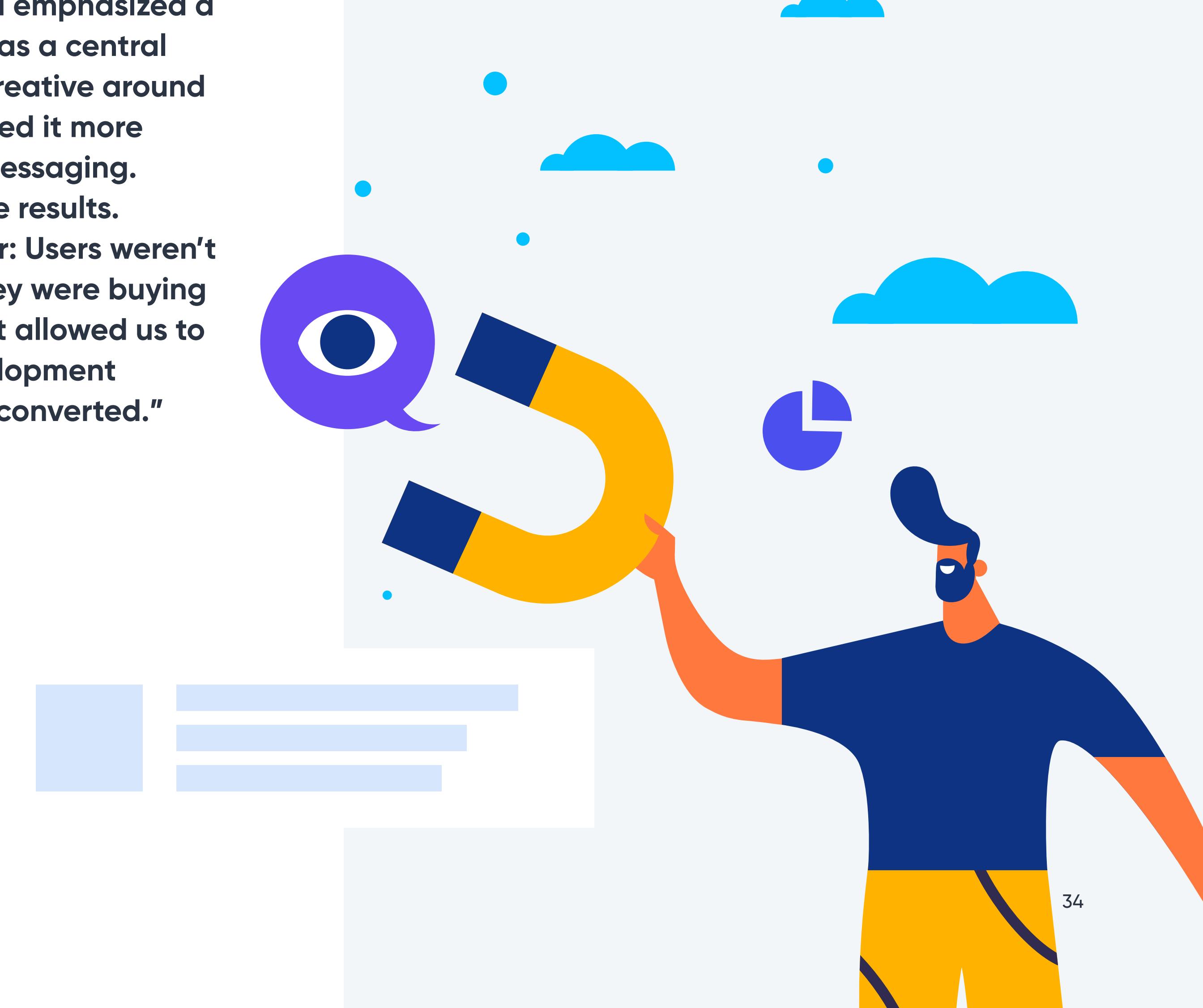
► **Pro-tip:** Focus on keyword tags and KPIs like CTR or install rate to see at a glance which narrative style is leading on each metric.

Measuring fatigue is a different story. It goes beyond basic frequency caps or CTR decay.

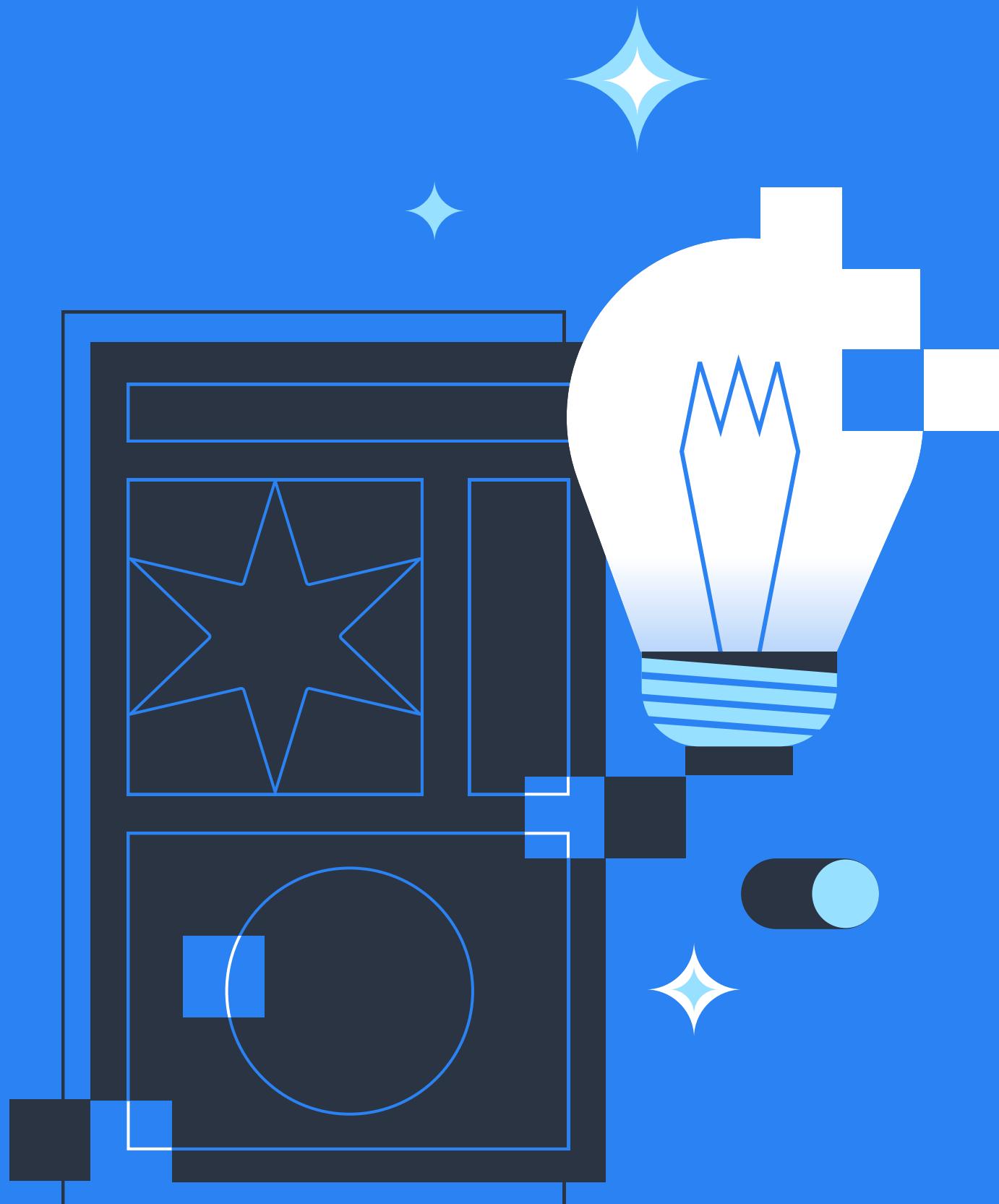
Tinuiti monitors three leading indicators for creative refresh

- Declining spend prioritization
- Rising CPAs
- Diminishing returns within concept buckets

**“In one health and wellness partnership, the brand emphasized a built-in support team as a central value prop. We built creative around it and later incorporated it more subtly in supporting messaging. Neither direction drove results. The data made it clear: Users weren’t buying community, they were buying outcomes. That insight allowed us to redirect creative development toward what actually converted.”**



# The big takeaways



## Creative is the last scalable performance lever.

With targeting constrained by privacy regulations and AI taking over optimization, creative remains the only lever marketers fully control.

**Performance hinges on format and narrative, not just length or style.** Marketers can get caught up in the distraction of testing surface-level features like length or production value. But conceptual testing delivers deeper insights. Layered messaging strategies will outperform every time, especially when tracked by outcome, not just engagement.

**Creative fatigue is a strategic blindspot, but it's fixable.** Don't wait until metrics crash to address fatigue. Rely on signals like declining spend share, CPA creep, and concept decay to inform your timing when it comes to refreshing creatives. With structured measurement, marketing teams can preempt performance drops and extend the life of creative assets.

It's time to stop thinking about scroll-stopping creative as a nice-to-have and investing in it like the business imperative it truly is.

The brands that win this year will be the ones that treat creative as a measurable, testable, and evolving lever. Let data drive your design, test with purpose, and optimize across formats and narratives, and watch your campaign performance soar.

# Creative IQ

## Stop guessing, start scaling.

Connect your creative assets to performance data and build high-performing ads with AI-driven insights from Creative IQ.

### What you'll unlock

#### Creative Gallery

Side-by-side views of every ad, paired with real performance data.

#### Custom dimensions

Effortlessly encode your manual tags with custom dimensions.

#### AI Tagging

Automatically label audio/visual elements to see what's really converting.

#### Cross-team collaboration

Unlimited seats and restricted users to share with external agencies and design teams.

Leading marketers trust Singular's superior creative reporting to grow faster



**GET STARTED TODAY**

### Creative Gallery

9 Mar 2025 - 10 Mar 2025

App: Smashing Four

Source: Facebook

3 Metrics: Impressions, CTR, IPM

Choose and filter the AI dimensions you wish to review. (4 dimensions applied) [Clear all](#)

Creative Type: Video, Images

OS: Android, iOS

Elements

Main Call to Action

658 creatives (Review the AI tags applied for creatives that have a preview available.)

The screenshot displays the Singular Creative Gallery interface. At the top, there are filters for date (9 Mar 2025 - 10 Mar 2025), app (Smashing Four), source (Facebook), and metrics (Impressions, CTR, IPM). Below the filters, a section titled 'Choose and filter the AI dimensions you wish to review' shows that 4 dimensions have been applied. The main area displays 658 creatives, with a note that only those with preview available are shown. The interface is organized into a grid of cards, each representing a different creative asset. Each card includes a thumbnail, a title, a description, and performance metrics (CTR, IPM, Impressions). Some cards also feature a 'Download now' button and a 'Book A Demo' button. The cards are arranged in a grid, with some cards overlapping. The overall layout is clean and modern, with a white background and a light gray grid for the cards.