

CASE STUDY

tagdigital

**How did Tag Digital achieve
196% more conversions with
Generative AI creatives
compared to traditional
banners?**

**Tag Digital x Informa
TOC Africa 2023 - A/B Test**



Our Client - Informa

We ran paid advertising campaigns for Informa for their 2023 event, TOC Africa.

Informa are one of Tag Digital's longest-standing clients, we have worked with them for over 8 years.

Informa were one of the first clients to trial Generative AI ad creatives in this campaign, we are going to explore the impact they had on the performance of the overall paid advertising.

What did we test?

We wanted to know the difference in overall campaign performance and CTR of the Generative AI creative banners compared to the original creatives.

In this case study we are going to explore the results on Meta during the 2 week A/B test period testing Generative AI creatives.

The purpose of the test was to determine if Generative AI creatives performed better than the original creatives and if we should include them in the full campaign for TOC Africa.

Original Creative Results - Meta

125.6K impressions

2.2K clicks

50 conversions

1.6% CTR

Original Ad Preview



Generative AI Creative Results - Meta

548.9K impressions

12.2K clicks

148 conversions

2.1% CTR

GenAI Ad Previews



Conclusion

The Generative AI creative performed better than the original banners, the original creative click through rate (CTR) was 1% and the GenAI ad creatives had a overall CTR of 2.1%.

We would recommend continuing the test between traditional and Generative AI creatives as well as having a branded GenAI creative with copy and CTAs and a blank Generative AI creative.

During the initial A/B test period of 2 weeks, the GenAI ads generated 74.7% of the conversions on Meta. Afterwards, they ran on Meta for the remaining length of the full campaign.

Best Performing Creative



The best performing ad was the GenAI creative without any CTAs or branded copy.

We were targeting shippers and shipping lines, maritime operations, and port authorities/operations.

Overall A/B Test Results

674.5K impressions

14.4K clicks

198 conversions

74% of conversions from GenAI

What was the increase in performance with Generative AI Creatives?

+423.3K Impressions

+10K Clicks

+98 Conversions

What did our client think?

"The team has gone above and beyond to help and improve our campaigns by constantly optimising and bringing new ideas to the table.

Overall, it's been a great learning opportunity".



Rosario Ruiz
Senior Marketing Executive – Informa

Do you want results like this?

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