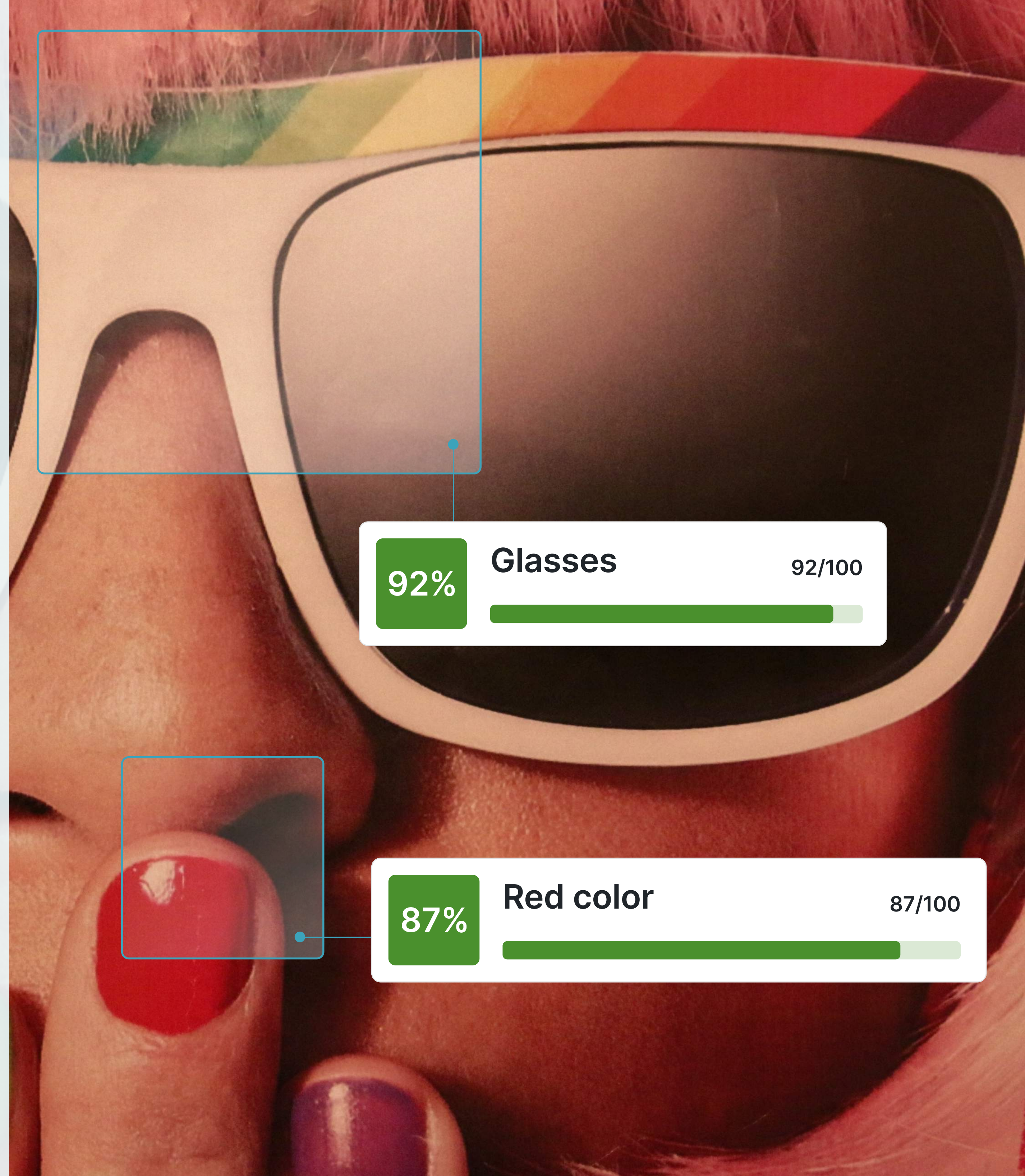


Guide to AI-powered Social Media Advertising



A Crowded Social Media Space

Following the global lock-down and mass retailer closures, online shopping reached an all-time high of global sales online in 2021. Brick-and-mortar retailers that were forced to close their outlets, are steadily migrating to the online advertising channels. Thus it comes as no surprise that social media advertising spend increased by 59%^[1] in Q1 2021.

Digital-savvy brands are faced with the major challenge – social media advertising competitiveness. The space is becoming a game of expertise, data and the overall quality of the delivered ads experience. Therefore businesses that are able to leverage data driven, programmatic marketing, stand a chance of beating the less sophisticated players.

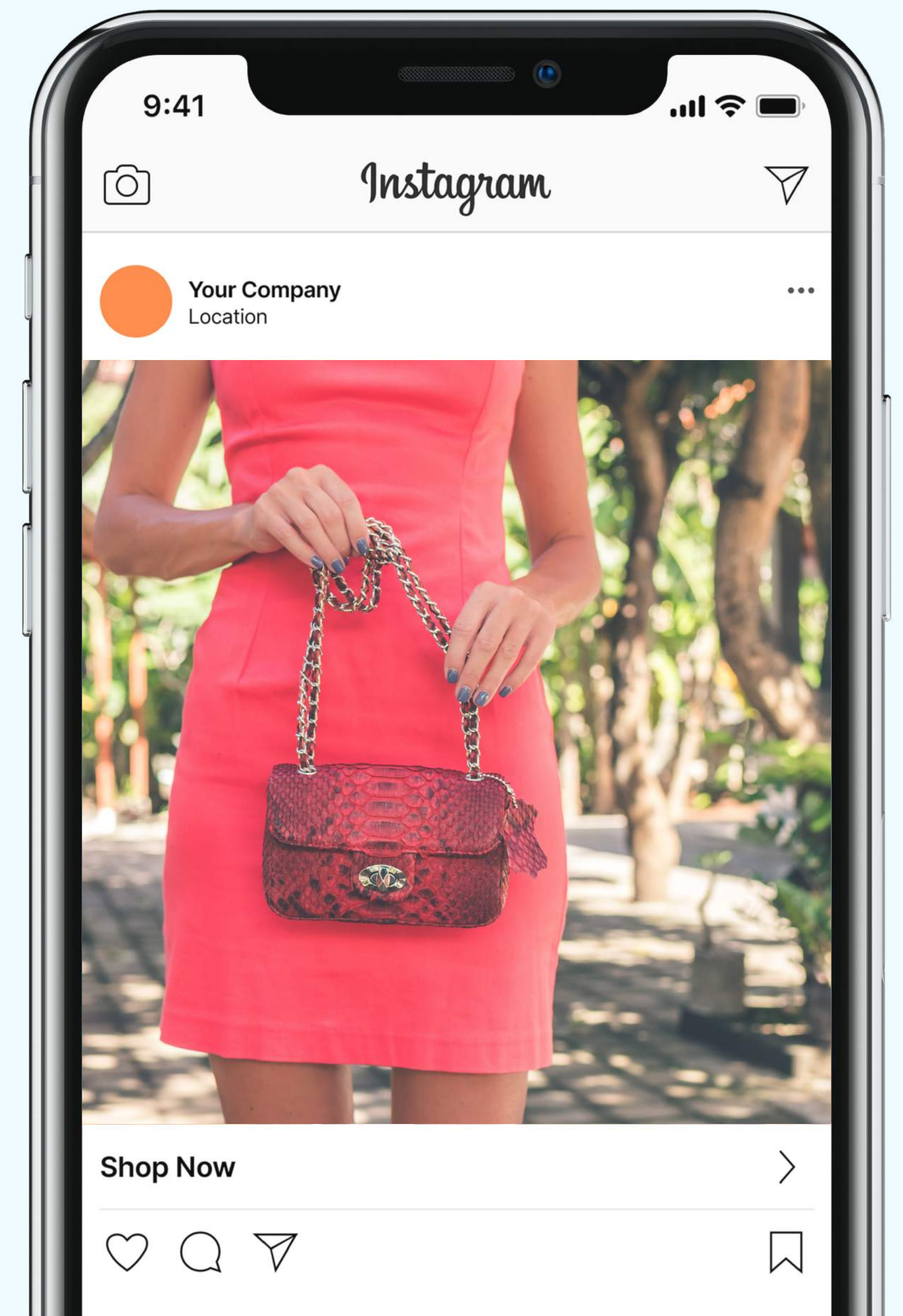
This guide delves deeper into the ways that help brands run above-the-target campaigns on paid social.

Based on our work with eCommerce brands, we observe three core challenges that businesses face:

1. Scaling content production and predicting which ad creatives will deliver best results on social media
2. Segmenting and modeling target audiences that result in paying customer acquisition
3. Maintaining ongoing ad performance on social media

Over the last four years Genus AI has worked with businesses to improve ad campaign effectiveness. In 2020 alone, we have evaluated over 73m customer records, predicted the performance of more than 300k creatives and generated over 200k videos. The results provide evidence that ad campaigns can be programmatically designed to stand out in the noisy space of social media advertising. Not only can machine learning improve targeting, segmentation and content selection, but **brands that we work with achieve c. 2-3x improvement over their KPIs across social media campaigns.**

Read on to find out the solutions that helped our clients solve core social media advertising challenges.



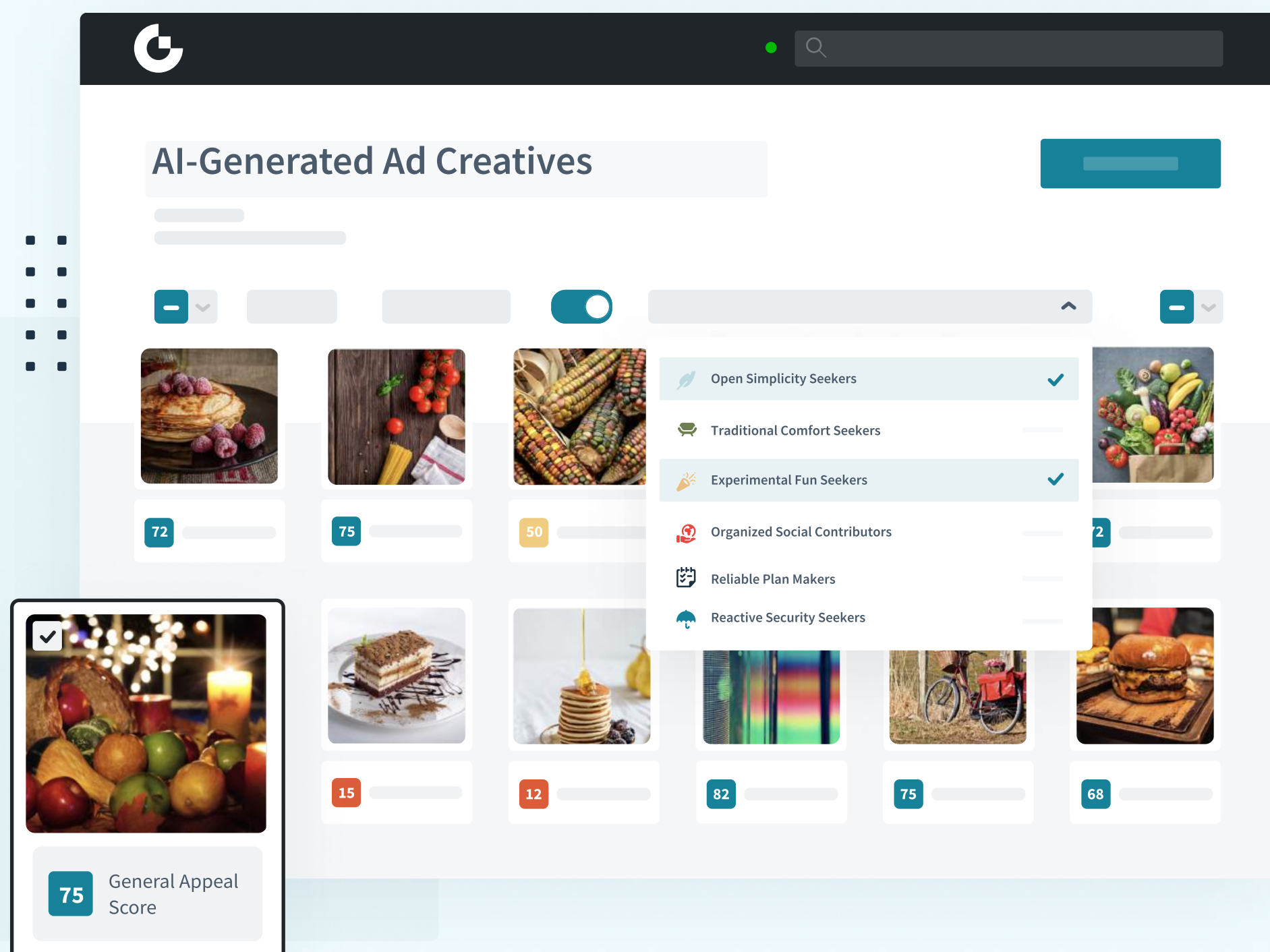
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Doubling our ROAS just by being able to identify the best performing ad creatives out of thousands of use-generated content pieces is a tremendous success for us. With Genus AI we are able to achieve better campaign performance, quicker.



Ryan Sandrew

Director of Customer Acquisition
@ Hunt a Killer



Challenge 1:

Scaling Content Production & Predicting Best Perform Ads on Social Media

With active social media users increasing to 4.33 billion in Q1 2021[2], adding 521 million additional users in the last year, it is becoming even more challenging to come up with the formula of creating and predicting the visuals that appeal to the masses of social media users.

Medium-sized brands that we work with usually have limited advertising budgets and therefore sometimes struggle to generate enough ad images and videos that would allow for proper testing to bring above-average advertising results.

Here is the good news: brands no longer have to create visuals all by themselves. We noticed that brands become increasingly eager to leverage technology such as computer vision to help them understand which ad images will perform best. Utilising the Genus AI Growth Platform to rate images and generate videos, brands achieve **higher customer engagement and lower the cost of user acquisition**.

Solution:

- Brand provides basic visual ingredients (logo, picture or video assets, sound track)
- Platform offers a few video templates
- Platform scores all visuals and selects highest performing assets based on custom models
- Platform generates high impact videos

Challenge 2:

Segmenting & Modeling Audiences That Result in Paying Customer Acquisition

We observe that businesses face a costly challenge of accurately segmenting their customer base and creating high performing look-a-like audiences for Facebook and Instagram campaigns.

eCommerce brands that increasingly eliminate human error out of the equation and use machine learning technology to model target audiences end up running more effective ad campaigns than the brands that do not.

Our clients tend to joke that using the Genus AI Growth Platform for audience segmentation and modeling, enables them to virtually enhance their teams with data science and engineering experts without having to incur the cost of it. The results of our client campaigns indicate that engaging audiences that were segmented and modeled with the help of AI, **dramatically improved engagement and therefore conversions.**

Solution:

- Data is imported
- Customer data gets enriched with thousands of 3rd party data points
- Target audience clusters are assigned a profile archetype
- Target audience is modeled to meet business goals (e.g. higher LTV or reduced client churn)
- Lookalike audiences are created for an ad campaign

The so-called Communication Archetypes cut across the boundaries of traditional segmentation based on income, gender or age, because they combine knowledge from neuroscience, behavioral economics and personality psychology.

In practical terms, Communication Archetypes benefit marketers by providing enhanced understanding of people and how to communicate with them and allowing them to conduct innovative and more effective customer outreach.

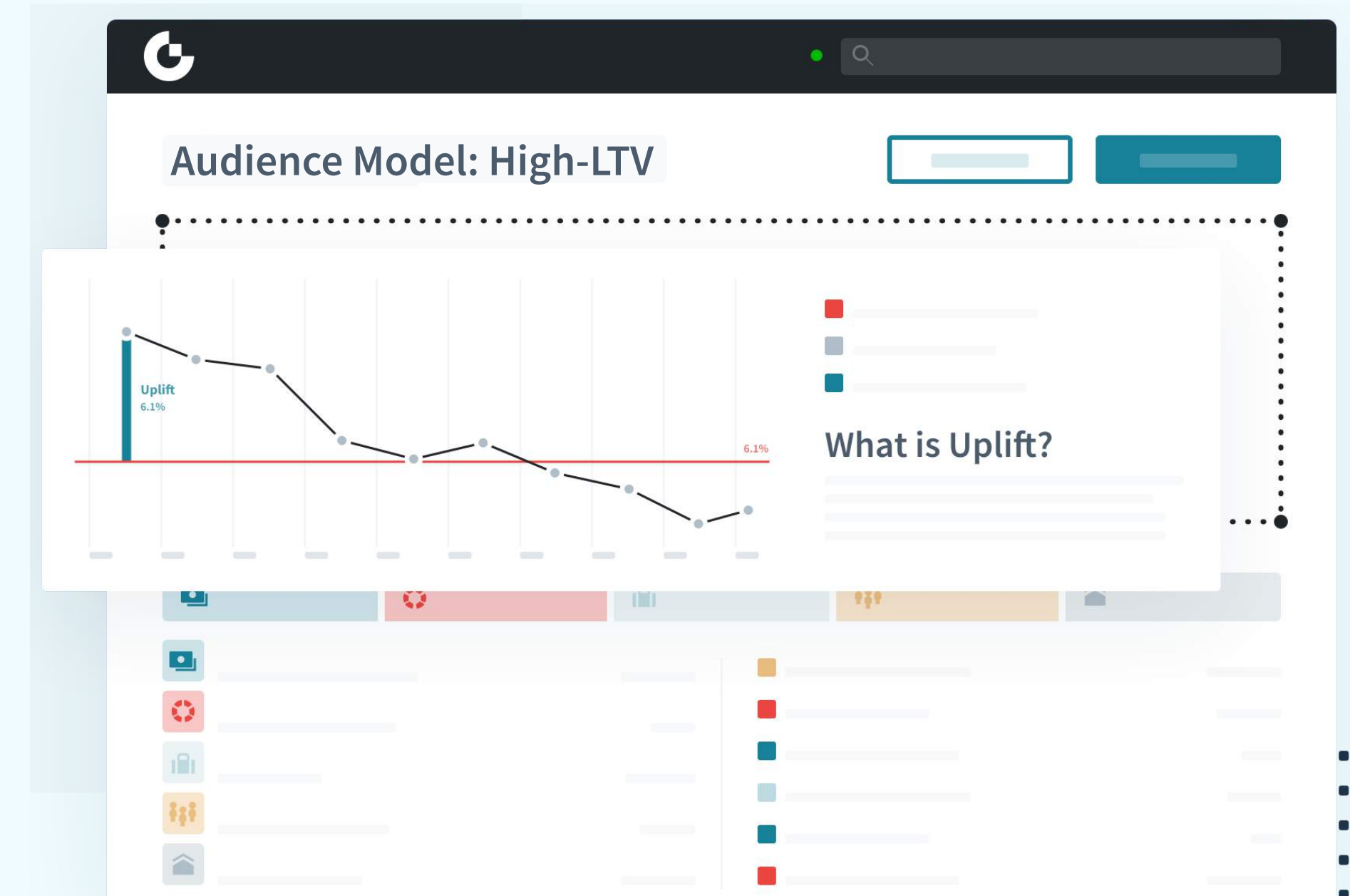


Our digital marketing ramp-up, which included extensive use of the Genus AI Growth Platform, during the pandemic has led to the company's best ever non-holiday month in terms of conversions.



Kelly Arduz

VP Marketing @ Flexshopper



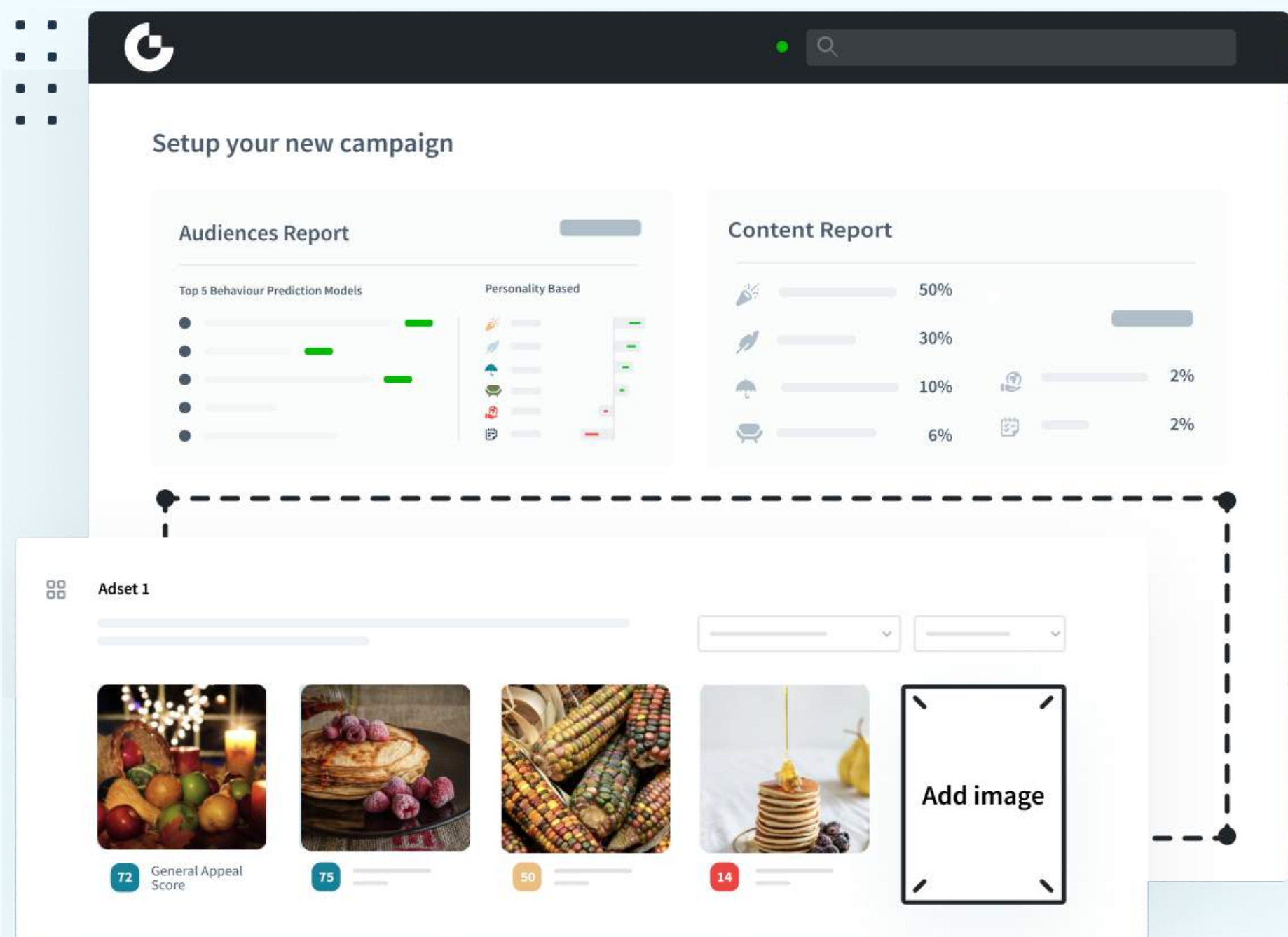
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Genus AI developed a way to use artificial intelligence to segment customers by personality types, and to predict the content that will be most relevant to that segment of customers. We're working with them now and it is delivering the highest ROAS of any campaign we've run in the last three months.



Mike Zapata

CEO @ CLIQ Products



Challenge 3:

Maintaining Continuous Performance of Social Media Campaigns

Human element is important. It is innovative and forward-thinking to leverage AI in deploying smart advertising decisions. However, high impact creatives and well-modeled target audiences mentioned above will only yield results if glued together with a secret sauce: optimization.

All the successful campaigns that we have launched with our clients using the Genus AI Growth Platform were put together using machine generated / scored content matched with the most relevant audience segments to achieve business goals. That is where the human element comes in: to ensure the campaigns are monitored, adjusted and optimized according to such dynamic factors as budget, product, customer behavior and business KPIs.


Successful digital marketing managers should focus on not only launching effective campaigns, but also, ***ensuring the campaigns are maintained to produce ongoing performance.***

Solution:

- Match the highest scoring content to segmented audiences
- Monitor campaigns using a single dashboard
- Iterate using the platform (e.g. budget, timespan)
- Consult our team of experts (ex-Facebook advertising gurus at your fingertips)
- Enjoy sustained growth

How to create an impactful social media campaign that attracts new customers with limited marketing budget?

Contact Sales: sales@genus.ai



Artificial Intelligence That Makes Your Ads Work

Genus AI helps brands boost social media advertising performance by providing businesses with an AI-powered Growth Platform. The Platform allows firms to take the human error out of predicting, optimising and deploying best performing ads on social media.

The increasing complexity and rising cost of advertising on social media platforms are proving to be challenging for businesses to acquire customers at a reasonable cost.