SplitMetrics services

Building an AI Creative Workflow

Make AI-generated ads that actually convert

RevenueCat

Julien Daver



Head of User Acquisition @SplitMetrics

- 6+ years of experience in the Mobile App Industry, leading multi-market, cross-functional User Acquisition programs for Enterprise clients
- Strategic ownership of UA strategy, channel frameworks, and performance forecasting across iOS & Google Play
- Leading a team of 10 User Acquisition managers at SplitMetrics, and before at App Radar
- Worked in branding and creative agencies before that, being a Strategy & Performance Marketing Manager for brands like PUMA, Porsche, Arsenal Football Club...

SplitMetrics services

1.000 new ads per months/weeks/days

(isn’t the goal)

The AI creative paradox

More content ≠ better performance

The AI promise

Unlimited creative production.

The AI reality

Unlimited **mediocre** creative production.

- We've all been really excited about AI capabilities, it can make anything that we can think of real!
- But there's a clear difference between **creative production** and **creative performance**, producing 1000 ads doesn't mean producing 1000 winners. You need a clear framework on what to create, in order to find success.

Some numbers to begin with

13

Median for the # of new creatives launched by advertisers per week*

Top 10%

Of creatives are gathering 75-90% of the total spend of advertisers*

10% Hit Rate

Roughly 1 in 8-10 concepts will become a winner concept

4/8 weeks

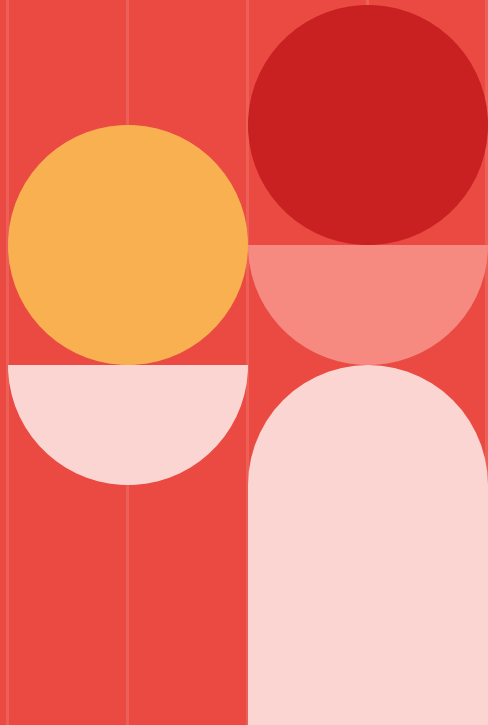
When creative fatigue will hit your winners

*Data taken from the Singular Creative Benchmark Report 2026

SplitMetrics services

01

Why creatives?



Creative is a UA input, not decoration

The media buying machine is increasingly automated. Creative is one of the places where marketers can still create the inputs that shape what the machine can learn from.

- More automation in targeting/bidding
- More competition for attention
- More assets required across placements
- More creative variations needed to discover winners
- Creative fatigue

Creative ≠ asset

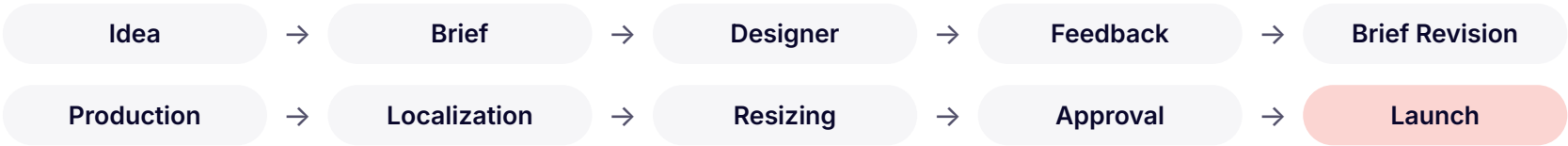
A creative is:

Audience + problem + angle + hook + product experience + CTA

The image/video/playable file is the **execution**.

The old way of doing creative production

Traditional workflow



All of this, for one creative. That's a long process.

But the point was never about generating a set number of creatives, it was about testing a creative **hypothesis**.

It's still the same now: it's not about the number of creatives that you can generate, it's about testing hypotheses/concepts **in a coordinated way**, in order to grow your product.

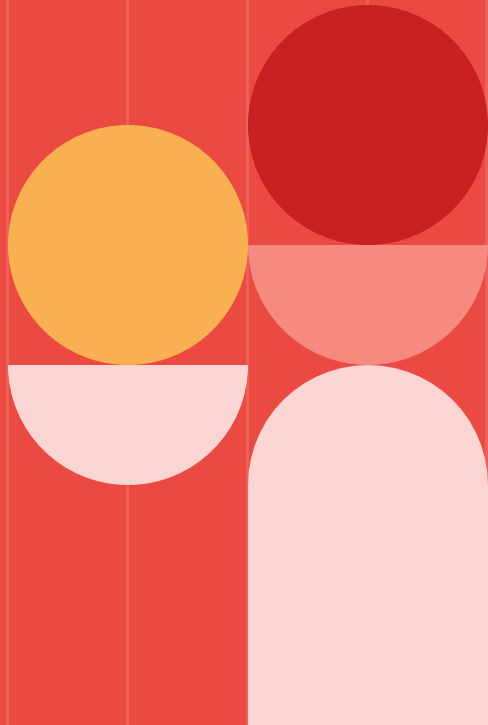
If you're struggling to generate ideas/hypothesis/concepts, the whole process will fall short.

No matter the technology : No ideas = no creatives

SplitMetrics services

02

AI landscape

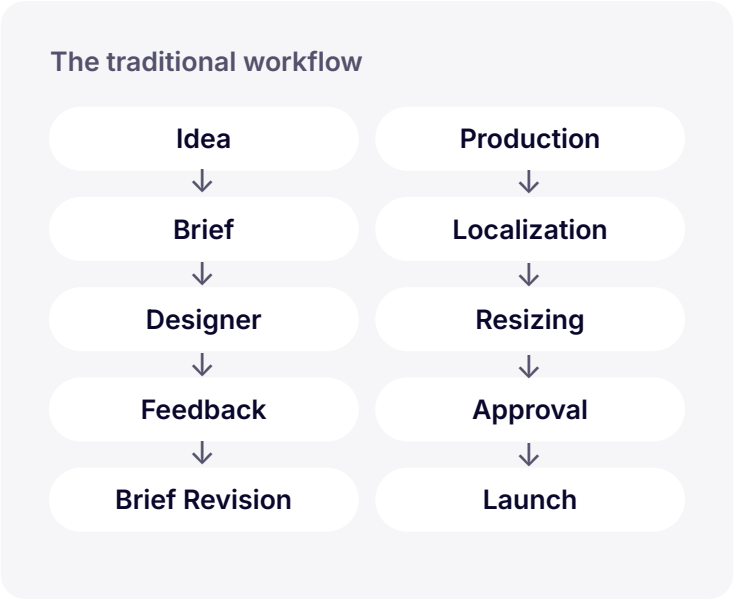


What AI can actually do

We all use Claude, we all use ChatGPT, but what tools should you use, and at what moment, when it comes to your **production framework**?

Remember the traditional workflow from the previous slides? The very manual and time-consuming way?

We can improve that, make it faster and better.



The AI creative stack

Stage	What AI helps with
Research	Competitor ads, trends, audience insights
Ideation	Angles, hooks, concepts, personas
Scripting	Scripts, dialogue, VO, shot lists
Generation	Video, images, avatars, environments
Voice	Voiceovers, localization, dubbing
Editing	Cuts, captions, resizing, variations
Analysis	Identify winning patterns

The AI creative stack & the tools for each job

Stage	What AI helps with	Some AI Tools for this
Research	Competitor ads, trends, audience insights	Social Media Ads Libraries, harvesting online resources & curated opinions...
Ideation	Angles, hooks, concepts, personas	LLMs (ChatGPT, Claude, Gemini, Grok etc...)...
Scripting	Scripts, dialogue, VO, shot lists	
Generation	Video, images, avatars, environments	Seedance, Kling, Veo, Nanobanana...
Voice	Voiceovers, localization, dubbing	ElevenLabs, Lyria...
Editing	Cuts, captions, resizing, variations	Capcut, VEED, Submagic...
Analysis	Identify winning patterns	Claude, Gemini...

... And more!

One tool ≠ one workflow

The whole process needs to run smoothly: from research and conceptualization to generation, analysis etc.

01
Research

→

02
Ideation

→

03
Generation

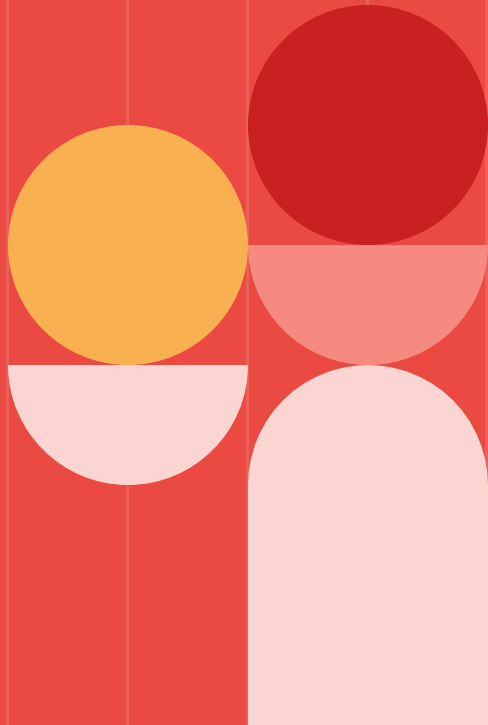
→

04
Analysis

SplitMetrics services

03

Framework





Disclaimer before we start



Content creation will not save a failing product.

If your app isn’t converting users, monetizing, if your ASO is lacking behind, you could have the best ads ever, you’ll not have a profitable growth.

Creatives are only one step in the entire funnel.

“Great ads can't save a bad product, but bad ads can kill a great one.”



The complete framework

Step 1

Input & research

Feed AI real input: competitor ads, organic feeds, your own favorite videos, your ads results....

Step 2

Concept → angle → hook

Keep the three levels separate. Generate concepts and angles first.

Step 3

Production brief

A detailed brief per hook. Each hook is linked to a specific ad name.

Step 4

Generate components

All together (eg: Higgsfield) or one by one (eg: Lyra).

Step 5

Test & iterate

Read and analyse the metrics and feed the learnings back to your agent.

How to find an idea?

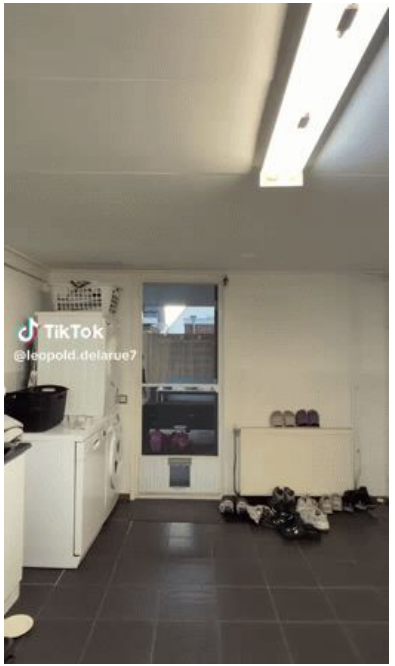
The usual two options are : You & Someone else

- Your own creativity & Based on your experience/results
- Someone else's creativity & Based on someone else's experience/results

It used to be : **Brain Power & Knowledge**

But can you think of 100 different concepts, right now, for your app? Not 100 videos, 100 different concepts?

AI changed everything. You can now merged a lot of different sources into your own AI agent/brain from all the relevant sources you can find, on top of all the learnings from your campaigns, to help you discover more new concepts and ideas.



https://www.tiktok.com/@leopold.delarue7

TRAIN YOUR CLAUDE

(or any other AI you use)

Organizing your research agent

You cannot ask your AI of choice, to create briefs or generate content without training it first. **And this training should come from you.**

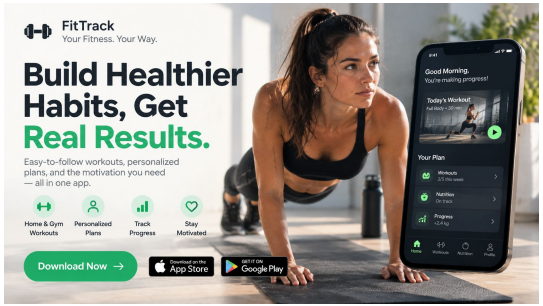
You know your app, you know your audience. Claude doesn't (yet).

You should send as much content as possible to your research agent, and sources can come from very different places :

- **Your own content,** your app's audience, the problems it solves, its features, the reviews people leave online etc.....
- Relevant sources online from curated experts, trustworthy websites, online communities (Reddit) etc...

Your agent will be here to collect all these sources of potential content, collect them into your own library of concepts for you to approve, generate and track.





Don't use this



You are building a system that continuously feeds knowledge to your LLM

How should you feed the machine

YOUR OWN SOURCES

- Analytics data
- Audience insights
- Brand material
- Campaign results

EXTERNAL SOURCES

- Twitter/X posts
- Competitor ads
- Reddit
- Trend trackers
- App reviews
- Platform Guidelines

"Collect and learn"

AI

"Turn this into concepts for my app"

CONCEPTS

- Authority figure
- Before/After
- POV

Your AI agent should think like a **content strategist.** It should expand your thinking, but **not replace your judgement.**
Ask for 5-6 concepts per day, then pick 2 to test.



Where to find inspiration online?

Content about your brand, that's a given. You know this. Answering questions like "what can my app do for my audience" or "who's buying on my app". But that doesn't solve your content creation problem. What if you have no idea to begin with? Find them elsewhere :

- Competitors ads : Meta Ads Library, TikTok Ads Library, Google Ads Transparency Center
- Paid ressources : BigSpy, Motion, SensorTower
- Trend Trackers : Ramd.am Blog, Clipchamp Blog, Social Growth Engineers
- App Store Reviews of your competitors' apps
- Industry reports : The State of Creative Optimization by Appsflyer, Creative Benchmark Report 2026 by Singular
- Online communities : Twitter/X, Reddit, Youtube comments etc....
- And your own feed!

All these sources of information should be collected within your AI agent, in order to give you more and more concepts and angles to try each day/week/month.

It would take you days to process this manually, it can take minutes now.

Example : The State of Creative Optimization 2026 by Appsflyer

GAMING
Puzzle & Lifestyle
93% Animated visual style
69% High social proof · video
61% Benefit-led selling point

GAMING
Action & Strategy
74% "Exciting" tone · video
48% Gameplay-first · video
47% Promotional · image

GAMING
Casino
93% High-urgency CTA · image
85% Animated style · video
83% "Win" outcome · video

GAMING
Sports & Racing
81% "Exciting" tone · image
65% High-urgency CTA · video
34% Competition motive · image

NON-GAMING
Finance
56% Informative hook tone
43% Features-centric · all formats
37% Discount incentive · image

NON-GAMING
Shopping
68% "Shop Now" CTA · image
48% Promotional · image
38% Testimonials · video

NON-GAMING
Media & Ent.
91% UGC style · video
68% Polished, no UGC · image
50% "Download" CTA · video

NON-GAMING
Software
71% Mixed visual style · video
69% Problem-first hook
66% "Get Started" CTA · image

NON-GAMING
Food & Drink
76% Live footage · video
54% Promotional · image
34% Benefit ≈ convenience

NON-GAMING
Travel
77% Discount incentive · video
47% Price-led message · image
39% Features-centric · video

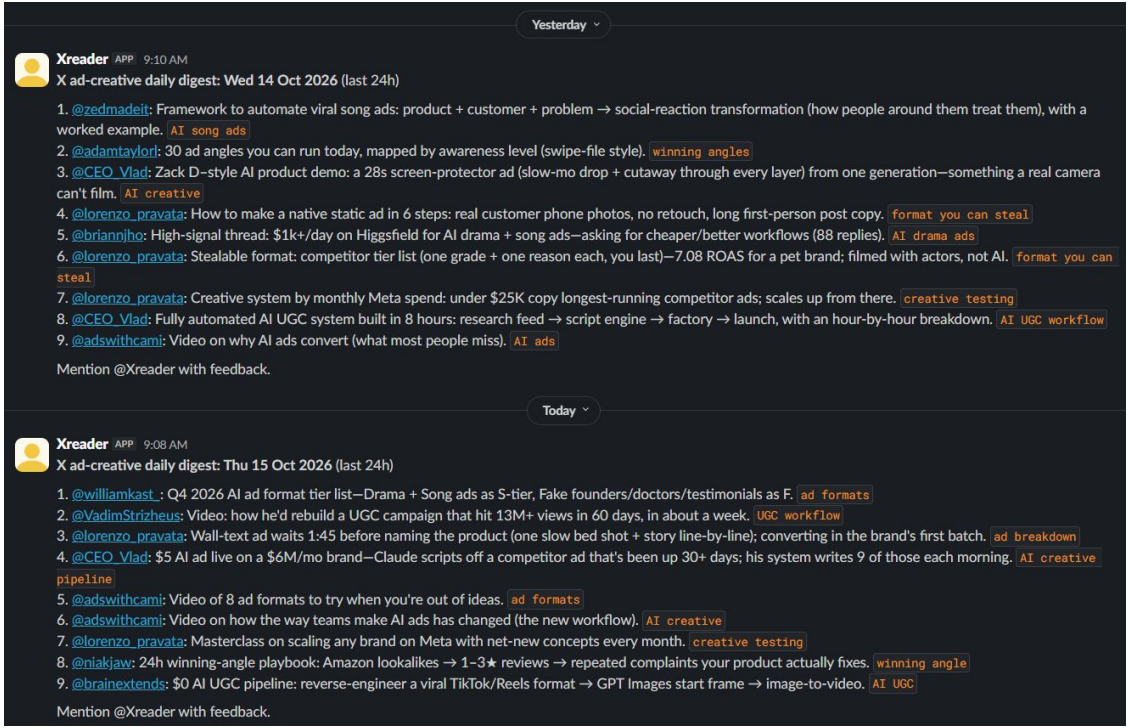
Reports like this show what your **competitors are already winning with.** Use them as a starting list of concepts to test, then **let your own data decide.**

Source: AppsFlyer, State of Creative Optimization 2026 · % = peak share of ad spend, not CPI or ROAS

How we built our X-reader bot

How our Xreader works

- **Harvest:** every morning, Grok Bot searches X for the past day's posts using a keyword list plus a watchlist of top ad-creative accounts.
- **Filter:** AI reads each post and keeps only real, actionable creative insight (hooks, angles, formats, ad breakdowns, AI creative workflows). It drops spam, job posts, crypto, news and engagement bait, and favors posts people bookmark a lot.
- **Dedupe:** it remembers everything already shared, so nothing repeats and copies lose to the original.
- **Deliver:** On Slack through our Xreader bot, each with the link, the author, one line on why it's worth a look, and a keyword tag.



Concept vs Angles vs Hooks

Concept
Basic creative mechanism

3–4 words

Angle
Specific perspective

6–7 words

Hook
Execution that earns attention immediately

1 sentence

This is a zoom-in effect.

Recommendation: Do not ask for detailed hooks right away, but build this infrastructure beforehand for each of them.

Examples of concepts

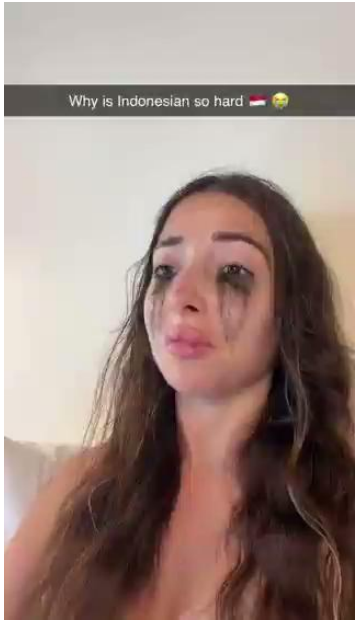
Needs to be broad enough to produce dozens of angles. It’s your big creative idea/format/mechanism.

Authority figure	**Before/After**	**Social proof**
Challenge	**Myth-busting**	**POV**

Example : AirLearn

AirLearn figured out that starting their content with negative emotions would be great hooks. You most likely saw some of their organic UGCs online.

This is how their content looks like :





Concept

Negative emotion

Angle

Crying because learning language is difficult

Hook

Mascara running down their eyes + getting roasted by the app because of your pronunciation

Examples of angles

It’s a persuasive point of view: you are expanding the space.

Coachfinn concepts angles 2026 10 · XLSX

Download as XLSX

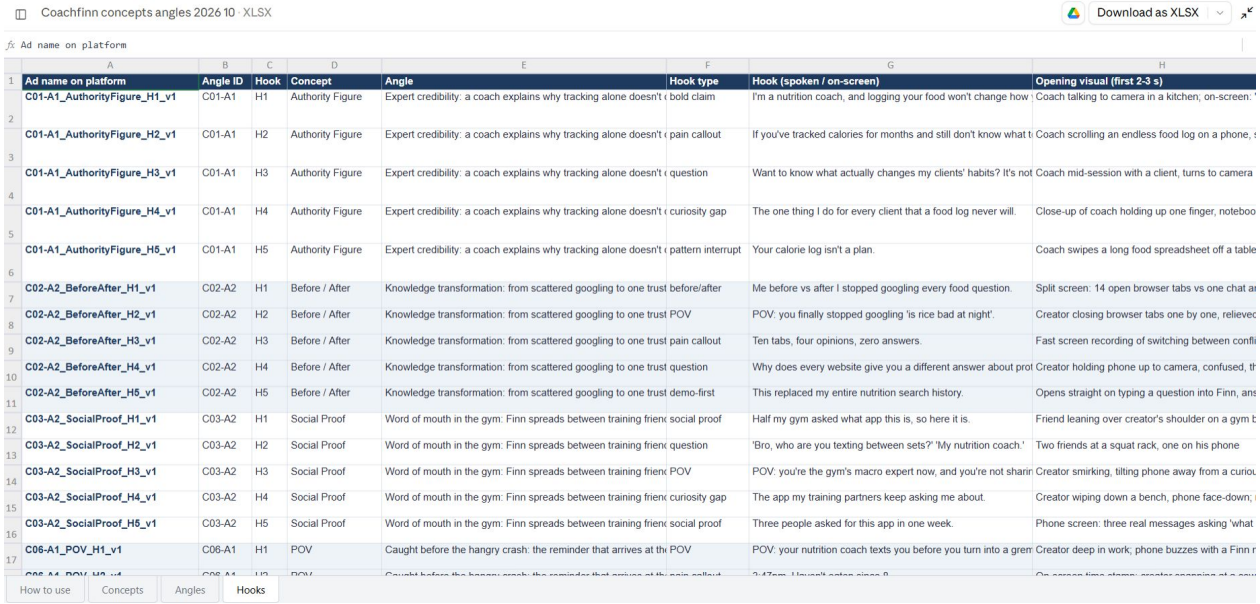
	A	B	C	D	E	F	G	H	
1	Angle ID	Ad name on platform	Concept ID	Concept	Angle	Segment	Bucket	Evidence	Flag for revi
2	C01-A1	C01-A1_AuthorityFigure	C01	Authority Figure	A coach explains why tracking alone doesn't change habits, but guidance do	Serial quitters	Adapt	Research 2026-10-18: audience voice (r/loseit)	Needs a real
3	C01-A2	C01-A2_AuthorityFigure	C01	Authority Figure	A trainer shares what they tell clients about protein timing; Finn does it 24/7	Goal-driven gym-goers	Adapt	KB-01: timing nudges, macro tracking	
4	C01-A3	C01-A3_AuthorityFigure	C01	Authority Figure	'I'm a nutrition coach — here's what I'd tell you to ask Finn first'	Curious beginners	Explore	No direct evidence; explore	Must not imp
5	C02-A1	C02-A1_BeforeAfter	C02	Before / After	My day of eating before (skipped meals, 4pm hangry snack raid) vs after (tin	Curious beginners	Adapt	Research 2026-10-18: 'sorry if I was dramatic' trend;	No body tran
6	C02-A2	C02-A2_BeforeAfter	C02	Before / After	My nutrition questions before: 10 browser tabs. After: one answer from Finn	Curious beginners	Adapt	Research 2026-10-18: people use ChatGPT/Google as a coach	
7	C02-A3	C02-A3_BeforeAfter	C02	Before / After	My protein hit-rate before vs after a week of reminders	Goal-driven gym-goers	Explore	No data yet; explore	Needs real u
8	C03-A1	C03-A1_SocialProof	C03	Social Proof	Early users' first-week wins, shown through their real chats	Serial quitters	Explore	No ratings yet; explore	Needs conse
9	C03-A2	C03-A2_SocialProof	C03	Social Proof	'My gym friends keep asking what app I use'	Goal-driven gym-goers	Adapt	Research 2026-10-18: Cal AI 60% UGC on Meta	
10	C03-A3	C03-A3_SocialProof	C03	Social Proof	Replying to a real comment's nutrition question using Finn	Curious beginners	Adapt	Research 2026-10-18: recurring community questions	
11	C04-A1	C04-A1_Challenge	C04	Challenge	7-day 'hit your protein' challenge with Finn's reminders	Goal-driven gym-goers	Adapt	KB-02: gym-goers; KB-01 macros	
12	C04-A2	C04-A2_Challenge	C04	Challenge	'I asked Finn every food question I had for a week'	Curious beginners	Adapt	Research 2026-10-18: ChatGPT-as-coach behaviour	
13	C04-A3	C04-A3_Challenge	C04	Challenge	Making it past day 14, when most people quit tracking	Serial quitters	Adapt	KB-02: ~50% quit by day 14 (Nutrola)	Cite stat as i
14	C05-A1	C05-A1_MythBusting	C05	Myth-Busting	'Skipping meals isn't discipline'	Curious beginners	Explore	No direct evidence; explore	Claim review
15	C05-A2	C05-A2_MythBusting	C05	Myth-Busting	'Counting calories isn't the hard part — knowing what to do next is'	Serial quitters	Adapt	Research 2026-10-18: 'tracking didn't teach me how to eat'	
16	C05-A3	C05-A3_MythBusting	C05	Myth-Busting	Finn answers 3 gym myths: fasting, carbs at night, protein limits	Goal-driven gym-goers	Adapt	KB-01: listing names IF and low-carb topics	Answers mu
17	C06-A1	C06-A1_POV	C06	POV	POV: your coach texts you right before you get hangry	Curious beginners	Adapt	KB-01 timing notifications; Research 2026-10-18 hangry trend	
18	C06-A2	C06-A2_POV	C06	POV	POV: you finally know what to order at the restaurant	Goal-driven gym-goers	Adapt	Research 2026-10-18: 'what can I order here?' question	
19	C06-A3	C06-A3_POV	C06	POV	POV: it's day 15 and you still haven't quit tracking	Serial quitters	Adapt	KB-02: day-14 drop-off	
20	C07-A1	C07-A1_Warning	C07	Warning	'Stop guessing your protein'	Goal-driven gym-goers	Adapt	KB-02: gym-goer pains	
21	C07-A2	C07-A2_Warning	C07	Warning	'Don't download another calorie app until you see this'	Serial quitters	Adapt	KB-02: serial quitters; Research 2026-10-18 Cal AI hooks 44% pr	
22	C07-A3	C07-A3_Warning	C07	Warning	'If ChatGPT is your nutrition coach, watch this'	Goal-driven gym-goers	Explore	Research 2026-10-18: ChatGPT-as-coach	Don't dispara
23	C08-A1	C08-A1_NegativeEmotion	C08	Negative Emotion	Fed up of tracking and still not knowing how to eat	Serial quitters	Adapt	Research 2026-10-18: r/loseit 'fed up of tracking'	

How to use | Concepts | Angles

SplitMetrics services

Examples of hooks

The very beginning of your ad: what's going to catch the attention of someone scrolling. It needs to invoke some sort of emotion, curiosity, tension etc.



Coachfinn concepts angles 2026 10 · XLSX

Download as XLSX

fx Ad name on platform

	A	B	C	D	E	F	G	H
1	Ad name on platform	Angle ID	Hook	Concept	Angle	Hook type	Hook (spoken / on-screen)	Opening visual (first 2-3 s)
2	C01-A1_AuthorityFigure_H1_v1	C01-A1	H1	Authority Figure	Expert credibility: a coach explains why tracking alone doesn't (	bold claim	I'm a nutrition coach, and logging your food won't change how '	Coach talking to camera in a kitchen; on-screen: '
3	C01-A1_AuthorityFigure_H2_v1	C01-A1	H2	Authority Figure	Expert credibility: a coach explains why tracking alone doesn't (	pain callout	If you've tracked calories for months and still don't know what t	Coach scrolling an endless food log on a phone, s
4	C01-A1_AuthorityFigure_H3_v1	C01-A1	H3	Authority Figure	Expert credibility: a coach explains why tracking alone doesn't (	question	Want to know what actually changes my clients' habits? It's not	Coach mid-session with a client, turns to camera
5	C01-A1_AuthorityFigure_H4_v1	C01-A1	H4	Authority Figure	Expert credibility: a coach explains why tracking alone doesn't (	curiosity gap	The one thing I do for every client that a food log never will.	Close-up of coach holding up one finger, noteboo
6	C01-A1_AuthorityFigure_H5_v1	C01-A1	H5	Authority Figure	Expert credibility: a coach explains why tracking alone doesn't (	pattern interrupt	Your calorie log isn't a plan.	Coach swipes a long food spreadsheet off a table
7	C02-A2_BeforeAfter_H1_v1	C02-A2	H1	Before / After	Knowledge transformation: from scattered googling to one trust	before/after	Me before vs after I stopped googling every food question.	Split screen: 14 open browser tabs vs one chat ar
8	C02-A2_BeforeAfter_H2_v1	C02-A2	H2	Before / After	Knowledge transformation: from scattered googling to one trust	POV	POV: you finally stopped googling 'is rice bad at night'.	Creator closing browser tabs one by one, relieved
9	C02-A2_BeforeAfter_H3_v1	C02-A2	H3	Before / After	Knowledge transformation: from scattered googling to one trust	pain callout	Ten tabs, four opinions, zero answers.	Fast screen recording of switching between confli
10	C02-A2_BeforeAfter_H4_v1	C02-A2	H4	Before / After	Knowledge transformation: from scattered googling to one trust	question	Why does every website give you a different answer about prot	Creator holding phone up to camera, confused, th
11	C02-A2_BeforeAfter_H5_v1	C02-A2	H5	Before / After	Knowledge transformation: from scattered googling to one trust	demo-first	This replaced my entire nutrition search history.	Opens straight on typing a question into Finn, ans
12	C03-A2_SocialProof_H1_v1	C03-A2	H1	Social Proof	Word of mouth in the gym: Finn spreads between training frien	social proof	Half my gym asked what app this is, so here it is.	Friend leaning over creator's shoulder on a gym b
13	C03-A2_SocialProof_H2_v1	C03-A2	H2	Social Proof	Word of mouth in the gym: Finn spreads between training frien	question	'Bro, who are you texting between sets?' 'My nutrition coach.'	Two friends at a squat rack, one on his phone
14	C03-A2_SocialProof_H3_v1	C03-A2	H3	Social Proof	Word of mouth in the gym: Finn spreads between training frien	POV	POV: you're the gym's macro expert now, and you're not sharin	Creator smirking, tilting phone away from a curiou
15	C03-A2_SocialProof_H4_v1	C03-A2	H4	Social Proof	Word of mouth in the gym: Finn spreads between training frien	curiosity gap	The app my training partners keep asking me about.	Creator wiping down a bench, phone face-down;
16	C03-A2_SocialProof_H5_v1	C03-A2	H5	Social Proof	Word of mouth in the gym: Finn spreads between training frien	social proof	Three people asked for this app in one week.	Phone screen: three real messages asking 'what
17	C06-A1_POV_H1_v1	C06-A1	H1	POV	Caught before the hangry crash: the reminder that arrives at th	POV	POV: your nutrition coach texts you before you turn into a grem	Creator deep in work; phone buzzes with a Finn r

How to use | Concepts | Angles | Hooks

CONCEPT
1 idea

Authority Figure

ANGLES
4 perspectives

Doctor	Teacher	Trainer	Mom
Posture warning	Blackboard drawing	“You want this?”	“Have you moved today?”
X-ray reveal	You now vs in a month	Stop doing crunches	Old photo comparison
Bed rotting diagnosis	Homework: 10 squats	One exercise only	Kitchen talk
Prescription: 10 minutes	Failing grade	Biggest gym mistake	Phone call check-in
Heart rate check	Calorie math	5 Minute test	Proud reaction

HOOKS
20 videos

CONCEPT
1 idea

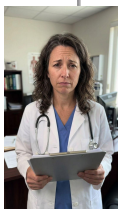
Authority Figure

ANGLES
4 perspectives

Doctor


Posture warning


X-ray reveal


Bed rotting diagnosis

Teacher


Blackboard Drawing


You now vsin a month


Homework:10 squats

Trainer


"You want this?"


Stop doing crunches


One exercise only

Mom


"Have you moved today?"


Kitchen talk


Old photo comparison

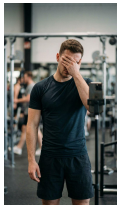
HOOKS
20 videos


Prescription:1 0 minutes


Heart rate check


Failing grade


Calorie math


Biggest gym mistakes


5 minute test


Phone call check-in


Proud reaction

Build the production brief

Your video

First 5 seconds

The hook does the heavy lifting

The rest

Your product answering the problem / highlighting the main USP presented

The job of your ad, is to get people hooked and get your audience to stop and watch. Converting users is on your funnel, onboarding, and overall product.

Most of your testing should come on the concept and hook part. The rest of your video should explain your main USP, how you are problem solving. But you can keep this part quite basic.

Test hooks first — you want to keep people long enough first so that they can see your product next.

Framework · Step 2

How a brief is built, for images and for video

01 Concept/Angle/Hook
Define the idea. A photo, an illustration, digital art, or a video scene?

02 Main subject
Who or what is in the center of the frame, and what they are doing.

03 Context
Where it happens and what is around.

04 Lighting
Time of day. Daylight, night, studio light.

05 Color and technique
Palette, tones, camera lens. For video also the frame rate feel, cinematic or handheld.

06 Mood
Dramatic, joyful, mysterious.

07 Composition
What is in front, what is behind, what is on the sides. For video, where the camera sits.

08 Style
Name an aesthetic or a reference look. For example, in the style of Wes Anderson.

09 Details
Textures, materials, small things. The more, the better.

Writing for video? Keep the same nine blocks and add three things for each shot: what moves in the frame, how the camera moves (static, slow push in, orbit, handheld), and how long the shot lasts.

Generate the components

All together?

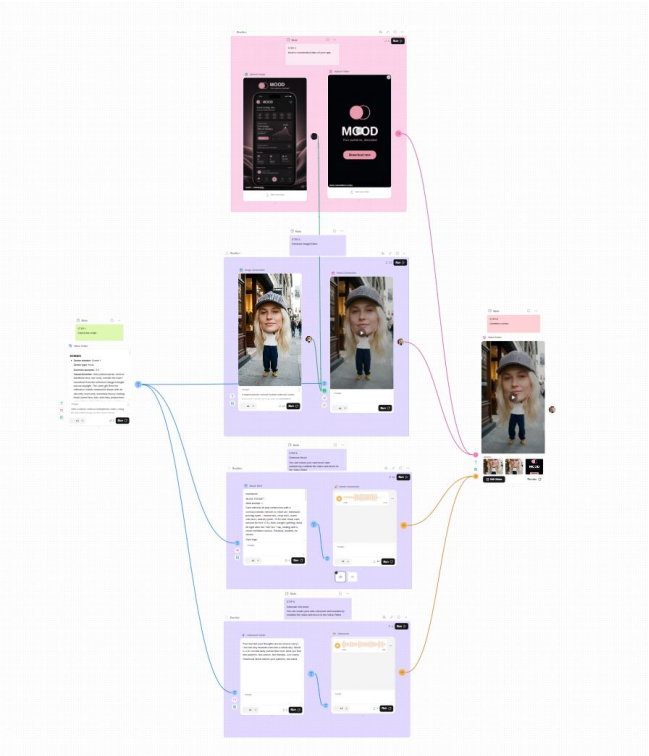
Higgsfield & Co.

One by one?

Lyra & Co.

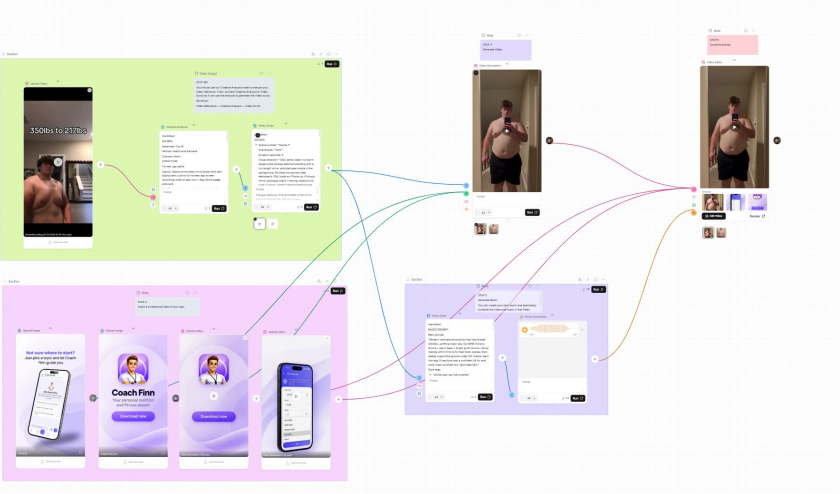


From a random idea you had

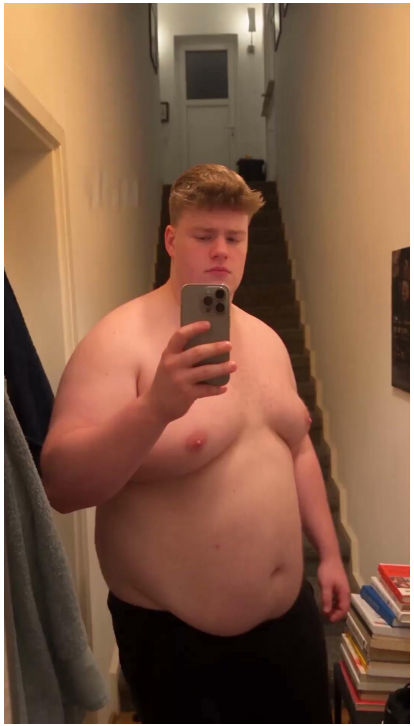




From a competitor’s ad







SplitMetrics services

04

Measuring performance

What actually makes an ad “a winner”?

Not:

- beautiful
- realistic
- cinematic
- clever
- AI-generated

It should improve the economics of acquisition.

Depending on the campaign:

CTR / thumbstop rate | CVR | CPI | **CPA**

Trial rate | Purchase rate | **ROAS** | LTV / revenue

And importantly: **don't optimize the creative against the wrong metric.**

A creative can have **excellent CTR + terrible purchase rate**, and you have just found a very effective clickbait ad.

What can AI do for you?

- **Collect and visualize your data:** Get an easier access to data, create graphs and make you look at what really matters.
- **Compare your data** based on your best performing content / benchmarks.
- **Highlight trends :** Weekly/monthly and highlight any creative fatigue for your winners.
- **Classify creatives** into 4 categories : Winners, Losers, Needs attention, Requires more data

AI is here to facilitate the access to data and help you process it. But you'll need to be the one troubleshooting and acting on it.

AI analysis of your metrics

Get feedback from Claude about what's working or not. Let AI help you collect data, and show you what you should be analysing by linking each ad to its original concept.

Example

Creative A

Concept: Authority figure

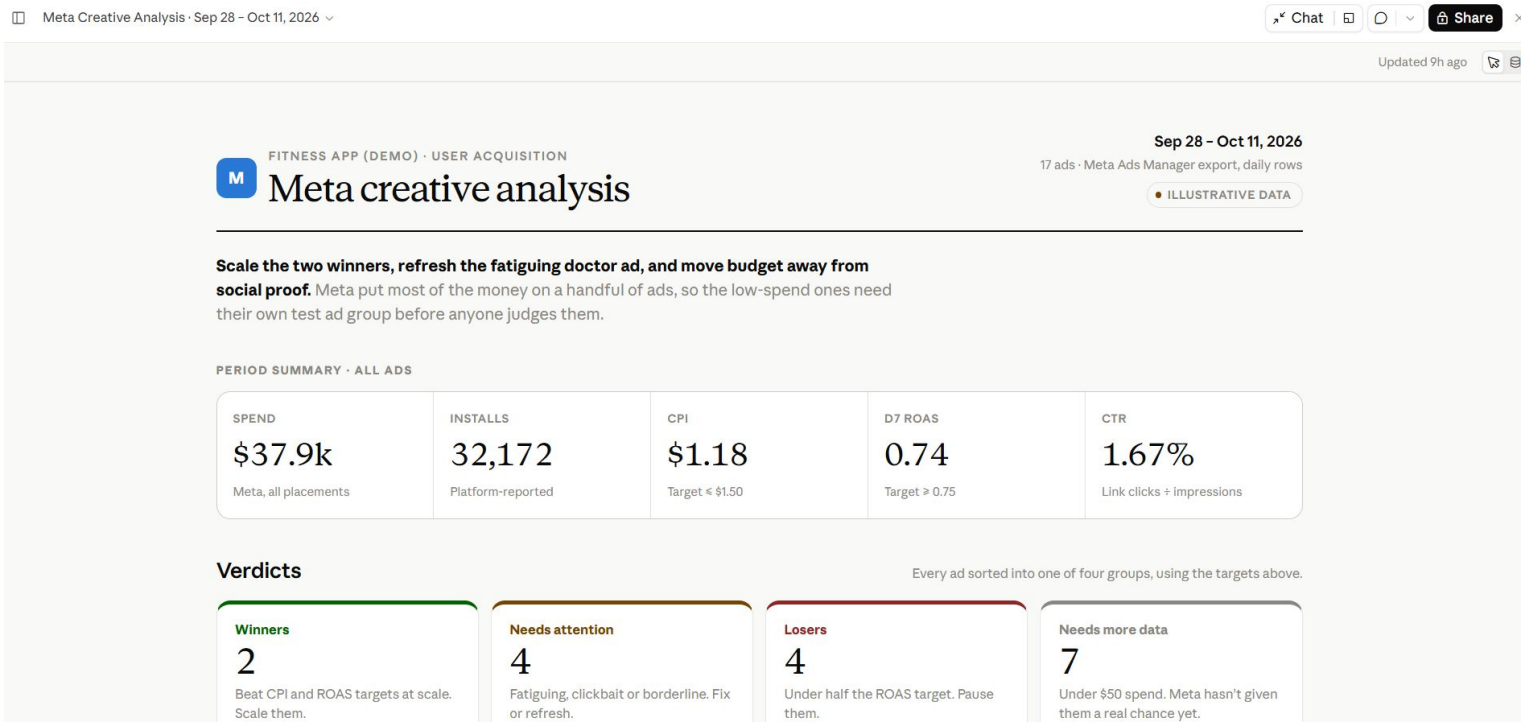
Angle: Financial expert

Hook: "You're making this mistake with your money"

Hook rate	Ok
CTR	Decent
ROAS	Poor

That doesn't mean that authority figures don't work. This angle/concept combination could work, the **hook is getting people into the ad, but they aren't converting.**

How it could look like



SplitMetrics services

05

Scale

The performance feedback loop

Always look at the **output of your creatives.**
Creative A worked well? Analyse why, and iterate based on this.
Creative B didn't work at all? Analyse why, and don't do it again.

Test more differentiated concepts/angles → **Feed the data & learnings back to your AI** → **Generate more concepts and start iterating**

Do not jump to conclusions too fast. Shape your next creative iterations based on your results, but continue to generate more concepts and ideas to test.

Creative fatigue / iteration loop

Great content doesn't last forever. Creative fatigue is when the same audience sees the same creative too many times, causing a decline in engagement and performance over time.

Typical symptoms

- Lower CTR
- Higher CPM, frequency & CPI
- Higher CPA
- Lower ROAS

Every creative has a lifecycle

Learning → Growth → Peak → **Fatigue** → Replacement

Refreshing concepts and **never stopping content creation** is key to find new winners and continue profitable campaigns.



SplitMetrics services

06

Wrap-Up

What should AI really do in your creative workflow?

Research and Strategize

Consolidate insights from multiples sources, identify concepts & angles to test.

Generate & Iterate

Produce more creative variations at scale, accelerating testing & iterations.

Measure & Learn

Structure and interpret performance data to help you identify what worked and what didn’t.

AI isn’t here to replace you, it’s here to help you make better creative decisions, produce more content, and iterate faster based on performance.



The complete framework

Step 1

Input & research

Feed AI real input: competitor ads, organic feeds, your own favorite videos, your ads results....

Step 2

Concept → angle → hook

Keep the three levels separate. Generate concepts and angles first.

Step 3

Production brief

A detailed brief per hook. Each hook is linked to a specific ad name.

Step 4

Generate components

All together (eg: Higgsfield) or one by one (eg: Lyra).

Step 5

Test & iterate

Read and analyse the metrics and feed the learnings back to your agent.

5 things to remember

The goal isn’t to create one unicorn/viral ad. It’s to build a repeatable creative testing system that consistently finds the next winner.

1. **Creative is one of the biggest growth lever for UA.** Algorithms are smarter than ever, and most UA campaigns are automated. Your competitive advantage is your creatives (and your product).
2. **Testing beats guessing.** Don't look for the “perfect ad”. Test multiple concepts, angles, hooks. Look for insights, not volume.
3. **Everything in your head should be sent to your AI.** It will become your second brain.
4. **Winning creatives don't last forever.** Creative fatigue is inevitable. Keep refreshing and iterating.
5. **Data should guide content.** Use performance insights to inform the next round of creative production, split your content by component and always experiment.

SplitMetrics
services

Thank you

Sign Up to Lyra here :

