

LINK AI on Kantar Marketplace allows you to test ads at scale, using artificial intelligence to provide results in as little as 15 minutes

Overview

How can I test iteratively and optimize my TV or digital video ad throughout the development process?

How can I get meta-learnings or create a benchmark from a large number of TV & digital video ads quickly?

How are competitor ads in the category performing?

How do my different ad variations work across channels?

LINK AI takes the guesswork out of advertising ROI by allowing you to screen content at scale.

Using learning from LINK and Artificial Intelligence, the solution predicts how a typical sample of consumers would rate the ad in a survey.

LINK AI provides reliable creative intelligence in as little as 15 minutes and without surveys.

Key benefits

- Fast and easy to use
- Runs on state-of-the-art, perpetually trained AI/ML platform
- Rapidly test large volumes or iteratively test to optimise in real time
- LINK AI is trained on the world's largest creative ad database, backed by years of creative effectiveness expertise
- Available in over 65 countries
- Choose from self-serve or serviced options via [Kantar Marketplace](#)

Key metrics

Creative Metrics:

- Short Term Sales Likelihood
- Power
- Impact
- Branding
- Enjoyment
- Persuasion
- Affinity
- Brand Equity
 - Meaningful
 - Different
- Predictive Eye Tracking

Behavioural Metrics (Digital only):

- Action Likelihood
- Skip Time
- Interaction
- Watchability
- Likeability

Brand Metrics (Digital only):

- Aided Awareness
- Consideration
- Purchase Intent

Design snapshot

Link AI systematically decomposes each ad into a sequence of frames and features to be processed by the machine learning models in order to predict an ad's score on creative effectiveness.

In 15 minutes.

Deliverables

Online interactive dashboard that enables you to instantly access your results, compare ads and build a library – at no extra cost.

For additional analysis, automated PPT and Excel export functionality is available.