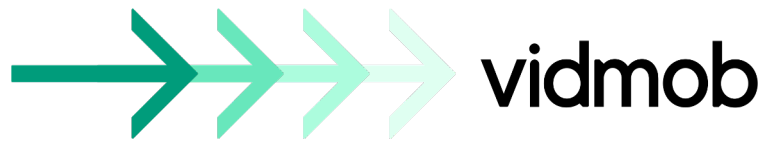


Turn creative spend into a growth driver for your business

VidMob combines proprietary and industry-leading image recognition models to deliver the most powerful **creative effectiveness** platform in the world.

Our proprietary AI/ML technology, reinforced with human feedback, enables clients to effectively create ad content for every platform at scale, score & measure their creative quality, and learn their brand's best practices to get the most out of every media dollar they invest.



Improve creative quality and drive up to **30% KPI lifts ▲**

Use **Creative Scoring** to score your brand's assets with industry-leading AI & ML technology and know exactly what to fix to maximize your ad spend.



Decrease **CPM by up to 15%** with quality creative that are fit for platforms

Creative Studio streamlines communication and connects you to curated creators. They leverage VidMob's proprietary creative data to build high-quality brand assets that matches what the platform algorithms are looking for.



Data-driven creative decision-making that drives **60-100% lifts** in KPIs

Creative Analytics uses AI & ML technology to identify which creative decisions are impacting your KPIs. This enables you to optimize the creative accordingly, resulting in significantly less media spending due to better-performing assets.

