

Thousands of TikTok ads in a new AI analysis. Nepa launches Creative AI for creative optimisation

Analytics and marketing intelligence company Nepa today officially launches Creative AI, a new product in the company's Creative Performance offering. With Creative AI, marketers can systematically measure, understand and optimise how creative elements in digital channels impact campaign outcomes – such as CPA, conversions and other key metrics. The launch is part of Nepa's Marketing Acceleration initiative, a data-driven approach to optimising marketing investments, and one of the first advertisers to use the solution is Nepa client Wolt, based on their advertising on TikTok.

The new Creative AI product combines AI-based content analysis with platforms' own campaign data to map which creative building blocks actually drive impact in digital channels. For example, the solution can identify how logo presence, visible faces, product in frame, different hook types and narrative structures affect KPIs such as CPA, conversions and brand impact.

"In many organisations, budget and channel mix are fine-tuned down to the smallest detail, while creative decisions are still made largely on gut feeling. With Creative AI, we bring creativity into the same fact-based conversation as the rest of the marketing investments. Our clients can see exactly which creative choices lower or raise their CPA," says Anders Dahl, CEO of Nepa.

The new product was first applied in a global project during the spring together with Wolt and TikTok, where Nepa analysed thousands of Wolt TikTok ads to understand why some creative executions performed significantly better than others. The project resulted in a tailored TikTok playbook for Wolt, which is now used by their creative teams globally to develop new ads.

"The Wolt case shows what Creative AI can achieve when we connect large data sets, platform expertise and clear business objectives. It is an example of how we want to develop our products more broadly, with a strong focus on commercial impact," says Andreas Nordfors, Managing Director of Nepa's Marketing Acceleration Hub and product owner for Creative AI.

Using Creative AI, Wolt was able to:

- Identify creative patterns that systematically separated the ads with the lowest CPA from those with the highest – for example how often the logo appeared, how frequently faces were visible and how the food was presented.
- Show that the top 10 percent best-performing creatives had more than 60 percent lower CPA than the bottom 10 percent.
- Quantify a potential CPA reduction of more than 40 percent when best-practice guidelines are followed consistently.

Creative AI is used both for one-off reviews of large creative libraries and as an ongoing optimisation engine, where new creative executions are regularly analysed, scored and tracked over time. Creative AI will therefore be a core part of Nepa's Creative Performance offering, alongside Campaign Evaluation, Brand Tracking and brand asset analysis.

International presence at ILEX Europe

The results from the collaboration with Wolt and TikTok are presented today at ILEX Europe in Amsterdam, an international conference for innovation- and insight-driven marketers. On stage, representatives from Nepa, Wolt and TikTok will demonstrate how Creative AI can be embedded into an ongoing process for creative excellence.

More information about the session is available in the conference programme:

<https://www.ilex-europe.com/agenda/nepa-wolt-tiktok-creative-ai>

Read more about Nepa Creative AI:

[\[Link to product page\]](#)

Read more about the Wolt x TikTok x Nepa case:

[\[Link to case\]](#)

About Nepa

Nepa is a leading company within brand development and marketing optimisation. By combining modern research with the latest technology, deep expertise and innovative solutions, Nepa helps some of the world's best-known brands drive growth through data. With headquarters in Stockholm, Sweden, and presence in Norway, Finland, Denmark, the United Kingdom, the United States and India, Nepa supports companies in more than 50 countries. The company has been listed on Nasdaq First North Growth Market since 2016. www.nepa.com

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Image Attachments

[Andreas Nordfors Creative AI](#)

Attachments

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