

ALETHEIA
MARKETING & MEDIA

zen pluralytics

Content Intelligence Report

Example: Health Insurance

Content Intelligence Report Example

GOAL

Help marketers drive up ROI by uncovering the signals in content driving performance.

EXECUTION

Reviewed recent social media campaigns for a Health Insurance Provider

Used Aletheia's behavioral science models and patented AI to find patterns driving highest KPIs.

Content Intelligence Report Example

(65+) Audience Target

22 social ads analyzed
(video, images, text)

Avg. CTR
0.94%

Top Q4 2024 Creative
Carousel 3
3.5% CTR

Methodology

- Set content signals benchmark to align with target audience.
- Ads analyzed for Values Signals and Tones of Voice.
- Identified what specific Values Signals or Tone(s) correlated with stronger CTR performance.
- Overall creative performance was strong, with 17 out of the total 22 ads meeting or exceeding current industry benchmark of 0.83%*

Benchmark: 0.83% Avg. CTR as reported by WordStream (YOUR industry, 2024)

Target Audience Alignment

Opportunity to amplify creative alignment with 65+ target audience

Ads in Campaign

type	65+ - Audience
image	81
image	75
image	73
image	70
image	62
image	58
video	77
video	66
image	65
image	64
image	64
video	76
image	81
image	75
image	73
image	62
image	58
video	73
video	79
video	78
video	67
video	63
video	77
image	77
image	76
image	72
image	66
image	66
image	77
image	64

Avg Target Alignment **68 out of 100**

ALIGN SCALE 1-100

0-50	Low Alignment
50-74	Some alignment
75-90	Higher Alignment
90+	Highest Alignment

LEARNING

- On average, social ads reflect “Some Alignment”
- 15 ads reflect “Higher Alignment” and could provide clues for creative optimizations

OPPORTUNITY

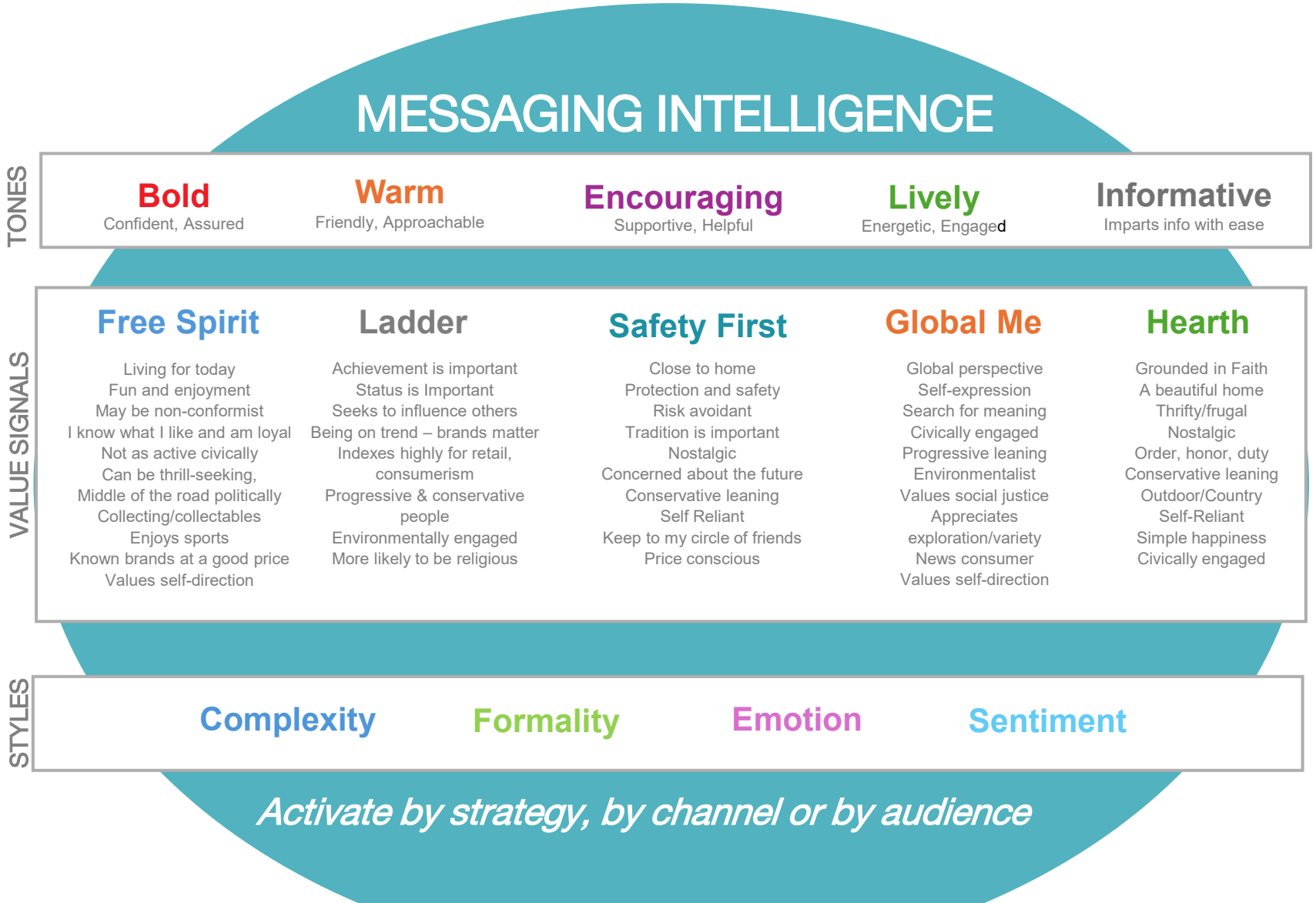
- "Higher Alignment" is likely attainable across all creative
- Boost values key signals in messaging to align with 65+ target audience

MESSAGING INTELLIGENCE

Find and boost the signals the drive performance.

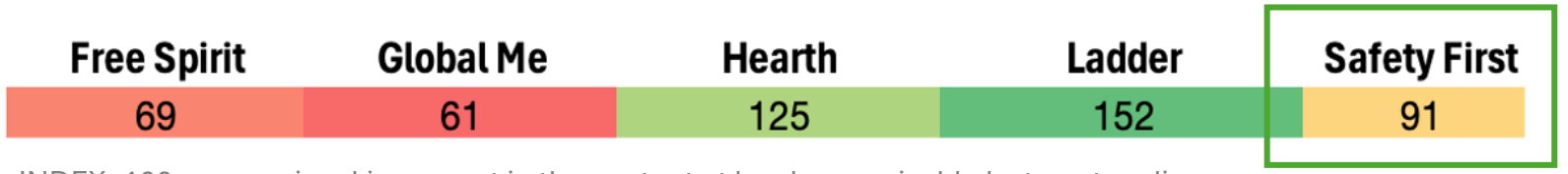
How do we know?

- ✓ Analyzed millions of messages to uncover signals & tones on a per sentence/image basis.
- ✓ Developed tone families based on analysis of hundreds of leading brands.
- ✓ Identified universal style types based on thousands of complex content reviews.



Values Signals Analysis

What Values Signals could be boosted to highly align with 65+?



INDEX>100 means signal is present in the content at levels perceivable by target audience

LEARNING

- Safety First, the predominant values signal for this audience, is under-indexing
- On average, Hearth and Ladder signals both indexed above 100 across text, imagery and videos which aligns with 65+ tendencies

OPPORTUNITY

- To further align with 65+, **boost Safety First signal >110 INDEX in all messaging**
- **Safety First signal means themes of protection, family, security and use of straightforward, down-to-earth language and imagery**
- **Scrub out any Free Spirit or Global Me signals** to create cleaner messaging

Values Signals Analysis

Ladder is positively correlated with engagement for fall campaigns.

Performance Levels	CTR
When Ladder > 100	**1.54%**
YOUR Average	0.94%



LEARNING

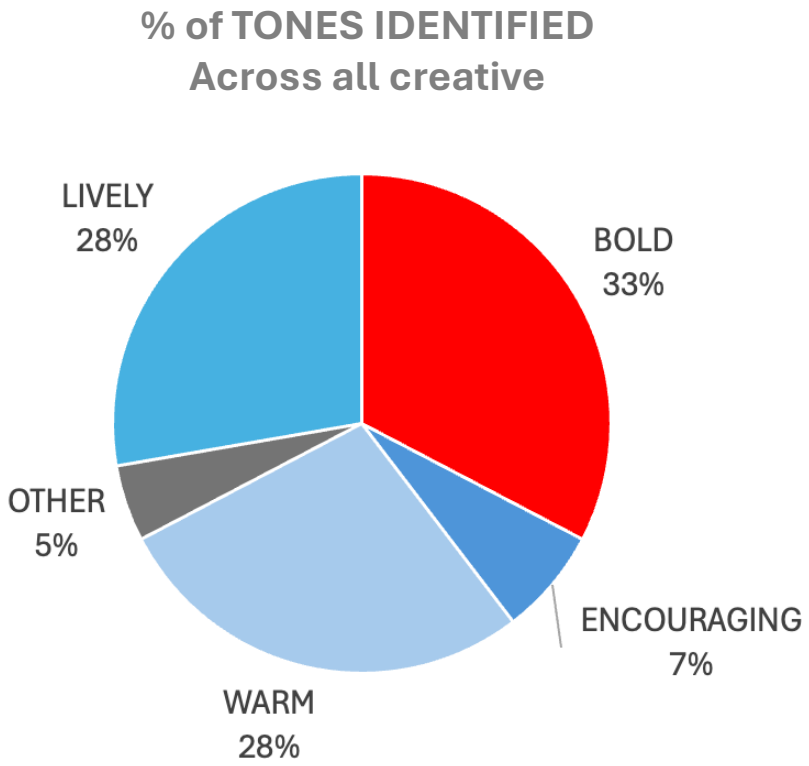
- When Ladder values signals are > 100 INDEX in messaging, CTR is **1.6X higher than average**
- **Examples of creatives with high Ladder messaging signals:** Carousel 3, Video2, Video 4
- **65+ audience responds to Ladder values signals.**

OPPORTUNITY

- To boost performance, **consistently use Ladder signal > 100 INDEX In messaging**
- Ladder signal means **showcasing success in protecting, caring for oneself/others, taking responsibility, showing progress.**

Tones Analysis

Lively and Encouraging tones are positively correlated with engagement.



Performance Levels	CTR
Lively > 90%	**1.79%**
Encouraging > 60%	**1.82%**
YOUR Average	0.94%

LEARNING

- **When Lively tone is > 90% of messaging composition, CTR** is **2X higher**
- **When Encouraging tone is > 60% of messaging composition, CTR** is **2X higher.**

OPPORTUNITY

- **Consistently use high % of LIVELY or ENCOURAGING TONES**
- This means ensuring **tones of messaging/imagery convey action/progress (lively) and use encouraging language themes.**

Your Successful Social Ad Profile

Value Signals		Tone		
Ladder Safety First Hearth	+	Lively Encouraging	=	***Higher Social Engagement***

Active your values-driven performance model and monthly reporting of success factors.

Precision level cues for values, tone and style will be measured and benchmarked.

‘Highly Aligned’ Ad Examples

AdAsset	IMPORTANT VALUES SIGNAL INDEX			AUDIENCES ALIGNMENT			CTR of Ad
type	Hearth	Ladder	Safey First	65+ - Audience	TRADITION	SECURITY	
best_of_both_worlds_main_30s1 (1080p).mp4	108	90	128	77	75	80	2.10%
Carousel2_3_LandingPage.png	143	116	170	64	78	74	1.76%
Carousel2_4_LandingPage.png	111	94	135	77	76	81	1.76%

INDEX>100 means signal is present in the content at levels perceivable by target audience

ALIGN SCALE 1-100: 0-50 Low Alignment, 50-74 Some Alignment, 75-90, Higher Alignment, 90+ Highest Alignment

‘Lower Aligned’ Ad Examples

AdAsset	IMPORTANT VALUES SIGNAL INDEX			AUDIENCES ALIGNMENT			CTR of Ad
type	Hearth	Ladder	Safey First	65+ - Audience	TRADITION	SECURITY	
video	91	106	105	69	75	70	1.29%
image	121	76	189	65	70	75	0.67%
image	264	127	18	50	64	53	1.51%

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Contact Us

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