

GenAI and AI Creative Optimization produced gains over baseline.



PROGRESSIVE

CHALLENGE

Progressive Corporation is a prominent American insurance company renowned for its diverse portfolio of insurance products and innovative approach to customer service and technology. Progressive reached out to Claritas to see if our Generative AI (GenAI) algorithms and models could learn patterns from their existing data and then generate new combinations that would better drive a lift in campaign performance.

SOLUTION

Claritas initiated the campaign with Progressive by implementing Generative AI (GenAI), to produce 120 distinct versions of creative synthetic audio. Then leveraging the power of AI Creative Optimization to activate 96 of these variations based on the insights gained from 6 million impressions. This enabled the AI to determine which messages would perform the best with different audiences. The integration of AI not only enhanced the campaign's effectiveness but also significantly expedited its timeline, reducing the **typical three-month duration to just under eight weeks**, showcasing the efficiency of integrating AI Creative Optimization and GenAI with human capabilities.

THE CLARITAS EFFECT

52% Lift in total conversions with GenAI ads.

197% Lift in campaign with AI on vs AI off.

3X more people were exposed to GenAI ads than non-AI ads.

INTELLIGENCE YOU CAN USE

GenAI and AI Creative Optimization combined resulted in a total **lift of 197%** in the campaign. Specifically, there was a **31% increase** in quote starts when AI was utilized. Exposure to the GenAI ads tripled, and people were three times more likely to engage in the quote process, with **98%** of audience, fully listening to ad. Additionally, the optimization of GenAI and AI contributed to a 4% incremental lift compared to the existing creative.

The Evolution of DCO

Dynamic Creative Optimization (DCO) platforms are great but require significant effort to set up and manage. AI Creative Optimization is an evolved version of DCO, moving beyond traditional decision trees and if/then logic. It leverages significant creative variation for AI to learn, providing real-time AI decision making via data signals and generating cohorts on the fly. This advanced approach ensures a more efficient and effective marketing strategy.

To learn more about how Claritas can help you succeed in today's marketing world, contact us at **800.234.5973** or visit **www.claritas.com**