

Mention Me Creative Insight:

Your Shortcut to Maximum Ad Performance



£1.75 Spend

11,760 Clicks

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Introduction

Are you still guessing what makes your top ads perform? With TikTok and Meta hungry for non-stop creative, your competitive edge is true clarity (not just more content). Yet for most teams, figuring out what works is still a mystery.

Mention Me Creative Insight replaces gut-feel with instant answers. In this eBook, you'll learn how Mention Me Creative Insight removes guesswork from creative analytics, gives immediate suggestions for uplifts, and turns every ad into a winner.

Ready for ads that consistently deliver? *Read on.*



Why Creative Performance Matters **Now**

Marketers are doubling down on creative, because when it works, it delivers lasting ROI. This growing dependency on ad performance makes creative analytics your new competitive edge.

71%

of marketers say the demand for content will grow **5X or more** between now and 2027.

[\(Adobe\)](#)

64%

of all UK online display ad spend is now **invested in video**.

[\(IABUK\)](#)

56%

of marketers say the biggest challenge is **knowing what will resonate**.

[\(Adobe\)](#)

Biggest Challenges in Creative Analytics

Everyday challenges - like laggy reporting, unclear results and overstretched teams - drain resources, slow down progress, and make it harder to break through and grow:

➔ Performance & Brand

Too often, brands waste precious budget on underperforming ads, missing out on opportunities to reach new audiences or maximise results. Without clear, actionable insights, it's almost impossible to scale spend effectively or spot untapped growth potential.

What's more, making confident investments across paid and organic channels feels risky, especially when you lack the data to back up your decisions.

➔ Efficiency

Paid social teams lose more than six weeks every year just pulling reports. Slow, manual ad reviews can grind campaign launches to a halt, costing you valuable momentum. And when information is siloed across multiple platforms, it's tough to share insights and keep everyone in sync, slowing down collaboration and decision-making.

➔ Creative

It's challenging to get a customer-eye view of live campaigns - especially video - while still protecting sensitive KPIs.

Even when you have the data, translating raw performance metrics into actionable creative ideas is a struggle, leaving your creative teams in the dark about what really works. As a result, it's harder to pinpoint which creative concepts are driving results and which are missing the mark.

The Cost of Inefficiency

Most teams are wasting time and money on underperforming ads. **Growth targets are slipping away, repeat purchases are getting harder to secure**, and keeping customers engaged is a major struggle as **competition ramps up**.



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This is compounded by common inefficiencies:



£5-£10bn

Estimated money wasted on poor performing ads in the UK annually.



30-40%

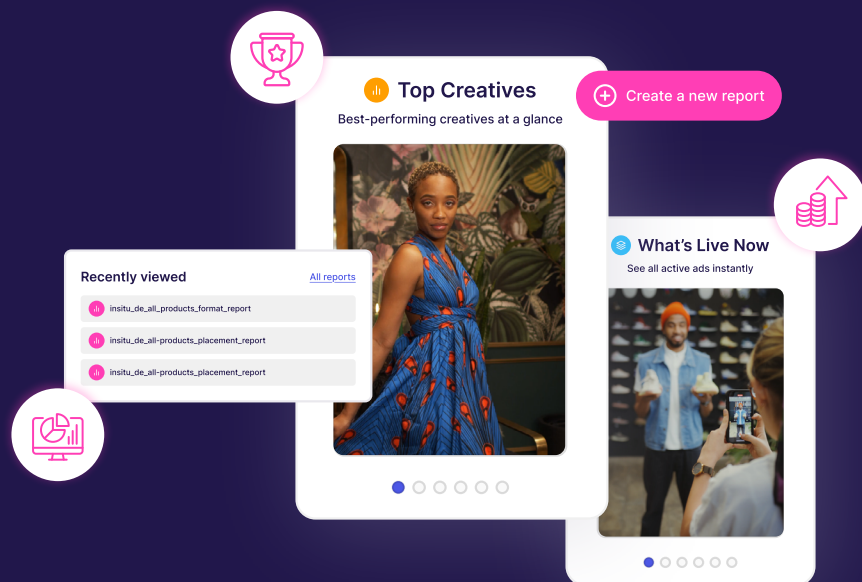
Estimated contribution due to poor click-through-rate.



20 hours

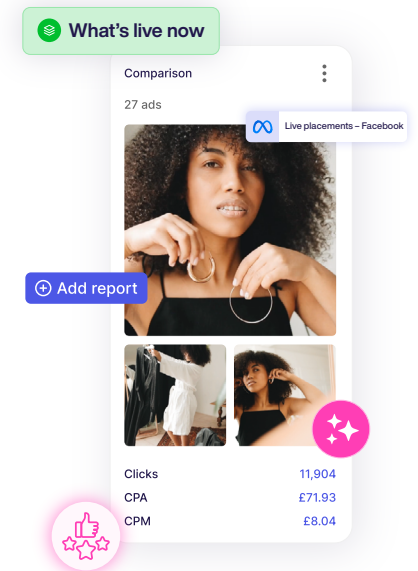
Wasted by teams per week on creative performance analysis.

What is Mention Me Creative Insight?



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Mention Me Creative Insight is a creative analytics platform that delivers instant, actionable ad insights across Facebook, TikTok, and Instagram (LinkedIn, YouTube, and Snapchat coming soon).



Mention Me Creative Insight goes beyond naming ad winners and losers. It flags underperformers to pause, reveals which creative themes drive results, and lets you compare ads side by side, so you know exactly what's working and why.

It gives you instant live ad previews with real performance metrics in one view. See the creative and the numbers together to spot what works, what to tweak, and what to turn off. While automated, shareable reports keep teams aligned and focused on strategy.

Anyone can explore what's live and experience ads exactly as customers do - bridging creative, marketing, and leadership.

How Mention Me Creative Insight Solves These Problems

Most paid social teams unknowingly waste ~15% of budget each week on underperforming ads. But Mention Me Creative Insight tackles this through automation, AI-driven clarity, and democratised data (analysts get the depth they need in seconds, while creatives, CMOs and CEOs get clear answers without digging).



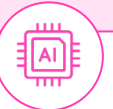
Complete visibility, seamless sharing

Most ad accounts are a mess, with creators, channels, and data scattered everywhere. **Mention Me Creative Insight** puts all your multichannel creative performance in one intuitive dashboard, so anyone on your team (not just analysts) can **review, present, and share insights in seconds** - not hours.



Quick and easy wins

Mention Me Creative Insight gives you instant insights so you can act in seconds, not days. **Prep Kitchen cut creative testing time in half**, while **Carwow increased CTR by 30% in just four months** - all because Mention Me Creative Insight makes it effortless to spot what's working, identify upper-funnel trends, and turn analysis into action on the fly.



Instant, AI-powered answers

Imagine having a **performance analyst on call 24/7** - one that knows your ad account inside out and can answer your biggest questions in plain English, e.g. *"What were my best performing ads during Black Friday 2024?"* **Mention Me Creative Insight's AI agent** does exactly that, **delivering actionable reports, charts and previews in seconds**.

Your Strongest Black Friday and Christmas Yet

Black Friday 2025

Clicks	11,760
CPM	£5.00
ROAS	1.90
Spend	£1.75

+ Add breakdown

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Mention Me Creative Insight turns peak-season chaos into clear, visual answers, so you can double down on the creatives that drive sales across BFCM and Christmas without starting from scratch.



Spot key signals hiding in the holiday noise

Black Friday and Christmas flood teams with data and opinions. Mention Me Creative Insight makes it simple: see your ads exactly as customers saw them, right next to the results. No spreadsheets, no guessing. Spot the videos, images, and messages that truly drove sales.



Instant answers, zero hunting

Need clarity fast? Just ask, “What were our best Black Friday ads last year?” and Mention Me Creative Insight’s AI Agent shows you the top performers in seconds, with clear previews and simple takeaways. Less hunting for reports, more time making better ads.

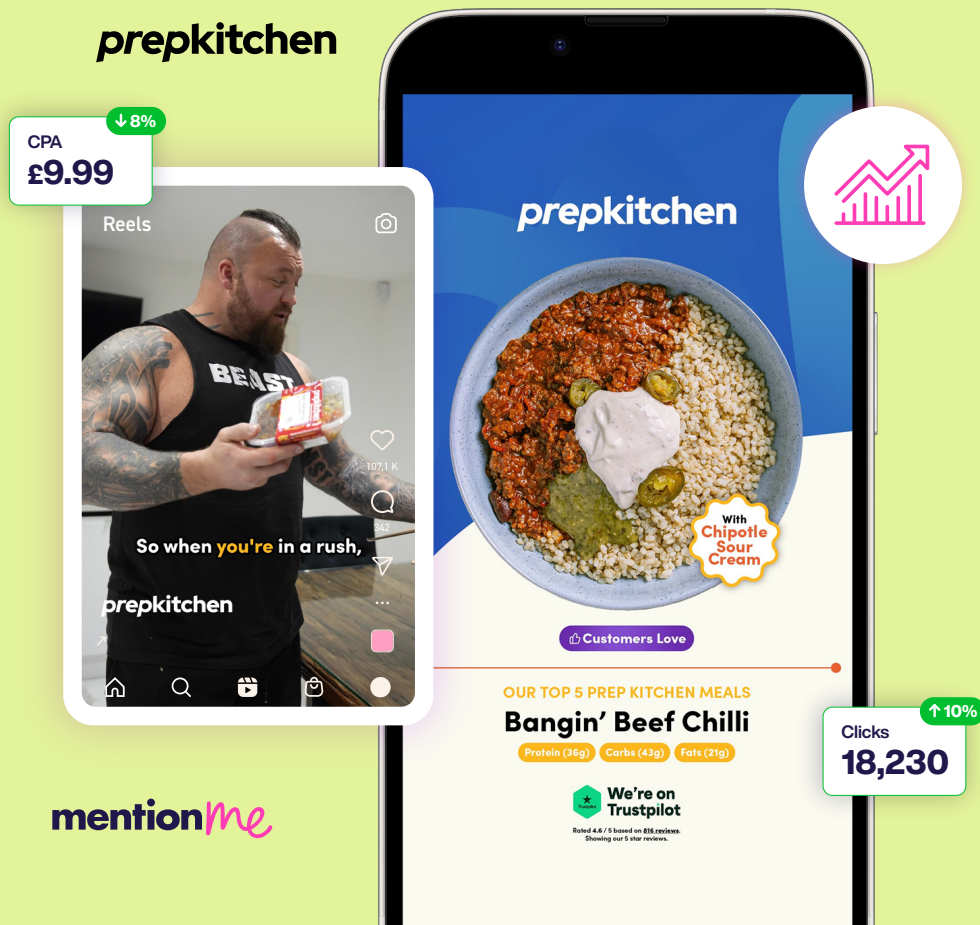


Win every peak season

Peak season rewards teams that learn fast. Mention Me Creative Insight makes like-for-like comparisons easy across campaigns, concepts, and messages, and turns insights into clean, shareable views for CMOs, creatives, and buyers without the spreadsheet sprawl. Back proven ideas with budget, tighten testing loops, and head into BFCM and Christmas with creative clarity, not guesswork.

Case Studies

Discover how leading brands are using Mention Me Creative Insight to improve ad performance quickly and easily, without help from third-party analyst or lengthy reporting.



Prep Kitchen

Prep Kitchen needed faster creative insights and more efficient paid social results as they scaled. With Mention Me Creative Insight's Creative Intelligence Platform, Prep Kitchen:

- ✓ Doubled their creative test-and-learn speed
- ✓ Gave designers direct, actionable feedback
- ✓ Quickly identified top-performing influencers
- ✓ Improved paid social efficiency across every campaign

“Mention Me Creative Insight helped us close the loop between the art and science of creative - giving us clear insight into which influencers and which ads actually drove performance.”

Head of Growth

Prep Kitchen now scales faster and more efficiently, blending creative and data for maximum growth - all powered by Mention Me Creative Insight.

CarWow

Carwow's paid social team wanted greater clarity, speed, and impact from their campaigns. With Mention Me Creative Insight, Carwow achieved:

30%

increase in CTR in 4 months

20+

hours saved every month

Here's how:



Instant performance insights by car model and creative angle



Visual previews to quickly share wins with OEM partner



Automated reports—no more manual Monday prep

Less time on data, more time scaling success. Carwow's team is now even **sharper, faster, and more effective** with Mention Me Creative Insight.

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“

We don't waste time digging for answers anymore. It's all there, and so easy to share.”

Senior Growth Manager

The image is a composite graphic. At the top left is the CarWow logo. Below it is a laptop screen displaying a campaign management interface with a sidebar menu (Ad, Ad Set, Campaign, Categories, Creative, Placement) and a main content area showing a car image and a 'Value my car' button. To the right of the laptop is a smartphone displaying a car advertisement for a Cupra Tavascan. The ad features a man pointing at the car and text: '87% of sellers surveyed said dealers paid the agreed price or more*', 'leasen abc 259€', 'ENTER REG', and 'Value my car >'. At the bottom right of the smartphone is a green badge showing 'CTR 28,169' and '↑ 30%'. A small icon of a document with 'AD' and a cursor is in the top right corner of the smartphone screen.

FAQs

How long does it take to set up?

Setup takes just a couple of minutes, then we start importing data immediately so you can use Mention Me Creative Insight right away, with the full historical backfill typically completing within 1–2 business days.

Which channels and platforms does Mention Me Creative Insight work with?

Mention Me Creative Insight currently supports Meta (Facebook and Instagram) and TikTok, but will soon support LinkedIn, YouTube, Snapchat and more.

Is Mention Me Creative Insight right for my business?

If you deliver growth through visually driven channels, then yes. Mention Me Creative Insight should enable you to uncover unique insights to turbocharge growth.

Summary and Next Steps

Inefficiency, guesswork, and scattered spreadsheets are holding many of you back from the creative breakthroughs that drive lasting growth. Mention Me Creative Insight changes the story, making top-performing ads the norm, not the exception.

Mention Me Creative Insight gives you instant, AI-powered visibility across every channel so you can see what's working, act fast, and boost ROI. Brands like Prep Kitchen and Carwow are already seeing faster test-and-learn cycles, higher engagement, and more efficient spend. It's time to cut through the clutter and start winning on creative every day.

Ready to **unlock** your ad performance shortcut?

Book a demo, chat with our team - and discover how Mention Me Creative Insight supercharges your paid ads with speed and clarity.

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