

# Ad Creative Insights Report

Powered by DemandSense



# Top Performing Vertical Ads

AI-powered marketing that keeps your schedule full, techs busy, and revenue climbing - without wasting a...



## WE FILL CALL BOARDS!

AI-Powered Digital Marketing That Scales With Your Capacity



### Fill Your Call Board - Every Time

AI-powered marketing that keeps your schedule full, techs busy, and revenue...

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Exceed your goals with HawkSEM's proven strategies and award winning team. Request your free audit and...

## We Solve Growth Problems

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DIGITAL MARKETING AGENCY

Brands see an **4.5x higher average ROI** after partnering with HawkSEM.

Let's Do The Same For You.

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### Schedule Your Discovery Call &...

We'll walk you through a comprehensive proposal personalized to your business...

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With decades of healthcare marketing expertise, we're dedicated to your institution's growth and patient...



Let's Talk About Your Health Sy...

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Learn how App Localization can maximize your app's potential. Discover strategies from our ASO experts th...

### Ready to take the next step in e...

Unlock global app growth by localizing your app store listing in the app stores...

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## In this report, you will learn:

- ✓ What top-performing creative strategies look like in your industry
- ✓ Which phrases, visuals, colors, and layouts consistently win
- ✓ How your ads compare to industry leaders
- ✓ What you can improve immediately to increase performance

## Strategic Takeaway

### Overall interpretation across ads

DemandSense client ads emphasize quantified results, industry specialization, and problem-solution frameworks. Strong focus on B2B audiences with technical sophistication, using data-driven credibility over emotional appeals. Most campaigns prioritize education and thought leadership over direct sales

### Positioning recommendations

Differentiate through 1) proprietary methodologies beyond generic expertise claims, 2) real-time vs. historical results, 3) implementation support beyond consultation, 4) vertical-specific deep expertise vs. horizontal breadth, 5) relationship-driven partnerships over transactional services

### Audience insights summary

Primary targets are mid-market to enterprise B2B decision-makers who value measurable outcomes, transparency, and specialized expertise. Strong emphasis on industries facing digital transformation: manufacturing, healthcare, SaaS, franchises, and government contractors. Audience prefers data-driven proof over creative storytelling

### Common differentiation opportunities

Most ads compete on similar dimensions (expertise, results, speed). Opportunities exist in: 1) outcome guarantees vs. best-effort promises, 2) industry micro-specialization, 3) proprietary technology/IP, 4) transparent pricing models, 5) integration capabilities, 6) implementation speed, 7) strategic consulting depth

### INDUSTRY & VOLUME

**Industry:** Marketing Services

**Total ads analyzed:** 500

**Unique advertisers:** 195

**Top performers considered:** ads running longer than 6 months

### AD FORMATS

Single Image Ad

**100%**

# Key Phrases and Words that Work

Free

23%

Removes financial friction by emphasizing zero-cost access to resources, reports, guides, or assessments

Expert/Expertise

19%

Establishes credibility through claimed mastery, often paired with industry-specific positioning or years of experience

AI-Powered

16%

Positions solutions as cutting-edge through AI capabilities, emphasizing modern, data-driven approaches over traditional methods

Results-driven / Revenue-driving

15%

Challenges vanity metrics by emphasizing measurable business impact, ROI, and bottom-line results



# High-Performing Headlines

Top ads that excel across clarity, messaging, CTAs, and engagement. Use these patterns when shaping your next campaigns.

## Benefit-driven statements

Most common approach focuses directly on client outcomes and value delivery rather than features or questions

- Fill Your Call Board - Every Time
- Hire Warehouse Staff 47% Cheaper
- Elevate Your App Growth Strategy with Localization
- Transform Your Apartment Marketing

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DIGITAL

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Google Partner  
PRIMEIR 2025

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## Statements/Declarations

Confident assertions about capabilities, market position, or value propositions

- We Solve Growth Problems
- The Nation's Leading Agency
- Your Healthcare Marketing Partner

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## Commands/Imperatives

Direct action-oriented headlines create urgency and clear direction for the audience

- Download the Guide Today
- Kick off the new FED/SLED selling season
- Make Your Database Work For You

Lead with legacy. Discover how authentic storytelling rooted in history drives credibility and brand resilience. Get the guide.



**Download The Guide Today**

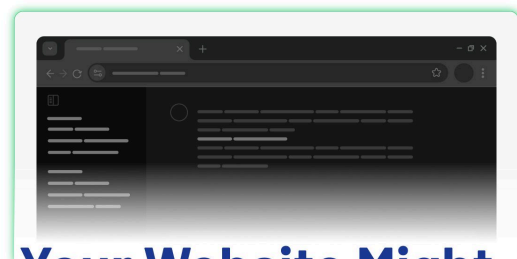
Guide To Corporate Storytelling

## Questions

Engages through problem identification or self-assessment, creating immediate relevance and connection

- Is Your Website AI-Ready for Search?
- Still Evaluating?
- What would you do if I could give you 1,000 prompts

AI search is changing everything—but most websites aren't ready. The AI Visibility Tool from Overdrive gives you a free, fas...



**Your Website Might Be Invisible to AI.**

*Let's Fix That.*

 OVERDRIVE

[Run a Free AI Visibility Scan >>](#)

**Run Your Free AI Visibility Scan**

[Learn more](#)

# Call-to-Action (CTA)

Learn more

Download

Request Demo / Book a meeting

Sign Up / Register / Join

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Discover how Our Town America can help your business connect with local, high-intent customers...

Our Town America

### Turn New Movers into Loyal Customers with Personalized Direct Mail

Reach Local Customers Effe...

[Download](#)

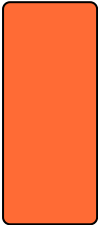
[See more](#)

# Color Palettes Used by Top Performers

## Palette 1



Navy/Royal Blue



Orange/Coral



White

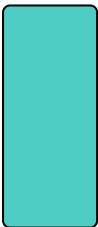
Gen Z patients are reshaping healthcare. Our latest article from AMNY Health Marketing reveals their digital-first mindset and how to effectively...



[Understanding Gen Z in He...](#)

[Learn more](#)

## Palette 2



Teal/Turquoise



Purple



White

Discover what 1,000 U.S. consumers revealed about shifting grocery budgets, the rise of “fakeaway” cooking, and how Gen Z is reshaping th...



[\[FREE REPORT\] Navigating...](#)

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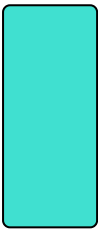
### Palette 3



Forest/Deep Green



White



Bright Green Accent

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Google Partner  
PREFERRED 2023

#### Fill Your Call Board - Every ...

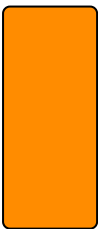
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### Palette 4



Red/Coral



Orange



White

▮ Magnite Expands CTV Innovation with New Pause Ads Magnite has introduced Pause Ads across leading streaming platforms including...



# Fonts & Typography

Overwhelmingly favors bold, modern sans-serif fonts that emphasize clarity, professionalism, and digital sophistication. Heavy weights create visual hierarchy and confidence

- Bold sans-serif
- Modern clean typefaces
- Heavy weight headlines
- All-caps for emphasis

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# Emotional Tone

## Professional Confidence

- We Solve Growth Problems
- Proven strategies
- Expert-led

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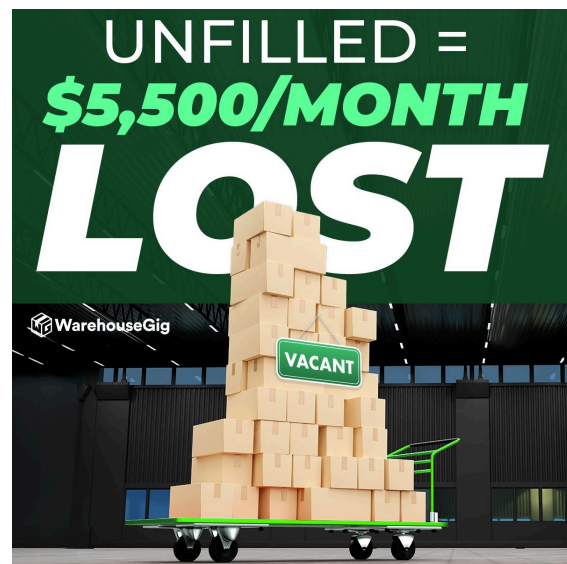
We'll walk you through a comprehensive proposal personalized to your business and...

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## Urgency and Scarcity

- Before Q4 Ends
- Don't Risk It
- Now or Never

Be the hero your boss wants. Every role filled, zero \$5,500 drains, all with a faster, smarter hiring process.



### Hire Warehouse Staff 47% Cheaper

Hire 47% cheaper and fill roles in just a few clicks.

## Trust and Reliability

- 35+ years experience
- Trusted by
- Proven results

With decades of healthcare marketing expertise, we're dedicated to your institution's growth and patient success. View our work.



Let's Talk About Your Health Syst...

[Learn more](#)

# Image Composition Insights

## Human element dominates with supporting text and branding

- Professional people in business context
- Industry-specific settings
- Human faces with genuine expressions

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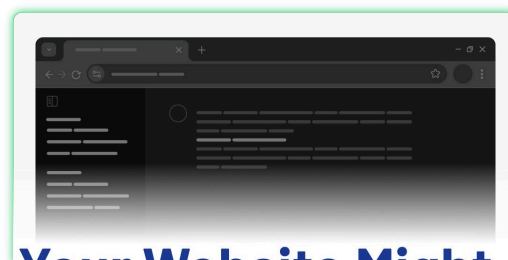
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## Digital interface as primary focal point with text overlay or adjacent placement

- Product/platform screenshots
- Dashboard interfaces
- Data visualizations
- Technology demonstrations

AI search is changing everything—but most websites aren't ready. The AI Visibility Tool from Overdrive gives you a free, fas...



## Your Website Might Be Invisible to AI.

*Let's Fix That.*

 OVERDRIVE

[Run a Free AI Visibility Scan >>](#)

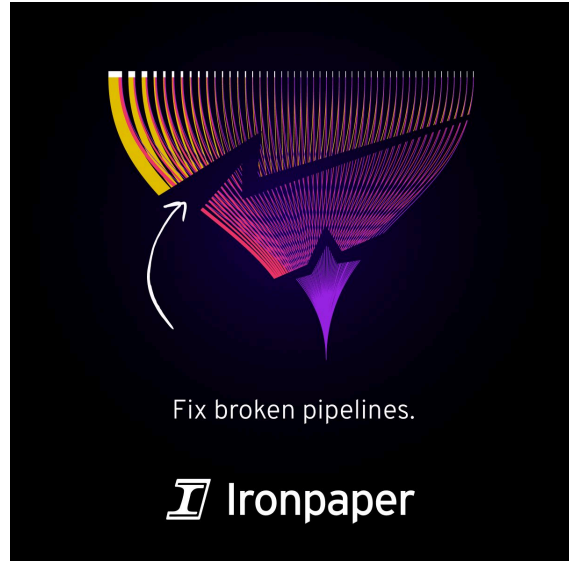
Run Your Free AI Visibility Scan

[Learn more](#)

## Text-dominant with supporting abstract visuals

- Typography-focused design
- Geometric shapes
- Gradient backgrounds
- Minimal visual elements

Most of your leads will never close. It's not volume, it's a strategy issue. We rebuild demand generation programs that enable...



**Request a proposal. See a fresh a...**

Most B2B leads never convert, not because of volume, but because the strategy behind th...

[Learn more](#)

# Value Propositions

- ✓ Fill Your Call Board - Every Time: Guarantees consistent scheduling solutions
- ✓ 47% cheaper hiring: Quantifies cost savings
- ✓ 182% lead volume increase: Specific performance metrics
- ✓ AI-Ready Archives: Future-proofing through technology
- ✓ One subscription, 30+ services: Consolidation value

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Be the hero your boss wants. Every role filled, zero \$5,500 drains, all with a faster, smarter hiring process.

**UNFILLED =  
\$5,500/MONTH  
LOST**

WarehouseGig

VACANT

## Hire Warehouse Staff 47% C...

Hire 47% cheaper and fill roles in just a few clicks.

# Messaging Tactics

## Social proof through metrics and case studies

Quantified results from real clients build credibility and set concrete expectations for prospects

## Problem-solution framing

Identifies specific pain points before presenting solution, creating urgency and relevance

## Authority positioning through expertise claims

Establishes market leadership and credibility through superlatives, longevity, or specialization

## Free value offering / Lead magnets

Reduces friction and builds trust by providing value upfront before asking for commitment

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At TripleDart, we run ads that convert, period. □ Higher CTRs □ Lower CPLs □ Robust pipeline Start with a 3-...

### The Best Ways to Totally Stress Out Your Marketing Team:

BURN CASH ON ADS WITH LOW ROI

CHANGE STRATEGY EVERY WEEK

RELY ON "GUT FEELING" TO ASCERTAIN WHAT WORKS

TripleDart - The marketing arm for 100+ SaaS brands  
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Get stress-free, ROI-positive ...