

Smarter Creator Investment with Cadent + CreativeVue

CAMPAIGN OBJECTIVE

A leading CPG brand aimed to drive incremental sales with YouTube. However, with influencer videos scaling fast, the brand was concerned about underperforming creator content affecting YouTube campaign performance.

OUR SOLUTION

Cadent took the guesswork out of creator media planning by activating CreativeVue, our AI-powered creative intelligence solution. With CreativeVue, we identified which of their creatives would perform best on YouTube. And, before the brand invested in media, Cadent scored 26 influencer-generated videos based on brand attention, breakthrough potential, and cognitive ease, ranking them by predicted performance.



RESULTS

Cadent empowered the brand to align investment with creative impact, reduce guesswork, and unlock measurable growth.

↗ **1.5M** Incremental sales from YouTube campaign

🖱️ **\$4.55** Incremental ROAS

↗ **38%** Incremental sales lift came from new brand users