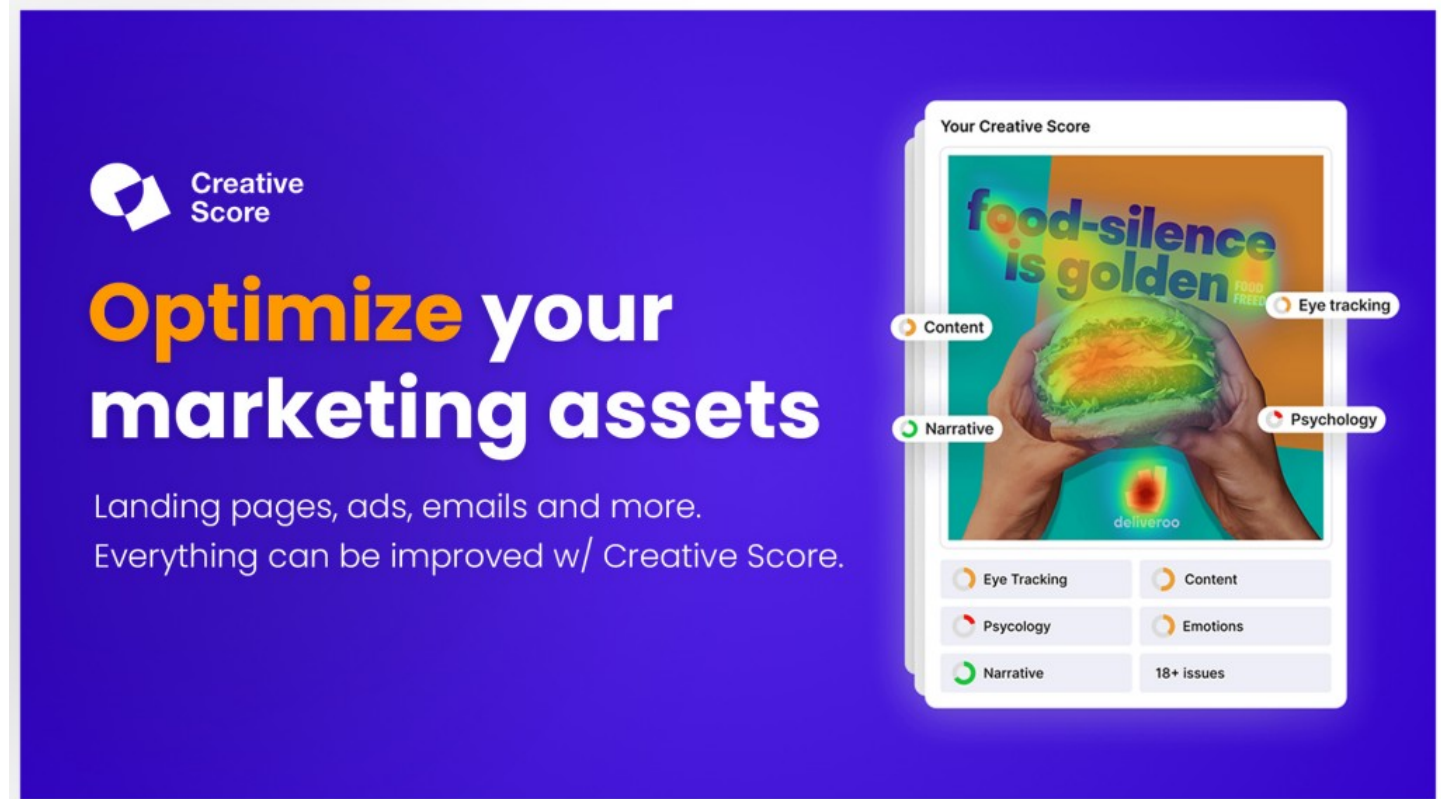


Creative Score: the AI tool that Optimizes your Marketing Assets

Transform good marketing creative into best-in-class with Creative Score's AI recommendations engine; powered by behavioural science and decades of marketing research.

The graphic features a dark blue background. On the left, the Creative Score logo is shown above the text 'Optimize your marketing assets' in large, bold, white and orange font. Below this, it says 'Landing pages, ads, emails and more. Everything can be improved w/ Creative Score.' On the right, a tablet displays 'Your Creative Score' interface. The screen shows a central image of hands holding a glowing sphere with the text 'food-silence is golden' and 'deliveroo' overlaid. Surrounding the image are various analysis categories: 'Content', 'Eye tracking', 'Narrative', and 'Psychology'. Below the screen, a grid of buttons lists 'Eye Tracking', 'Content', 'Psychology', 'Emotions', 'Narrative', and '18+ issues'.

San Francisco, California Apr 4, 2025 ([Issuewire.com](https://www.issuewire.com)) - Launched on April 4th, [Creative Score](https://creativescore.ai) – an AI-powered marketing tool that analyses, scores and generates enterprise-level recommendations to *transform good marketing assets into best-in-class*.

Built for B2B, B2C and agencies of all sizes, Creative Score offers an alternative to the AI-generation tools on the market – combining behavioural science, neuro-linguistic programming and decades of marketing research to improve the quality of your existing assets, rather than generate new ones.

Users can upload any marketing asset, whether it be a landing page, ad, email, or even pitch deck – and within 90 seconds receive:

- A score out of 100; aggregating the performance of 200+ scientific marketing indicators.
- In-depth analysis across 10 attribute categories; including but not limited to eye tracking, headline and visual analysis, as well as the application of behavioural science, neuro-linguistic programming and emotional resonance principles.

- Enterprise-level recommendations to improve the quality of the assets

Why Creative Score Matters?

With markets becoming increasingly saturated, Creative Quality is the true differentiator, and brands that deliver it consistently are benefitting from a 1.2 - 1.7-times greater sales ([Meta 2022](#)). A more recent study by [NCSolutions](#) reports that Creative Quality generates a whopping 49% of incremental sales – roughly 2.5x what most marketers estimate.

This not only highlights its commercial impact, but its potential as an untapped growth driver for the intelligent businesses that choose to prioritise it.

But choosing to prioritise it isn't that simple.

Identifying what works and delivering it consistently is challenging, resource heavy and until now, has been almost impossible to achieve for smaller companies struggling with limited budgets.

Enter Creative Score, a tool that helps marketing teams deliver WHAT works from day 1, providing smaller businesses with enterprise-level expertise to create world-class marketing assets, at a fraction of the cost. For larger enterprises that, on the surface, consistently produce best in class assets – Creative Score helps identify marginal 1% gains that even the most elite level marketers miss.

Who Will Benefit from Creative Score?

Small B2B and B2C Companies

Lacking in budget, time and expertise, Creative Score augments your in-house marketing team with elite level marketing and behavioural science expertise; helping your brand deliver what works from day 1, at a fraction of the cost.

Large B2B Enterprises

With long, complex buying decisions and often six-figure deal values – every asset within an enterprise B2B sales funnel needs to be performance-optimised, because if they're not, the financial ramifications are monumental.

Creative Score ensures that every touchpoint – regardless of whether it's a sales deck, email, LinkedIn DM or landing page – is best-in-class.

Large B2C Enterprises

With 7 figure ad spends, 100+ person marketing teams and 10,000+ SKUs – maintaining consistent creative quality is a seemingly impossible task, until now.

Creative Score safeguards your brand against mediocre, off brand and potentially damaging creative; whilst streamlining your sign-off process and up-skilling your team into best-in-class marketers.

Marketing Agencies

Typically reliant on less qualified, junior employees – Creative Score acts as your agency's objective brand guardian, safeguarding your reputation, cutting your costs and providing enterprise-level expertise to transform your junior workforce into powerhouse marketers.

Creative Score's Feature Stack:

- Eye-tracking Analysis: ensuring your audience focuses on what matters most.
- Creative Score (%): a holistic, aggregated view of 200+ performance indicators assessing the quality of the asset, perfect for when time is precious – but you still want to understand projected performance.
- Content Analysis: assessing the quality of your asset's headline, copy and visual appeal to ensure it grabs attention and converts.
- Persuasion Analysis: delivering your content's message powerfully leveraging the power of emotional resonance and effective storytelling.
- Psychological Analysis: enhancing your asset's loyalty and acquisition potential using behavioural science and neuro-linguistic programming principles.

"For the first time, elite marketing expertise is accessible to all, instantly – at a fraction of the cost"

Jordan Seeley, CMO of Creative Score.

Don't get left behind. Join the top 1% of marketers and be the first to jump on [Creative Score](#).

Start your 7-day free trial [here](#) and enjoy access to all our incredible Pro features!



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[See on IssueWire](#)