

VidMob's Intelligent Creative Platform uses AI to analyze digital ads and then provide meaningful, actionable insights on the creative to make those ads work better. A challenging economy, continuing signal loss and squeezed resources mean it's more critical than ever for ads and content to create connections and drive business impact. VidMob compares creative data to KPIs like clicks, purchases and view-throughs to inform teams on what's working in their ads and why, making creative more accountable to a company's bottom line.

BUSINESS OBJECTIVE

VidMob wanted to craft a go-to-market strategy for its high-growth, ever-evolving product offerings that aligned with business objectives in a way that spoke the language of the industry and its buyers.

1. The Challenge

VidMob is creating a new category for Intelligent Creative across adtech and martech by unifying data and analytics with a creative production network. The company needed a brand story that would make it clear to prospects and clients that VidMob's platform provides an end-to-end solution to help brands optimize the performance of their creative advertising assets across all platforms and creative formats. The messaging would also firmly establish VidMob's sustainable, competitive advantage in this newly-created category.

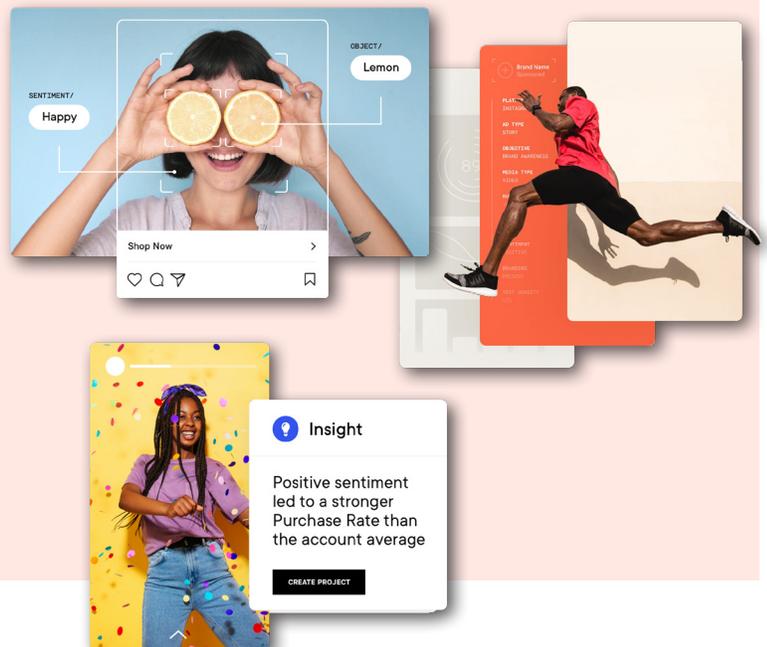
2. Strategic Approach

VidMob enlisted Rob Roy to interview more than 20 people across their organization to understand their various perspectives, analyze competitive messaging, and review the latest market research. Rob Roy synthesized the input into core messaging concepts designed to authentically resonate within VidMob and led a series of workshops to help stakeholders refine the new narrative, learn persuasive storytelling techniques, and provide invaluable inputs.

Rob Roy's discovery process—including input from Sales, Product Development, Operations, Managed Services and the C-suite—resulted in a narrative that gained traction across the organization.

3. What We Accomplished Together

VidMob's updated messaging honored its legacy and product growth initiatives while creating strong alignment across marketing, sales and product teams. VidMob's Chief Marketing Officer [Andrea Ward](#) states, "We now have greater alignment on how and what VidMob helps clients achieve. This has enabled a more consistent go-to-market story across all our geographies and market segments."



POISED FOR FUTURE SUCCESS

VidMob's Intelligent Creative platform gives customers the data, insights, and collaboration technology needed to leverage the largest driver of marketing performance: creative. Rob Roy is excited to be part of VidMob's journey to dramatically improve business results with Intelligent Creative. Ward says, "Whenever I have worked with the Rob Roy team, they have not only helped us build a better story to deliver more compelling marketing and messaging, they provide my team with tools to advance their professional development. Everyone walks away feeling that they've learned something and become better marketers. It's a valuable shift in thinking."