

BindMedia | Performance creative checklist.

Clarity of message & objective.

Is it clear what the product or service advertised is?

Does the performance creative achieve its intended purpose? (e.g. meeting a user where they are in the funnel?)

Use powerful visuals.

Is the imagery of high quality, relevant, and supportive of the message?

Are font choices, spacing, placement, and hierarchy effective?

Are colours and overall design elements appropriate for the target audience and message?

Heuristics & consumer psychology.

Does the performance creative effectively use psychological levers (e.g., social proof, urgency bias, and authority proof)?

Does the performance creative consider consumer psychology and the user's mindset?

Performance measurement.

Did this performance creative perform on par or exceed the performance of similar assets that are in the campaign? (or similar?)

Make it relevant.

Is it clear who the product or service is for?

Is this creative relevant for the audience?

Is the creative tailored to both user behaviour and platform-specific best practices?

User experience.

Is the landing page and page selection relevant to the messaging, product, and persona conveyed in the creative?

Does the performance creative evoke the desired emotions in the user?

Does the performance creative effectively capture and maintain attention?

Functionality & technical aspects.

Is there a clear and compelling call to action?

Does the performance creative meet the Web Content Accessibility Guidelines (WCAG) accessibility standards (e.g., readability, contrast)?

Does the performance creative adhere to brand guidelines? (If creative is native, this may not apply)

Are padding, guides, and safe zones accurate?

Is the performance creative suitable for the platform it will be displayed on?