

Full-Cycle Paid Ads Pipeline

MARKETING OPERATIONS

THE PROBLEM

Performance creative is expensive to produce and decays fast. Manual competitor review and ad iteration cannot keep up with the pace required to hold ROAS.

WHAT WAS BUILT

- **Scrapes competitor ads** and generates new creative featuring real product packaging in different compositions
- **Ships and tests** ads through the Meta API on a weekly cycle
- **Ranks results by** ROAS and iterates winners, kills losers, or adds spend to top performers

CONTEXT & PROBLEM

Performance creative is expensive to produce and decays fast. Each new angle requires a photographer, designer, and copywriter before a single impression runs.

Manual competitor review is slow. By the time a winning angle is identified, recreated, and launched, the competitive window has closed.

No systematic feedback loop between ad performance data and the next batch of creative. Winners are discovered by accident, not by process.

AI SOLUTION

Automated scraping monitors 34 competitor brands across the Meta Ad Library, scoring each ad on six dimensions including visual hook, offer clarity, and brand fit.

AI image generation produces new creative using the company's real product packaging with Keep/Change prompts that mirror winning competitor compositions.

Four validation gates (packaging fidelity, product authenticity, no AI humans, compliance) filter every generated asset before it reaches the handoff queue.

VALUE AT STAKE

Creative cycle time compressed from weeks of agency back-and-forth to same-day generation and testing.

Systematic competitive intelligence replaces ad-hoc inspiration, with every angle traced back to a scored source ad.

Validation gates eliminate the most common AI creative failures before any ad spend is committed.

Full video walkthrough available at heidigital.com/portfolio/paid-ads