

Stressed Out: Creative Stress Testing for Digital Advertisements

Creative stress-testing digital ads means figuring out what works and what doesn't, what captures audience attention, and what converts potential customers. To design and test multiple ad variants requires resources you just don't have; it takes considerable time to sit down and design the ads, and money to launch a campaign with them, all the while you're unsure whether your brainstorming for creative ideas will pay off when implemented, as nothing guarantees the success of an advertisement. That all changes with Stressed Out—a creative stress testing firm for digital ads. We do the brainstorming for you because our ad experts know exactly what works and what doesn't, saving you time planning and designing ad ideas and money on testing unsuccessful campaigns.

Whether you have an ad concept, a piece of user-generated content you want to turn into an ad, or an existing ad that just didn't perform well, we take it all, stress-test it with thorough analysis, and convert it into highly engaging, cheap-to-reproduce dynamic video ads. Our specialty is diving into why an ad didn't work and suggesting next steps to boost performance going forward. But we also love turning static images into dynamic videos and iterating on your underperforming ad campaigns. When you leverage Stressed Out for creative stress testing of your digital ads, you'll spend way less than you would designing and implementing yourself, and you'll receive way more ready-to-launch ad variants that directly mirror your brand and reflect your desired message.

Stressed Out makes ad design and implementation cheaper because it drives down your **cost per ready-to-launch ad variant**: instead of paying for all the internal hours (design, copy, revisions, QA, and implementation), you pay one fee plus a quick review—so you end up with **more brand-accurate, ready-to-launch variants for less money per variant** than building and executing the same volume in-house.

Pain Points that Stressed Out Solves:

1. Internal ad design—no more manually planning, designing, or launching ads.
2. High spend for 1-2 variants—receive a minimum of 3 dynamic ad variants for cheaper than what it would cost your team to develop internally.
3. Uncertain performance—launch video ads guaranteed to outperform your current campaigns.
4. Ad Brainstorming—save dozens of manual work hours with video ads that are already stress tested.

Offerings:

1. Ad Stress Test Reports: \$99—We stress test and analyze underperforming ads (static & dynamic)
 - Client provides ads (up to 6 creatives) for a comprehensive stress-test analysis.
 - 30-minute intro discovery call
 - Client receives a written report for each ad, detailing the reasons for poor performance and next steps for what to fix/test next.
 - No ad variants delivered.
2. Starter Package: \$149—We convert ideas and static content into dynamic video ads
 - Client provides ad concept designs/images/UGC static content for conversion into dynamic ad variants.
 - We incorporate branding into ad variants with targeted keywords for ad copy.
 - 3 ad variants delivered.
3. Growth Package: \$259—Same as starter package, just with 5 ad variants delivered.
4. Pro Package: \$429—We iterate on underperforming dynamic ads with new variants
 - Client provides us with underperforming video ads (up to 3 creatives), which we creatively stress-test and iterate on with the OpenArt studio.
 - 2 variants delivered for each creative provided.