

NO VOLUME. NO WINNERS.

Why modern performance marketing is driven by creative volume.

Creative is no longer the output. It is the input to performance.

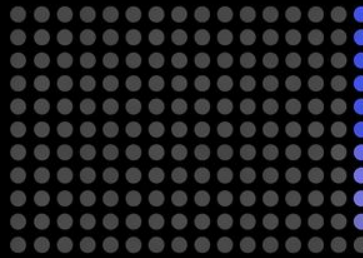
If most creative never performs, volume becomes the only lever you can control.

The brands that win aren't guessing better — they're testing more.

More shots create more winners.

THE REALITY

Creative Performance Distribution



~5%
of creative becomes scalable winners.

Motion 2026 Creative Benchmarks

550,000+ ads analyzed
\$1.3B in spend

A small % of creative drives the majority of results.



90%
of ads don't scale

10%
of ads drive the majority of results

47%
of sales impact comes from creative.
Nielsen Catalina Solutions

Multi-creative is required.
Platforms optimize based on variation.
TikTok Creative Best Practices
Meta Best Practices

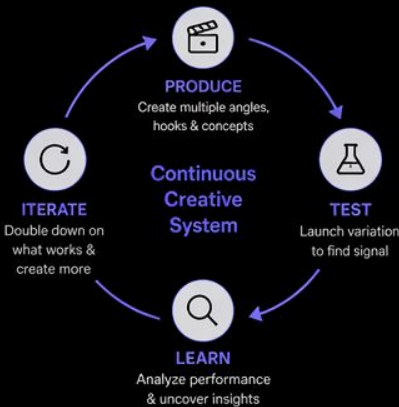
SOURCES: Motion Motion 2026 Creative Benchmarks
550,000+ ads analyzed, \$1.3B in spend Nielsen Nielsen Catalina Solutions
Media Impact Report TikTok TikTok Creative Best Practices Meta Meta Creative Best Practices

THE SYSTEM

Performance Is a Volume Game.

Results improve across multiple testing cycles, not a single batch.

THE CONTINUOUS CREATIVE FLYWHEEL

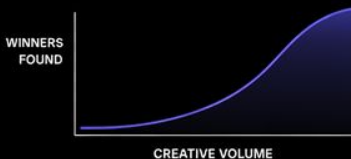


Each cycle compounds performance and informs the next.

HOW MUCH CREATIVE YOU NEED TO WIN

MONTHLY AD SPEND	CREATIVE & CADENCE (TOTAL OVER 3 MONTHS)	WHAT YOU UNLOCK
\$50K-\$100K	30 TOTAL ASSETS 10 assets x 3 months	FOUNDATIONAL TESTING Initial creative direction
\$100K-\$250K	45 TOTAL ASSETS 15 assets x 3 months	EARLY MOMENTUM Emerging winning patterns
\$250K-\$500K	60 TOTAL ASSETS 20 assets x 3 months	CONSISTENT PERFORMANCE Clear, repeatable insights
\$500K-\$1M	90 TOTAL ASSETS 30 assets x 3 months	SCALABLE WINNERS High-confidence creatives
\$1M+	120+ TOTAL ASSETS 40+ assets x 3 months	CONTINUOUS GROWTH Predictable performance engine

MORE VOLUME = MORE WINNERS



The more quality creative you test, the higher your probability of finding winners.



If only ~5% of creative works, scaling spend without scaling creative **guarantees diminishing returns.**