

TRACEBRIDGE

Creative Intelligence Audit

Sample Audit (Hypothetical Brand)

LUMA SLEEP

This sample demonstrates the type of opportunities, repeated testing, hidden learnings, and creative intelligence insights uncovered during a TraceBridge audit.

Executive Summary

Creatives analyzed: 86

Concept families identified: 14

Learnings extracted: 27

Repeated concepts discovered: 11

Fatigue risks identified: 4

Key Opportunities

- Winning concepts are being underutilized.
- Repeated testing is occurring across multiple campaigns.
- Creative learnings are fragmented across systems.
- Several concept families show early signs of fatigue.

Concept Family Map

Sleep Problems

- Founder Couldn't Sleep
- Sunday Night Anxiety
- 3AM Wakeups

Supplement Education

- Why Melatonin Failed
- Why Magnesium Alone Fails

Transformation

- Couple Sleep Transformation
- Sleep Score Journey

61% of creative production originated from only three concept families.

Repeated Testing Analysis

Sleep science concepts accounted for 27% of creative output despite consistently underperforming transformation-driven concepts.

Several concepts were re-tested under different creative names and briefs despite already having sufficient historical evidence.

Forgotten Winners

Founder Story creatives generated an average ROAS of 5.1 but received no meaningful new iterations in the last six months.

Transformation Story concepts produced some of the lowest CPAs in the account while representing less than 10% of total creative output.

High-Confidence Learnings

- Founder-led narratives outperform generic educational content.
- Myth-busting hooks consistently improve CTR.
- Long-form introductions reduce watch time.
- Transformation stories outperform product explanations.
- Static assets underperform UGC in top-funnel campaigns.
- Sleep science concepts require stronger proof elements

Fatigue & Risk Assessment

Several high-spend concepts show declining engagement trends while continuing to receive significant testing allocation.

The 'Sleep Science Education' concept family appears saturated and should be refreshed or replaced with adjacent concept families.

Recommendations

- Expand Founder Story concepts.
- Increase testing volume around Transformation concepts.
- Reduce investment in weak educational narratives.
- Preserve learnings in a centralized creative intelligence repository.

How Findings Are Preserved

After the audit, concepts, learnings, relationships, and creative lifecycle data are organized into a structured Creative Intelligence Workspace.

This allows teams to retrieve historical learnings before future concepts are developed.

Creative Library

☰ 88 Creative Library ▾

Why Melatonin Failed	Sleep Score Screenshot	5AM Founder Morning	5AM founder morning v2
Hook Melatonin never solved my problem	Hook My sleep score before and after	Hook What changed after fixing my sleep	Hook If you're waking up at 5AM every night
Angle Contrarian	Angle Proof	Angle Transformation	Angle Customer Pain
Concept Sleep Myths	Concept Proof Visuals	Concept Founder Journey	Concept 3AM Problem
Format Talking Head	Format Static	Format UGC Video	Format UGC Video
Status Testing	Status Active	Status Active	Status Active

What It Does

Every creative is classified by:

- Hook
- Angle
- Concept Family
- Format
- Creator
- Status

Creative Families

<input type="checkbox"/>	A Creative Name	A Creative Family	Thumbnail	Creative URL	Hook	Angle	Concept	Format	Creator	Platform	Status
	CREATIVE FAMILY (Empty) 23	Creative Family									
	CREATIVE FAMILY Customer Transformation 2										
24	Customer Transformation v1	Customer Transformation			I stopped feeling exhausted	Transformation	Customer Results	UGC Video	Emma	Meta	Active
25	Customer Transformation v2	Customer Transformation			I stopped feeling exhausted	Transformation	Customer Results	UGC Video	Emma	Meta	Active
	+										
	CREATIVE FAMILY Founder Couldn't Sleep 3										
26	Founder Couldn't Sleep v1	Founder Couldn't Sleep			I spent 3 years sleeping 4 h...	Founder Story	Founder Journey	UGC Video	Sarah	Meta	Active
27	Founder Couldn't Sleep V2	Founder Couldn't Sleep									
28	Founder Couldn't Sleep V3	Founder Couldn't Sleep									
	+										

What It Does

Related creatives are grouped into concept families, making it possible to see how ideas evolve over time.

Instead of viewing creatives individually, teams can evaluate entire concept families and understand which ideas deserve further iteration.

Learnings Repository

Learnings Vault > Learning Vault

Category	Learning Statement	Confidence
▼ Messaging 3		
	Founder stories outperform feature-first messaging	High
	Outcome messaging beats educational messaging	High
	Relatable founder pain creates trust faster	High
▼ Audience 1		
	Sleep anxiety is a recurring pain point	High
▼ Proof 1		
	Transformation visuals improve conversion intent	High

What It Does

Experiment outcomes are converted into reusable institutional knowledge.

Rather than being buried inside ad accounts, documents, or team memory, learnings become searchable and accessible for future creative development.

Creative Fatigue Monitoring

Fatigue Watchlist > Fatigue

Fatigue Status		
▼ Fresh 3		
Linked Creatives	Fatigue Status	
Night Anxiety Hook	Fresh	
Founder Couldn't Sleep v1	Fresh	
5AM Founder Morning	Fresh	
Fatigue Status		
▼ Watch 3		
Linked Creatives	Fatigue Status	
Why Melatonin Failed	Watch	
Sleep Score Screenshot	Watch	
Busy Founder Sleep	Watch	
Fatigue Status		
▼ Aging 2		
Linked Creatives	Fatigue Status	
Customer Transformation v1	Customer Transformation v	Aging
Morning Energy Result		Aging
Fatigue Status		
▼ Replace 2		
Linked Creatives	Fatigue Status	
Couple Testimonial	Replace	
5AM founder morning v2	Replace	

What It Does

Concept health is tracked over time, helping teams identify opportunities for refreshes, replacements, and new iterations before performance deterioration becomes significant.

The goal is not simply to organize creative assets.

The goal is to ensure that every creative test, every experiment, and every learning contributes to future decision-making.

The result is a system that helps teams stop repeating old lessons and start building on existing knowledge.