# Automation, AI and testing make creative a measurable growth lever for apps



App creatives are no longer an optional flourish; they are a strategic lever that can determine whether an app scales or stalls. Speaking to Business of Apps at App Promotion Summit London 2025, Peggy Anne Salz spoke with Megan Evans, Creative Director at ConsultMyApp, who argued that creative work should be treated with the same rigour as acquisition and product decisions — planned, measured and iterated rather than an afterthought handed to a generalist designer.

That mobile‑first imperative means thinking beyond a single asset. According to ConsultMyApp’s creative services material, effective creative strategies span the whole funnel: paid acquisition, App Store conversion and retention communications. Industry playbooks and platform guides concur, stressing that format, KPI and context differ across video, playable and native placements, so creative teams must align production with analytics and UA metrics rather than treating assets as one‑off designs.

Testing, Evans emphasised, is not optional — it is the mechanism that turns creative opinion into evidence. “Don’t change too much at once — otherwise you’re never going to understand exactly what’s moving the needle,” she told Business of Apps, echoing established A/B testing discipline that insists on isolating a single variable per experiment, choosing clear KPIs and ensuring sufficient data to avoid false conclusions.

That discipline can produce surprising results. Evans pointed out that “sometimes it’s the one you don’t want that wins,” a reality that marketers increasingly encounter as lo‑fi, user‑generated or purposely “imperfect” ads often outperform highly polished creatives. Analyses of creative performance suggest psychological drivers — from perceived authenticity to the pratfall effect — explain why raw, native‑style assets can generate higher engagement when they are the right fit for the audience and properly validated by testing.

Measurement also reveals trade‑offs. Recent creative analyses show that the assets which most effectively drive initial installs are not always the same ones that maximise Day‑7 retention or lifetime value. That tension underlines why creative strategy must be joined to measurement: immediate click activity (CTR, IPM) and conversion (CVR, CPI) need to be read alongside retention metrics so teams can choose formats and messages that support longer‑term business goals, not just short‑term acquisition.

Part of the problem, Evans argued, is skill mismatch: generalist designers often miss mobile‑specific nuances that lift conversion. ConsultMyApp presents creative as a specialised, data‑informed discipline — one that marries craft with analytics — and platform guidance recommends allocating budget and talent to continuous creative optimisation rather than ad‑hoc asset production.

Technology is changing how teams deliver that work. Evans noted that automation and AI are already freeing creatives from repetitive production tasks: “Instead of spending time on things that can be automated through AI, we’re now focusing on the parts that need the human brain,” she said. Creative automation tools can handle batch edits, templating and resizing at scale, enabling faster iteration and consistent cross‑channel execution while leaving strategy, concepting and nuanced testing to people.

Putting those pieces together means building cohesion across acquisition, store listings and retention. ConsultMyApp and industry practitioners advise producing complementary assets — UGC‑led paid clips, store‑optimised imagery and CRM‑tailored creatives — so that users see a consistent story at every touchpoint, and so learnings from one channel inform experiments in another.

For practitioners, the practical checklist is straightforward: set clear KPIs tied to business outcomes; run disciplined A/B tests that change one variable at a time; embrace authentic formats when they outperform polished work; and use automation to scale repetitive production while preserving human judgement for strategy. Taken together, these steps turn creative from an artful afterthought into a repeatable, measurable growth function.

The takeaway is that creative excellence is not simply aesthetic — it is systematic. ConsultMyApp and other industry sources present a consistent case: when teams invest in specialist skills, rigorous testing and measurement, and use automation to amplify rather than replace human insight, creative becomes one of the most predictable levers for app growth rather than a roll of the dice.

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* Paragraph 1 – [[1]](https://www.businessofapps.com/podcasts/creative-that-drives-growth-consultmyapps-playbook/), [[2]](https://www.consultmyapp.com/service/creative-design), [[7]](https://www.applovin.com/glossary/creatives-and-ads/)
* Paragraph 2 – [[2]](https://www.consultmyapp.com/service/creative-design), [[7]](https://www.applovin.com/glossary/creatives-and-ads/), [[3]](https://www.appsflyer.com/company/newsroom/pr/ai-emotion-creative-trends/)
* Paragraph 3 – [[1]](https://www.businessofapps.com/podcasts/creative-that-drives-growth-consultmyapps-playbook/), [[4]](https://addict-mobile.com/en/blog-ua-creative-lab-a-b-testing/)
* Paragraph 4 – [[1]](https://www.businessofapps.com/podcasts/creative-that-drives-growth-consultmyapps-playbook/), [[5]](https://datadriventribe.com/blog/power-of-imperfection-why-ugly-ads-work/)
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## Bibliography

1. <https://www.businessofapps.com/podcasts/creative-that-drives-growth-consultmyapps-playbook/> - Please view link - unable to able to access data
2. <https://www.consultmyapp.com/service/creative-design> - ConsultMyApp’s Creative Services page explains their mobile-first approach to creative, emphasising that app creatives must be crafted for the entire user funnel — from paid acquisition to App Store conversion and retention. The page describes conversion rate optimisation for store listings, UGC-led paid assets, platform-native creative formats and CRM-driven retention assets. It argues that mobile creatives require specialist knowledge and that creative work must be data-informed, tested and iterated. The copy highlights the need for cohesion across channels and the performance benefits of aligning creative production with analytics and UA metrics, presenting creative as a strategic growth function rather than an afterthought.
3. <https://www.appsflyer.com/company/newsroom/pr/ai-emotion-creative-trends/> - AppsFlyer’s 2025 Creative Report press release summarises analysis of over 1.1 million video creatives and shows how creative signals drive installs and retention. The release stresses data-driven creative optimisation, the importance of variety and testing, and the trade-off between initial engagement and longer-term retention. It reports category-specific findings (for example, different celebrity formats and UGC performance) and recommends integrating creative strategy with measurement to improve Day 7 retention and IPM. The report positions creative decisions as measurable, business-critical levers and supports treating creative investment with the same rigour as acquisition and product choices.
4. <https://addict-mobile.com/en/blog-ua-creative-lab-a-b-testing/> - Addict Mobile’s UA Creative Lab article on A/B testing outlines best practice for structuring creative experiments at scale. It emphasises the golden rule of changing one variable at a time so teams can isolate what causes performance shifts, and sets out requirements for clear KPIs, sufficient data volume, a stable testing environment and iterative documentation. The piece explains how disciplined testing turns volume into insight, avoids false attribution from multi-variable changes, and feeds learning back into production — reinforcing the point that systematic experimentation is essential to know what truly moves the needle for mobile creatives.
5. <https://datadriventribe.com/blog/power-of-imperfection-why-ugly-ads-work/> - This Data‑Driven Tribe essay explores why intentionally 'ugly' or lo‑fi ads can outperform polished creatives. It draws on psychological ideas such as the Pratfall Effect and wabi‑sabi to argue that imperfection increases authenticity and trust, and cites industry metrics showing higher engagement for user‑generated style content. The article describes the forms ugly ads take — smartphone videos, candid photos, handwritten notes and native‑style social content — and explains when this approach is appropriate or harmful. Practical guidance on testing and iterating underscores the point that off‑brand, raw creatives can be powerful when validated by performance data.
6. <https://www.playturbo.com/blog/how-creative-automation-tools-save-time-and-boost-efficiency> - Playturbo’s blog post examines creative automation tools and how they free creative teams from repetitive production tasks. It describes capabilities such as batch editing, templating, automatic resizing and AI‑assisted concept generation, arguing these features let teams focus more on strategy and testing rather than manual formatting. The post notes benefits including faster iteration, consistent cross‑channel branding and reduced human error, while stressing that automation complements rather than replaces human creativity. Practical examples and use cases demonstrate how automation scales asset production and enables data‑driven experimentation across platforms, supporting the idea that AI should augment strategic work, not simply automate output.
7. <https://www.applovin.com/glossary/creatives-and-ads/> - AppLovin’s glossary entry on mobile ad creatives outlines what makes ad assets effective for app user acquisition. The resource stresses that mobile creatives demand platform‑specific design, ongoing testing and measurement, and investment in creative development. It explains format differences (video, playable, rewarded video, interstitials), recommends iterative A/B testing and KPIs (CTR, CVR, CPI), and highlights the value of allocating budget to continuous creative optimisation. The page supports the view that creative work is part science and part craft, requiring specialised skills and rigorous measurement to drive acquisition, conversion and long‑term app performance.