# Treat creative as a measurable growth engine, not decoration



Recorded at App Promotion Summit London 2025, a Business of Apps App Talk with Peggy Anne Salz and Megan Evans, Creative Director at ConsultMyApp, argued a simple but consequential point for mobile teams: creative is not decoration or afterthought — it is a strategic, measurable lever for growth that deserves the same rigour as acquisition and product decisions. The conversation, held on 24 April 2025 at the summit, framed creative work as an integrated discipline that must be designed, tested and scaled with intent across the entire app user lifecycle.

Central to the interview was the insistence that creative must be treated as a specialised, data‑driven function. According to the Business of Apps discussion, and echoed on ConsultMyApp’s own service page, that means breaking creative out of the “general design” box and aligning it to acquisition, engagement and retention objectives; in other words, creative should be judged by commercial outcomes, not just aesthetics. Industry studies reinforce this shift: recent market analysis shows that a small share of “creative winners” capture most spend, and wider, systematic testing and variety are increasingly important to find assets that deliver long‑term value.

That specialism matters because mobile creative has its own grammar. ConsultMyApp argues for a mobile‑first approach that combines motion, short‑form storytelling, deliberate copy and app‑specific UX choices — elements that generalist designers can miss when they treat mobile as a scaled‑down web experience. The summit interview underlined the point: creative teams that connect ASO, paid user acquisition and CRM are better positioned to turn ad exposure into retained users, not just headline installs.

The interview also surfaced a recurring commercial tension: polished, on‑brand ads do not always perform best. “Sometimes it’s the one you don’t want that wins, which is difficult for brands to understand,” Megan Evans told Business of Apps at the summit. This mirrors findings from wider research showing that emotional storytelling, user‑generated content and platform‑native formats can outperform glossy celebrity spots for retention and installs — meaning teams must be willing to embrace surprising, even “ugly”, winners when the data supports them.

If unexpected winners are to be trusted, testing discipline is essential. The conversation returned repeatedly to the science of experimentation: set clear goals, change one variable at a time, run tests long enough to reach statistical significance and measure secondary metrics that indicate quality of acquisition. This guidance aligns with established A/B testing best practice, which warns against simultaneous, multi‑factor changes that obscure what actually moved the needle. As Evans put it on the podcast, “Don’t change too much at once — otherwise you’re never going to understand exactly what’s moving the needle.”

Artificial intelligence featured as an efficiency and scaling tool rather than a creative shortcut. Both the podcast and recent industry commentary suggest AI is best deployed to automate repetitive tasks — resizing, localisation, variant generation and basic edit work — freeing human teams to focus on strategy and storytelling. “Instead of spending time on things that can be automated through AI, we’re now focusing on the parts that need the human brain,” Evans said. This view is consistent with vendor roadmaps from major creative platforms that position agentic AI as an augmenting force for productivity and insight, while emphasising the need for ethical and brand‑safe models.

Practically, the upshot for app teams is clear: treat creative as a system. Build hypotheses, run disciplined tests, accept that high‑performing assets may be counterintuitive, and use automation where it removes friction. ConsultMyApp presents this as an integrated capability — combining creative design, analytics and martech to iterate toward sustainable growth — but editorially it’s worth underscoring the caveat that agency descriptions are claims about capability and should be validated against an individual app’s metrics and experiments.

For product and marketing leaders the mandate is straightforward: invest in specialised creative capability, insist on rigorous experimentation and align tools and teams so creative, ASO and UA work as a unified growth engine. When teams do, they not only improve the odds of discovering true creative winners — they build a repeatable process that converts attention into retained users and, ultimately, commercial value.

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* Paragraph 1 – [[1]](https://www.businessofapps.com/podcasts/creative-that-drives-growth-consultmyapps-playbook/), [[3]](https://app.swapcard.com/widget/event/app-promotion-summit-london-2025/planning/UGxhbm5pbmdfMjY1MTU0OA%3D%3D)
* Paragraph 2 – [[1]](https://www.businessofapps.com/podcasts/creative-that-drives-growth-consultmyapps-playbook/), [[4]](https://www.consultmyapp.com/service/creative-design), [[5]](https://www.appsflyer.com/company/newsroom/pr/ai-emotion-creative-trends/)
* Paragraph 3 – [[4]](https://www.consultmyapp.com/service/creative-design), [[1]](https://www.businessofapps.com/podcasts/creative-that-drives-growth-consultmyapps-playbook/)
* Paragraph 4 – [[1]](https://www.businessofapps.com/podcasts/creative-that-drives-growth-consultmyapps-playbook/), [[5]](https://www.appsflyer.com/company/newsroom/pr/ai-emotion-creative-trends/)
* Paragraph 5 – [[1]](https://www.businessofapps.com/podcasts/creative-that-drives-growth-consultmyapps-playbook/), [[6]](https://www.optimizely.com/ab-testing/)
* Paragraph 6 – [[1]](https://www.businessofapps.com/podcasts/creative-that-drives-growth-consultmyapps-playbook/), [[7]](https://blog.adobe.com/en/publish/2025/04/09/our-vision-for-accelerating-creativity-productivity-with-agentic-ai)
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* Paragraph 8 – [[1]](https://www.businessofapps.com/podcasts/creative-that-drives-growth-consultmyapps-playbook/), [[4]](https://www.consultmyapp.com/service/creative-design), [[5]](https://www.appsflyer.com/company/newsroom/pr/ai-emotion-creative-trends/)

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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.businessofapps.com/podcasts/creative-that-drives-growth-consultmyapps-playbook/> - Business of Apps’ App Talk episode 'Creative that drives growth' features Peggy Anne Salz interviewing Megan Evans, Creative Director at ConsultMyApp, recorded at App Promotion Summit London 2025. The piece argues that app creative should be treated as a strategic, data-driven discipline equal to acquisition and product decisions. It highlights systematic testing, mobile-first creative specialism, willingness to embrace unexpectedly high-performing 'ugly' or off‑brand assets, and the value of integrating creative across ASO, paid acquisition and retention. The article also covers practical testing advice and the role of AI in automating repetitive tasks so humans can focus on strategy and creativity.
3. <https://app.swapcard.com/widget/event/app-promotion-summit-london-2025/planning/UGxhbm5pbmdfMjY1MTU0OA%3D%3D> - This App Promotion Summit London 2025 listing details an App Talks interview titled 'Interview with ConsultMyApp', scheduled on 24 April 2025. It confirms Megan Evans, Creative Director at ConsultMyApp, and Peggy Anne Salz as participants, and outlines topics including CRO and testing, balancing branding with performance, and AI and creatives. The event blurb explains ConsultMyApp’s services across ASO, paid user acquisition, CRM, creative and UX design, and analytics, signalling the organisation’s integrated approach to app growth. The page serves as event evidence that the Business of Apps App Talk was recorded at App Promotion Summit London 2025 in the UK.
4. <https://www.consultmyapp.com/service/creative-design> - ConsultMyApp’s Creative Design service page explains the agency’s mobile-first approach to creative work, emphasising that app creatives must be tailored for acquisition, engagement and retention rather than treated as generic design. The page highlights A/B testing, mobile experience design, motion graphics and copywriting as core capabilities, and argues that creative teams must connect ASO, paid acquisition and CRM to drive sustainable growth. It cites testing and hypothesis-driven iterations to improve retention and conversion, and positions creative as a measurable, data‑informed function that works hand-in-hand with analytics and MarTech to deliver results across the full app user lifecycle and commercial outcomes.
5. <https://www.appsflyer.com/company/newsroom/pr/ai-emotion-creative-trends/> - AppsFlyer’s 2025 State of Creative Optimisation report analyses over a million video creatives, revealing that a tiny proportion of ‘creative winners’ capture most spend while wider testing and variety are gaining importance. The study finds that emotional storytelling, UGC tutorials and platform‑native formats often outperform celebrity-driven spots on retention and installs, and that AI and automation are increasingly essential for scaling creative production and measurement. AppsFlyer emphasises the need to test many variations, match creative to platform context, and evaluate ads for both acquisition and long‑term retention to avoid optimising for short‑term installs at the expense of lifetime value metrics.
6. <https://www.optimizely.com/ab-testing/> - Optimizely’s A/B testing guide outlines best practices for rigorous experiment design, stressing clear goals, adequate sample sizes, and statistical significance. It recommends isolating variables — changing one element at a time — to attribute outcomes confidently, and advises even traffic splits, careful segmentation and sufficient duration to avoid false positives. The guidance warns against making multiple simultaneous changes and encourages iterative testing, documentation and analysis of secondary metrics to understand broader impact. Optimizely frames testing as an ongoing scientific process that de‑risks design decisions, informs creative optimisation, and helps teams learn which elements genuinely move conversion and retention metrics consistently.
7. <https://blog.adobe.com/en/publish/2025/04/09/our-vision-for-accelerating-creativity-productivity-with-agentic-ai> - Adobe’s April 2025 blog on agentic AI describes how purpose‑built AI agents and tools like Brand Concierge and Experience Platform Agent Orchestrator accelerate creative production and automate repetitive tasks. Adobe argues that AI should augment rather than replace human creativity, freeing designers to focus on strategy, storytelling and higher‑value work. The piece showcases examples such as automated resizing, content localisation and media intelligence in Premiere Pro that speed workflows and surface insights, while stressing ethical, brand-safe generative models. Adobe positions agentic AI as a way to scale creative output, improve personalisation across journeys, and let teams concentrate on strategic decisions.