

10 Prompts to Audit Your Ad Library

Turn your video ad assets into actionable intelligence. Audit performance, bridge creative-to-data gaps, and scale brand consistency in one workflow.

PERFORMANCE INSIGHTS

- 1 Pinpoint dead zones to enable iteration**

"For the worst performing 5 ads, describe what happens in the first 3 seconds (the hook), and then what happens immediately after the hook from seconds 3–15. Is the energy maintained, does the pacing slow down, does it cut to talking heads, product demos, text overlays, or something else? Be specific per ad."
- 2 Identify winning hooks to scale success**

"Compare the opening 5 seconds of our best-performing ads vs. our worst-performing ads. What patterns do you see in how they open: visually, tonally, and structurally?"
- 3 Optimize CTA timing to reduce funnel friction**

"Where does each ad place its CTA? What's happening visually and verbally at that moment, and how does the energy level compare to the rest of the video?"

AD PLANNING

- 4 Surface content gaps to prioritize production**

"Looking across all the ads in this library, what use cases, audiences, or topics are missing or underrepresented? What would you make next if you were filling the gaps?"
- 5 Balance content mix to eliminate format fatigue**

"Based on the formats and lengths in this library, which ad lengths and structures appear most frequently? Which feel underexplored given the range of topics we cover?"
- 6 Streamline production briefs to accelerate planning**

"Generate 10 video concept ideas and working titles based on what's performed well in this library and what topics haven't been covered yet. For each, give me a one-sentence rationale."

CROSS-PLATFORM AUDIT

- 7 Standardize messaging to safeguard brand**

"Look across all ads in this library and flag any inconsistencies in how we describe what [our brand] does. Where does the value prop language differ between campaigns?"
- 8 Harmonize pacing to ensure brand cohesion**

"Compare the pacing and editing rhythm across [campaign A] vs. [campaign B]. Are they consistent, or are they running at noticeably different energy levels?"

BRAND CONSISTENCY

- 9 Detect aesthetic drift to automate visual compliance**

"Analyze the dominant color palette across all ads in this library. Are there noticeable differences between campaigns or time periods? Flag anything that looks off-brand."
- 10 Isolate tonal outliers to protect brand integrity**

"Do any of the ads in this library feel visually or tonally off-brand compared to the majority? Describe what's different and why it stands out."

TIPS FOR BETTER QUERIES

GET SPECIFIC

Replace vague questions with granular, data-driven queries.

REFERENCE ASSETS

Point the tool at specific files for precise, actionable answers.

DEMAND RATIONALE

Always append 'and explain why' to uncover strategic insights.

CONNECT DATA

Link creative analysis with CRM/platform data to measure ROI.

GET STARTED

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