

RARE AI

EXECUTIVE INTELLIGENCE FOR AGENCIES

Creative Fatigue - Risk Snapshot

Rare AI reviewed the full uploaded creative dataset and prioritized the risks, campaigns, and growth opportunities that matter most.

Creative Fatigue Risk Index

26/100

Account Status

Immediate Action Required

SPEND

INR 3.31Cr

ROAS

3.55x

CREATIVES
REVIEWED

1,000

SEVERE CREATIVES

30

Creative Risk Distribution

Out of 1,000 ad creatives reviewed:

Low Risk Creatives: 561 Emerging Risk: 214 Watchlist: 69 High Risk: 126 Severe Fatigue: 30

Platform

Meta Ads

Report

Creative Report

Generated

6/19/2026

Executive Decision Dashboard

A clean executive view of risk concentration and campaign clusters requiring attention before reviewing the detailed register.

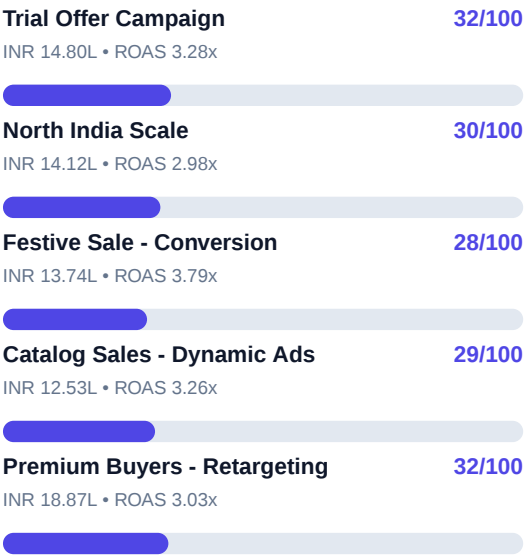
Risk Distribution

Risk split across 1,000 creatives.



Campaigns Driving Risk

Campaign clusters with the highest concentration of risk.



Immediate Priorities



Decision takeaway

Prioritize campaigns with elevated risk first, then use the full register to assign refresh, budget reduction, or scaling actions.

Spend + Risk Creatives Requiring Review

These creatives are prioritized using spend exposure plus risk score. Use this page to focus optimization work where budget impact and fatigue risk overlap.

ASSET	CAMPAIGN	SPEND	RISK
#1 Static_Image_B_0761_High Creative asset	Lookalike 2 Percent - S...	INR 64.7K	89/100
#2 Static_Image_A_0570_Severe Creative asset	Catalog Sales - Dynamic...	INR 61.3K	90/100
#3 Static_Image_D_0285_High Creative asset	Trial Offer Campaign ...	INR 62.6K	87/100
#4 UGC_Video_B_0727_Severe Creative asset	Google Traffic Retarget...	INR 60.8K	89/100
#5 Testimonial_D_0404_Severe Creative asset	South India Scale Jun...	INR 59.4K	91/100
#6 Founder_Video_D_0382_High Creative asset	Women 25-34 - Performan...	INR 63.0K	85/100
#7 Testimonial_B_0377_Severe Creative asset	Founder Story - TOF J...	INR 57.9K	92/100
#8 Carousel_A_0456_Severe Creative asset	North India Scale Jun...	INR 59.2K	89/100

Note: This table is sorted by spend exposure × risk score, not by spend alone. Final action should combine risk score, CPA, ROAS, and campaign objective.

Verified Performance Gaps

Rare AI compares the high-risk group against the full uploaded account using auditable blended math.
Scope: High-risk assets vs full uploaded account. High-Risk Group size: 156 of 1,000 creatives.
High-Risk Group includes assets with a Rare AI Risk Score of 61 or higher.

CTR GAP 76.32%	CPA MULTIPLE 13.4x	ROAS GAP 67.08%	CVR GAP 77.26%
Gap Calculation Method CTR and CVR use blended totals. CPA uses total spend ÷ conversions and is shown as a multiple. ROAS uses blended revenue proxy ÷ spend. These are not historical trend claims.	Account vs High-Risk Group CTR 1.77% to 0.42% CPA INR 275 to INR 3.7K ROAS 3.55x to 1.17x.		
Biggest Creative Risk Testimonial_B_0377_Severe in Founder Story - TOF Jun 2026 shows the highest risk score of 92/100.	Best Scaling Creative Founder_Video_D_0303_Healthy is the strongest scaling candidate with blended ROAS of 7.50x and manageable risk signals.		

AI Executive Summary

Rare AI reviewed 1,000 uploaded ad creatives and identified 30 severe fatigue creatives requiring immediate attention. The Creative Fatigue Risk Index is 26/100, based on fatigue signals, benchmark gaps, and business impact from high-spend assets.

Stakeholder Explanation

Rare AI compared the high-risk creatives group against the full uploaded account using blended totals. The high-risk group shows CTR 1.77% to 0.42%, CPA 13.4x higher (INR 275 to INR 3.7K), ROAS 3.55x to 1.17x, and CVR 5.36% to 1.22%. These are account-benchmark comparisons, not historical decline claims.

Next 7 Days Action Plan

Rare AI recommends the following priority sequence for the next review cycle.

1

Day 1–2

Pause or reduce spend on the highest-risk severe fatigue creatives.

2

Day 3–4

Launch 3–5 new creative variants with fresh hooks, formats, and angles.

3

Day 5–7

Reallocate incremental budget toward Creatives Worth Scaling and monitor fatigue signals.

Operating Principle

The PDF is designed for executive prioritization. The full risk register inside Rare AI should be used by media buyers and account managers for deeper operational review.

Top 10 Creative Risks

Rare AI identified 30 severe fatigue creatives. This report highlights the 10 highest-priority assets requiring intervention.

#1	Testimonial_B_0377_Severe Founder Story - TOF Jun 2026	92/100	CPA INR 9.7K ROAS 0.56x
#2	Testimonial_D_0404_Severe South India Scale Jun 2026	91/100	CPA INR 4.2K ROAS 0.82x
#3	Testimonial_E_0526_Severe North India Scale Jun 2026	90/100	CPA INR 26.8K ROAS 0.53x
#4	Static_Image_A_0570_Severe Catalog Sales - Dynamic Ads Jun 2026	90/100	CPA INR 6.8K ROAS 1.11x
#5	Testimonial_B_0728_Severe Catalog Sales - Dynamic Ads Jun 2026	90/100	CPA INR 11.6K ROAS 1.07x
#6	Carousel_A_0456_Severe North India Scale Jun 2026	89/100	CPA INR 3.3K ROAS 1.12x
#7	UGC_Video_B_0727_Severe Google Traffic Retargeting Jun 2026	89/100	CPA INR 20.3K ROAS 1.22x
#8	Static_Image_B_0761_High Lookalike 2 Percent - Scaling Jun 2026	89/100	CPA INR 5.4K ROAS 1.41x
#9	Product_Demo_E_0829_Severe Brand Awareness - Video Views Jun 2026	89/100	CPA INR 5.2K ROAS 1.16x
#10	Offer_Banner_D_0877_Severe D2C Scale - Prospecting Jun 2026	89/100	CPA INR 5.5K ROAS 0.69x

Campaign Risks & Creatives Worth Scaling

Top Campaigns Driving Risk

#1	Trial Offer Campaign Jun 2026 13 creatives require attention (4 Severe • 9 High Risk)	Blended ROAS 3.28x INR 14.80L
#2	North India Scale Jun 2026 12 creatives require attention (3 Severe • 9 High Risk)	Blended ROAS 2.98x INR 14.12L
#3	Festive Sale - Conversion Jun 2026 12 creatives require attention (3 Severe • 9 High Risk)	Blended ROAS 3.79x INR 13.74L
#4	Catalog Sales - Dynamic Ads Jun 2026 11 creatives require attention (3 Severe • 8 High Risk)	Blended ROAS 3.26x INR 12.53L
#5	Premium Buyers - Retargeting Jun 2026 11 creatives require attention (1 Severe • 10 High Risk)	Blended ROAS 3.03x INR 18.87L

Creatives Worth Scaling

#1	Founder_Video_D_0303_Healthy WhatsApp Lead Campaign Jun 2026	ROAS 7.50x Fatigue Risk 6/100
#2	Product_Demo_C_0749_Healthy Cart Recovery - BOF Jun 2026	ROAS 7.50x Fatigue Risk 3/100
#3	Founder_Video_C_0291_Healthy Founder Story - TOF Jun 2026	ROAS 7.49x Fatigue Risk 8/100
#4	Carousel_C_0837_Healthy D2C Scale - Prospecting Jun 2026	ROAS 7.49x Fatigue Risk 2/100
#5	Testimonial_B_0384_Healthy Tier 2 Expansion Jun 2026	ROAS 7.48x Fatigue Risk 8/100