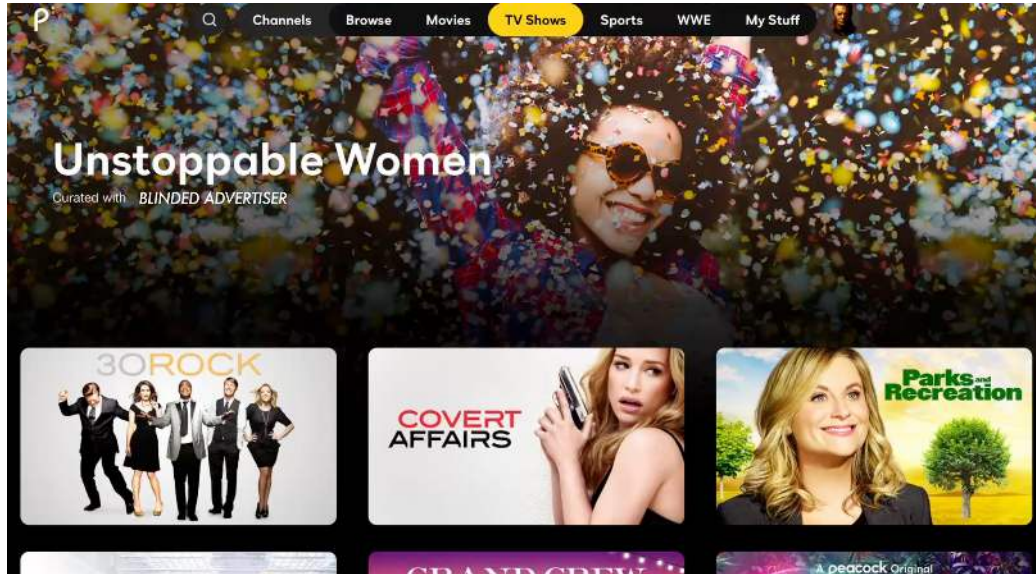


# Curator Ad Testing



## KEY METRICS

**97%**

**PRODUCT FAVORABILITY**  
Of Curator Ad Experience

**95%**

**SPONSOR APPRECIATION**  
Of Curator Ad Experience

**+198%**

**ENTRY RATE**  
For Curated Rails with Most Popular, Relevant Content

## AD PRODUCT INSIGHTS

Viewers enjoyed having a themed curated collection of best titles

Viewers appreciated the sponsor brand for curating titles with Peacock

## CREATIVE INSIGHTS

Lifestyle-centric creative that resembles the curated theme outperforms product-centric imagery

VERSION A [preferred]



VERSION B

