

IAB Europe's CreativeLi - FAQ

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Q. What is the CreativeLi Tool?

CreativeLi is a tool that enables the optimisation of digital display creatives for lower file size while maintaining visual fidelity.

Q. Why has IAB Europe developed CreativeLi?

IAB Europe is making the tool available to showcase the work of the Sustainable Creatives Task Force, a project launched in collaboration with Ad Net Zero. The Task Force is composed of a small group of specialists representing relevant stakeholders; i.e. brands, ad servers, CDNs, publishers, and other service providers. Its main objective is to identify decarbonisation levers associated with reducing creative file sizes and therefore the load on the IT infrastructure that hosts and transfers them.

Q. Who can access the CreativeLi tool?

All IAB Europe members are welcome to join the beta test.

Q. How do I access CreativeLi?

Kindly submit your request for access using the form [here](#).

Q. What information or assets do I need to be able to use CreativeLi?

The only thing you need to use CreativeLi is an ad creative that is relatively uncompressed. We suggest exporting the creative from a creative suite using settings that maintain high quality and in a lossless format (e.g. PNG). Compression, including the algorithm that CreativeLi employs, works best on files that still contain all of the image's information and have not been subjected to previous rounds of compression.

Q. How does CreativeLi work?

In Lightweighting mode, CreativeLi employs a binary search algorithm to determine optimal quality settings across three file formats (JPEG, WEBP, AVIF). To achieve this, the algorithm utilises the structural similarity index measure (SSIM) as an estimator of visual degradation.

In Benchmark mode, CreativeLi employs the same algorithm to determine quality settings that keep the final file below a certain file size or bits-per-pixel threshold and provide the user with information on how much visual degradation is caused as a result.

In LEAN mode, CreativeLi works much the same way as in Benchmark mode. However, the file size threshold is automatically determined based on the image's resolution, following the IAB Tech Lab LEAN standard.

Q. Does CreativeLi store my data?

The image files users upload are temporarily stored in our back-end while optimisation is performed, and subsequently deleted.

Q. Where can I find CreativeLi's privacy information?

In the web application, under the title Privacy Notice.

Q. What is the deadline to provide feedback on the CreativeLi Beta test?

We are looking to collect feedback from users over the following months as we continue the work within the Sustainable Creatives Task Force.

Q. How often will CreativeLi be updated?

We plan to periodically update CreativeLi with additional features based on feedback from members and the direction of the Task Force. One or two updates may be issued until the end of the year.

Q. When will CreativeLi be finalised and fully released?

The stable release of CreativeLi will be accompanied by a collection of case studies and Task Force material early in 2025.