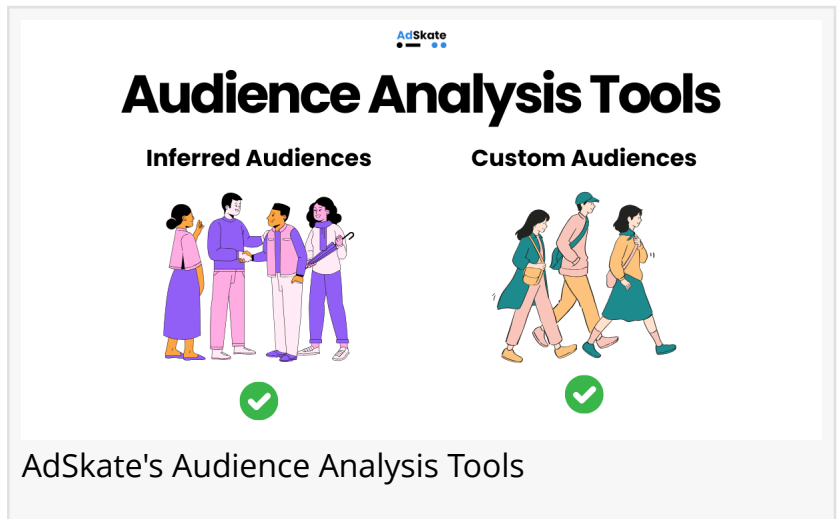


AdSkate Launches Privacy-Safe Audience Analysis Tools for Pre-Campaign Creative Testing

New capabilities allow advertisers to test ad creative across 1,000+ synthetic audience segments without relying on cookies or first-party data.

NEW YORK CITY, NY, UNITED STATES, July 29, 2025 /EINPresswire.com/ -- [AdSkate](https://www.adskate.com), a platform specializing in AI-powered creative analytics, recently announced the release of its new Audience Analysis tools, including Inferred Audiences and Custom Audiences. These tools are designed to help advertisers evaluate creative alignment with modeled audience segments before launching campaigns, without using personal data or user-level tracking.



The announcement comes at a time when marketers are adapting to a rapidly changing advertising landscape marked by signal loss, rising media costs, and increasing regulation around data privacy.



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Shreyas Venugopalan

Simulating Audience Response Using Synthetic Models

The Inferred Audiences feature allows advertisers to upload a creative asset and automatically identify which segments, drawn from over 1,000 pre-modeled synthetic audiences, are most likely to engage with it. These

segments are built using a combination of public data sources, licensed datasets, and machine learning models trained to reflect real-world behaviors, motivations, and preferences.

Each analysis compares creative elements, such as tone, imagery, and messaging, with the characteristics of these segments, helping advertisers uncover unexpected areas of resonance or missed alignment. Audiences include groups such as multilingual Gen A consumers, early-career

professionals, and health-conscious parents.

Because results are based on aggregate pattern recognition and do not rely on user-level data, the tool aligns with current privacy standards and does not require cookies or identifiers.

“Creative planning has traditionally relied on post-launch performance metrics,” said Shreyas Venugopalan, CTO and Co-Founder of AdSkate. “Inferred Audiences shift that earlier, so marketers can understand where their creative is most likely to land before any impressions are served.”

Custom Audience Modeling for Campaign-Specific Needs

Custom Audiences gives advertisers the ability to upload a creative asset and select a specific audience they want to test it against. Users can choose from a range of psychographic, demographic, or lifestyle-based audience models, such as sustainability-minded consumers, new parents, or early-stage entrepreneurs.

The system then evaluates how well the creative aligns with the selected group, using AI to surface patterns that reflect likely engagement or dissonance.

This approach is particularly useful when teams already have a clear target audience in mind but want to validate tone, messaging, or visual fit before launching a campaign.

A Shift Toward Privacy-First Planning

This launch reflects a broader industry move toward privacy-safe campaign planning. As access to individual-level data becomes more limited, advertisers are exploring alternative methods for forecasting ad performance.

By focusing on simulation and aggregate-level insights, AdSkate’s tools are designed to help advertisers reduce the risk of creative misalignment and improve planning efficiency without compromising regulatory compliance.

“These tools were developed to support marketers under new constraints,” said Akaash Ramakrishnan, CEO and Co-Founder of AdSkate. “Inferred and Custom Audiences provide a structured, data-responsible way to explore audience fit and make early creative adjustments.”

Part of a Broader Pre-Campaign Strategy

Audience Analysis is part of AdSkate’s expanding pre-campaign offering, which also includes Persona Insights. These tools are aimed at giving advertisers a more complete picture of how their creative may perform before budgets are allocated and campaigns go live.

For marketers facing tighter timelines, limited first-party data, or increased pressure to demonstrate ROI, early testing methods like these offer an opportunity to make more informed decisions.

About AdSkate

AdSkate is an AI-driven creative analytics platform that helps advertisers improve campaign outcomes by analyzing the relationship between creative assets and audience response. The company's tools are designed to support both pre-launch strategy and in-flight optimization, using synthetic audience modeling, creative attribute analysis, and privacy-compliant testing. Learn more at www.adskate.com.

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