

A background image featuring a space shuttle launch. The shuttle is angled upwards, with a large plume of white smoke and fire coming from its engines. The scene is set against a dark blue sky with some lighter blue clouds. In the upper right corner, there are several bright, out-of-focus light sources, possibly stars or distant galaxies, adding a cosmic feel to the image.

# GETTING STARTED WITH CREATIVE AUTOMATION FOR ADVERTISERS AND AGENCIES

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# Introduction

We know that you download ebooks from SaaS products all the time. You probably download them, skim through 5 out of 20 pages or so. We get it. There's a lot of content out there from software vendors proposing a magical fix to all your marketing problems. Halfway through the book you realize that this is the same old marketing strategy to get you to buy their product.

You are probably consistently under the gun to produce results for all the campaigns that you run. You are probably also struggling to work productively with your design or video team to produce creatives for your campaigns, all while tying marketing investments to revenue. You might be occupied with all those things and might feel that another ebook might be too much to take up. But we promise that this ebook is different.

Why? While we obviously would love you to be our customer at some point, we promise that this ebook is solely meant to help you deliver better results with your advertising campaigns. By the end of this book you will have at least half a dozen ideas to incorporate into your campaign strategy and business process. This ebook will also provide you with a framework to ensure digital advertising success.

If you are ready to learn how creative automation addresses all the challenges you face with advertising and how you can execute on it, then this ebook is the best place to start.





Creative automation is used by advertisers and designers to collaborate and work on producing high quality, targeted ad creatives at scale. Creative automation typically involves creative asset management, team collaboration, setting base templates, generating hyper-relevant creatives, publishing, and measuring the performance of these creatives on all advertising platforms. Creative automation enables teams to improve campaign performance predictably.

# HOW DISPLAY ADS ARE CURRENTLY MADE?

Let us tell you a story. This is the story of our favorite marketer, John Doe.

John is an ambitious, award-winning marketer and wants to launch unique campaigns that deliver exceptional ROI for his clients. He works hard every day towards getting better as a marketer and is excited about new campaigns. One morning his boss briefs him about a new client that the business development team closed for a new digital advertising campaign where they are to sell hand sanitizers to homemakers. The company is a big FMCG brand and a huge account for the agency. If successful, they have agreed to hand over their entire portfolio of products to John's agency. As always John is excited to take up such a huge responsibility.

After receiving the brief he goes to the drawing board with the creative team to discuss various ideas, targeting, channels, budgets, and finally make a pitch deck for the client. He also manages to get client approval for their kickass idea. So far so good.





# HOW DISPLAY ADS ARE CURRENTLY MADE?

However, now comes the pain: the actual execution of the campaign. During the process of the execution John's enthusiasm for the client turns into that of annoyance and finally outright anger at everyone involved in the process. It all started with miscommunication between the copywriter and the artist. The copywriter complains that the final output is not what he imagined. The artist complains about the number of iterations and goes on to make files like 'sanitizer\_600X600final\_final\_final\_updated.jpg'. The client tells the account management team that they are not happy with the creative which calls for another iteration or two. And the struggle continues. The vicious cycle of never-ending back and forth. Frustrated, John ends up losing it in front of the team. He is answerable to client calls and his boss's calls at midnight asking for updates.

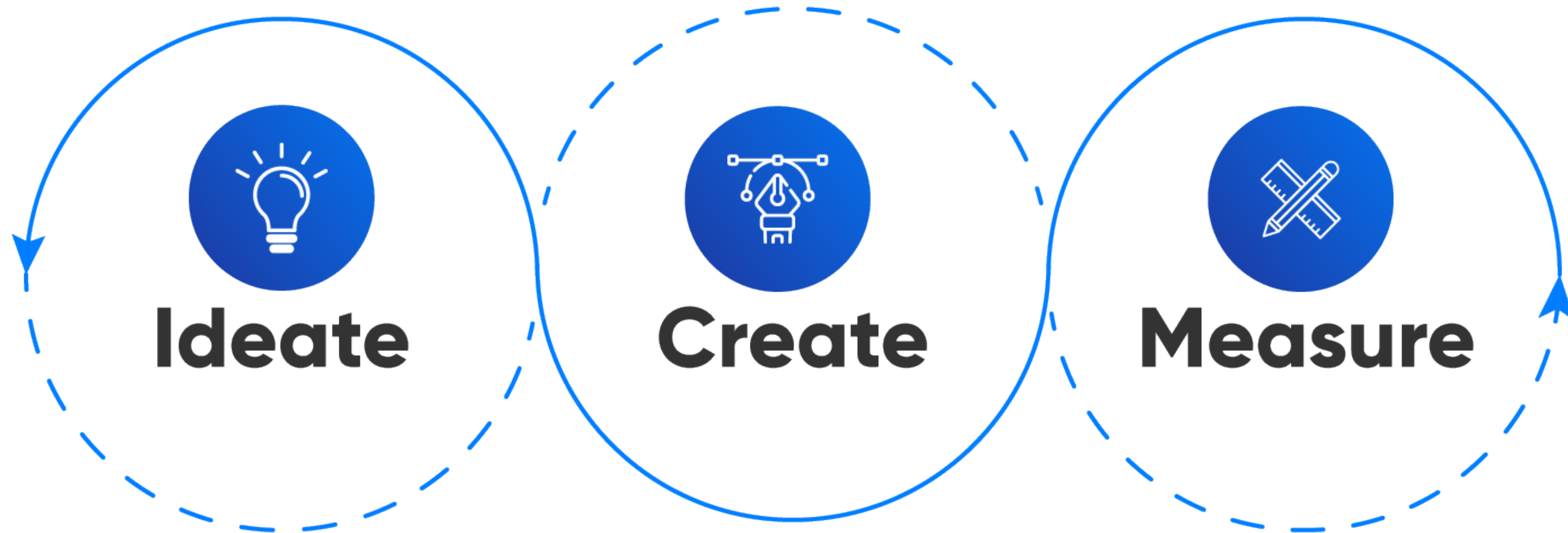
Once the creatives are finalized now comes the job of showing results for a campaign that he does not believe in anymore. He publishes the creatives, targets the right audience, and starts the campaign. Then comes the next set of challenges of reporting the numbers to the client. In the end, money saves the day as his client has deep pockets. His boss also asks him to present numbers in such a way that the client is impressed. So instead of presenting sales as the focus metric the report digresses onto vanity metrics likes, clicks, and views. John decides that this is his last project at the agency and decides to move on to a 'better' agency only to find out that the story is the same everywhere.

## Current Process





## Ideal Process





# HOW CREATIVE AUTOMATION WORKS

## STEP 1: IDEATE

Ideation is where you have to invest most of your time as this is where you can stand out. The remaining are all replicable and redundant processes which can be automated. In this section, we will discuss in detail how you can get the best results out of your creative teams

### Enrich your target audience information

Defining a target audience is integral for the success of your marketing campaign. Your target audience defines your ad placements, the content you create and how your goals are achieved. We have provided an exhaustive list of parameters to help you identify your audience so that you are no longer spraying and praying that your messaging works.

- ① **Behaviour:** Study recency, frequency and monetary value of actions like conversions, purchases, sign-ups, opens, and clicks. You can make use of the following sources of data in order to enrich behaviour patterns:
  - **Offline data:** Customers might link their email to an offline purchase through a customer loyalty program. A customer can study buying patterns of the customer through this data.
  - **Online data:** The significance of offline data is magnified when coupled with online data. Clicking email links, online shopping patterns, web surfing, and social media all occur online and becomes potential touchpoints to showcase your campaign
  - **Mobile data:**
- ② **Demographics:** age, income, gender, geographic location and others
- ③ **Psychographics:** attitudes, values and aspirations
- ④ **Media preferences:** customer value predictions and likelihood to respond on specific channels



# HOW CREATIVE AUTOMATION WORKS

## STEP 1: Ideate Brainstorm creative ideas

Marketing success depends, at least partially, if not heavily on creative muscle, both in terms of copy and art. You may have identified the cheapest real estate, logically sound project and more insight than your competitors, however if the marketing message is banal then people will not give a second glance. Creativity helps you stand out from the world full of advertising. This is where your team needs to spend the most amount of time. Everything else can be automated!

You can get your team creative juices flowing in different ways. Simply put, the more ideas you come up with the better the final result tends to be



Keep Up With Marketing News



Check On Your Competitors



Get To Know Your Target Market,  
Personally And Numerically



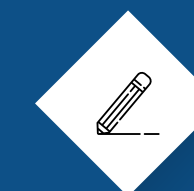
Use Caricature Thinking



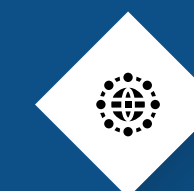
Crowdsource Ideas



Document All Your Ideas



Draw Inspiration From From Good Ads



Keep Up With Social Media Trends



## STEP 2: CREATE

### Define Base Templates

Once you have all your ideas in place, it is time to create base templates to accommodate each idea and its variations and define variables. Variables are the elements in the video or image that is going to change from one creative to the other. For instance, in the creatives shown below the variables include headline, subheading, call to action and background image. Everything else including logo, text colors and banner dimensions remain the same. You can define variables as per your campaign requirement. .

1. Make your own custom template
2. Stylize it to match your branding
3. Define Variables



## STEP 2: CREATE

### Pass Data:

Now that your base templates and variables are ready you can pass data into the template to create a number of creatives. You pass data as an excel file, csv, JSON or forms. Each line item in the data file will correspond to a single creative.





## STEP 3: MEASURE

### Gather Feedback:

The first way to measure is by gathering feedback from team members and clients. You can set up an approval process depending on your business requirements, enabling any number of stakeholders to participate in the feedback process. The creative team can see the feedback in real time and make changes quickly.

### Publish and Measure:

The second way and the most important way to measure the effectiveness of your creatives is by evaluating public response. You can either download the creatives in the formats you want or publish directly to the platforms of your choice with a click of a button. Once the creatives are live, the performance marketer must keep a close eye on the focus metrics and optimize campaigns accordingly by doubling down on the winners and abandoning the losers quickly. Try to maintain a sample size hygiene by defining a minimum sample size of approximately 5000 impressions before picking the winners.

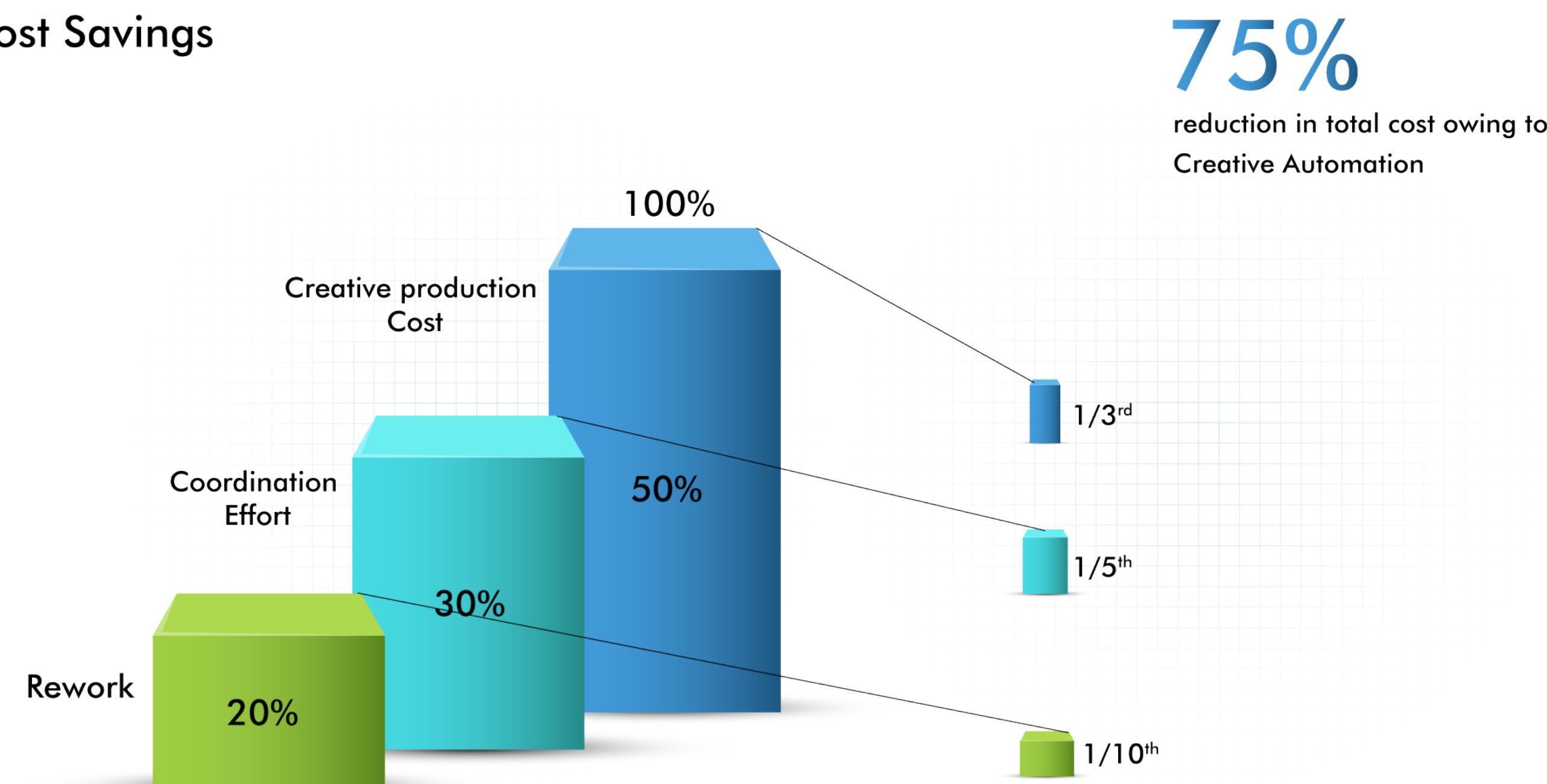
# IMPACT OF CREATIVE AUTOMATION ON YOUR BUSINESS

## Cost

When we think of creative production, we often ignore the costs of the effort it takes in coordination and rework. Enabling creative automation and seamless collaboration between stakeholders reduces the creative production cost (imagine creating 500 banners in a minute, think how much more your existing team can take on).

What is also not intuitive is the cost saved due to self service. While it's different for every business, we have seen companies saving up to 75% of their production costs.

### Cost Savings





# IMPACT OF CREATIVE AUTOMATION ON YOUR BUSINESS

## Productivity

One of the most evident impacts of automation is on productivity. Your team will be freed of redundant design tasks, iterations and rework which will help them spend more time coming up with more creative ideas which will have a direct impact on your campaigns and your business.

We have seen businesses produce creatives 20 times faster with creative automation which translates into a 94% less time spent on making creatives



20%

We have seen businesses produce creatives 20 times faster with creative automation

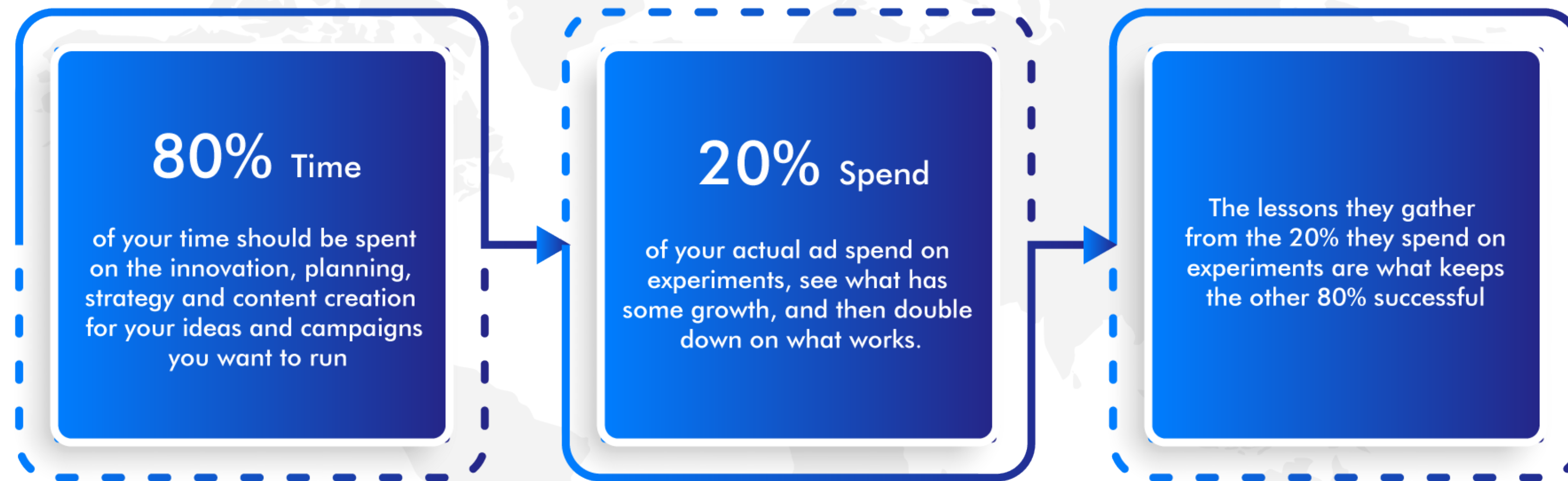


94%

which translates into a 94% less time spent on making creatives

# Performance

Many agencies haven't been able to adopt hypothesis testing in its true sense because of lack of scale and time constraints. Faster creatives with creative automation means you can produce more creatives in the same time and test out all your ideas. In high growth startup environments this is called growth mindset, where a fair chance is given to all ideas. The customers decide the winning creatives and the majority of the budget can be spent on the winner rather than relying on the gut feeling of any one stakeholder.





# Brand Control

Using common workspaces, approval processes, predefined templates and brand assets you can ensure that all your creatives are brand compliant. Gone are those spelling errors you made in the final creative. Gone are those days when account managers have to wait for days for final approval. Gone are those days of repeated iterations and corrections. Gone are those days of all nighters for your creative team.



Common  
Workspace



Approval  
Process



Predefined  
Templates



Brand fonts



Brand colors



Brand assets





Creative automation doesn't cost, it pays!

We have thrown a lot at you. Now it is your turn to take the next steps and use the ideas we have explained here to implement creative automation for your business.

For more information on how to get started with image and video automation visit [www.rocketium.com/academy](http://www.rocketium.com/academy)

Rocketium is the market leader in creative automation. we will take the responsibility to make video automation easy and profitable for you. We have 100,000+ customers using our automation tools to create videos and images at scale.

Email: [marketing@rocketium.com](mailto:marketing@rocketium.com)

