

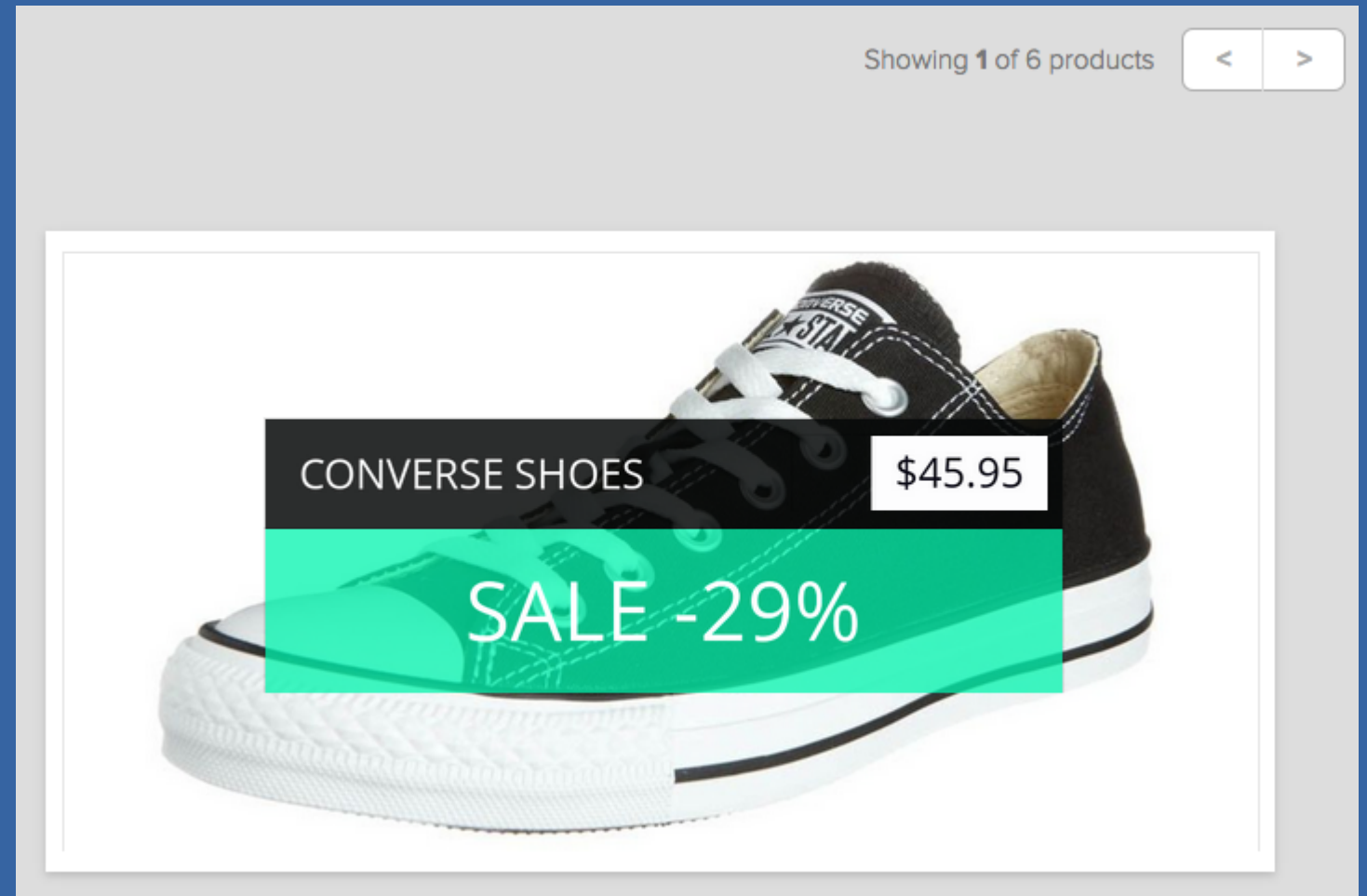
Automate Your Design Work With Smartly.io

Case Linio

What did we build?

Smartly.io Dynamic Image Templates

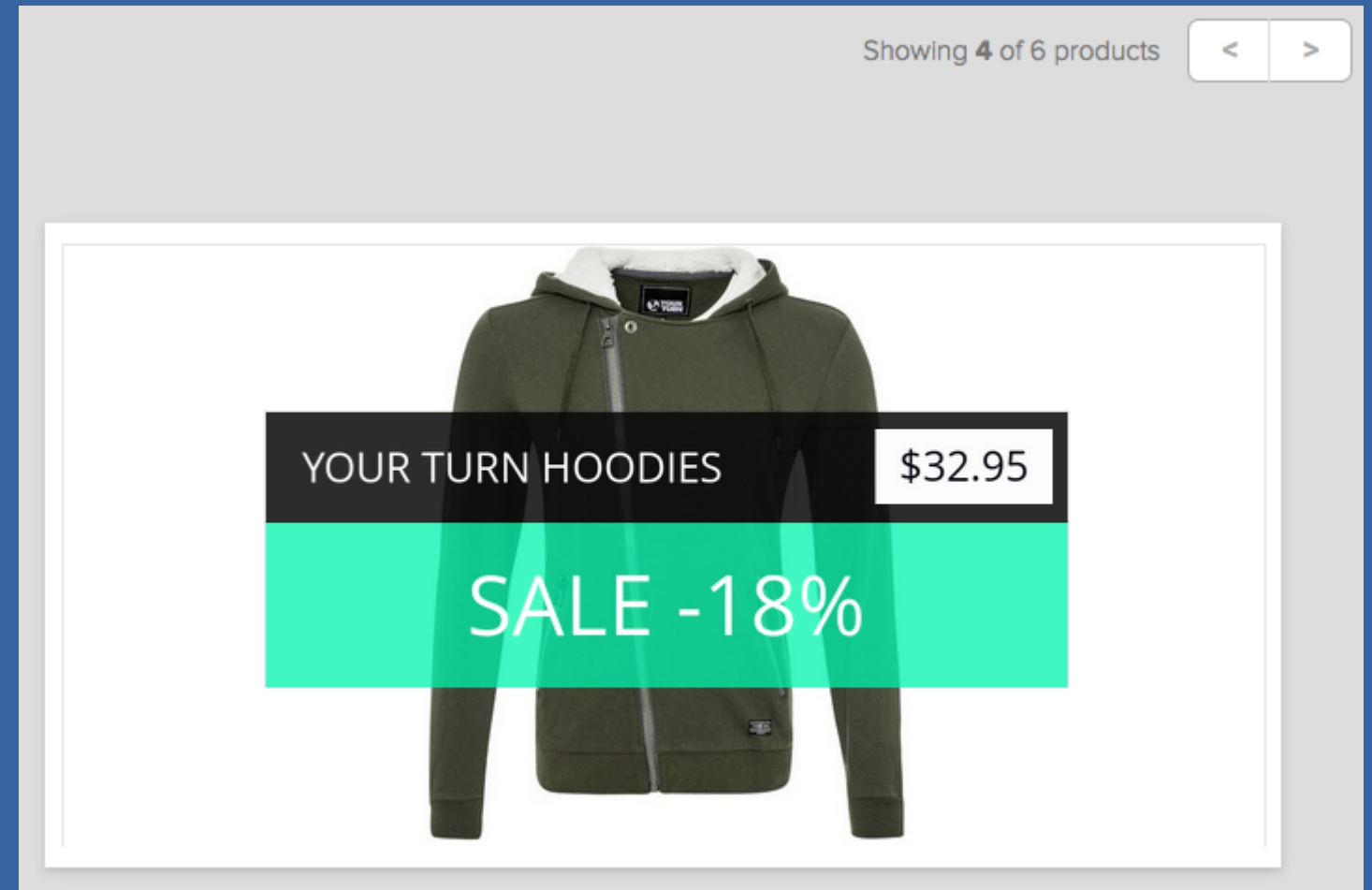
This unique feature helps you to automate the creation of ad creatives for feed-based campaigns through an image templating tool. With Dynamic Image Templates, you can adjust image sizes, add dynamic text, and add different shapes and color filters to personalise your ad creatives. Combined with Dynamic Product Ads or Automated Ads this offers a way to efficiently edit thousands of products into nice looking ads that you can use in your feed-based campaigns. This helps you to get the most out of Automated Ads and Dynamic Product Ads - all you have to do is edit the dynamic image template once, and you're ready to use it across thousands of automatically updated ad permutations with one click.



What did we build?

Smartly.io Automated Ads

With Automated Ads you can automate ad creation with a product feed, even for non-retargeting campaigns. The feed updates your ads in real-time, and each ad is automatically archived when the offer or product is not available anymore, based on for example stock information from the feed. New additions and offers in your product feed are automatically added to your campaign as new ads.



What problem does it solve for marketers?

1. Creating millions of ad images automatically

Adding product prices, company logos and text layers to the ad image is a time consuming task. With Dynamic Image Templates you can take the data from your feed to create millions of ads in your design language based on one template.

2. Faster adoption of Facebook Dynamic Product Ads

Product images in current product feeds are originally not created to match the Facebook picture ratios rather other marketing channels.

3. Automation for customer acquisition

Smartly.io Automated Ads creates campaigns for fast changing offers automatically, making it cost effective to promote single offers.

Smartly.io Dynamic Image Templates from a feed

DPA with Dynamic Image Templates



DPA without Dynamic Image Templates



The Case Study

**“DPA campaigns with Dynamic Image
Templates outperform regular
retargeting campaigns with 3.1x CTR
and 68% decrease in CPA.”**

– Ankit Khemka, Group Head Social Media and Mobile, Linio



Linio: Dynamic Image Templates + DPA

Linio.com is the largest online store selling technology, personal care, fashion, entertainment, books, movies and more in Latin America. They rely strongly on digital marketing, including Facebook advertising, to reach and engage its customers.

Linio wanted to reactivate users with high purchase intention by targeting them with customised ad content. Facebook's Dynamic Product Ads promised great potential, but main concern was low creative quality compared to manually crafted retargeting ads. Smartly.io Dynamic Image Templates provided Linio possibility to:

1. Adjust product feed images to meet Facebook creative guidelines and not be cropped in unexpected ways
2. Add relevant content, such as product name and discounted price directly to image, making creatives more engaging

"Creating Dynamic Product Ads is one thing but to be able to launch Page Post Ads through Dynamic Creatives that actually look much better than the normal RT banner is something only Smartly could provide us. As an E-commerce company, we truly realize the huge potential that Facebook Advertising has and Smartly has helped us reduce human dependency while still achieving marketing objectives"

– Ankit Khemka, Group Head Social Media and Mobile, Linio



What else should you know?

Our development speed at Smartly.io is geared to always be amongst the first in releasing innovative features – such as Dynamic Product Ads, Dynamic Image Templates and Automated Ads.

Learn more at www.smartly.io

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