

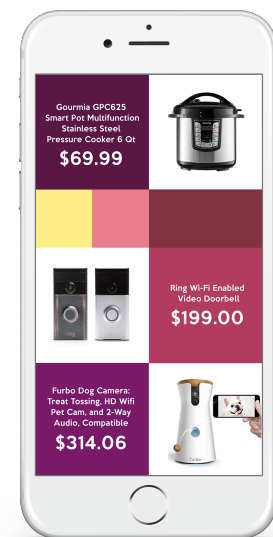
Ebay - Automating Instagram Video Ads For The Holidays

Smartly.io Video Templates enhanced our Instagram Stories Holiday campaigns with appealing videos featuring our Popular Gifts offers. Scaling video with up-to-date products and prices wouldn't be possible without a creative automation solution. We look forward to scaling our video advertising even further in 2018 with Video Templates

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Background

The marketplace platform eBay relies on Facebook and Instagram to promote their top deals in multiple categories and across multiple markets. eBay had already ventured into creative automation by using Smartly.io Image Templates to automate Instagram Stories slideshow ads. With the holiday season approaching, eBay wanted to take their campaigns a step further by introducing seasonal video ads in Instagram Stories to promote holiday offers.

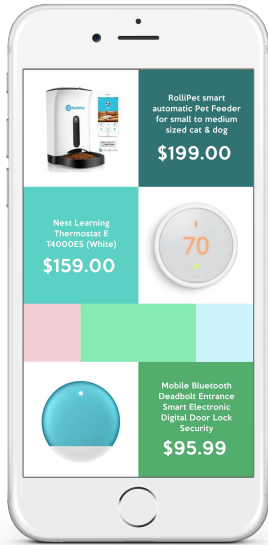


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We always offer a **14-day free trial** and no minimum contract period.



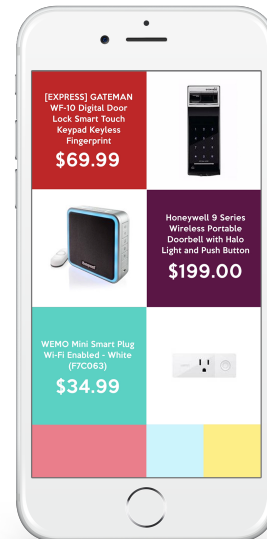
Challenge



eBay has a broad product catalog with frequently updating deals and price information. The video ads had to be refreshed every day to include the right products with up-to-date price information. Making the necessary changes to the videos and launching new ads manually was out of the question, especially during the busy end-of-year advertising season.

Solution

eBay partnered with Smartly.io to design holiday video templates that displayed offers and included seasonal elements to delight audiences. Smartly.io's Video Templates allowed eBay to run on-brand video ads for their top deals in multiple product categories. All product and price information was automatically updated in the live ads to reflect changes in eBay's product catalog.



Results

eBay ran a successful holiday campaign that set the precedent for automating video campaigns going forward. Video Templates allowed eBay to run mobile-first vertical videos and reach the growing user base on Instagram Stories. Since the holiday campaign, eBay has launched their Instagram Stories video ads in two new markets with the help of Smartly.io's Video Templates.



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