

# RapidAds Creative Management Platform

**Professional disinfection in & out of home.**

**Kills 99.9% of viruses & bacteria**

Multi-purpose clean & disinfect

Resistant cloth with superior performance

Expert & fast disinfection

Safe for delicate surfaces & electronics

**Multi-surface cleaner**  
Safe for use on:  
Sealed granite, Finished wood, Stainless steel

**Cars & Planes**  
Keep wet wipes in your car for those on-the-go messes

**Public Transit**  
Stash an easy-to-pull pack in your bag for bus & train poles

**In & Out of home**  
Disinfect high-touch surfaces like door handles, keys, phones and more

**School or Playground**  
Quickly remove germs and messes, safely wipe down toys, surfaces, etc.

## The Pitch

RapidAds Creative Management Platform streamlines your cross-retailer and D2C creative workflows, giving you the power to nimbly manage your E-Commerce media at every step.

Our E-Commerce-first platform is designed to drive throughput and efficiency across all teams, from creative to sales and marketing. Marketing teams can keep content fresh to align with seasonality and consumer mindset. Sales teams can swap out hero SKUs based on offers, inventory levels, etc. Creative teams can design templates to ensure brand integrity within brand and retailer specifications or leverage our existing template library.

## How It Works

1. Upload your product images or entire image catalog.
2. Choose your destination, template and creative settings – colors, copy, hero SKUs, etc.
3. Generate your creative and publish!

*Layout, branding, and images can all be edited to fit your brand needs for retailer banners and PDP images.*

## Challenges Addressed



Allows for **rapid iteration** of existing creative as well as seamless transferability across multiple retailers



**Removes manual creative processes** so updates can happen quickly, providing the ability to keep pace with the increased growth of E-Commerce



The **easy-to-use platform** opens the door to users who do not have extensive experience or training in existing complex creative software