

Transforming E-Commerce Ad Creation with Creative Management Platform

The Opportunity

Accelerate throughput and increase digital freshness to capitalize on the surge in E-Commerce demand

An industry-leading CPG company set out to accelerate and transform its digital creative production process. The overall goal was to unlock the unique capabilities of its in-house creative team while empowering marketers and salespeople who are closest to the customer to iterate rapidly in designing and delivering digital offers to market.

The Challenges



As E-Commerce growth accelerated, so did the volume of E-Commerce requests



A number of manual processes were leading to delays and bottlenecks, impeding the company's ability to keep pace with the increased growth of E-Commerce



Existing design tools necessitated heavy creative expertise and automated people out of the process, rather than empowering creative, brand and sales teams

The Solution

RapidAds integrated its dynamic platform with the company's existing product catalog to import product image assets. Global sales and marketing teams can now easily and directly access more than 15,000 product images when developing creative campaigns. Moreover, product images are automatically refreshed as the catalog evolves.

RapidAds support for robust creative templates means that designers have immense flexibility when it comes to production. The user-friendly platform allows creative to maintain brand control while empowering salespeople and marketers to rapidly feature new offers.

“*Adopting the RapidAds Creative Management Platform enabled us to free up our creative resources while empowering our marketing and sales teams to meet customer demand for fresh creative and new offers.*”