

DATAiNTELLIGENCE

DYNAMIC CREATIVE STRATEGY

Brings **VALUE** from earned media.



WHAT IS IT?

Dynamic Creative Strategy is a DATA product vital to a successful DCO (Dynamic Creative Optimization)/ contextual campaign. It creates the logic of the communication system and the banner versioning and keeps track of the entire process as it unfolds.

WHY WOULD YOU NEED IT?

Because it helps to offer your users a targeted experience from your brand, efficient communication, and a relevant experience.

OUTCOMES

- Relevance: using DCS (Dynamic Creative Strategy), the channels strategy will be more relevant.
- Efficiency: using it, the formats will receive an important improvement visible in KPIs (Key performance indicators) growth.



DYNAMIC CREATIVE STRATEGY

CASE STUDY

Context

Our client had a rare opportunity to create a local campaign for one of its beauty brands from scratch since campaigns were usually adaptations from the global kit.

Challenge

This campaign was supposed to build solely on local insights to sell online and offline products.

Solution

The production was entirely data-driven. From generating brand personas to social media analysis of local influencers' communities, at the intersection with triggers available from the technology used, this was a data-driven, highly customized campaign.

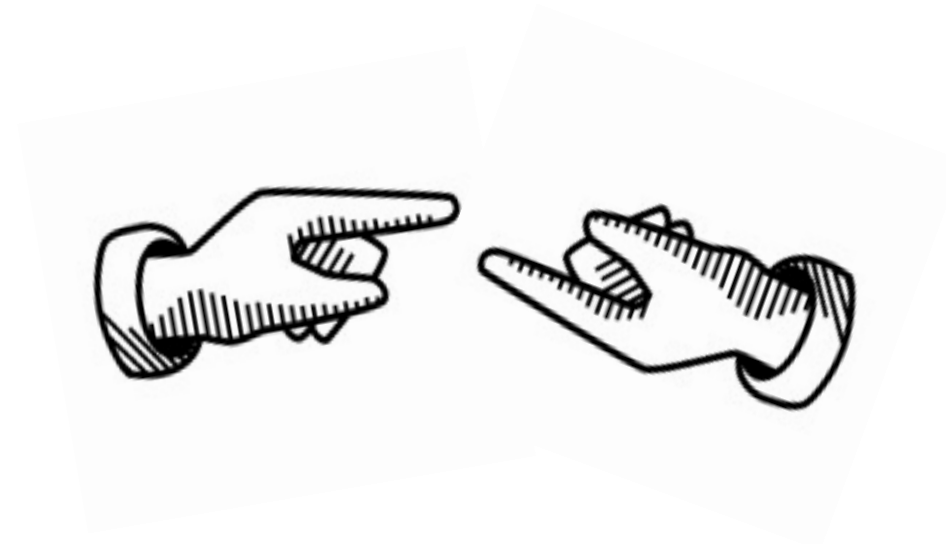
Results

From 0.3 CTR to 0.48 CTR (+1600%) on DV360

2X more impressions TikTok

32% uplift in sales

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