

Date

DoubleClick dynamic creative

Increasing advertising relevance and
workflow efficiency

presenter name



What is dynamic creative?

An ad that eliminates the need to create many separate ad creatives. Agencies benefit from productivity and campaign performance gains; consumers benefit from more relevant ads.

Endless possibilities

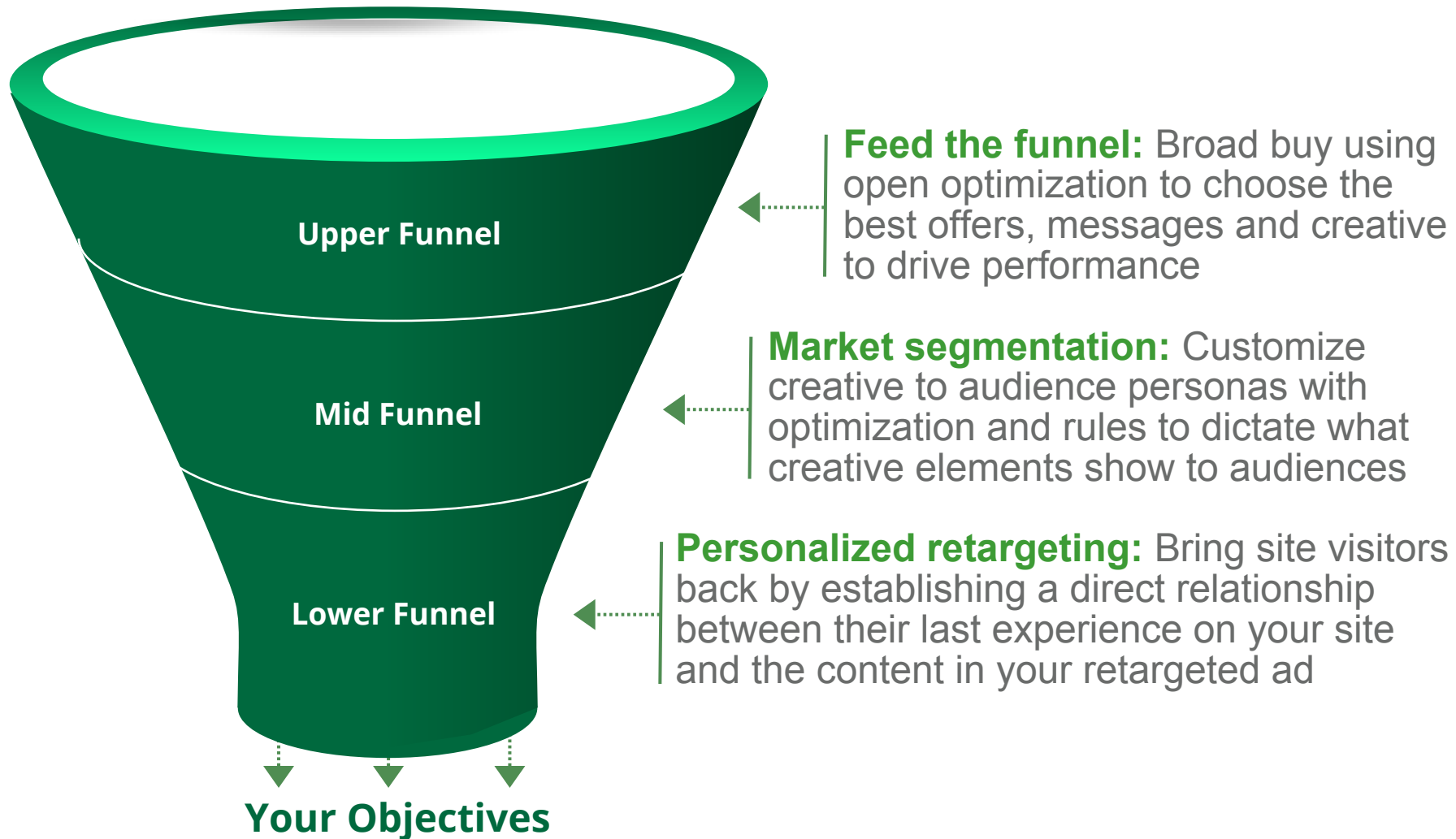
- Background colors
- Headlines
- Product images
- Product descriptions
- Call-to-action
- Pricing



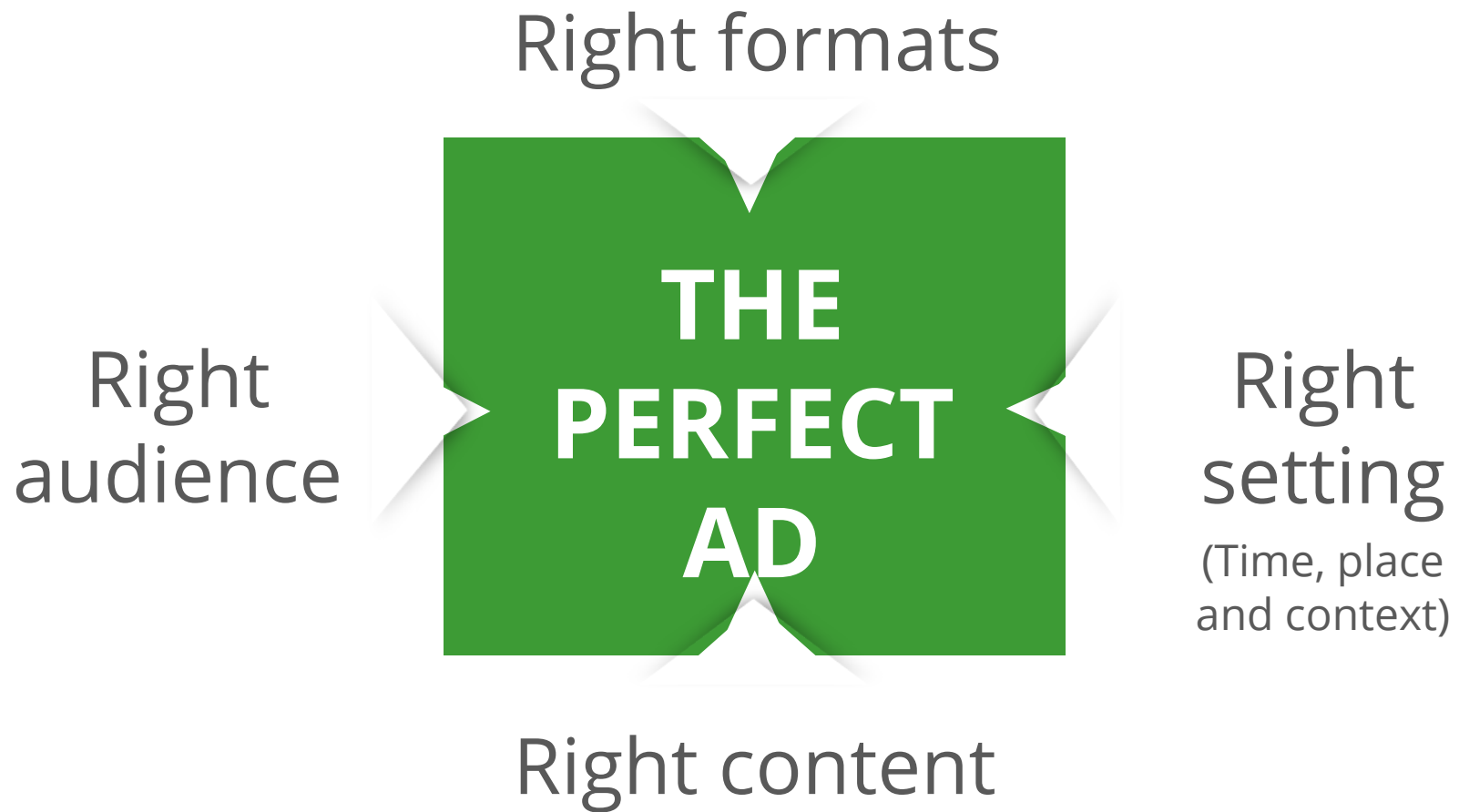
Millions of iterations

Dynamic creative finds the best iteration for the viewer at the moment the ad is served to provide the “perfect ad” for everyone.

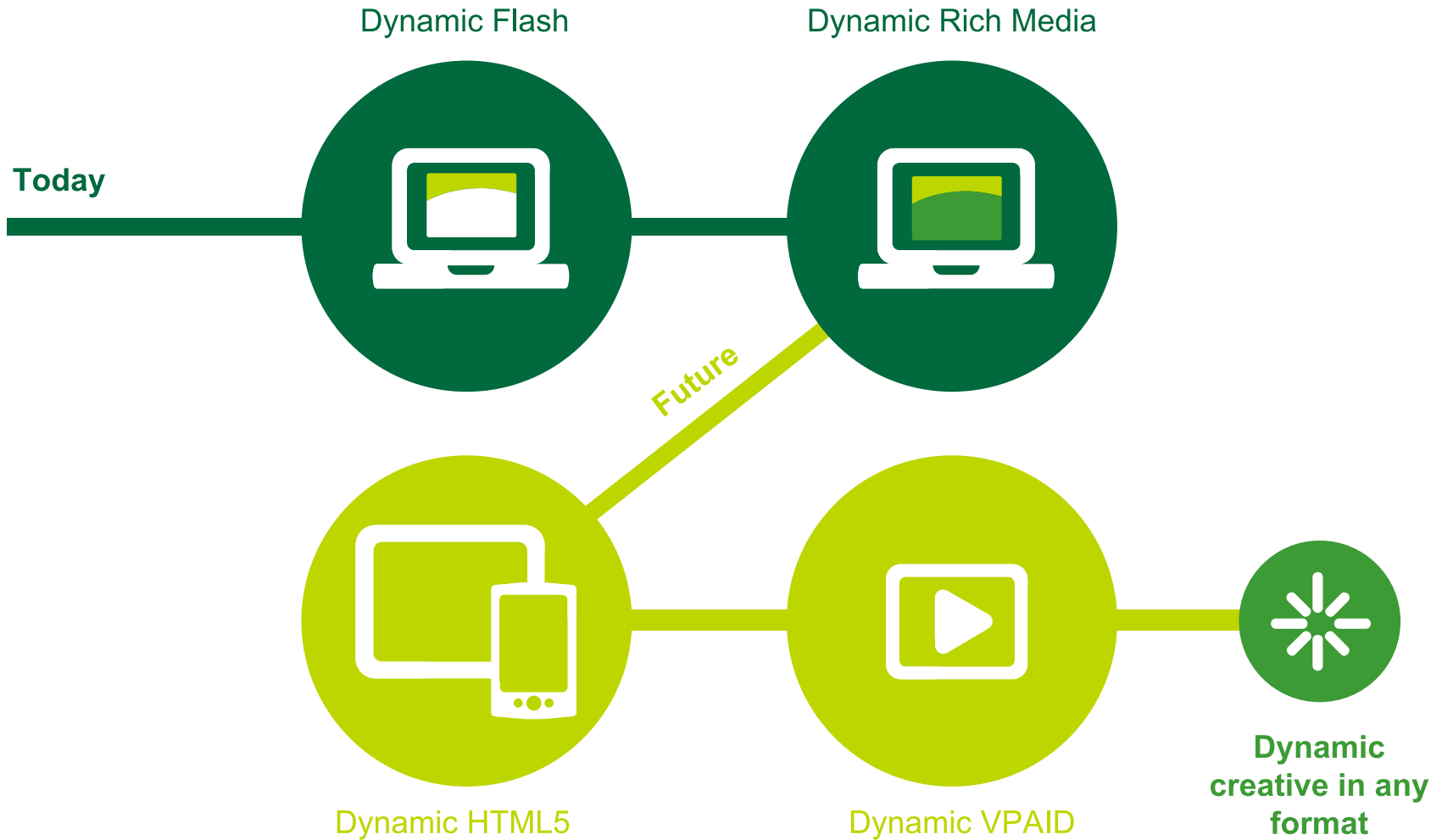
Strategies to deliver the perfect ad



A vision for the perfect ad



Start with the right formats



Add the right content



Images: Background images, product images, product category images, lifestyle images, etc.



Links: Click-through links, social media links



Copy: Headline copy, body copy, feature lists, call-to-action copy



Videos: Branded content videos, product videos, TV commercials, movie trailers etc.



Maps: Store locator maps, route maps, educational maps, etc.



Buttons: Call-to-action buttons

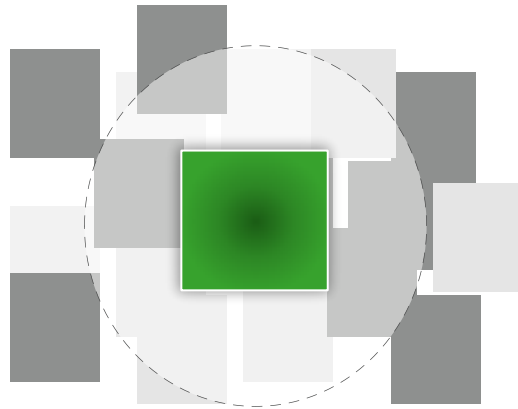
Optimize to conversions

Automate the on-the-fly assembly of top-performing content combinations using Google's large scale machine learning systems. Optimize broad-based campaigns, like run of network campaigns *and* more targeted, lower funnel campaigns.

Auto-optimize headlines

Auto-optimize images

Auto-optimize call-to-action



The system learns what combinations work the best and begins to favor them over lesser-performing combinations.

Set rules to serve the perfect iteration

Ad Server Triggered Rules



Site ID
Placement ID
Key Value Pairs
Date
Language
Geo
Floodlight Remarketing
Other ad server data

Media Triggered Rules



Interest Categories on GDN
Keywords on GDN
Audience Segments on GDN
Other media data – Let us know what your media provider can pass us

Data Triggered Rules



Intent data on Invite Media
Demographic data on Invite Media
Other data – Let us know what first- or third-party data you would like to use

Set rules by site ID

When the way you choose the sites for your media plan provides a strong signal about what will resonate with the audience on each site, set rules by site ID



Serve certified pre-owned offers to sites that cover used cars like usedcars.kbb.com



Serve new car offers to sites that cover new cars like popularscience.com



Serve better service message to sites that compare car companies, like edmunds.com

Source: Lexus creatives from Moat.com

Set rules by placement ID

Similar to sites, when the placements for your media plan provide a strong signal about what will resonate with the audience of each placement, set rules by placement ID



Serve Ford Focus ads to all placements about the Ford Focus



Serve Ford Escape ads to all placements about the Ford Escape

Source: Ford creatives from Moat.com

Set rules by hard-coded key value pairs

Similar to sites, when the placements for your media plan provide a strong signal about what will resonate with the audience of each placement, set rules by key value pairs



Serve ads with the key value pair
“destination = Honolulu” to sites
with content about Honolulu



Serve ads with the key value pair
“destination = Las Vegas” to sites
with content about Vegas

Source: Alaska Airlines creatives from Moat.com

Set rules by date

When key dates in a campaign require a change of message, use dynamic creative to automate the change



Serve ads through EOD
January 1st with “January 9th”
season premiere date



Serve ads between January
2nd and January 8th with
“Sunday” season premiere
date

Source: Showtime creatives from Moat.com

Set rules by language

Match the language used in your ad copy to the language in our targeted country



ÚLTIMA OPORTUNIDAD
MULTI-ROOM DVR GRATIS DE POR VIDA
OFERTA VÁLIDA HASTA EL 16 DE JUNIO

SIN CONTRATO A PLAZO
+ PRECIO GARANTIZADO POR 1 AÑO

FIOS® TV LA CONEXIÓN +
INTERNET 25/25 Mbps + TELÉFONO

\$84⁹⁹
AL MES
+ IMPUESTOS Y CARGOS

Enciéndete **FiOS** Ver Disponibilidad

Serve ads with Spanish
language copy in Spain



LAST CHANCE
MULTI-ROOM DVR FREE FOR LIFE
OFFER EXPIRES JUNE 16

WITH NO TERM CONTRACT
+ 1-YEAR PRICE GUARANTEE

FIOS® TV LA CONEXIÓN +
INTERNET 25/25 Mbps + HOME PHONE

\$84⁹⁹
/MONTH
+ TAXES AND FEES

Enciéndete **FiOS** Check Availability

Serve ads with English
language copy in the UK

Source: Verizon creatives from Moat.com

Set rules by geography

Customize creative to the viewer's zip code, city, airport code, DMA, state or country



Serve test market products
to people in test market
cities within a larger national
campaign



Serve standard products
everywhere else within the
national campaign

Source: Taco Bell creatives from Moat.com

Set rules by interest categories on Google Display Network via ad group ID

Match the content of your ad to known interests of your audience



Show ad with soccer player image to soccer enthusiasts



Show ad with football player image to football enthusiasts

Source: Nike creatives from Moat.com

Set rules by keyword on GDN

When your message relates to specific topics, automate the composition of the ad to appeal to the audiences following these topics across the web



Have “design” keywords across the web trigger ad content that resonates with readers



Have pages that don't have matching keywords trigger a more traditional display ad

Source: BMW creatives from Moat.com

Set rules by audience segments on GDN via ad group ID

Match the content of your ad to multiple target segments



Show masculine ad content to men



Show feminine ad content to women



Show masculine ad content to older men

Source: Nivea creatives from Moat.com

Set rules by third-party intent data via Bid Manager

Change creative execution based on what product intenders desire



Show playful creative execution to intenders of the advertised brand



Show competitively positioned execution to intenders of a competitor's brand

Source: Hyundai creatives from Moat.com

Set rules by third-party demographic data via Bid Manager

Change offer based on consumer behavior



New *nonstop* service
FROM **New York** TO
Hong Kong
STARTING AT
\$359
ONE-WAY
SERVICE STARTS SEPTEMBER 30
EXCLUSIONS APPLY. SEATS LIMITED.

 **BOOK NOW**

Show deal for New York
to Hong Kong to Business
Traveler




New *nonstop* service
FROM **New York** TO
San Francisco
STARTING AT
\$159
ONE-WAY
SERVICE STARTS SEPTEMBER 30
EXCLUSIONS APPLY. SEATS LIMITED.

 **BOOK NOW**

Show deal for New York
to San Francisco to
Leisure Traveler



New *nonstop* service
FROM **New York** TO
Orlando
STARTING AT
\$129
ONE-WAY
SERVICE STARTS SEPTEMBER 30
EXCLUSIONS APPLY. SEATS LIMITED.

 **BOOK NOW**

Show deal for New York
to Orlando to Family
Traveler

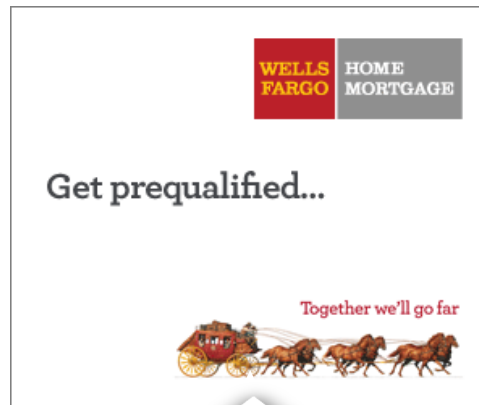
Source: Southwest Airlines creatives from Moat.com

Set rules by site visitation patterns via Bid Manager 1st Party data

Retarget past site visitors based on the section they last visited



Retarget only past site visitors who visited the checking section of the site with a checking offer



Retarget site visitors to any other sections of the site with a generic message



Retarget only past site visitors who visited the credit card section of the site with a credit report offer

Source: Wells Fargo bank creatives from Moat.com

Set rules based on user's past search behavior via Bid Manager & DoubleClick Search

Show users ads for products that are relevant to their past searches



User searches for "most fuel efficient cars."
User clicks on Ford ad. Ford remarkets display ad with fuel economy message



User searches for "best car service". User clicks on Ford ad. Ford remarkets display ad with top-quality service message

Source: Hyundai creatives from Moat.com

Product Level Remarketing for Retail

Custom variables are passed via floodlight based on each individual user's actions on site. Retarget individual users with the products they expressed interest in on your site.

Select the relevant remarketing example (slides) to show your client.

FREE SHIPPING ON OVER 300,000 ITEMS*. NEED IT NOW? BUY ONLINE AND PICK UP IN STORE!.

Tool & Truck Rental | Get It Installed | For the Pros | Gift Cards | Help | **Cart**

Your Store: Midtown #159 (Change) | **Store Finder** | **Local Ad** | **Credit Center** | **Savings Center**

Shop By Department | **Search All** | *What can we help you find?* | **Project: How-To** | **Sign In or Register Your Account**

Home > Tools & Hardware > Power Tools > Power Tool Combo Kits > Cordless > Cordless

Bosch 18-Volt Lithium-Ion 4-Tool Combo Kit

Model # CLPK431-181 | Internet # 202909484 | Store SKU # 538563

★★★★★ (1) | [Write a Review](#) | [Read All Q&A](#)

\$459.00 /EA-Each

This item cannot be shipped to the following state(s): AK, GU, HI, PR, VI

Free Shipping

Buy Online, Pick Up In Store Today | [Check Store Inventory](#)

Quantity: 1 | **+ ADD TO CART** | **CHECK STORE INVENTORY** | **+ ADD TO MY LIST**

CUSTOMERS WHO VIEWED THIS ITEM PURCHASED...

\$399.00 | **Makita 18-Volt LXT Lithium-Ion**

PUT SOME POWER INTO YOUR TOOLBOX

Get the brand-name tools you depend on

SHOP NOW >

More saving. More doing.

Source: Home Depot creatives from Moat.com

Product Level Remarketing for Travel

Custom variables are passed via floodlight based on each individual user's actions on site. Retarget individual users with the products they expressed interest in on your site.

DELTA

SUPPORT | COMMENT/COMPLAINT? | TEXT ONLY

SHOP | TRAVELING WITH US | SKYMILES®

BOOK A TRIP

1 Search Flights 2 Select Trip 3 Passenger Info 4 Review/Purchase 5 Done

Friday, May 03, 2013 | 1 Passenger

Outbound: NYC > LAX

New York Area Airports, NY (NYC) to Los Angeles, CA (LAX)

ONE PRICE. PERIOD.
Ticket prices on delta.com include ticket taxes and government fees.

Round-trip prices per person are shown below and are subject to change prior to the time you receive confirmation that your credit card has been accepted. The Total Price includes taxes and carrier-imposed fees. There may be additional fees for your carry-on/checked baggage and fees may differ per operating carrier.

Outbound Flights Showing 17 of 17 flight results

			ECONOMY	FIRST/BUSINESS
			Low affordable fare with perks.	First on. First off. Up to 3 Free checked bags.
7:00AM JFK ▶ 10:05AM	Economy (T) from	Business (D) from		
DL 763 Nonstop 6hr 5m	\$337.80 Select total price	\$2,531.70 Select total price		
Equipped with Economy Comfort				
9:00AM JFK ▶ 12:00PM	Economy (T) from	Business (D) from		
DL 120 Nonstop 6hr	\$337.80 Select total price	\$2,531.70 Select total price		

DELTA
NONSTOP NYC

Win the ultimate trip from NYC to LA

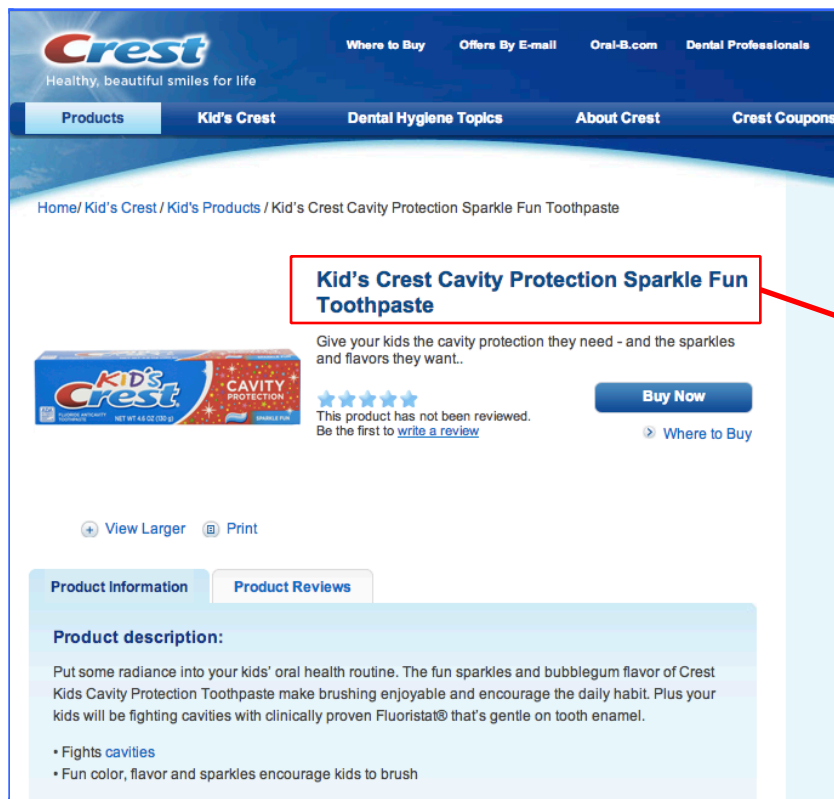
START PLAYING

NO PURCHASE NECESSARY. Promotion ends: 12/14/12.
To enter and for Official Rules, visit www.delta.com/nonstopnyc

Source: Delta creatives from Moat.com

Product Level Remarketing for CPG

Custom variables are passed via floodlight based on each individual user's actions on site. Retarget individual users with the products they expressed interest in on your site.



Source: Crest creatives from Moat.com

Product Level Remarketing for Auto

Custom variables are passed via floodlight based on each individual user's actions on site. User data acts as a trigger for customized dynamic creative.

The image shows a screenshot of the Chevrolet website. At the top, there is a navigation bar with the Chevrolet logo and links for CARS, CROSSOVERS & SUVs, TRUCKS & VANS, and ALL. Below this, there are links for Shopping Tools, Locate A Store, Ownership, and Chevy Culture. A search bar is visible with the text "Please Enter Your ZIP Code To Find Dealers In Your Area:" and a "GO" button. A red box highlights the search bar, and a red arrow points from it to a separate image on the right. The main image on the left shows a blue Chevrolet car parked in front of a building. Below the car, there is a text overlay: "MPG INGENUITY. SEE OFFERS ON OUR FUEL-EFFICIENT LINEUP." The image on the right shows a white 2013 Chevy Volt with the text "2013 CHEVY VOLT LEASING SPECIAL" and "\$299 Leasing Offer For 36 Months".

Source: Delta creatives from Moat.com

Product Level Remarketing for Auto

Custom variables are passed via floodlight based on each individual user's actions on site. User data acts as a trigger for customized dynamic creative.

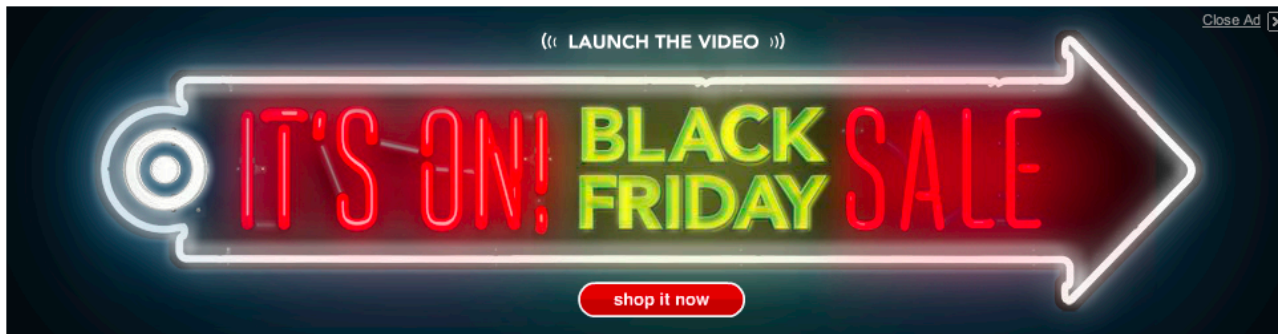
The screenshot shows the Chevrolet website's configuration tool for the 2013 Sonic Hatchback. The navigation bar includes the Chevrolet logo, links for CARS, Crossovers & SUVs, Trucks & Vans, and ALL, along with Shopping Tools, Locate A Store, Ownership, Chevy Culture, and a search icon. Below the navigation bar, the page title is 'Build Your 2013 Sonic Hatchback'. A progress bar shows five steps: 1. Trim, 2. Colors & Wheels (highlighted), 3. Options, 4. Accessories, and 5. Summary. The current configuration is '2013 Sonic Hatchback LS Manual' with a price of '\$15,095*' and a note 'Includes \$500 Cash Back'. There is a 'View Standard Equipment' link. The 'Exterior' section shows 'Victory Red' as the selected color, with other options like Silver, Black, Blue, and Gray. The 'Interior' section shows 'Jet Black/Dark Titanium, Sport Cloth seat trim' as the selected option. A large image of the red car is shown in a desert setting, with a 'Chat Now' button and an 'Enlarge +' button. Below the car image are tabs for 'Exterior: Front, Back, Side' and 'Interior: Front, Side'.

The screenshot shows a dynamic creative advertisement for the 2012 Chevrolet Sonic. The ad features the text 'The All-New 2012 CHEVROLET SONIC' at the top, with the Chevrolet logo. Below the text is a large image of the red car. At the bottom, there is a 'VIEW INVENTORY' button and a fuel economy badge showing '35 MPG HWY'.

Source: Delta creatives from Moat.com

YouTube Masthead Remarketing

Get extra mileage out of your media buy and remarket to users who have interacted with your YT Masthead across the many exchanges exposed in Bid Manager.



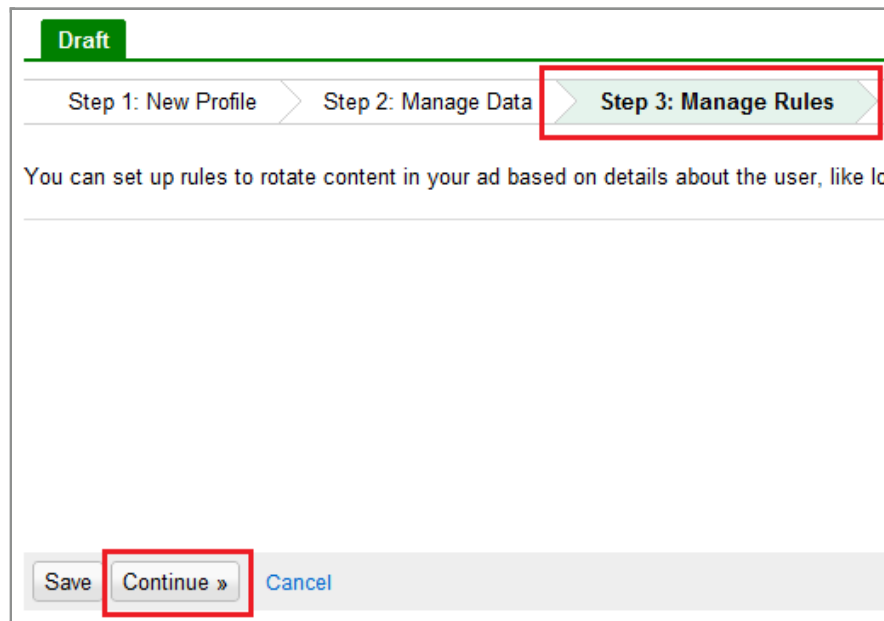
YouTube Masthead

Remarketed through DBM



Manage rules, data and profiles in DoubleClick Studio

All new dynamic creative campaigns are produced in DoubleClick Studio by full-service teams. In the near future, self-service features will be extended to clients via the DoubleClick Studio UI.



Draft

Step 1: New Profile > Step 2: Manage Data > **Step 3: Manage Rules**

You can set up rules to rotate content in your ad based on details about the user, like lo

Save Continue » Cancel

Get integrated reports via Report Builder

Compare your dynamic campaign side-by-side with other campaigns with integrated reporting.

Setup

Files

File name

.CSV

Name of the file that will be generated. Date and time will be added automatically each time you run the report.

Date range

Select date range

Advertisisers ?

+ add

Filters ?

+ add filter

Columns ?

Dimensions ?

+ add / remove

Metrics ?

Impressions

Clicks

Click Rate

+ add / remove

Activities ?

Show each Activity

+ add

Filtered by the selected advertisers.

Activity Metrics

+ add / remove

Rich Media ?

+ add

Filtered by the selected advertisers, campaigns, and creatives.

Learn from element level reporting

See what's performing the best with element level reporting.

Dimensions					Metrics		
Identifies Creative's Dynamic Profile		Identifies Dynamic Element	Identifies Dynamic Element Value				
Dynamic Profile Id	Dynamic Profile	Dynamic Element	Dynamic Element Value Id	Dynamic Element Value	Dynamic Element Impressions	Dynamic Element Clicks	Dynamic Element Click Rate
1000580	DeVry v1	Cta	ctacopy_01	ctacopy_learn_more	50	6	12.00
1000580	DeVry v1	Cta	ctacopy_02	ctacopy_click_here	61	4	6.56
1000580	DeVry v1	Cta	ctacopy_03	ctacopy_visit_devry	52	11	21.15
1000580	DeVry v1	Cta	ctacopy_04	ctacopy_more_info	60	7	11.67
Grand Total:	---	---	---	---	223	28	12.56

Evaluating "Learn More" CTA:

- "Learn More" CTA was in 50 impressions of the creative
- Users clicked on the creative 6 times with "Learn More" CTA in the creative
- Click rate was 12% with "Learn More" CTA in the creative

Put the consumer first

The dynamic creative tools are in place for a user-centered approach across a brand's entire portfolio.

Behavioral

Interests, online browsing, intent, etc.

Setting

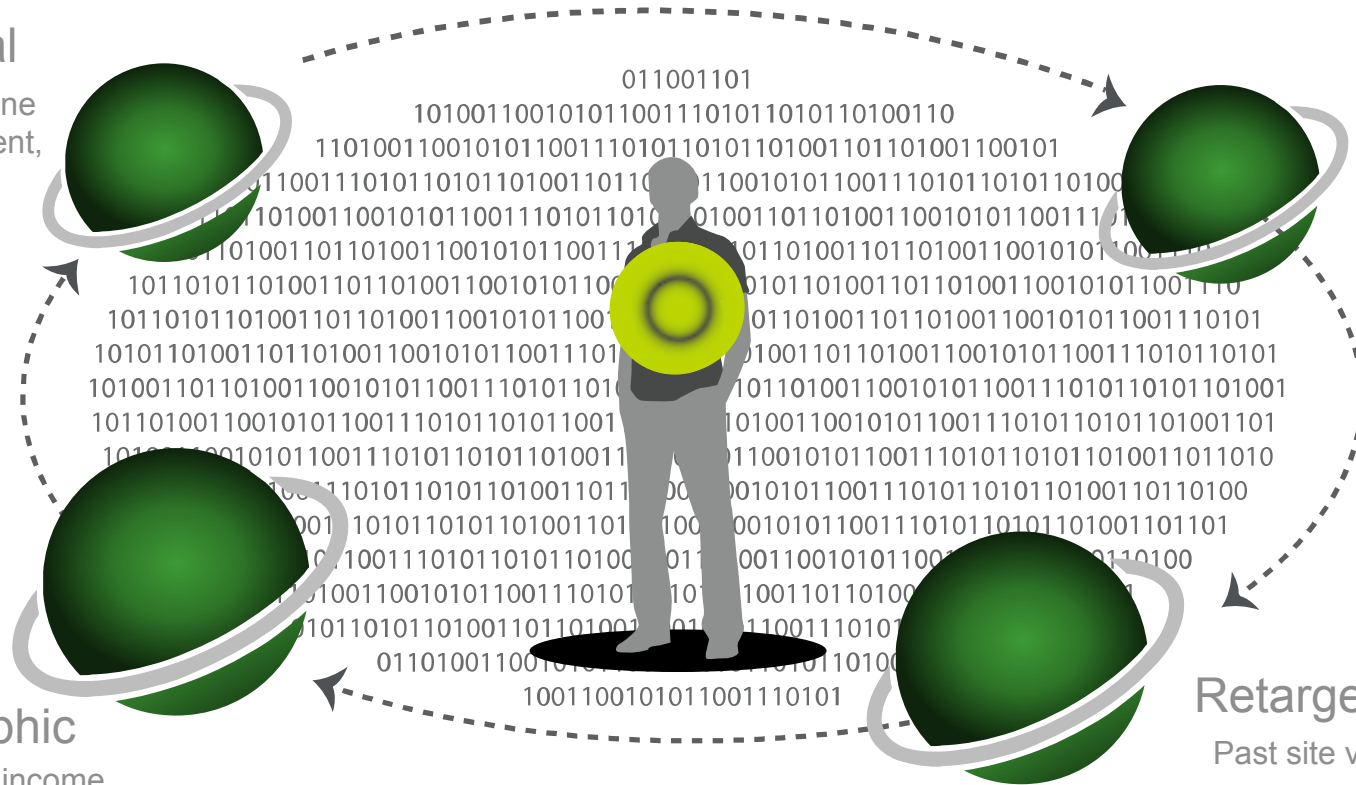
Time, place, context

Demographic

Age, gender, income, geography, etc.

Retargeting

Past site visitation



Our unified platform and cookie space make DoubleClick the best partner



One-to-one
marketing



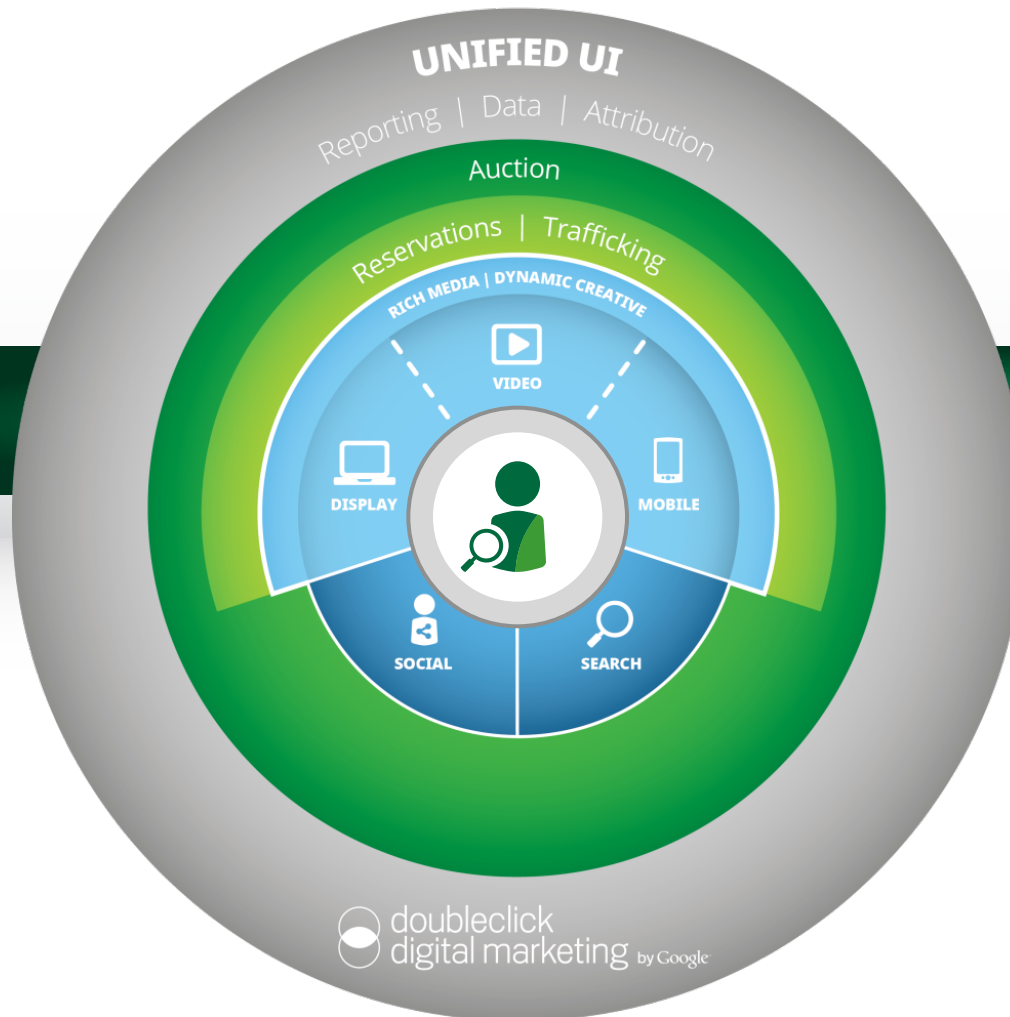
A more holistic
view of your
consumer



A unified
buy-side
platform



One cookie



**Modern ad platform
for the modern web**

Search, display,
social, desktop,
mobile, video –
unified, under
one hood.

Thank you

