Date

DoubleClick dynamic creative

Increasing advertising relevance and workflow efficiency

presenter name

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by Google

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.
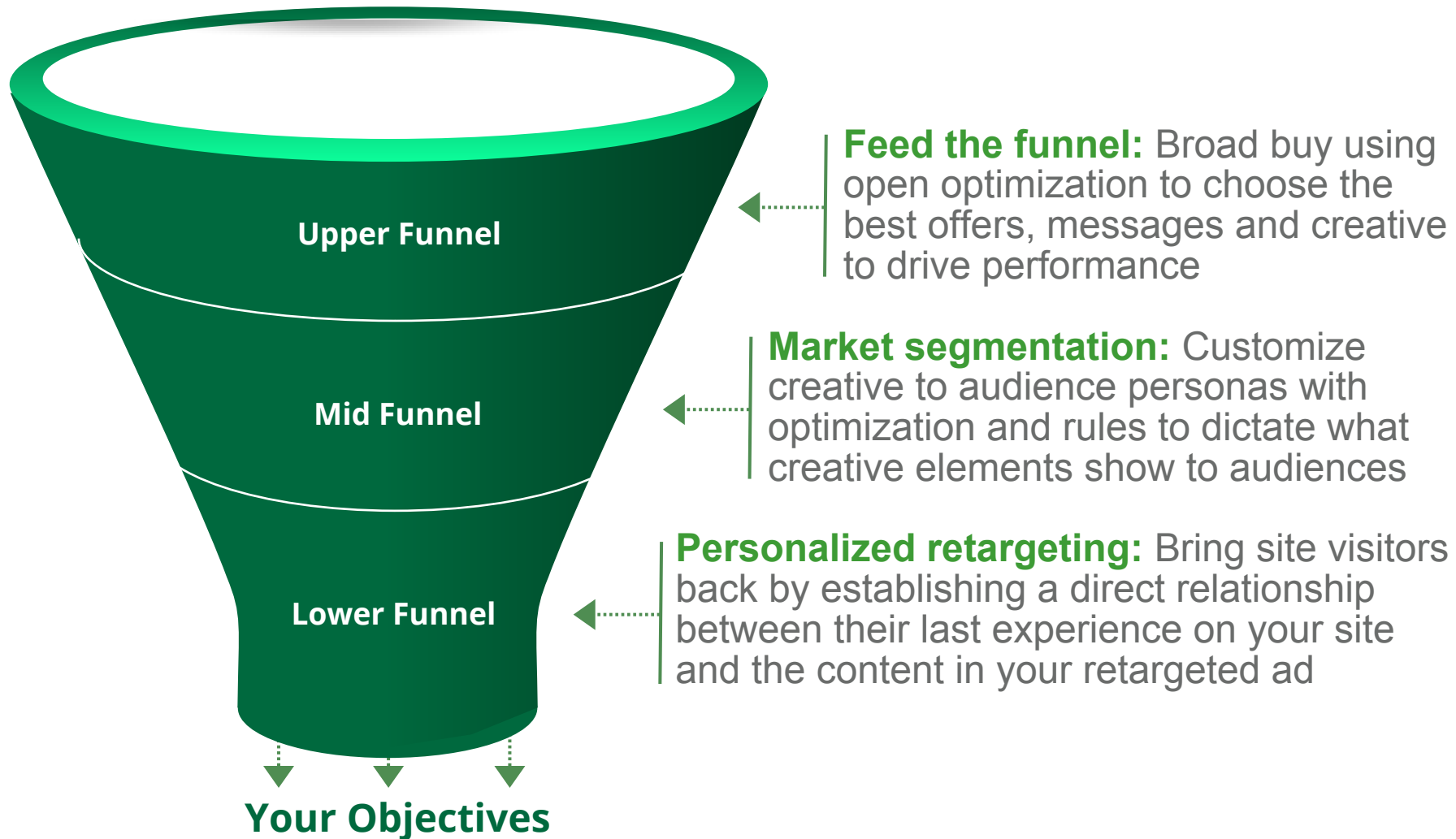
Endless possibilities

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

THINK OUTSIDE THE HOUSE

$79

WEBER ONE-TOUCH
SILVER CHARCOAL
KETTLE GRILL
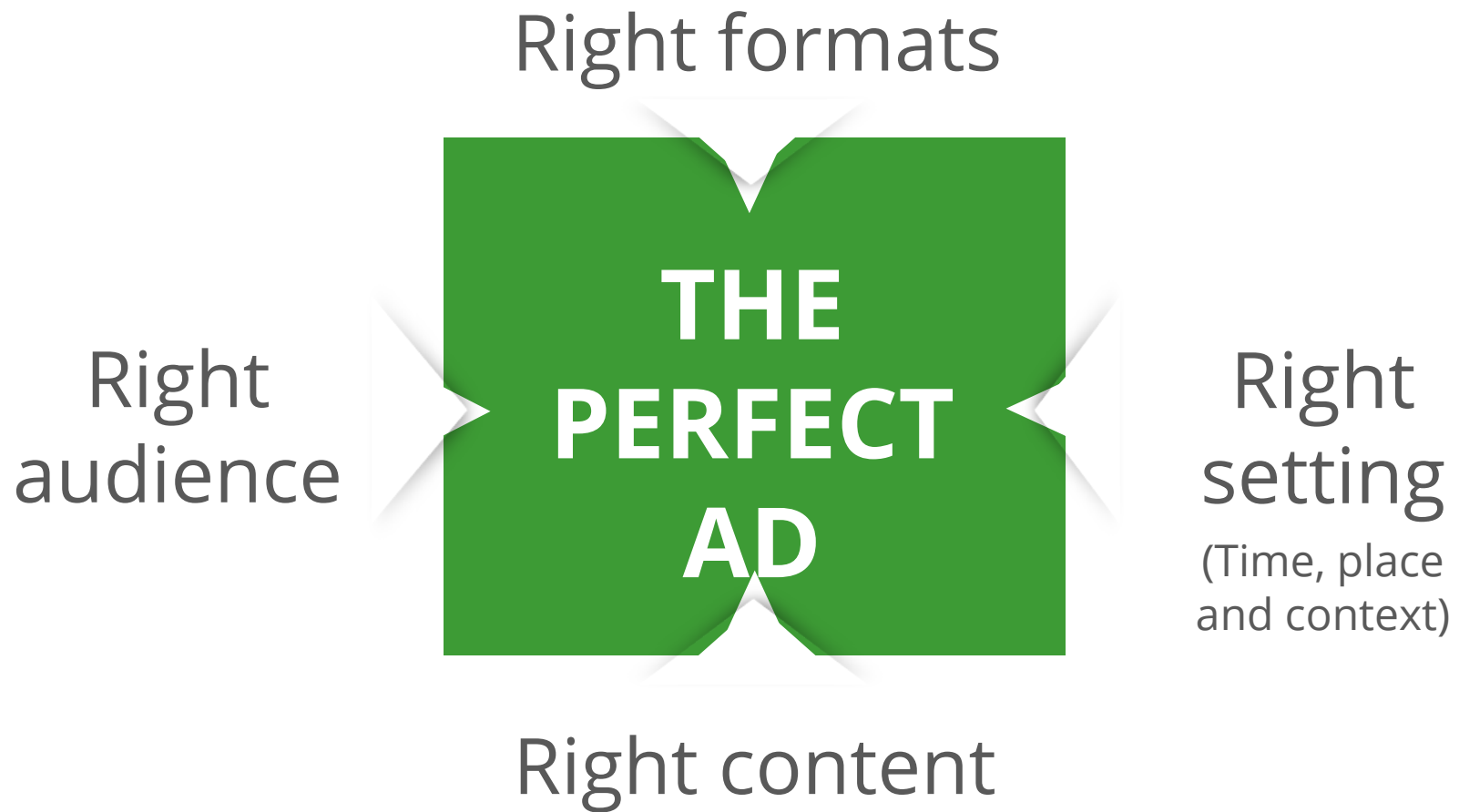(SKU 682575)

SHOP NOW ›

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.
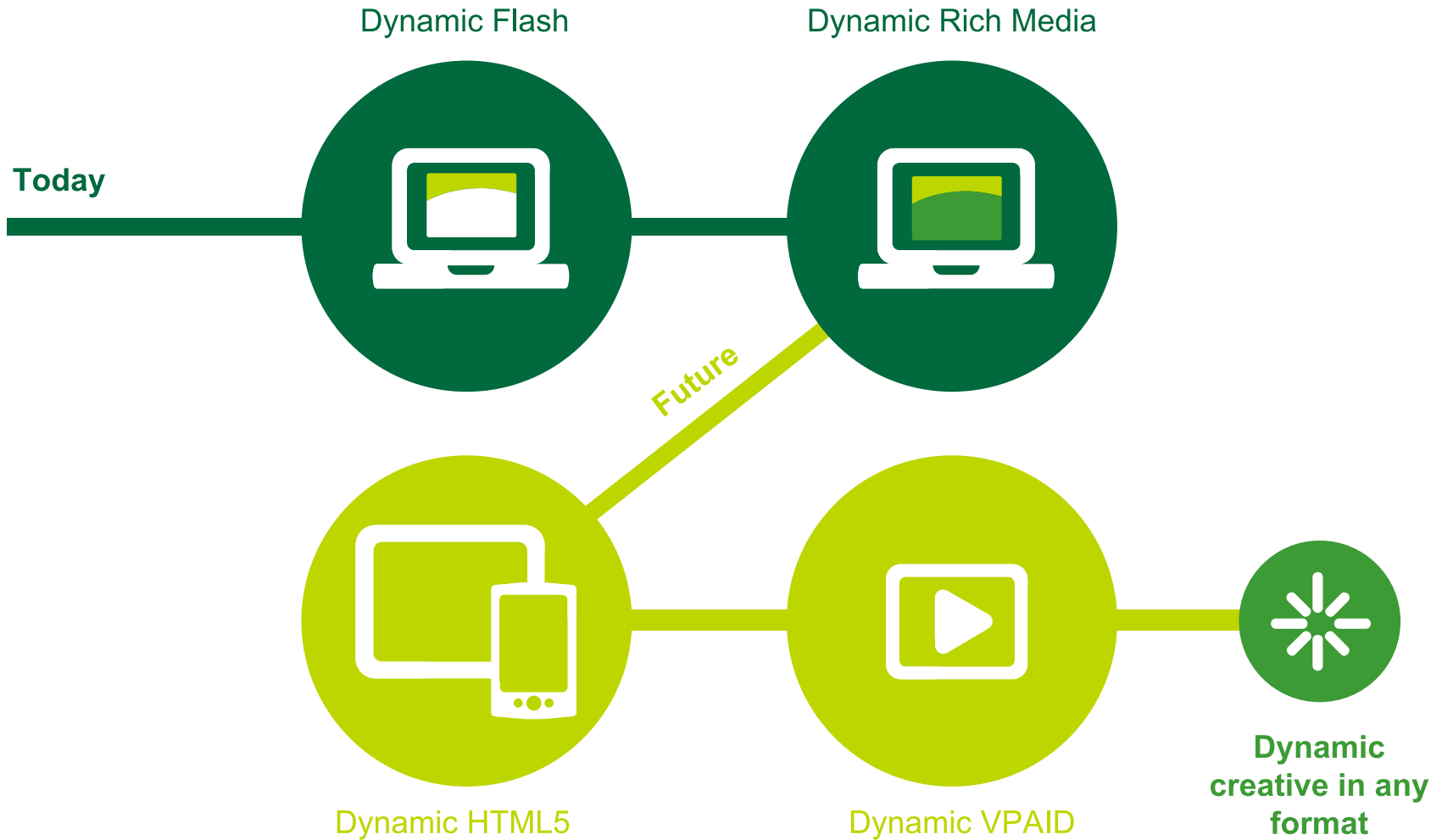
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Strategies to deliver the perfect ad

Upper Funnel

Mid Funnel

Lower Funnel

Your Objectives

Feed the funnel: Broad buy using open optimization to choose the best offers, messages and creative to drive performance

Market segmentation: Customize creative to audience personas with optimization and rules to dictate what creative elements show to audiences

Personalized retargeting: Bring site visitors back by establishing a direct relationship between their last experience on your site and the content in your retargeted ad

A vision for the perfect ad

Right formats

Right audience

THE PERFECT AD

Right setting
(Time, place and context)

Right content

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Start with the right formats

Dynamic Flash

Dynamic Rich Media

Today

Future

Dynamic HTML5

Dynamic VPAID

Dynamic creative in any format

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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

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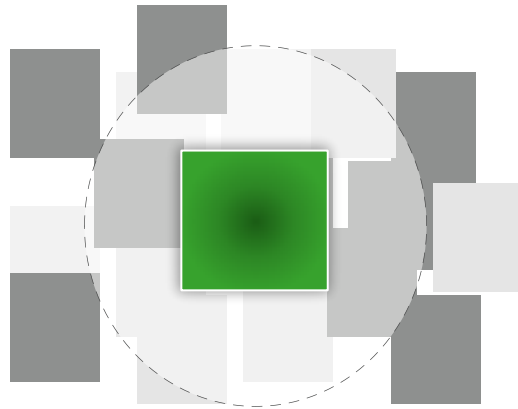
The system learns what combinations work the best and begins to favor them over lesser-performing combinations.

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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

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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

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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

2012 **FOCUS**
Leave your gas money at home.
Up to 40 hwy mpg¹

▶ Click for a special offer   Roll over for info

2012 **ESCAPE**
The efficiency to get you back.
EPA-estimated 28 hwy mpg¹

▶ Click for a special offer   Roll over for info

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

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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

Serve ads with Spanish language copy in Spain

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

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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

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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

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

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Set rules by third-party demographic data via Bid Manager

Change offer based on consumer behavior

Show deal for New York to Hong Kong to Business Traveler

Show deal for New York to San Francisco to Leisure Traveler

Show deal for New York to Orlando to Family Traveler

Source: Southwest Airlines creatives from Moat.com

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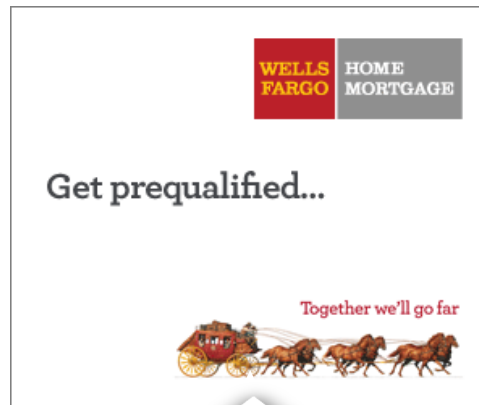
Retarget site visitors to any other sections of the site with a generic message

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

2013 | 2 EcoBoost choices.
ESCAPE | Both powerful and efficient

LEARN MORE ▶

Ford
Drive one.

Winner for excellence in service

PRESIDENT'S AWARD

LEARN MORE ▶

Ford
Drive one.

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

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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.

Source: Home Depot creatives from Moat.com

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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.

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.
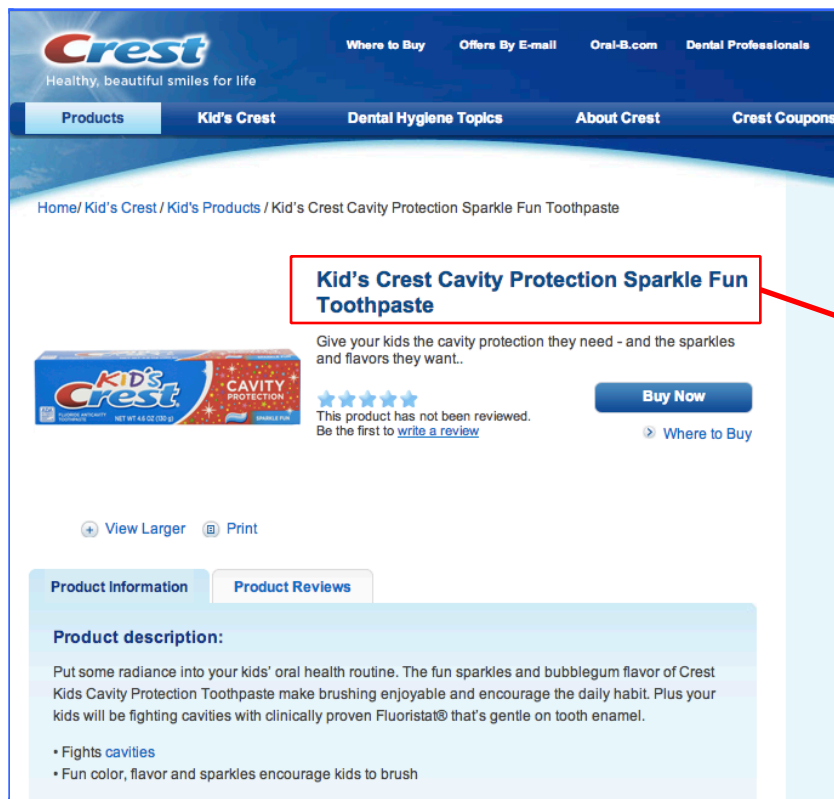
Source: Crest creatives from Moat.com

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.


Source: Delta creatives from Moat.com

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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.

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.
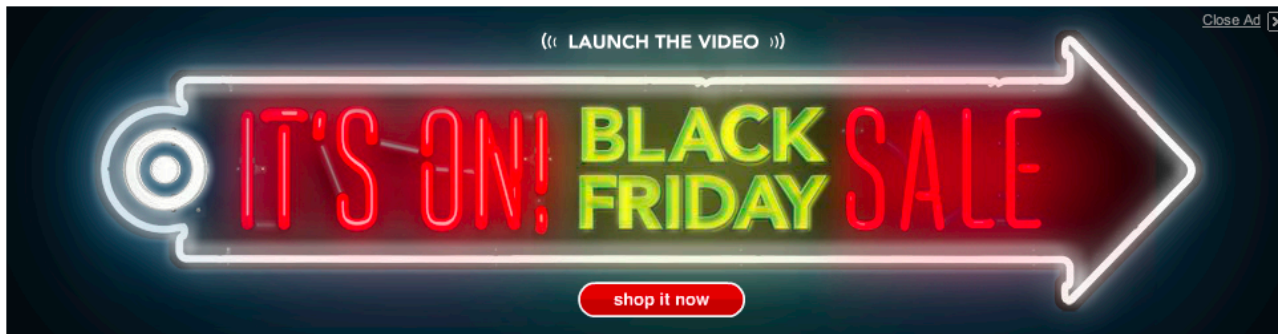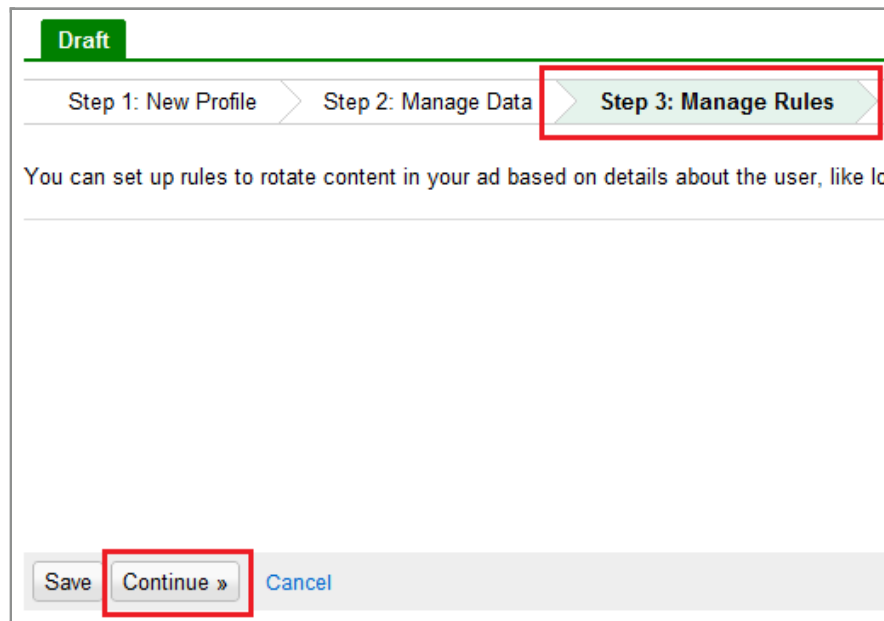

YouTube Masthead

Remarketed through DBM

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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.

Get integrated reports via Report Builder

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

Learn from element level reporting

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

			Dimensions			**Metrics**		
		Identifies Dynamic Element						
Identifies Creative's Dynamic Profile		**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 creatve

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Put the consumer first

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

Behavioral
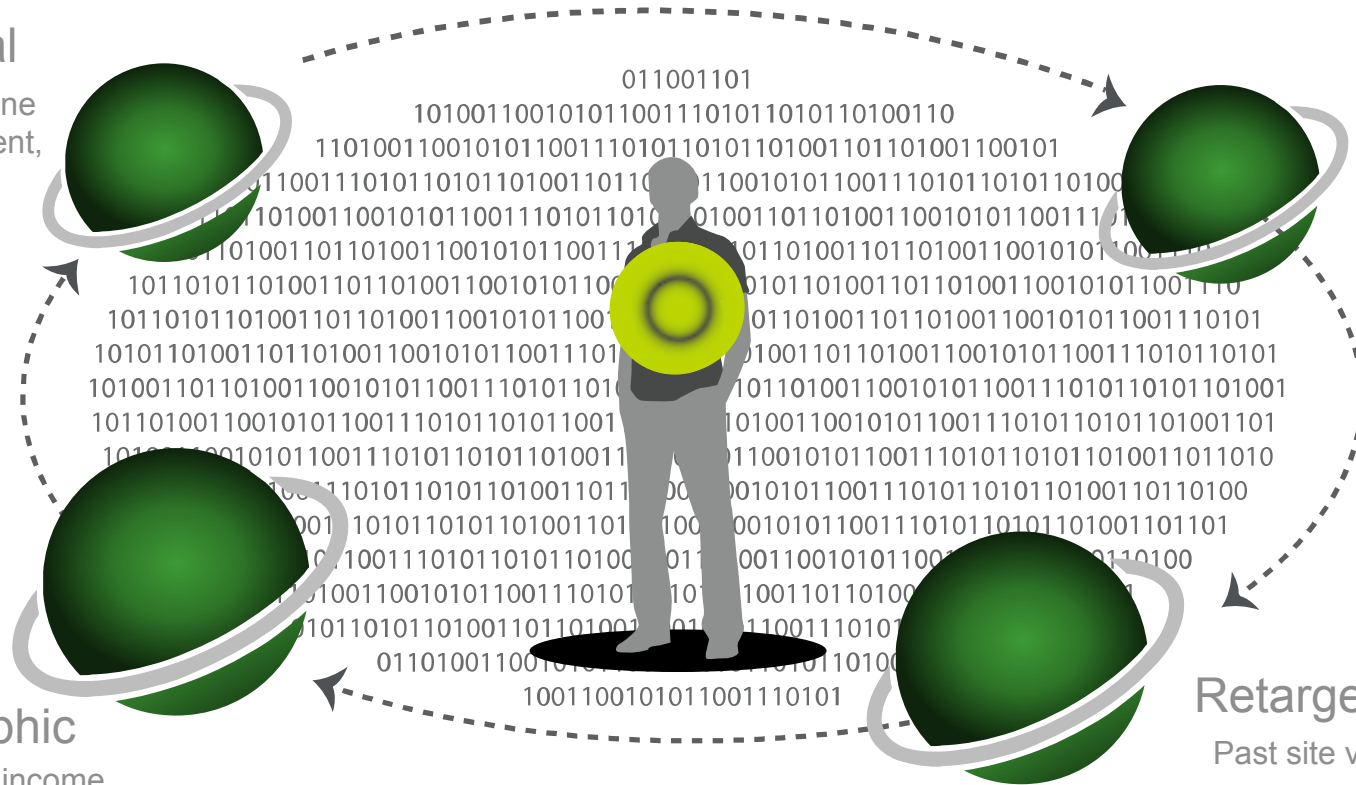Interests, online browsing, intent, etc.

Setting
Time, place, context

Demographic
Age, gender, income, geography, etc.

Retargeting
Past site visitation

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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

doubleclick
by Google
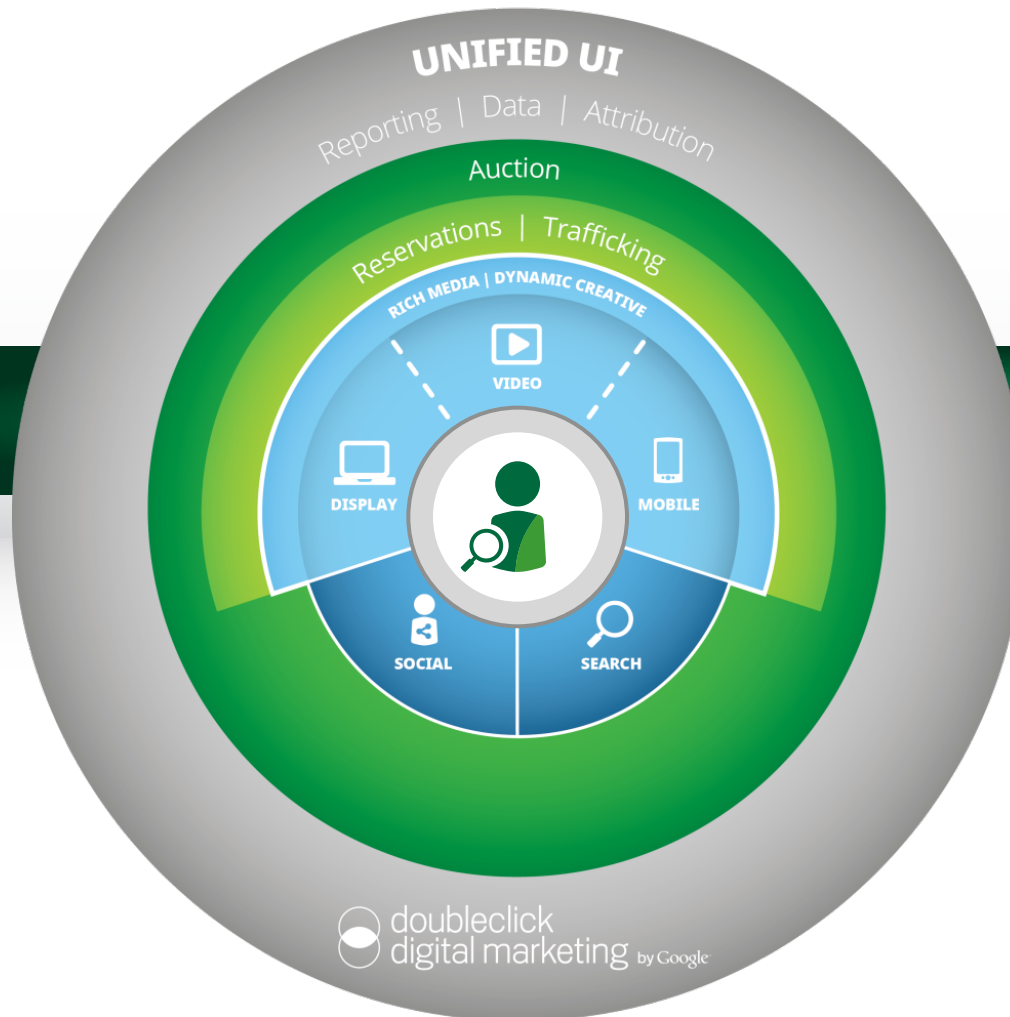
Modern ad platform for the modern web

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

Thank you

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