Creative Change

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TWO OPTIONS:

Manual or Automated
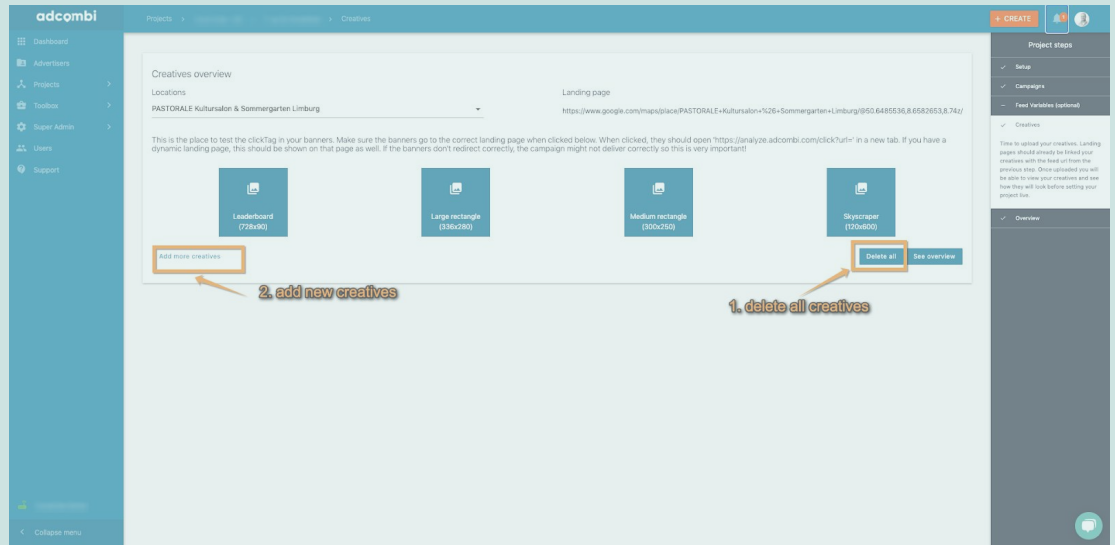
Manual

How would this work?

Navigate to your project on suite.adcombi.com and select the creatives

1. **Erase your previous creatives**
2. **Upload your new creative set**

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Manual

Pros

Easy to use

All creatives uploaded to all campaigns

No need to invest time in extra dynamic values

Cons

Manual work

Need to allocate time and not scheduled

Every time new creative set needed

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Automated

How would this work?

All elements can be dynamically changed if they are available in the data feed.
Updating the data feed will update the creatives instantly.

Option 1

Edit directly in the adcombi data feed from your campaign. Here is how this would work via suite.adcombi.com.

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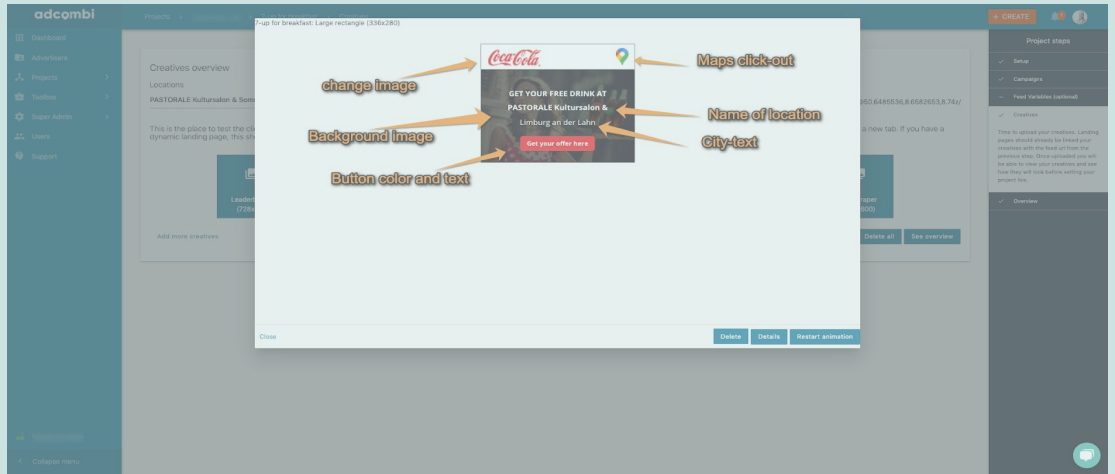
Automated

How would this work?

Option 2

External data feed is attached to your creatives. This could be a product feed or weather feed or only a feed with the offer from this week.

This data feed with the offer of this week contains the text, images, pricing, etc for the current campaign. This can be updated by the client itself and be visualised in the creative in this way.

Automated

Pros

Quick and easy to change dynamic values every day/week/month.

Will provide no issues in code like certain fields not being present etc.

Because there will not be any additional issues, it will also require less labour.

Can be time scheduled in changes

Cons

Setup of the creative requires more work in dynamization.

Less flexibility on the positioning of objects.

Consider text lengths and image sizes

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