

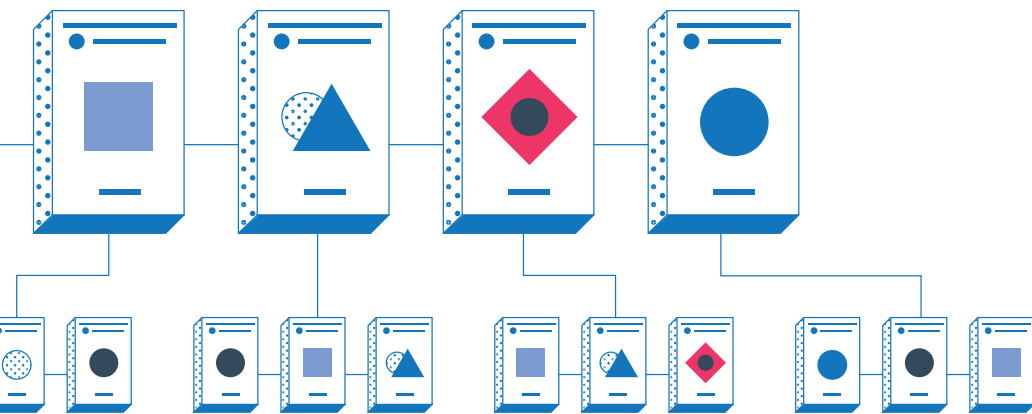
## SCALE YOUR CREATIVE with AdParlor's Creative Blueprint

Photosquared - a mobile app and service for photo printing - recently found out how Creative Blueprint and media buying are the perfect match for each other. The Photosquared team wanted to test whether their creative or AdParlor's Creative Blueprint videos could drive app downloads more efficiently on Snapchat. In preparation for the test, the AdParlor team created personalized videos that included relevant content from each target group they wanted to target. From there, the team then executed an A/B media buying test pitting PhotoSquared's creative against AdParlor's Blueprint Tech creative.

AdParlor saw a **67% decrease in Cost Per Install** and **12x more installs** when running Blueprint Creative.

### WANT TO LEARN MORE ABOUT ADPARLOR'S CREATIVE BLUEPRINT?

The creative and media agency's best friend, AdParlor's Creative Blueprint is designed to deliver personalized creative (static images and video) at scale.

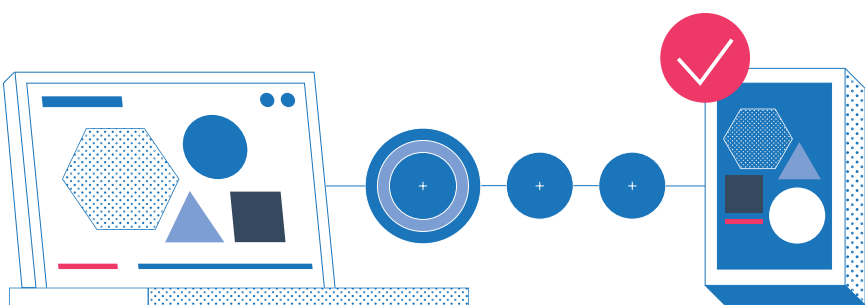


#### WHAT CAN YOU DO WITH CREATIVE BLUEPRINT?

- Create 1000s of ads tailored to locations, individual customer needs, shopping habits, preferences and more
- Create multiple ad iterations for your customer personas to understand what works and why
- Define your future creative strategy using a data-driven approach over opinions
- Save time and money by reducing both the hours and cost associated with developing multiple creative iterations

#### HOW DOES CREATIVE BLUEPRINT WORK?

- Each Blueprint is developed with your specific business objectives in mind and includes various creative elements based on individual consumer preferences, habits, stage in buying journey, etc.
- Blueprints are available for both static and video ads
- The format and structure of the ads will stay the same, but the content dynamically changes using the following elements:
  - Copy
  - CTA
  - Images
  - Videos
  - Products
  - Creative specs
  - Maps
  - User generated content
  - And more!



#### THAT'S A LOT OF AD ITERATIONS - HOW CAN YOU POSSIBLY KEEP UP?

- Enter AdParlor's Creative Audit. Our team of in-house experts can identify trends and efficiencies within each piece of creative using our proprietary Intelligence Tags technology
- To continue to drive messaging relevance, our experts can easily and automatically refresh creative in times of creative exhaustion or an offer refresh using our Automation Engine

Interested? Contact your AdParlor Sales Representative today.