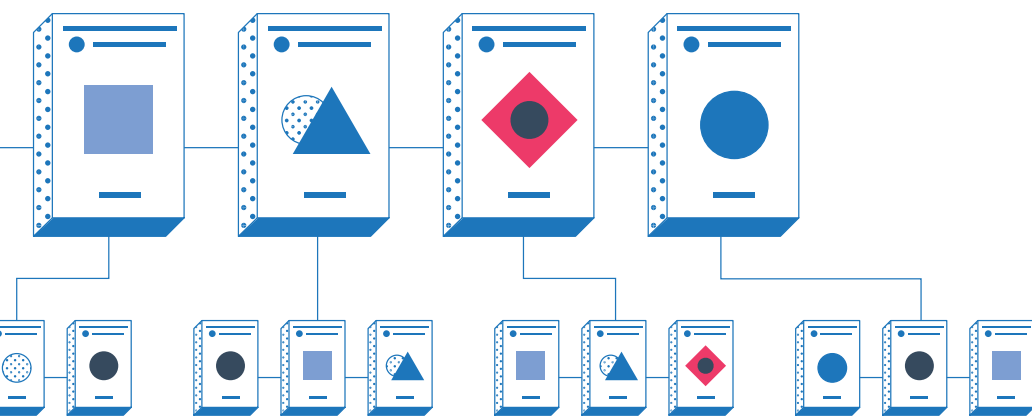


You know the role personalized creative plays in the success of your media campaigns. In fact, Boston Consulting Group found that brands that created personalized experiences saw revenue increase by up to 10% - this was 2-3 times faster than those who didn't create personalized customer experiences.

While you know it works, it is difficult to accomplish, since developing creative that's tailored to each individual customer can be cumbersome, costly and time-consuming (and that's only if you have the right data). But it doesn't have to be.

ENTER ADPARLOR'S CREATIVE BLUEPRINT

AdParlor's Creative Blueprint is designed to help advertisers deliver personalized creative (static images and video) at scale without having to employ an entire floor of graphic and motion designers.

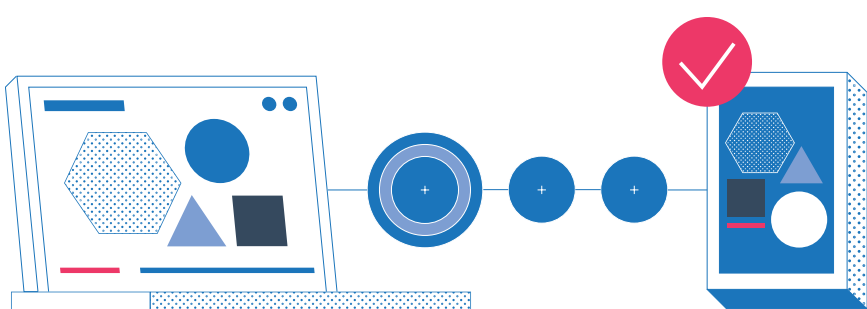


WHAT CAN YOU DO WITH CREATIVE BLUEPRINT?

- Create 1000s of ads tailored to your 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 Account Manager today.