

**Building  
a scalable  
full-funnel  
creative system**



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StackAdapt

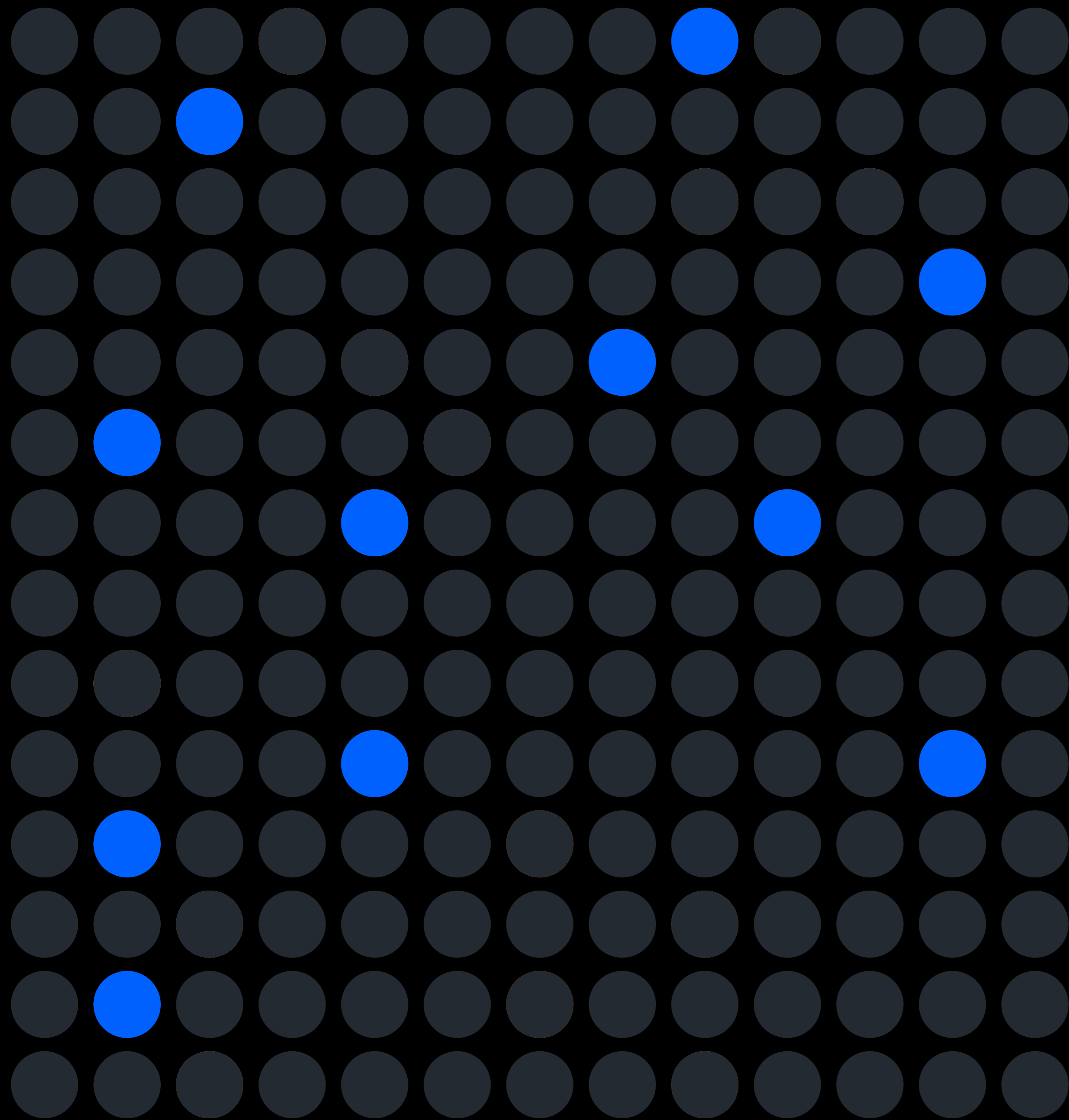


**In-house Creative Studio produces**

**12 ADS**

**EVERY DAY**





We see ads  
that **win**  
and **fail**  
across  
every  
channel



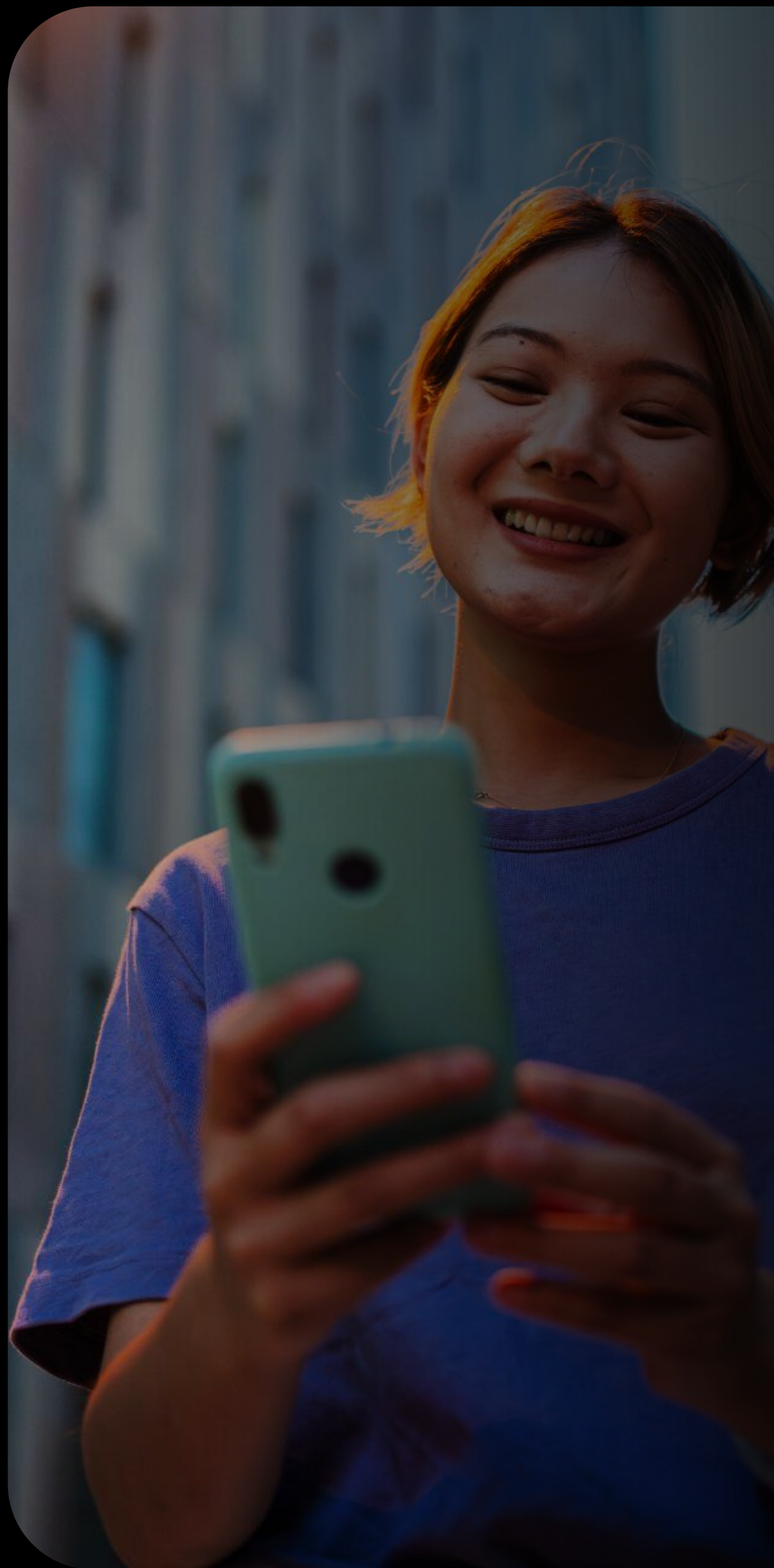
**Stop**  
**focusing**  
**on only**  
**big wins**



**Scale a**  
**small insight**  
**across**  
**channels**

**Single channel  
marketing isn't wrong,  
it's just no longer  
enough.**

**Move**  
**beyond**  
**the slop**



# Show up in their space, on their terms

9:00 pm

 Audio

at home,  
packing

3:00 am

 DOOH

at the airport

12:00 pm


 Native on

the phone,  
planning what  
to do in Austin

2:00 am

 DOOH on  
the highway

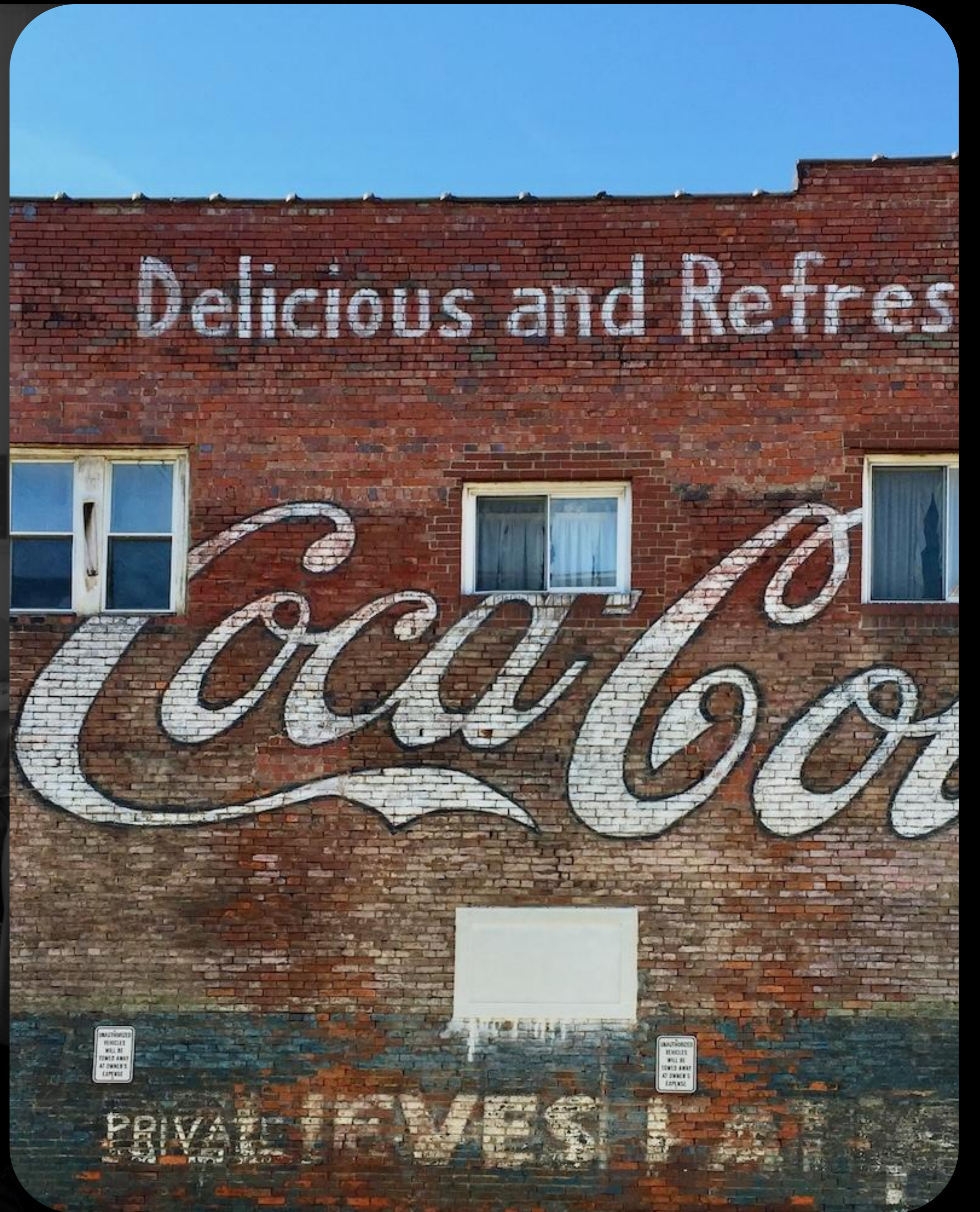
6:45 am

 Display on  
the phone,  
mid-flight

9:00 pm

 CTV  
watching  
*Hacks*

**Build**  
**trust and**  
**credibility**



**1+1 = 3**

**The right mix matters**

Display



**90%**

CTV



**10%**

**Normalized Conversion Rate (Multiplier)**

Share of Display (%)



**Stack channels  
like nesting dolls  
to build on every  
layer of insight**



# CLIENT CASE

**BRAND**

**Adobe**

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**GOAL**

**Awareness for B2B**

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**FOCUS**

**All-in-one service**

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**CURRENT  
STRATEGY**

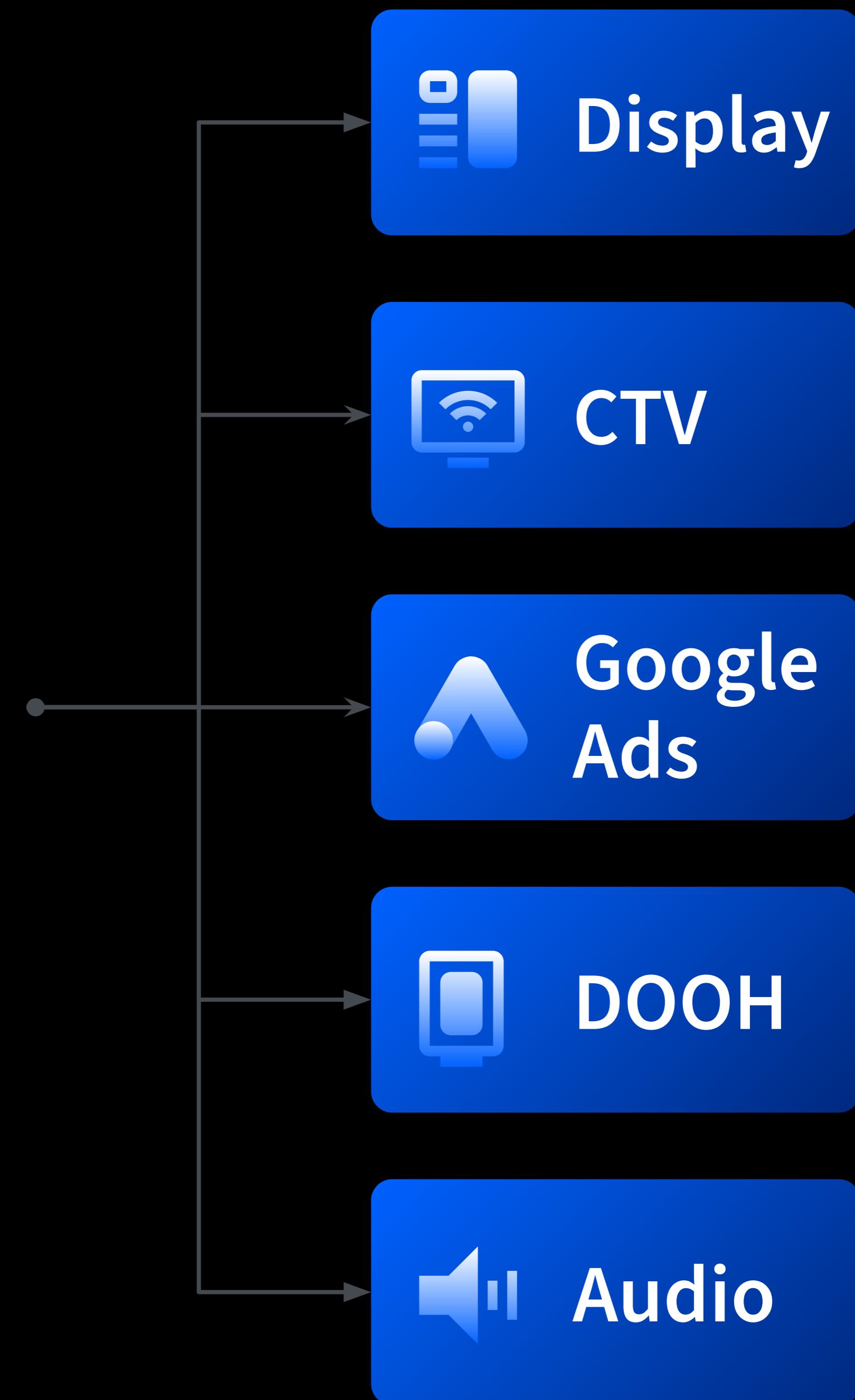
**Omnichannel**

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# Current strategy: resizing

Instead of comparing concepts, channels are competing against each other

## Concept 1

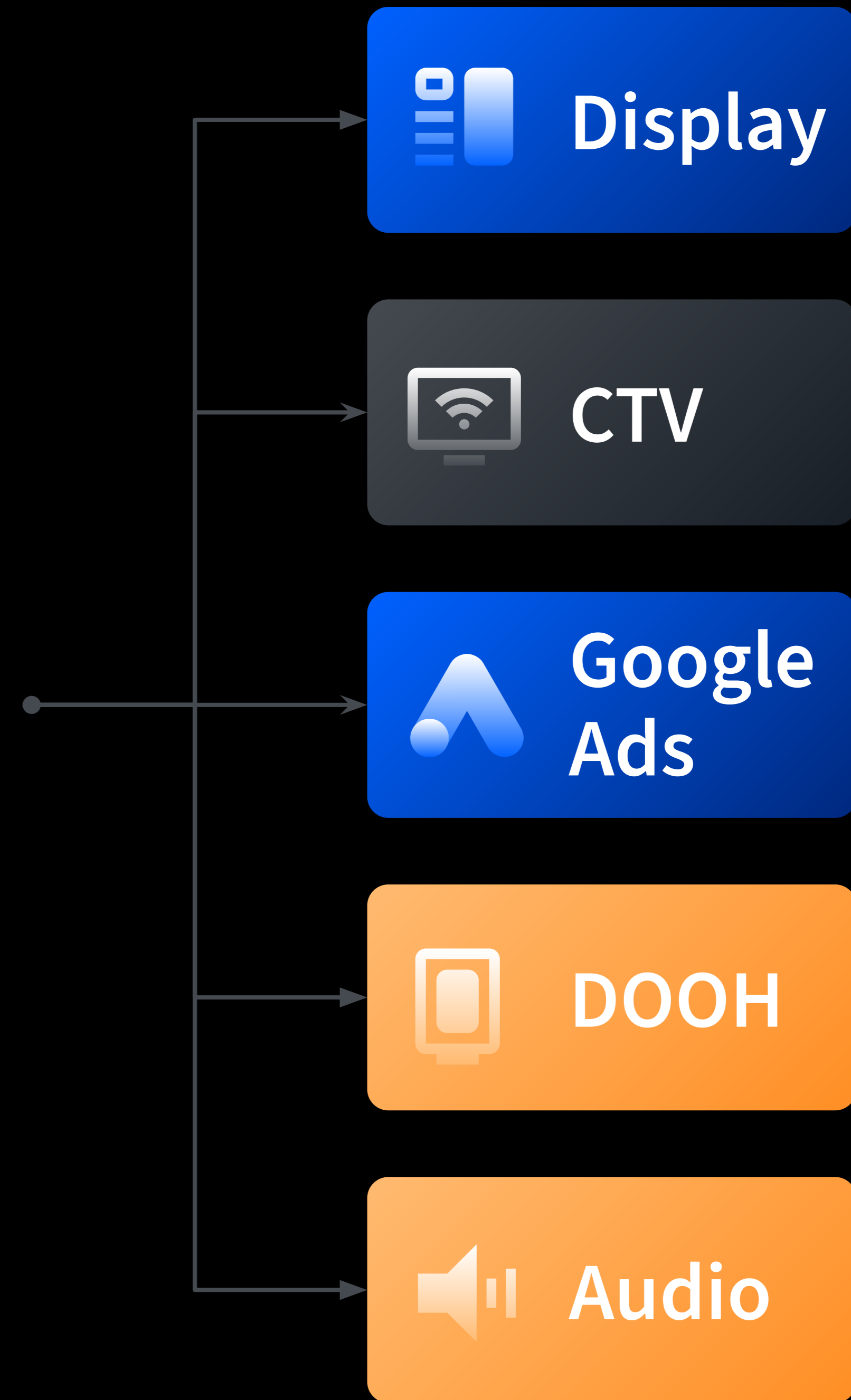


# Current strategy: resizing

Instead of comparing concepts, channels are competing against each other

Concept 1

$$5 - 2 - 1 = 2$$



**Resizing the same ad across channels leads to higher bounce rates, “increased annoyance,” and higher CPC.**

THE NESTING  
DOLL METHOD

Which ad  
performed  
better?

A

Geo: TX and NY  
CTR: 0.46%  
TOS: 1:02  
Device IDs

B

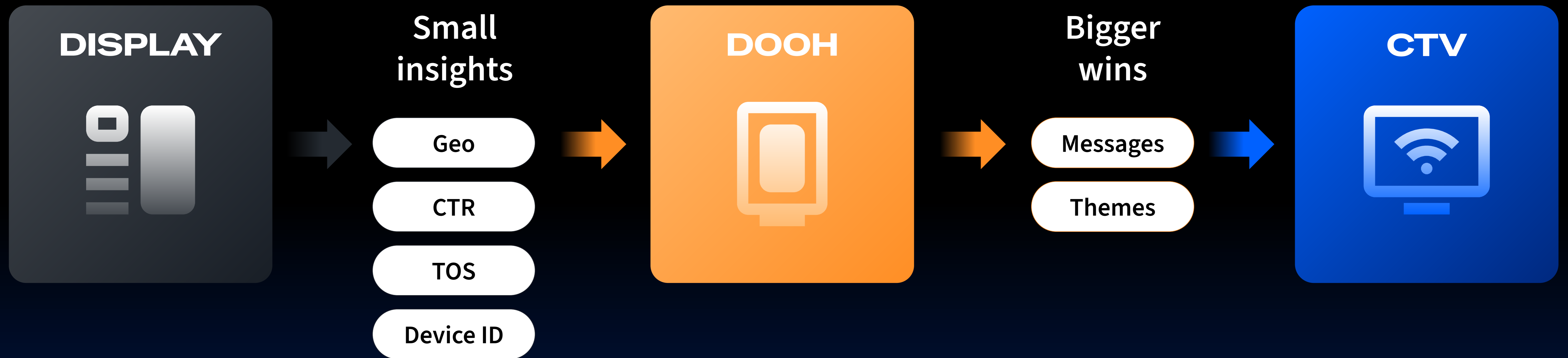
Adobe Creative Cloud

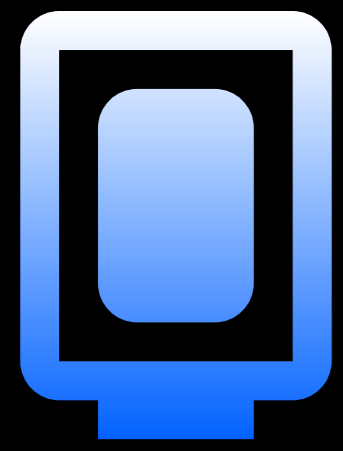
Geo: NC and PA  
CTR: 0.43%  
TOS: 0:30  
Device IDs

# Creative framework to **scale insights**



# Creative framework to **scale wins**





# DOOH

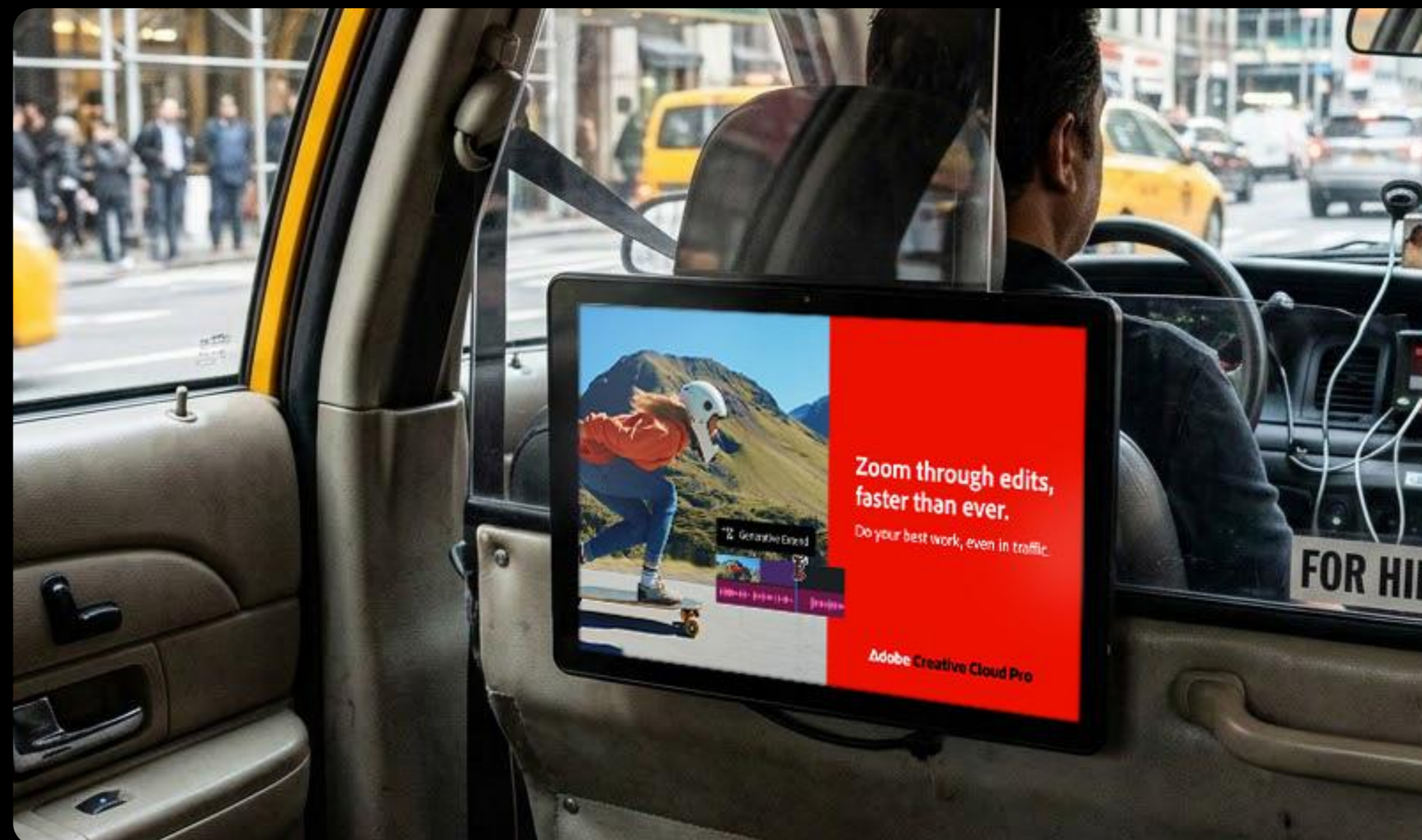
**GEO: TX and NY**

**Device IDs**

**TOS: 1:02**



**Business offices**



**Taxi / ride share**



# CTV

Raise value

Improve recall

High Budgets

Long Timelines



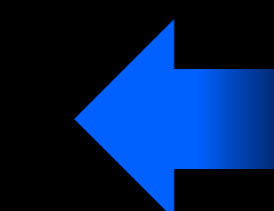
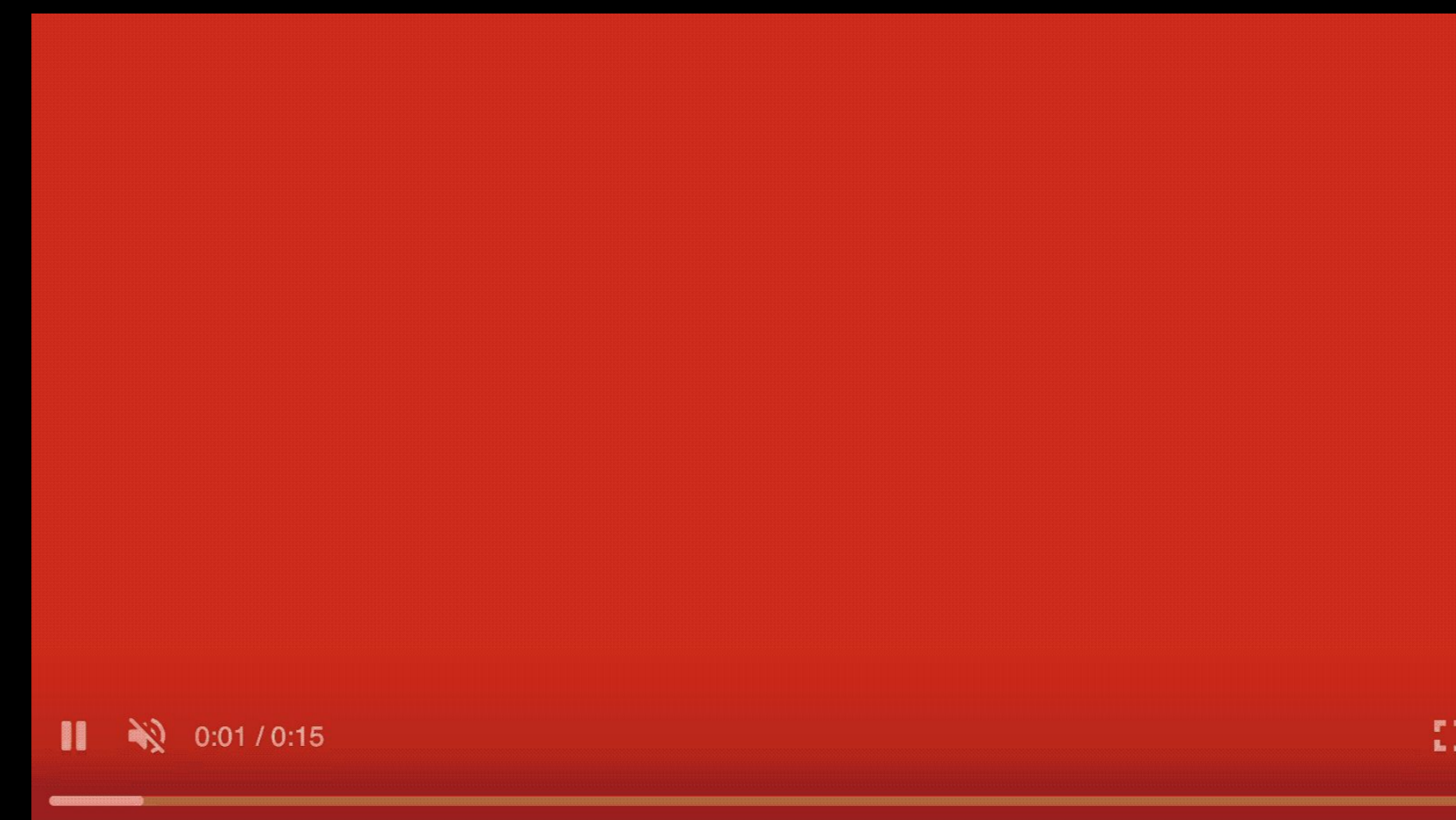
BETA

# AI VIDEO BUILDER

TOOL  
✓ Brand Profile



BETA  
✓ AI video templates



Cities

Messaging

# Creative framework to **scale insights**



The background features a gradient from dark blue on the left to orange on the right. A large, stylized number '9' is positioned on the right side, with a gradient from light blue to light orange. The text 'CLIENT CASE' is centered horizontally across the middle of the image.

# CLIENT CASE

**GOAL**

**Full-funnel**

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**BRAND**

**Yogurt Liberté**

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**FOCUS**

**New product launch**

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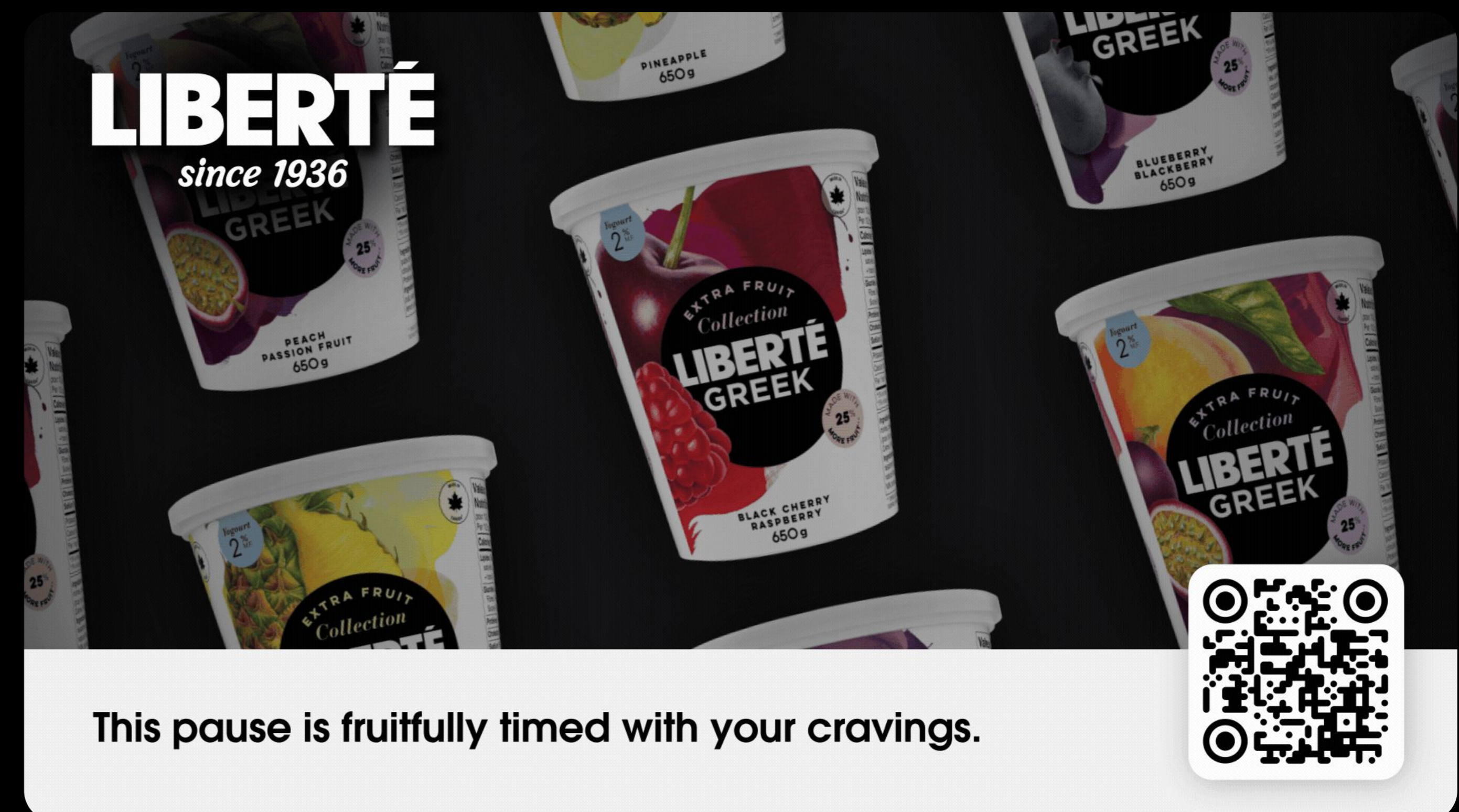


# CTV

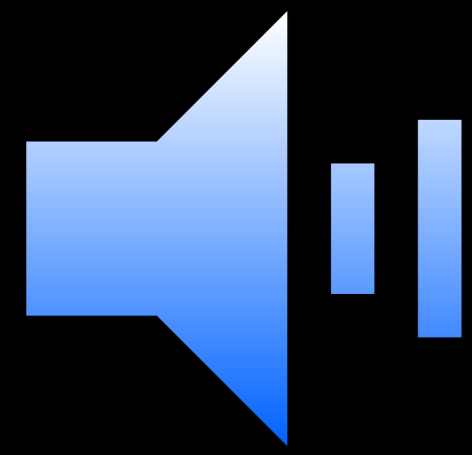
Trust

Storytelling

Timed placements



This pause is fruitfully timed with your cravings.



# Audio

Theme


Storytelling

First click out



Advertisement  
Liberté


**LIBERTÉ**  
*since 1936*



**A fruit favourite for every craving.**

Learn More


0:02 - 0:15



Advertisement  
Liberté

**LIBERTÉ**  
*since 1936*

**3x more milk.  
2x the protein.**




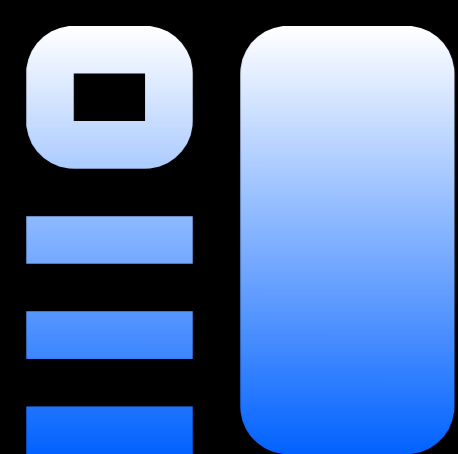
**9g  
PROTEIN**

**LIBERTÉ  
GREEK**

Learn More

0:02 - 0:15





# Display

✓ Multi-click unit

✓ Retargeting pools

✓ More insights

## Carousel

**LIBERTÉ**  
*since 1936*

**High in protein.  
Rich in fruit.**



**EXTRA FRUIT  
Collection  
LIBERTÉ  
GREEK**

PINEAPPLE  
650g

2%  
25%

MADE IN  
CANADA

PROTEIN  
8g

MILK FAT %  
2

CALORIES  
110


[LEARN MORE](#)

## Ad Builder

**LIBERTÉ**  
*since 1936*

**Taste new fruit flavors  
in every recipe**

Find inspiration for snacks, meals, and  
everything in between.



● ○ ○ ○

[LEARN MORE](#)



# Dynamic Creative Optimization

Creative  
matching to the  
right audience

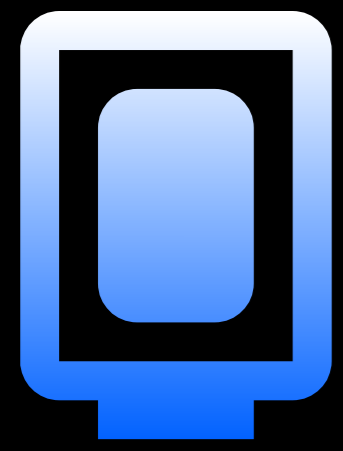


## Pineapple 2%

Indulge in the new flavour  
with 8g protein and just 110  
calories per 1/2 cup

[BUY NOW](#)

**LIBERTÉ**  
since 1936

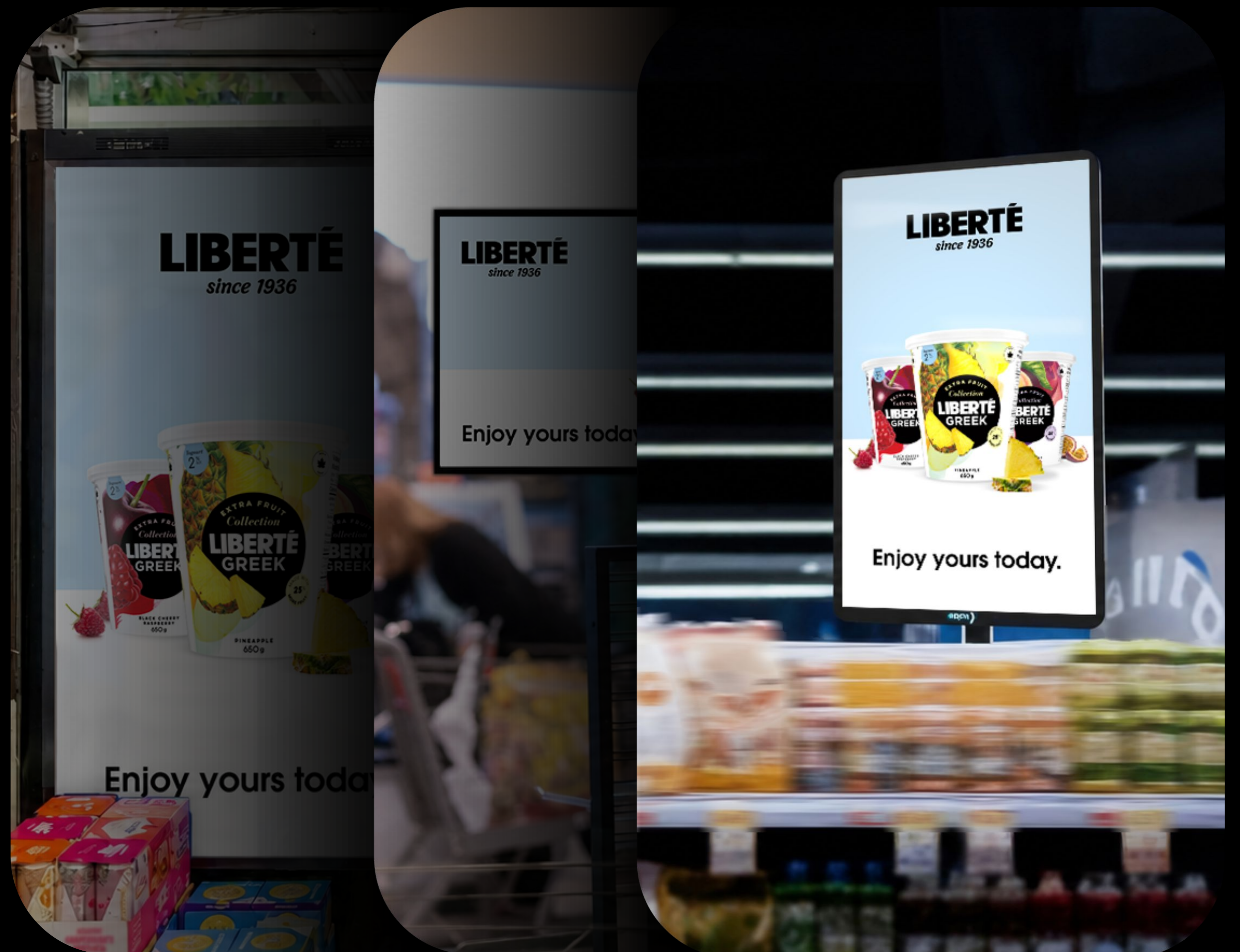


# DOOH

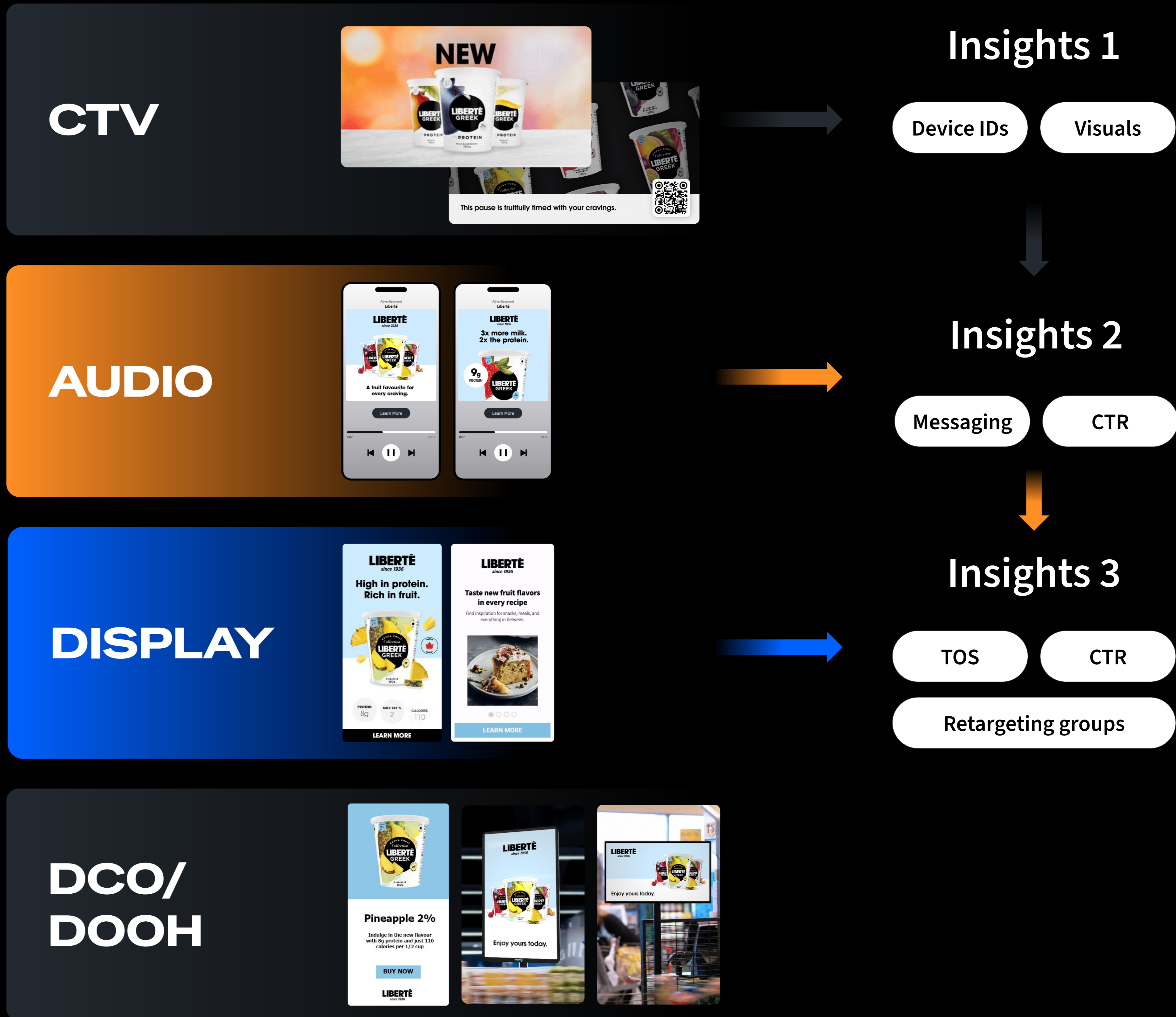


Grocery store  
placements help  
finish the funnel

## Grocery stores



# Creative framework to **scale** wins



**Scale your  
campaign  
with the right  
insights**



# Building a scalable full-funnel creative system

