

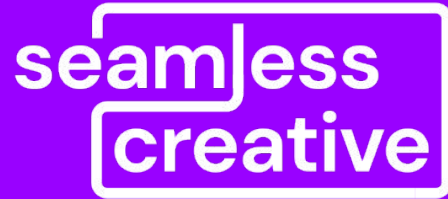


Seamless Creative

Unlocking the door to growth



Unlocking the door to growth



by INCUBETA

Seamless Creative

Deliver multi-moment
messaging at scale

€10.000 MRR

€450.000 project revenue

- How do we ensure the **same quality** across different levels of dynamic creative knowledge?
- Google Studio is **complex** and takes **too long to prepare** new creative messaging.
- Dynamic creative is **expensive** to prepare for every campaign.
- How can we create an **easy to use testing and learning** environment with creatives?
- How can we create a **future-proof creative** environment that still **ensures relevancy in a cookieless world**.

QATAR
AIRWAYS



L'ORÉAL

DOUGLAS





Dynamic Thinking.

Today's world is real-time. Consumers are already digitally connected and demand a **seamless, open** and **transparent** experience.

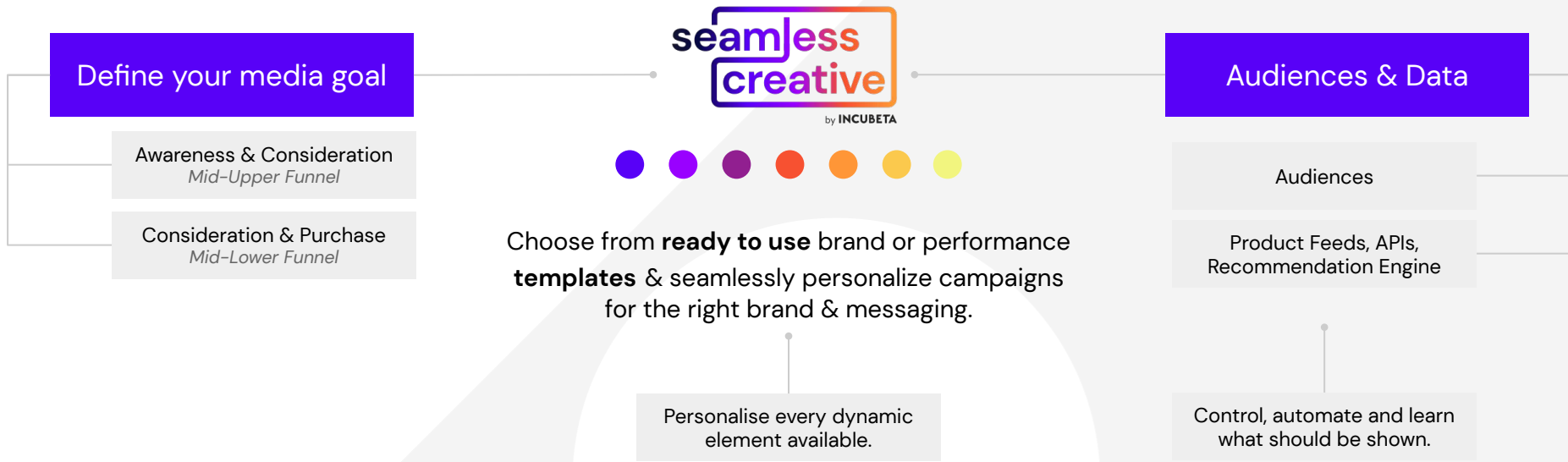
Speaking to the golden thread that is **Customer Centricity**, our creative philosophy is underpinned by 3 focus areas:

1. Getting the foundation right
2. Strengthening data management and understanding
3. Using technology to react, listen & evaluate



Giving creative a seat at the table.

A creative solution that is designed to marry media activation and the complexity of dynamic creative and bring them together in a **easy to use UI**.





- Replicate results within a more cost-efficient setup, and at a higher level of performance.
- Reach the right people, with the right message





QATAR
AIRWAYS



L'ORÉAL

DOUGLAS



Er ligt sneeuw!

Isola 2000

168 cm

Portes du Soleil

130 cm

Zillertal Arena

100 cm



beyond

45%
Increase in
booking volume

Leveraging client data to create a more connected user experience through automation.

We delivered a connected customer journey for Transavia, one that focuses on relevant and real-time insights to inform marketing decisions.

65%

Cost per acquisition
decrease

23%

Increase in average order
value

Platforms used:



seamless
signal

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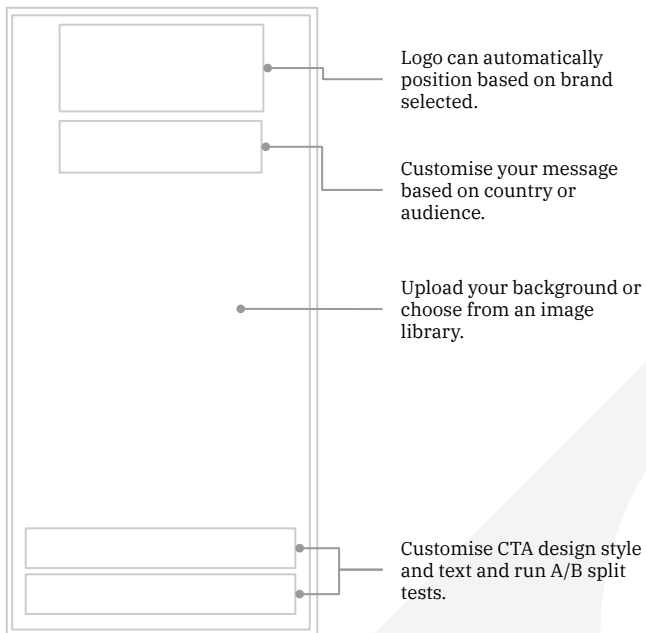
seamless
creative

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Modular Creative Design.

Our approach to dynamic creative **transcended** the traditional approach, we strived for a solution that made a digital connection with messaging that matters most.



A creative solution that is as dynamic as consumers. Creating creative that transforms with client campaigns.



The rise of signal based activations.

There is no limitation of creative strategies that can be incorporated and combined. With consumer data becoming more private and less accessible, we ensured that Zalando can drive relevancy through innovative thinking.



Audience-Based

Demographics, Affinities,
1P Lists



Contextual-Based

Media Context



Time-Based

Promotions Time, Date,
Location



External Triggers

Use external triggers to
enhance your relevancy.



Location-Based

User Geolocation



Video for Growth

Demographics, Affinities,
1P Lists

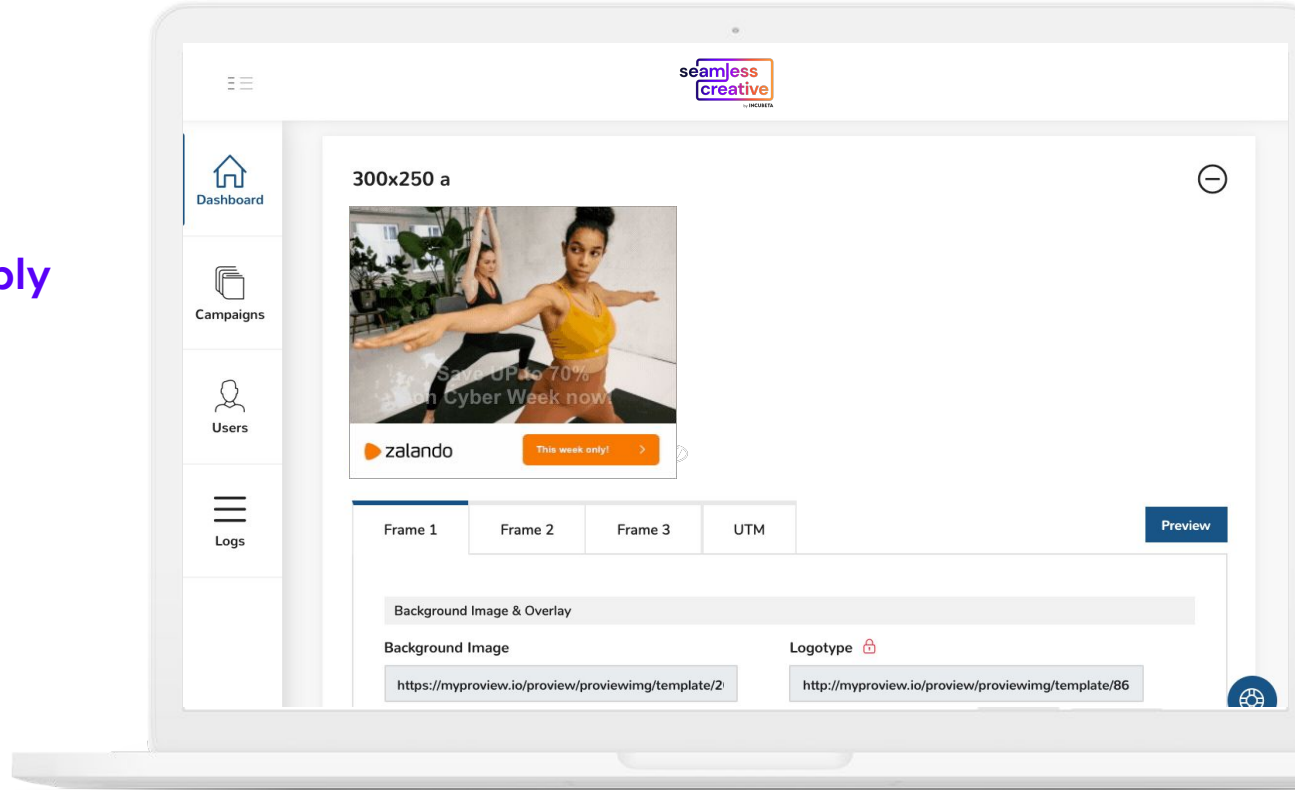


Features & Benefits.

- Easy to use interface
- Access Management
- Controlled product selection
- Integrate external triggers to determine how creatives respond
- Enriched reporting
- Safeguard brand standards
- One design across multiple data strategies
- A/B split testing
- Preview creatives with ease
- Approval workflow
- Schedule launch dates

To keep to our current creative standards, it simply means that we need to remove the complexity of what could be the future hurdle.

#innovateahead





For more information visit

www.myseamless.io

Or mail to seamlessuite@incubeta.com



Unlock the door to growth

Request a free demo

[Incubeta.com](https://incubeta.com)