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Smartly.io's software platform **helps brands drive greater ad performance** across social channels.





21

Offices

700+

Customers

850

Employees

Headquartered in Helsinki, Finland with large presence across Europe, Asia and the U.S.



Unique Vision

Unify Creative, Media and Data into one platform.

Creative Automation

Smarter ads designed to perform at scale

Media Optimization

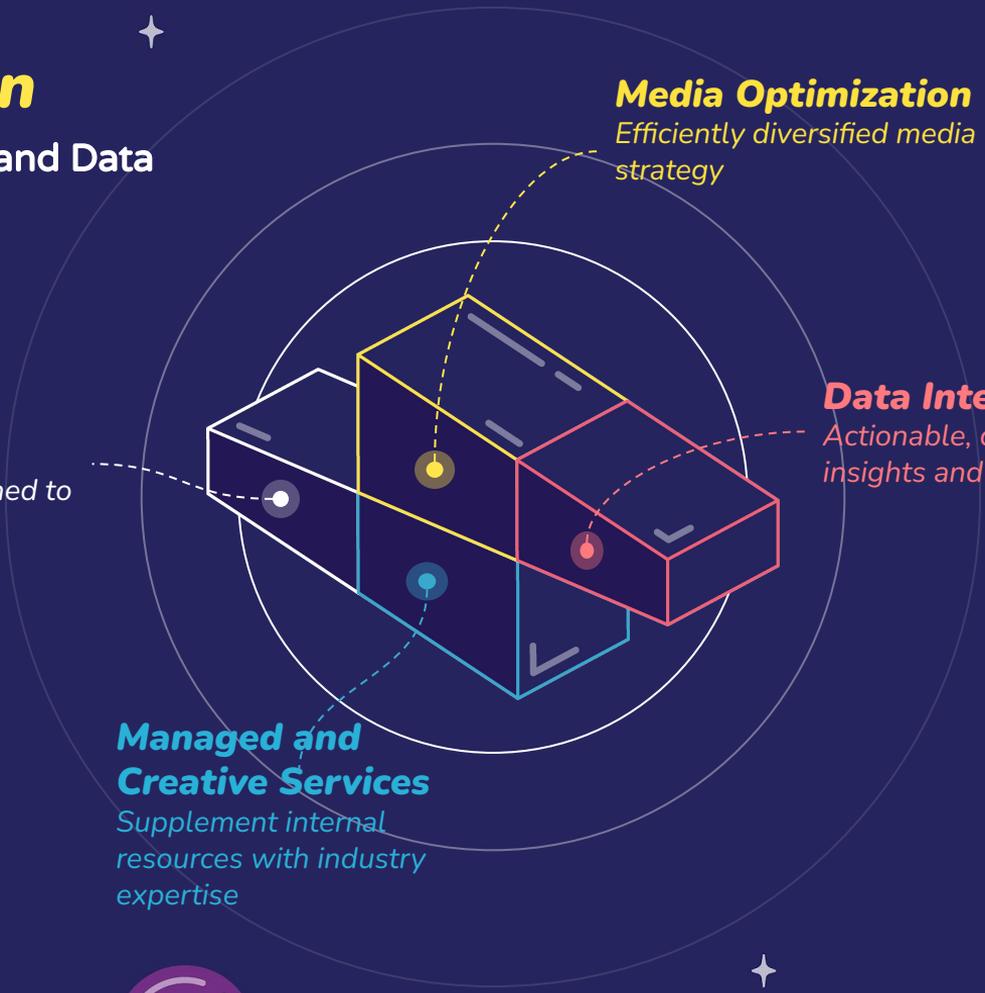
Efficiently diversified media strategy

Data Integrations

Actionable, cross-channel insights and visualization

Managed and Creative Services

Supplement internal resources with industry expertise



With over €4B annual ad spend, we partner with the world's leading brands to help them succeed.

Uber

 TUI

 HELLO FRESH

ZILINGO

Sams^onite

SEPHORA


UNDER ARMOUR

T Mobile™


FANDUEL

ebay

 deliveroo

spark
networks


hopper

TechStyle


Carrefour



Created Hundreds of On-Brand Videos Ads for Top Deals with Automation

Challenge:

eBay wanted to introduce videos in their Instagram Stories Ads to promote offers that were refreshed every day with the correct products and up-to-date price information.

Solution:

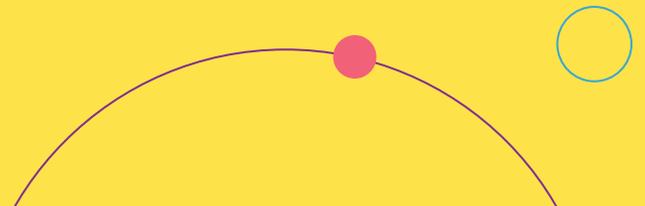
eBay adopted Smartly.io's Video Templates that displayed offers and included seasonal elements. Smartly.io automatically updated the product and price information in the live ads to reflect changes in eBay's product catalog.

100s
Of Video Ads
Automatically

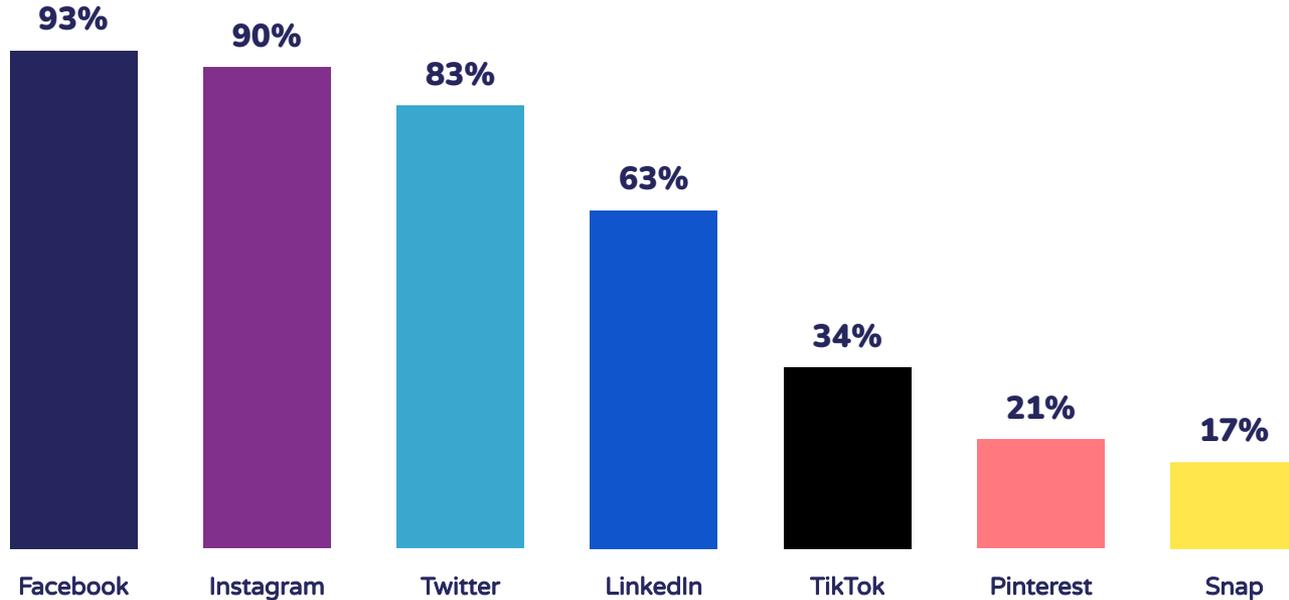




Social Advertising Industry



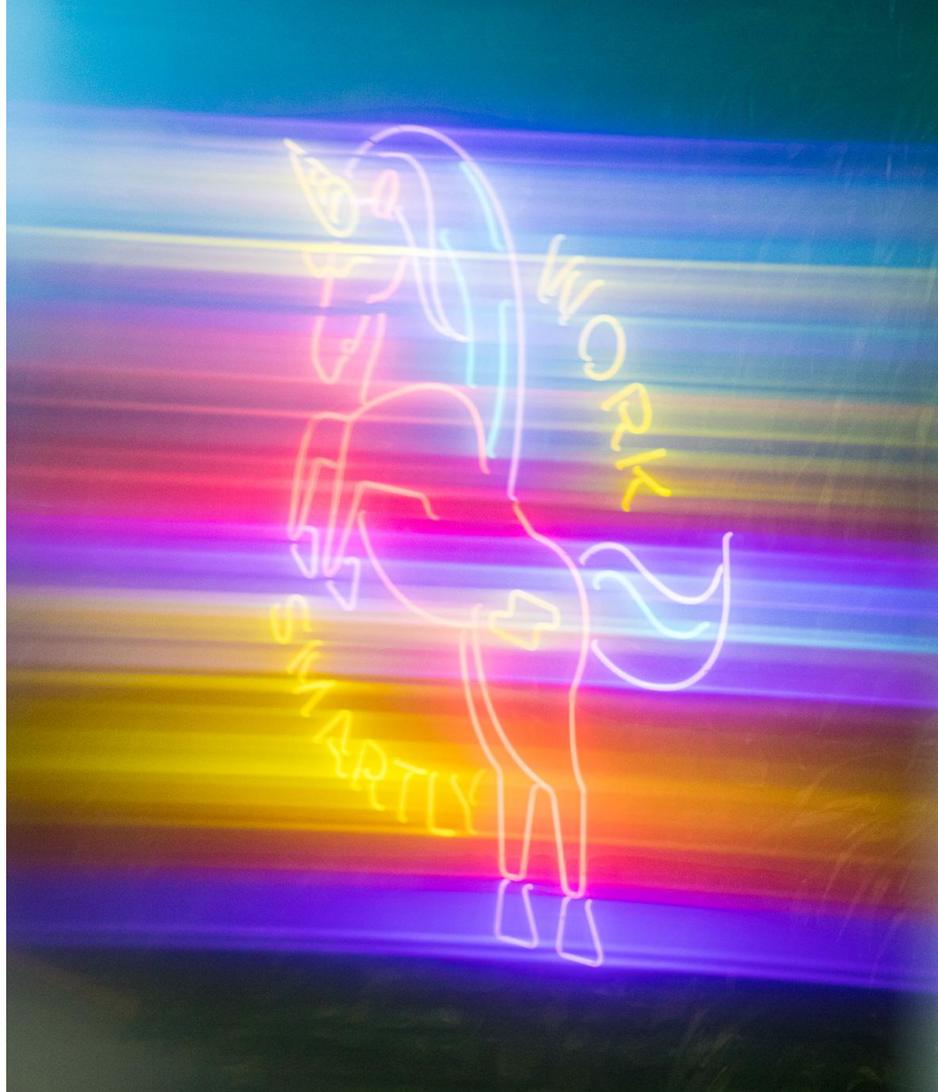
Which platforms are you currently buying social media ads?



IN 2022

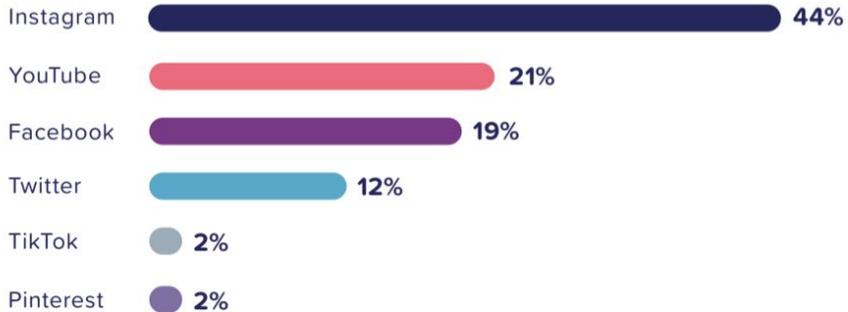
41%

of marketing teams
will spend more on
social advertising
than they did in 2021.

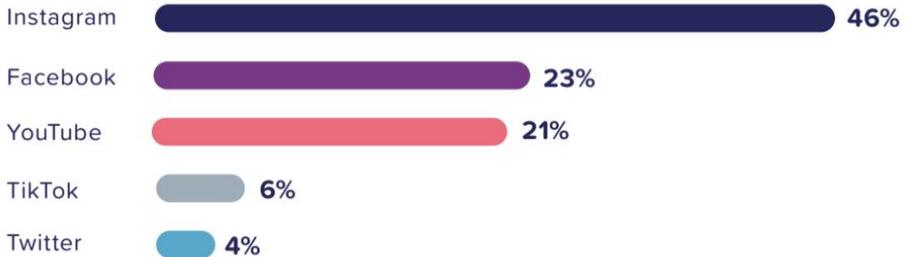


Can You Do the Platform (re)Hustle?

On which single platform are you spending the most on social media ads?

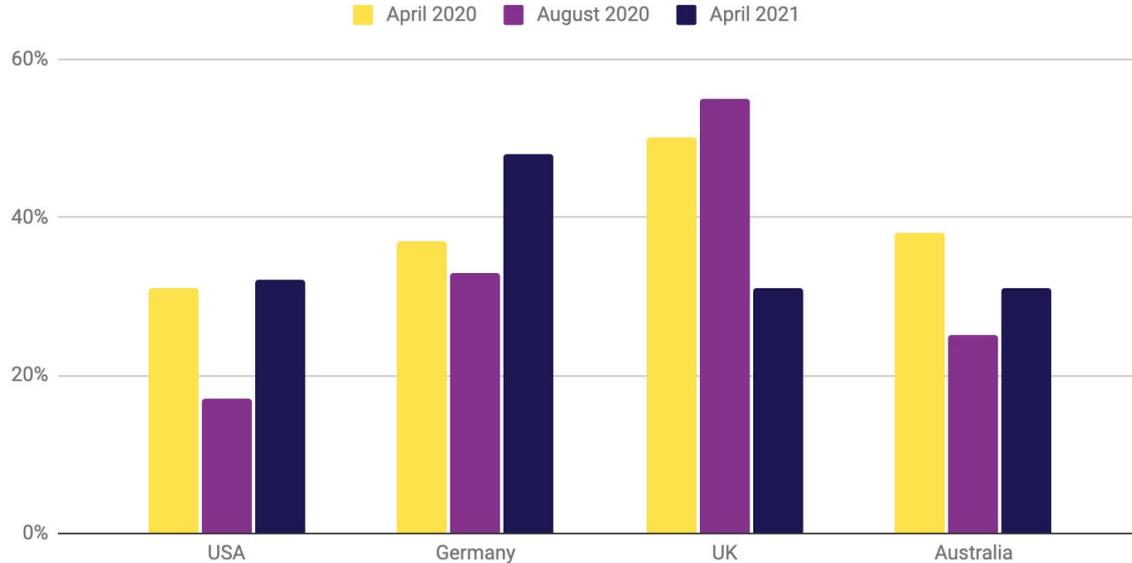


From which single platform are you seeing the best 'return on ad spend' (ROAS) from your social media advertising?



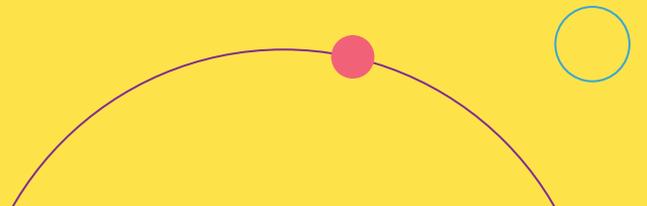
Shopping and Social Ads

Have you purchased something based on an ad you have seen on social media in the last 30 days?





Campaign Creation



Scale winning designs across platforms to deliver a consistent customer experience.

Store all of your assets in a shared Asset Library to use across your channels. Resize your ads to any format and seamlessly launch across Facebook, Instagram, Snapchat, Pinterest, YouTube, or any other visual platform.



Improve brand recognition and drive performance of Dynamic Ads with Dynamic Creative Templates

Native



The native ad template features a clean, minimalist design. It shows a pair of pink and black sneakers centered on a white background. Below the sneakers, the text "Pink Sneakers" and "195 USD" is displayed in white on a black background. A "Shop Now" button is located at the bottom center. The ad is framed by a purple outline representing a mobile device screen.

- Mandatory Template
- 5 Restrictive Layouts
- Limited Creative Control

Enhanced



The enhanced ad template is more visually rich and customizable. It features a vibrant background with yellow and pink geometric shapes. The sneakers are centered, with the text "The Ultimate Run" and "\$195 \$100" above them. A "shop" button is at the bottom center. The ad is framed by a purple outline representing a mobile device screen.

- Logo
- Feed-Driven Offers
- Flexible Template Editor
- Brand Messaging
- Brand Fonts & Colors
- Custom Backgrounds
- CTA

Leverage creative automation to streamline campaign execution

- 1 Scale and test creative variations** by connecting any product catalog, data source, or API and customize creatives across language, customer segments, location, weather, and more.
- 2 Reduce manual creative uploads** and accelerate execution by automatically creating hundreds of ads at once. Ditch manual creative updates, as changes to your data source automatically update your ads.
- 3 Preview all of your ads** before setting them live to avoid any potential errors.



Store Name	Zip	Product	Discount
ExampleMart 5th Street	NY 10009	Ice Cream	25%
ExampleMart Brooklyn 2nd St	NY 11249	Canned foods	none
ExampleMart 30th Street	NY 10001	Soda Pop	none
ExampleMart Queens 73rd Ave	NY 11540	Butter Cups	10%
ExampleMart 135th Rd	NY 10251	Greek Yogurt	5%

Case Study: Ralph Lauren

Ralph Lauren and Smartly.io Serve Aces by Personalizing the Wimbledon Shopping Experience

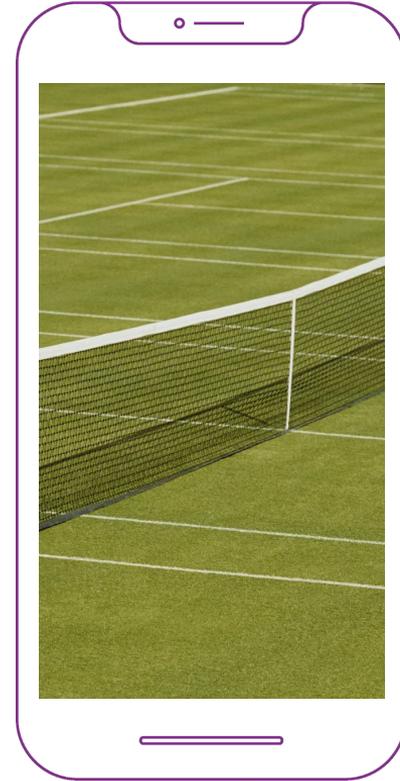
Challenge

London weather is often susceptible to dramatic change throughout the week. Therefore, Ralph Lauren identified that for their advertising campaigns, they needed to be prepared for any weather scenario.

But offering a personalized shopping experience to Wimbledon fans is easier said than done. Ralph Lauren not only needed to surface different looks based on the numerous Wimbledon matches and local forecast, but also desired a simplified way to exclude certain looks in real time when weather conditions changed.

Solution

The team worked with Smartly.io to adopt a modular creative approach to build their Facebook and Instagram video assets. This allowed for the generation of all combinations of weather variations (sunny, cloudy, or rainy), sections of the draw (fourth rounds, quarterfinals, semifinals, finals, and in between matches), and formats (9:16 and 4:5) without any heavy lifting.



30

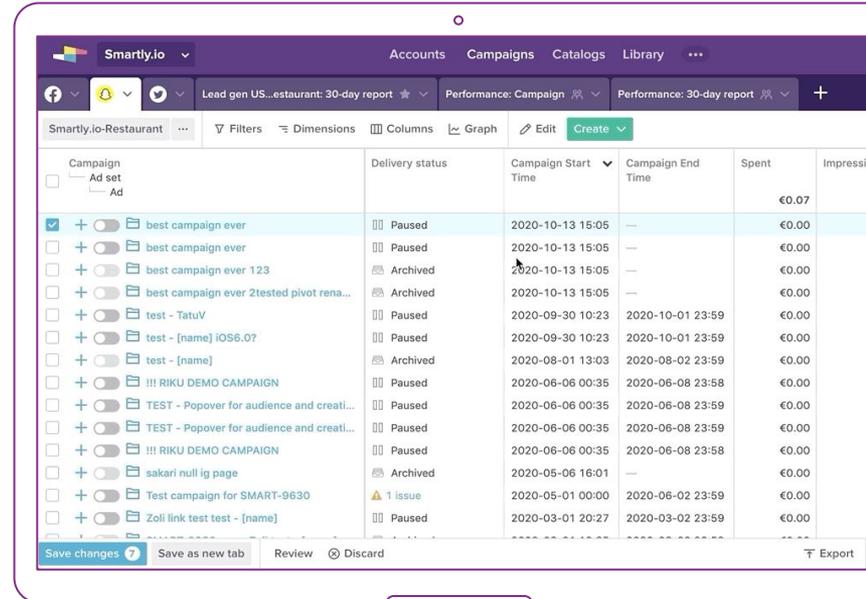
Ad variations
produced

<1 hour

To launch their
campaigns

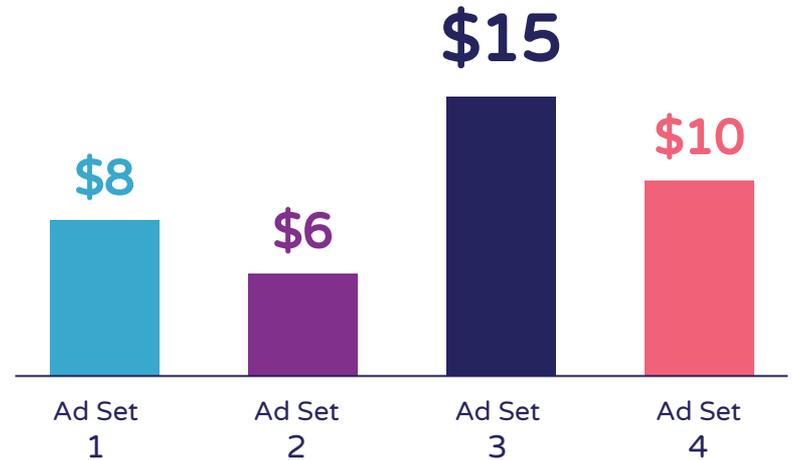
Smartly.io simplifies campaign workflows so you can focus on strategy, not manual work.

- 1 Accelerate execution** and never start a campaign from scratch by cloning or building and launching multiple Snapchat campaigns, ad sets, or ads at once
- 2 Easily scale or decrease spend** with granular bulk bid & budget adjustments
- 3 Refresh ads often** and avoid ad fatigue with bulk adding creatives across campaigns



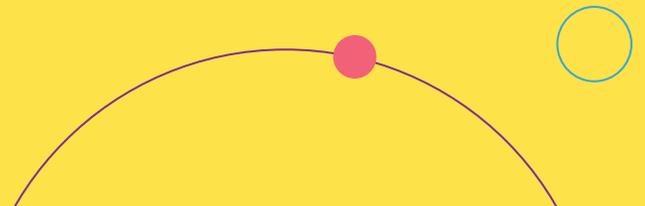
Automatically optimize your ad spend

Automatically allocate and optimize budgets towards top-performing ad sets or campaigns to maximize delivery and results.





Algorithmic Advertising



Case Study: Wolt

Wolt Scales to 100+ Cities with Data-Driven Automation and Optimization

Challenge:

With a small team relative to their market size, and a strategy focused on hyper-localization, efficiently executing targeted campaigns would have taken hours of manual work across creative and campaign setup without the help of automation. With recent iOS14 attribution changes, leveraging an attribution partner has been even more crucial for the team at Wolt.

Solution:

By connecting their feed with Smartly.io's Image Templates, Wolt's creative team saved hours of manual work when creating personalized ads for each market, which include localized restaurants, offers, and messaging, at scale.

The Wolt team has also integrated AppsFlyer, their mobile attribution partner, with Smartly.io to automate campaign optimization and save time managing social advertising campaigns.



10hr
Of worked
saved per
week

Scaled ads to
100+
cities



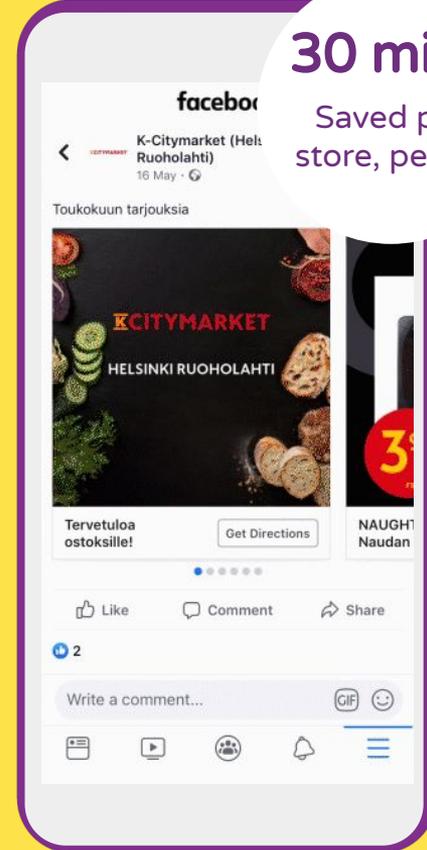
Saving Time, Amping Up Personalization

Challenge:

Localize Online Ads for 1000+ Independent Retailers

Creative Solution:

They used Smartly.io's Merchant Advertising Solution to fully automate ad creation and buying process for localized campaigns. Retailers filled out a simple branded form to share their campaign budget, the targeting radius around their store, ad copy, and products they'd like to promote. Kesko saw huge time-savings with Smartly.io Merchant Ads and received 100% positive feedback from retailers.



30 mins

Saved per store, per ad



Case Study: **StubHub**

StubHub partners with Smartly.io to drive higher brand lift and conversions through full-funnel strategy

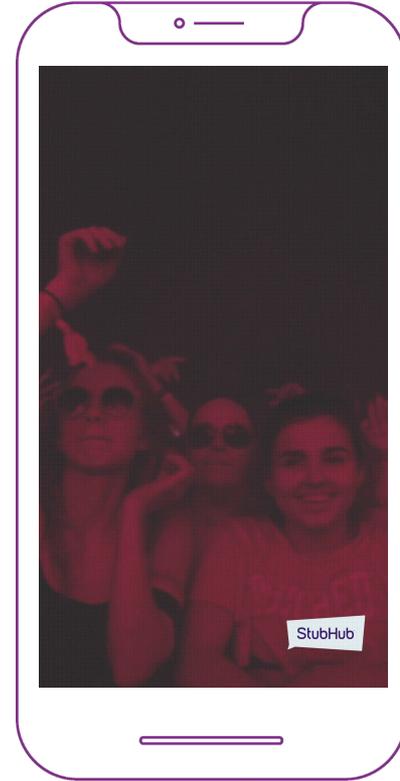
Challenge

StubHub wanted to explore leveraging brand and performance marketing together to increase the size of high-intent audience pools and this way drive more conversions while improving brand awareness.

In addition, the team looked to understand how different creative choices for each funnel step can support such a full-funnel campaign implementation.

Solution

By partnering with Smartly.io's team and leveraging their campaign and creative automation, StubHub was able to efficiently implement a full-funnel marketing approach where the upper-funnel brand agency and lower-funnel media team worked together to align on creative, messaging, rationale, and audience strategy. In addition to this, the team also ran multi-cell conversion and brand-lift tests.



59%
Increase in
Improvement of
Lower Funnel
Conversion Rates

4.5x
Growth in
Remarketing
Audience

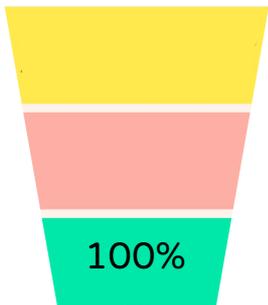
+5.2%
Brand Lift and
Top of Mind
Awareness



How much does branding impact performance?

Cell A

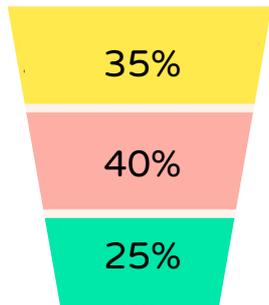
\$xxx



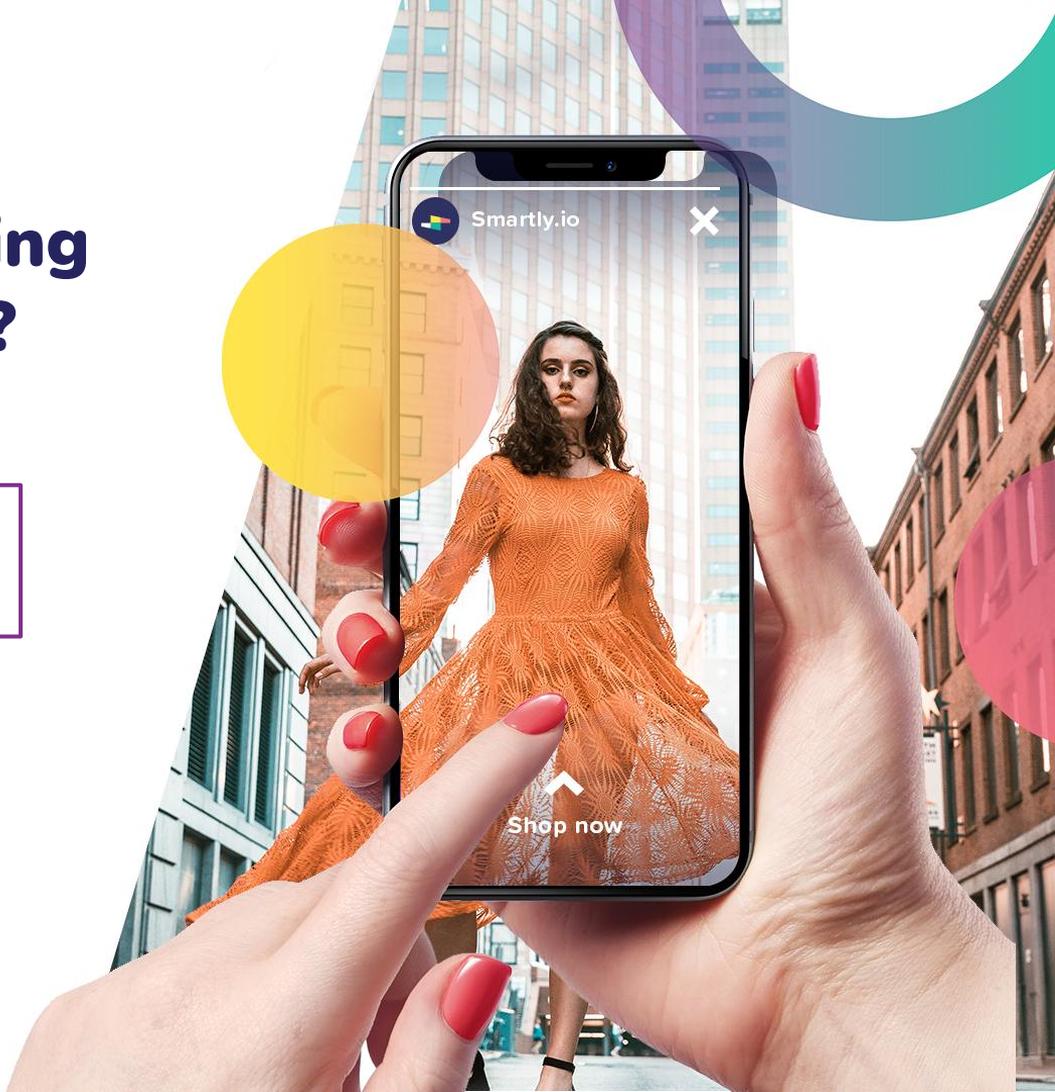
Retargeting Only

Cell B

\$xxx



Full Funnel



Case Study: Tui

Find best performing creative elements with personalized video ads at scale

Challenge

TUI wanted to reach new qualified users through Facebook and Instagram. They needed a new way to produce video content and test what would drive the results they were looking for.

Solution

Smartly.io's Creative Studio helped TUI to create templates for different video ads variations and automatically generated 100 versions of video ads from TUI's original video assets. TUI A/B tested all the hypotheses and applied learning to the rest of their campaigns.

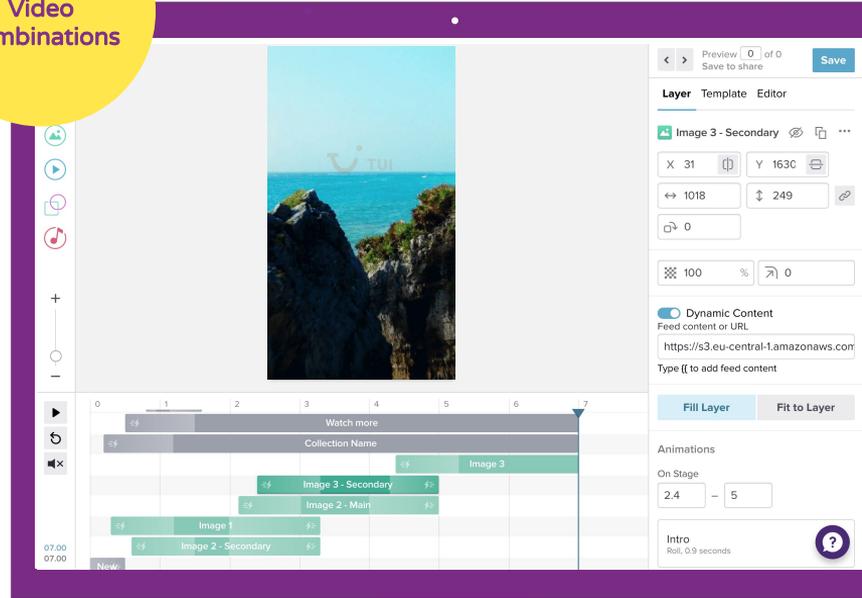
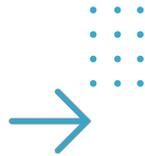


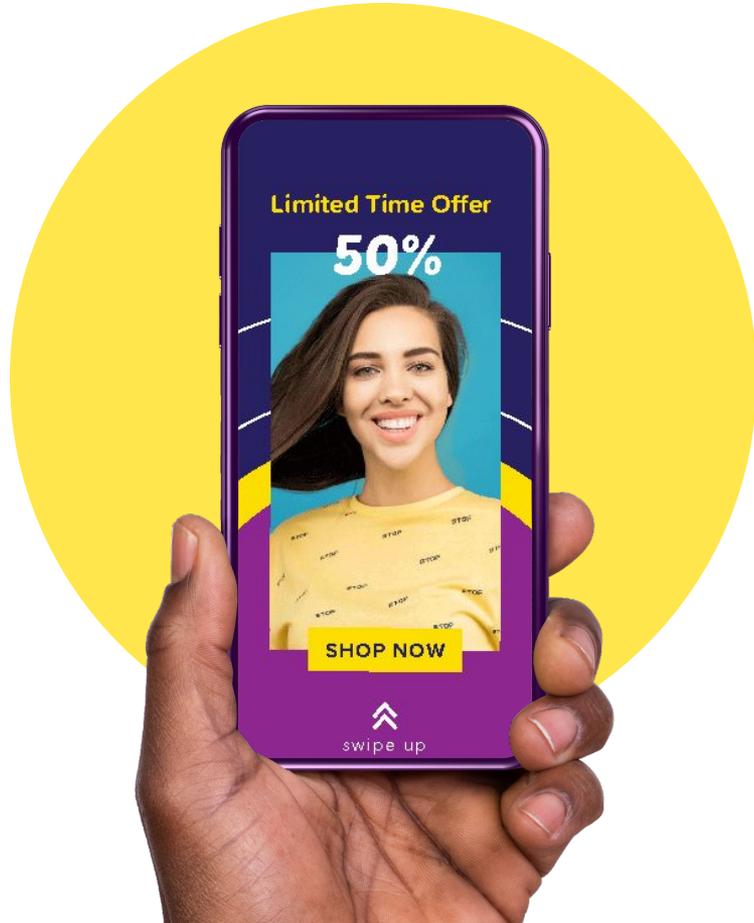
36%
Lower
cost per
purchase



With a script and **Smartly.io's Video Templates Editor**, we went from 1 unique video to more than 150 video combinations in a few clicks.

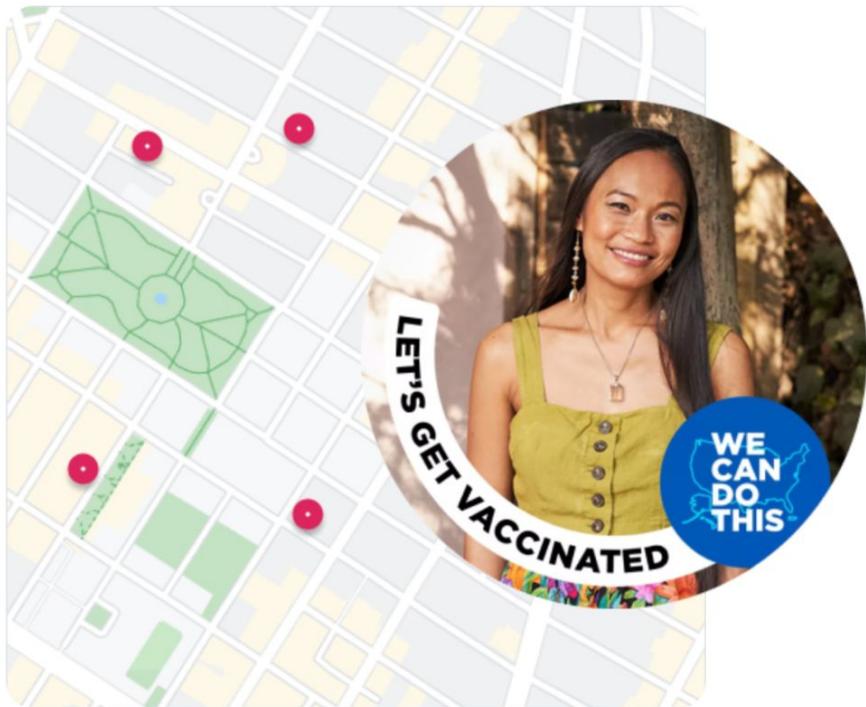
100+
Video
Combinations





Creative performance

The less effective the algorithm is to find conversions, the more effective the creative needs to be to balance the equation.



OUR GOAL

Bringing **50 million people** one step closer to getting vaccinated.

We're helping people learn more about COVID-19 vaccines and find when and where they can get vaccinated.

 [Find COVID-19 vaccine sites near you ↗](#)



Last updated:
02/01/2022

[Visit the CDC data tracker](#)

How many people in the US have been vaccinated:

250,184,240

(at least one dose)



#worksmartly