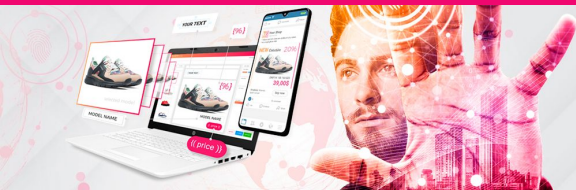


## Dynamic Creatives

Personalisation of online advertising and optimisation of digital spend



In the age of hyper-personalisation, users expect to receive advertising perfectly tailored to their tastes and needs. In this context, creatives represent half of the success of an advertisement. Therefore, brands that want to be relevant to consumers, need to launch campaigns based on personalisation.

In a digital context where users are used to receive hundreds of advertising impacts every day, one of the main problems they report is a significant percentage of ads not related to their interests. This problem causes users fatigue and frustration.

At the same time, most brands handling a large number of products or offers and continuously updating their stock, report difficulties in personalising each of their advertising impacts due to the creative cost and management time needed.

This is where dynamic creatives offer an effective solution that allows advertisers to generate more personalised ads and offer their customers what they demand based on previous customer interactions.



**Logo** - LOREM IPSUM

**Dynamic Product info** - \*link to product catalogue

**Dynamic Price** - \*link to product catalogue

**Static Claim** - GET THE RIGHT SHOE

LOREM IPSUM  
 TRAINING SHOES -50%  
 Chaussures homme



Shop Now

Gauss Dynamic Creatives allows companies to dynamically customise all aspects of the creative, adding the specific price of the product visited, a description, a logo or any dynamic or static element, improving its performance. Whether for remarketing campaigns with catalogue sales or prospecting campaigns, with dynamic ads for broad audiences, Gauss Dynamic Creatives automatically generates dynamic creatives for each user based on their behaviour.

Gauss Dynamic Creatives creates an authentic user centric strategy that activates the First Party Data that we have about the user, thus achieving:

- Higher CTR
- Increased conversion rate
- Improved brand perception
- Reduced creative costs
- Improved user experience

 LOREM IPSUM

 ADOPTEZ LA BONNE MARCHÉ À SUIVRE  
 TRAINING - Chaussures homme à -50%

Logo

 LOREM IPSUM

**Dynamic  
Product info**

*\*link to product catalogue*



**Dynamic Price**

*\*link to product catalogue*

**-50%**

~~99,99€~~

**49,99€**

**Static  
Claim**



LOREM IPSUM.FR  
 TRAINING SHOES -50%  
 Chaussures homme

Shop Now