



CASE STUDY

AdWords API Success Story: Dynamic Creative

DYNAMIC **CREATIVE**

Inventory-driven ad solutions allow marketers to create detailed ads with prices and availability that automatically react to changes in inventory levels. Manually maintaining ads like these would be nearly impossible for one advertiser, let alone for a Google Premier Partner with hundreds of clients.

But when Dynamic Creative teamed up with the AdWords API, the impossible became possible.

Dynamic Creative's conditional Ad Platform helps advertisers of all sizes take advantage of advanced advertising features tightly integrated with inventory, like:

- Hourly reconciliation of inventory to capture changes in item price and stock levels
- Ads that are generated with price and availability for the entire inventory
- Ads that are automatically updated when price and availability changes

With the AdWords API, Dynamic Creative can integrate with websites and inventory systems to rapidly develop and continuously update inventory-driven ad creatives with timely and relevant product attributes that drive conversions.

"The API has allowed us to tap into a market segment at a price point that would be uneconomical if we had to create these campaigns by hand," said Dynamic Creative's chief operating officer, Trevor Glen.

Automation is the key

Dynamic Creative's ad creation process is fully automated. Using the template engine and keyword research services of the AdWords API, inventory data from clients' inventory feeds is translated directly into ad content created within AdWords.

About Dynamic Creative

- Dynamic Creative is a full service Ad Platform for inventory driven websites.
- Adelaide, Australia
- <http://www.dynamiccreative.com/>

Goals

- More efficiently manage ad content based on inventory
- Drive conversions

Approach

- Integration with AdWords API
- Automated ads containing price and availability of entire inventory

Results

- Automated campaigns are created 480X faster than manual campaigns
- 150% increase in click-through and conversion rates on ads displaying price and availability that take users directly to a landing page where they can complete a transaction



“Dynamic Creative’s use of the API means that we can create a whole campaign—including ad groups, ads, and keywords—480 times faster than doing it manually.”

Dynamic Creative’s integration with the AdWords API allows its advertisers to promote every single product, category, subcategory, brand, and promotion with dynamically updated price and availability information—for products, flights, hotels, packages, and practically any other item.

“This automation enables us to produce sophisticated campaigns for any size business. If the campaigns were done manually, they would only be available to larger advertisers because of the prohibitive cost,” added Glen.

Dynamic Creative’s Ad Platform allows even smaller marketers to take advantage of powerful features like:

- Automatically created new ads, ad groups, and campaigns when new items or categories are added to a website
- Existing ads and campaign structure adjusted to reflect changes in existing items
- Ads started and stopped based on inventory availability
- The ability to switch from standard ads to promotional ads based on flagged promotional items
- Goal-scoring algorithms to quickly find accounts that are not meeting goals

Saving time

With Dynamic Creative’s scalable Ad Platform solution, tasks that normally take weeks or even months are reduced to days. Price and availability updates happen hourly.

Glen noted, “Our testing has found that even for a simple campaign, Dynamic Creative’s use of the API means that we can create a whole campaign—including ad groups, ads, and keywords—480 times faster than doing it manually. “



The results

For Dynamic Creative's clients, the results speak for themselves: Ads displaying price and availability that take users directly to a landing page where they can complete a transaction consistently increase clients' click-through and conversion rates by over 150%.

The power of automation through the AdWords API allows companies like Dynamic Creative to take on the entire ad creation and maintenance process, empowering their clients to focus on core competencies while vastly increasing their return on ad spend.

Related technologies

Interested in learning more technologies related to this case study?

Please check the following guides:

Ad customizers: g.co/adwordsapi/ad-customizers

Dynamic remarketing: g.co/adwordsapi/dynamic-remarketing

Conversion tracking: g.co/adwordsapi/conversion-tracking