

Why Your Marketing Team Needs Creative Automation

Celtra

The screenshot displays the Celtra interface for a video project titled "CHOMP (VL) - Awareness - Export". The main workspace shows a video storyboard with two rows of frames. The top row features a video frame with the text "chomp Quality eats at your fingertips" and an "ORDER NOW" button, followed by a frame with a red floral graphic. The bottom row features a similar video frame with "chomp Quality eats at your fingertips" and "ORDER NOW" button, followed by a frame with "chomp Quality eats at your fingertips" and "ORDER NOW" button, and a "GET IT ON Google Play" and "Download on the App Store" button. The right-hand side contains a "Content" control panel with a table of market configurations and a preview of the video content.

Content variants: U.K. Veggies +

Content

OBJECTS

- headline
Content: Markets
Font: Markets
Headline Highlight
Font: Markets
- cta text
Content: Markets
Font: Markets
- dish detail
Image: Dishes

| | Markets | cta text: Content |
|---|---------|-------------------|
| 1 | Germany | JETZT BESTELLEN |
| 2 | Spain | ORDENAR AHORA |
| 3 | France | COMMANDEZ MAINT |
| 4 | Japan | 今すぐ注文 |
| 5 | U.K. | ORDER NOW |
| 6 | U.S. | ORDER NOW |

6 Markets

chomp
品質はあなたの指先で食べます
今すぐ注文
MAINTENANT

Introduction

To be a marketer means staying one step ahead of the game. From audience research to experimenting with innovative creative strategies, marketers are experts at finding effective ad content solutions. However, with stagnant budgets and growing consumer demands, it can be difficult to stay on track of, let alone exceed, your goals.

What can marketing teams do to optimize their digital advertising performance? Well, they can look to [Creative Automation](#).

Here are 3 ways your marketing team can leverage Creative Automation for efficient and effective digital production!

1. Buy back time & future-proof your brand

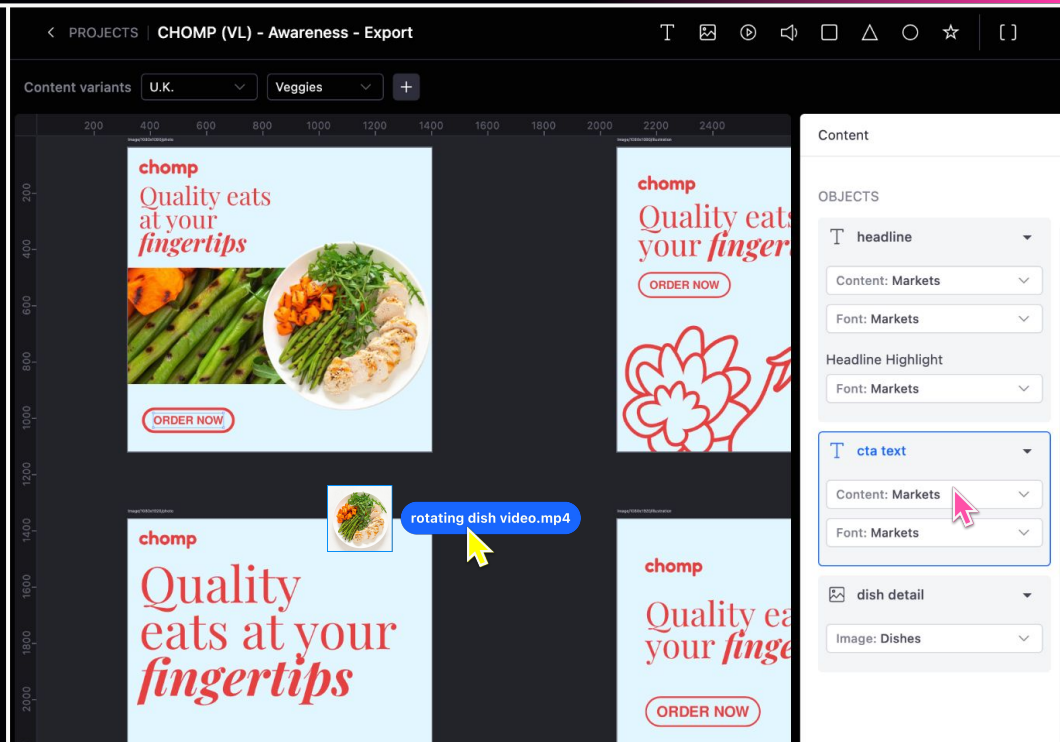
What's the biggest pain point that marketers are facing? Time. In fact, 86% of marketers say their creative team needs more time to devote to the creative process. With Creative Automation, brands can triple their creative volume and cut their production time in half. That means more content variety for your audience and more time for your team to strategize and design. How?

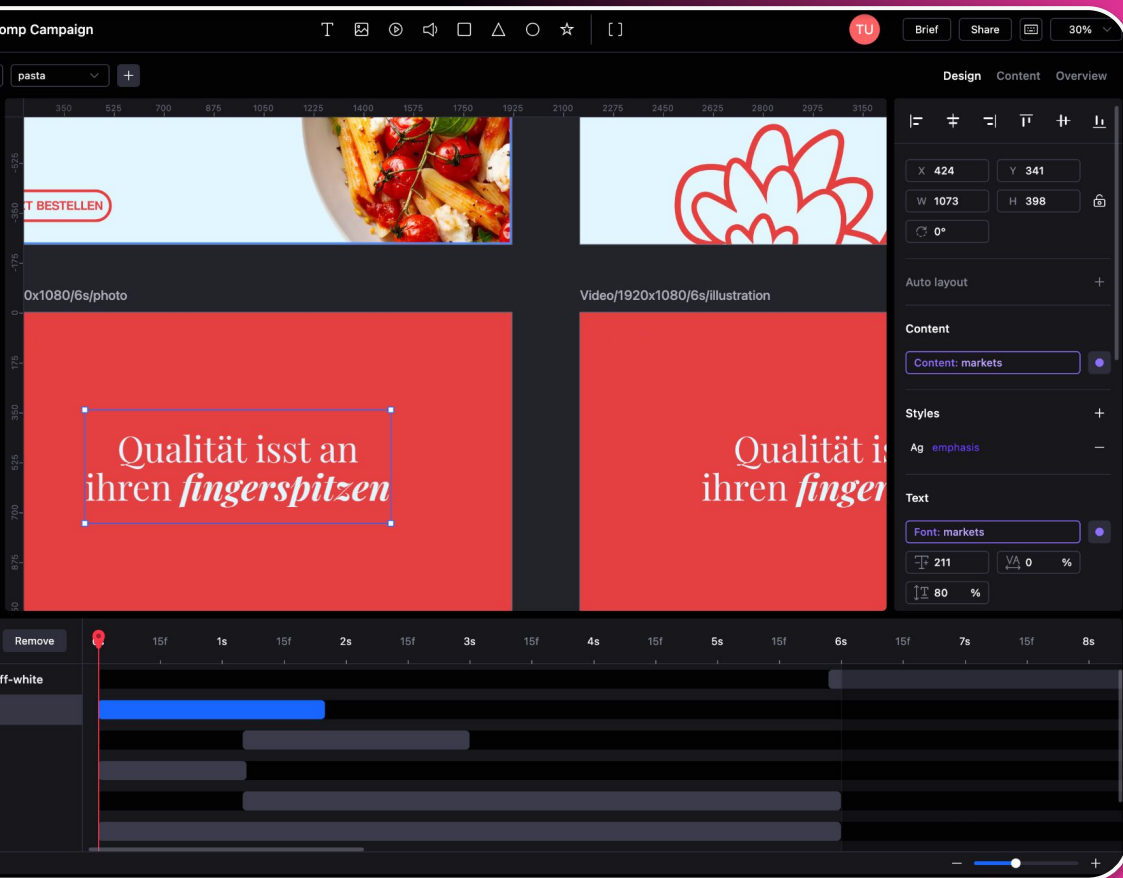
Automating repetitive design tasks!

This is where we begin to see how self-serve technology can really empower your in-house team. Your creatives will love to be able to scale and edit their assets faster and more accurately- future-proofing your brand. By adopting technology that can eliminate repetitive steps and functions, you'll be buying back stacks of time by cutting down production hours spent on manual design tweaks!

2. Bring the dream team together with Collaborative Digital Production

Celtra champions collaborative digital production to equip your in-house teams with a singular tool that allows you to scale, edit, comment and tweak across artboards, multi-dimensional feeds and many other design properties. Our [Scaling Studio](#) solution multi-user access functionality will massively speed up your workflows while removing constant user management. By introducing collaborative digital production software, staying in lock-step with the wider team has never been easier.

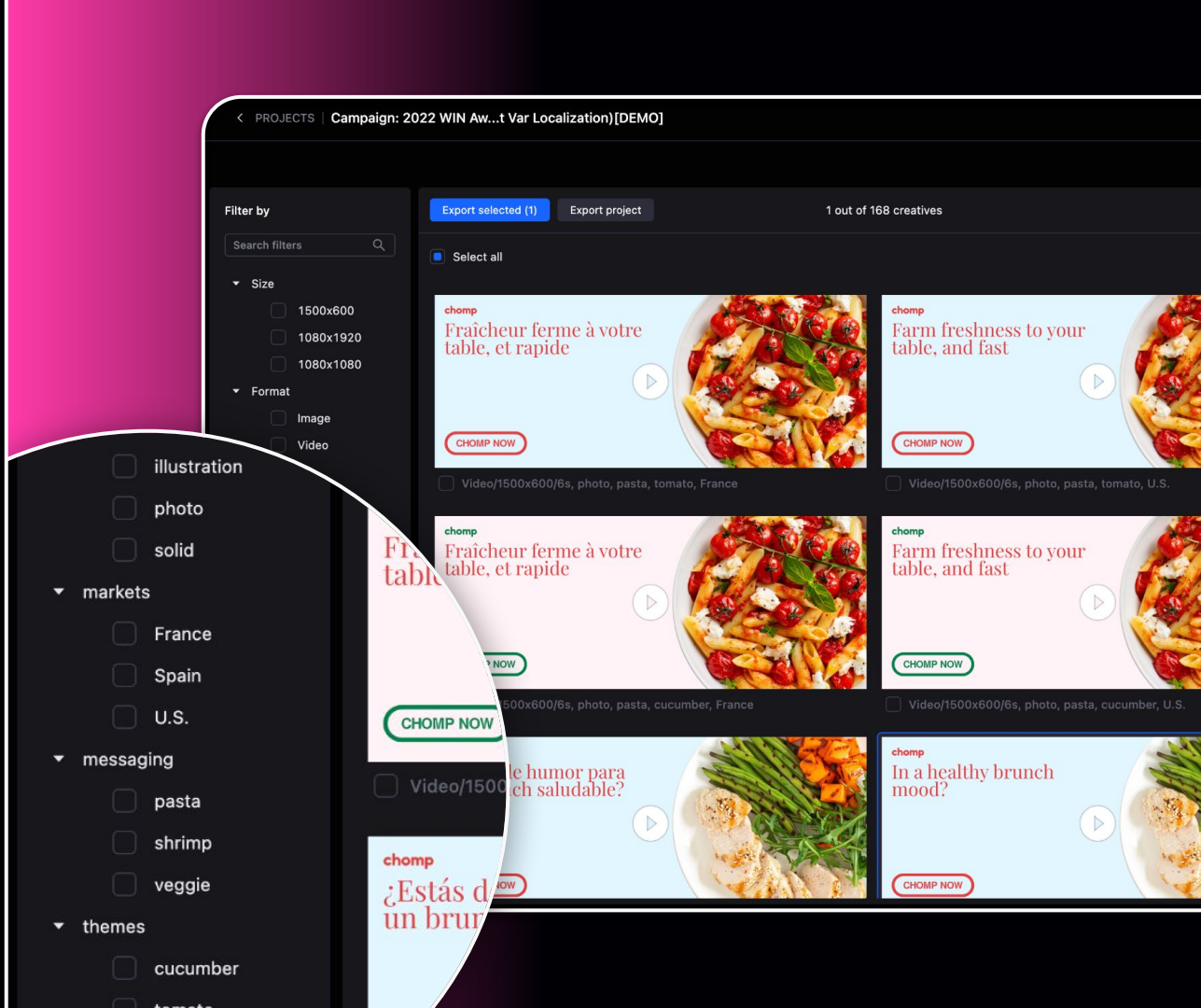




Like all great successes in life-
teamwork makes the dream work.
With the endless capabilities of
Scaling Studio's multiplayer, you can
say bye to crossed-wires and hello to
real-time editing and collaboration.
This cloud-based software allows for
the entire team (marketers and
designers, stakeholders and clients
alike) to produce, edit and approve all
in one place, so nothing gets lost and
priorities are consistently met.

3. Amplify personalized content

Content variety is crucial for brand advertising so that shoppers don't grow tired of seeing the same ad over and over again. A key tactic for content variety and boosting results is personalization.



However, one of the main challenges of personalization is the production process and creating enough assets to hit various touch-points all the way down the funnel. Manual methods of production make this process incredibly slow and burdensome. Instead, marketers can rely on software tools like Scaling Studio to simplify it, and cut the speed to market time drastically. That way, teams can quickly and efficiently scale and amplify personalized content, boosting results and ROAS all the while ensuring quality design and brand integrity.

In case you still have any doubts about the transformative power that [Creative Automation](#) can have on your in-house team, visit our landing page or get in touch with us to [book a demo](#) to watch our solution in action. Sometimes, you've gotta see it to believe it!