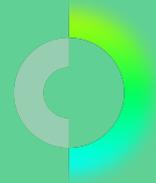




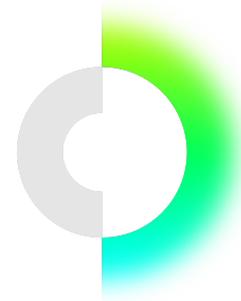
How to accelerate customer acquisition in 2023 by optimizing advertising campaigns

Bogdan Carlescu,
VP of Marketing @Creatopy



Bogdan Carlescu

- ❑ 18 years of experience in building, marketing and selling tech solutions
- ❑ VP of Marketing at **Creatopy**, *The Creative Automation Platform*



creatopy

Agenda

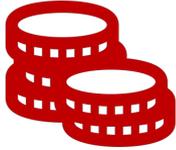


**Ad Campaigns
in 2023**

**5 ways to optimize
Ad Campaigns**

**Creative automation –
Enabler for marketing
campaigns**

What to expect in 2023?



Cost of customer
acquisition



Economical and
political challenges



User privacy
protection

How to optimize advertising campaigns?

Me

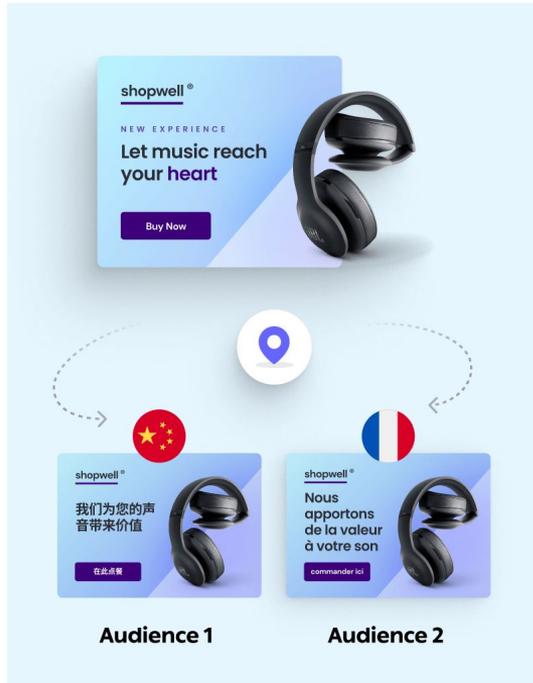
There are many ways to optimize advertising campaigns. Here are a few ideas:

- Set clear goals for your campaign, such as increasing brand awareness or driving sales. This will help you focus your efforts and measure the success of your campaign.*
- Use targeted advertising to reach the right audience. This can be done through a variety of methods, such as targeting by demographics, interests, or behaviors.*
- Use A/B testing to compare different versions of your ads and see which ones perform the best. This can help you refine your approach and improve the effectiveness of your ads.*
- Monitor the performance of your ads and make adjustments as needed. This can include changing the targeting, adjusting the budget, or modifying the creative elements of the ad.*
- Consider using automation to manage your advertising campaigns. This can help you save time and ensure that your campaigns are running efficiently.*

Overall, the key to optimizing advertising campaigns is to be proactive, be willing to experiment, and continually monitor and adjust your approach to improve the results of your campaigns.

OpenAI, ChatGPT

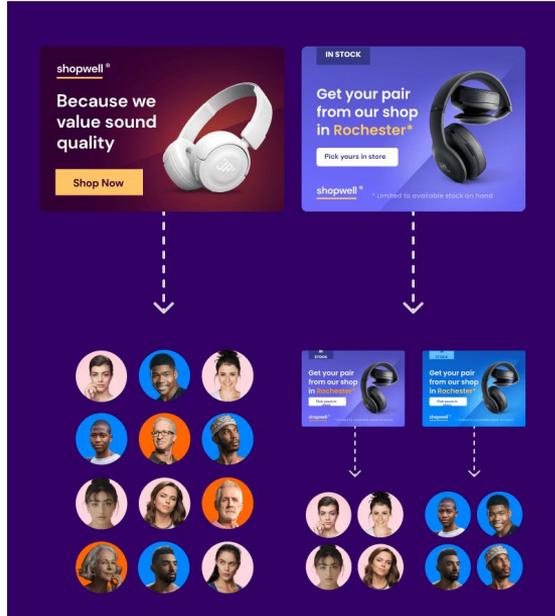
Creative Production and Personalization



Creative automation allows you to generate personalized assets for entire campaigns instantly

Creative optimization opens opportunities for increased brand recognition and higher levels of engagement.

Experiment with targeting



Creative is the new targeting!

Use narrow targeting carefully, it may increase your costs.

Consider using creative personalization as an instrument to attract your intended audience.

Be smarter with your budgets



Automated bidding

Expect difficulties in obtaining same results for the same budget in 2023

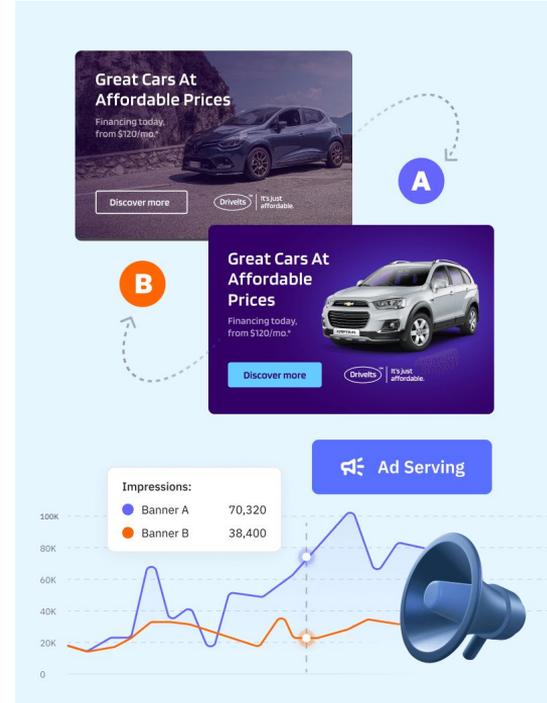
Consider using automated bidding and gradually tune your daily budget

Leverage A/B Testing

A/B Testing should be an ongoing practice

Be rigorous, change one element at a time

Automate as much as possible

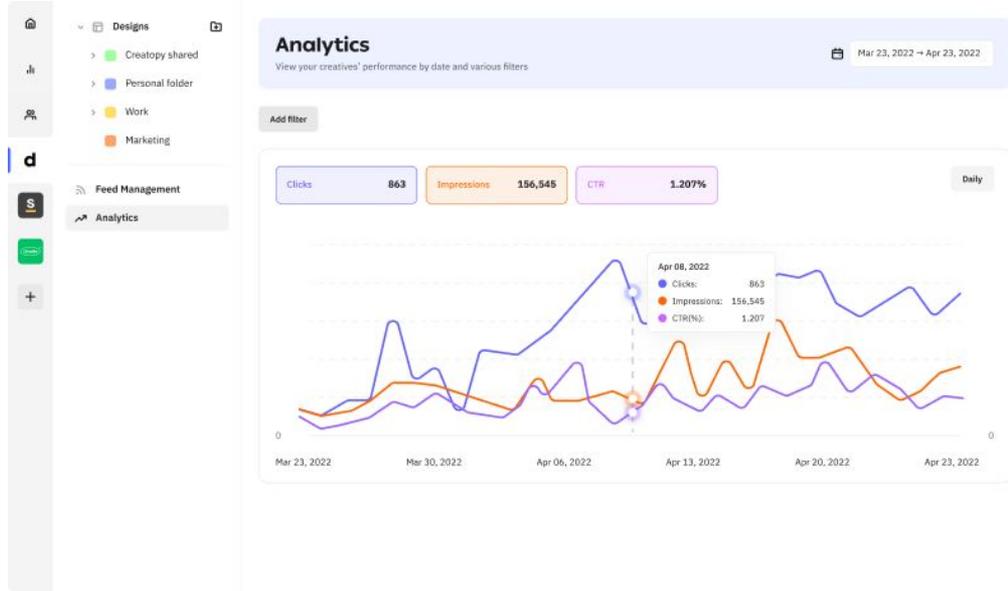


Review performance regularly

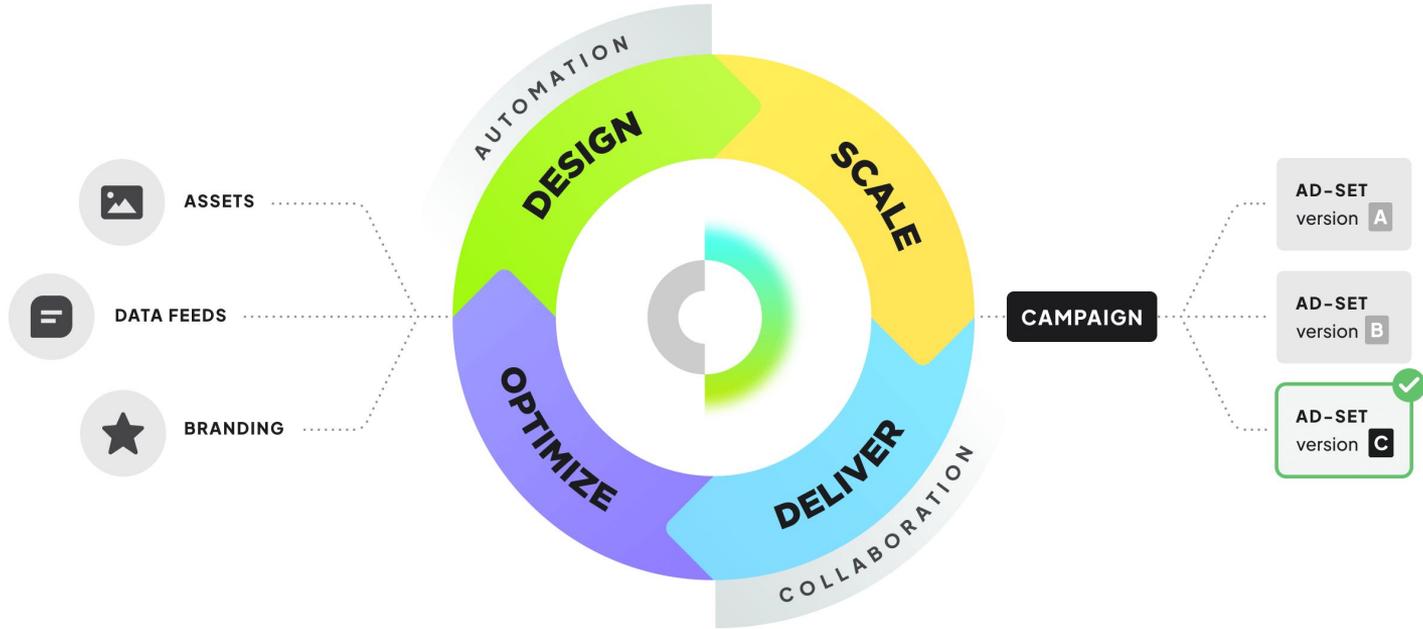
Data is your friend!

Choose KPI's aligned with your campaign goals.

Use a performance tracking system that works on the long run.



Creative Automation



Thank you!