

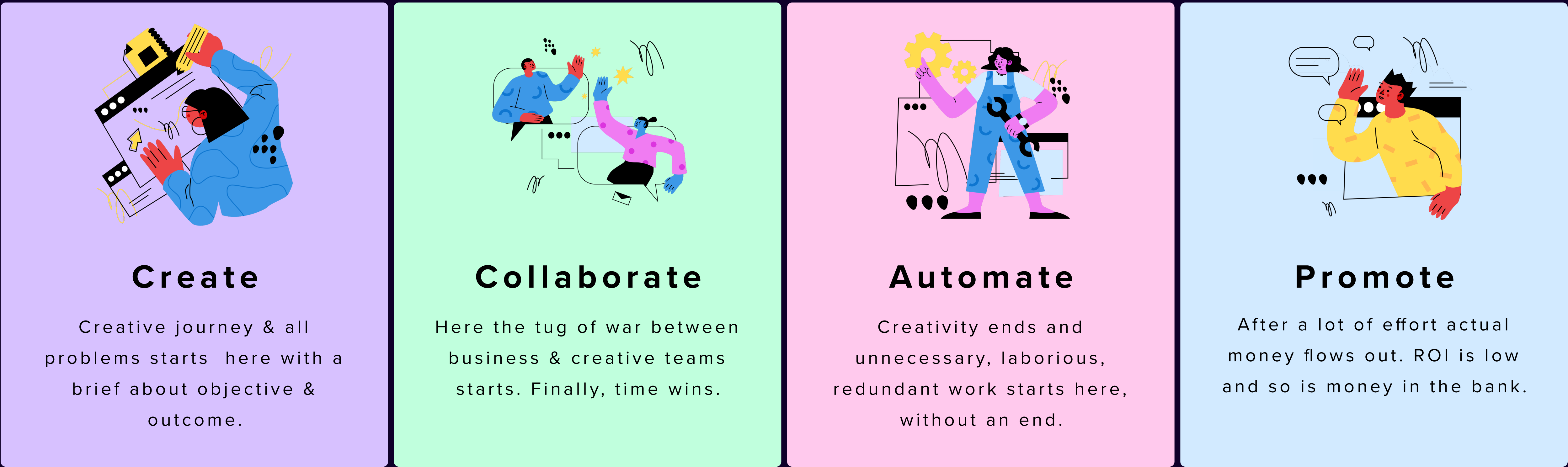
Creative Management Platform

Market | Product | Growth

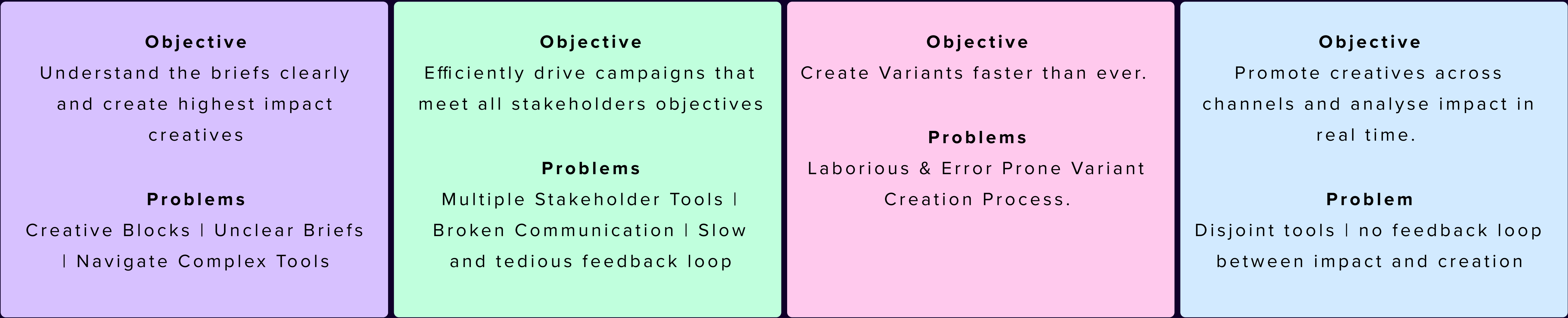
By Abhishek Jain



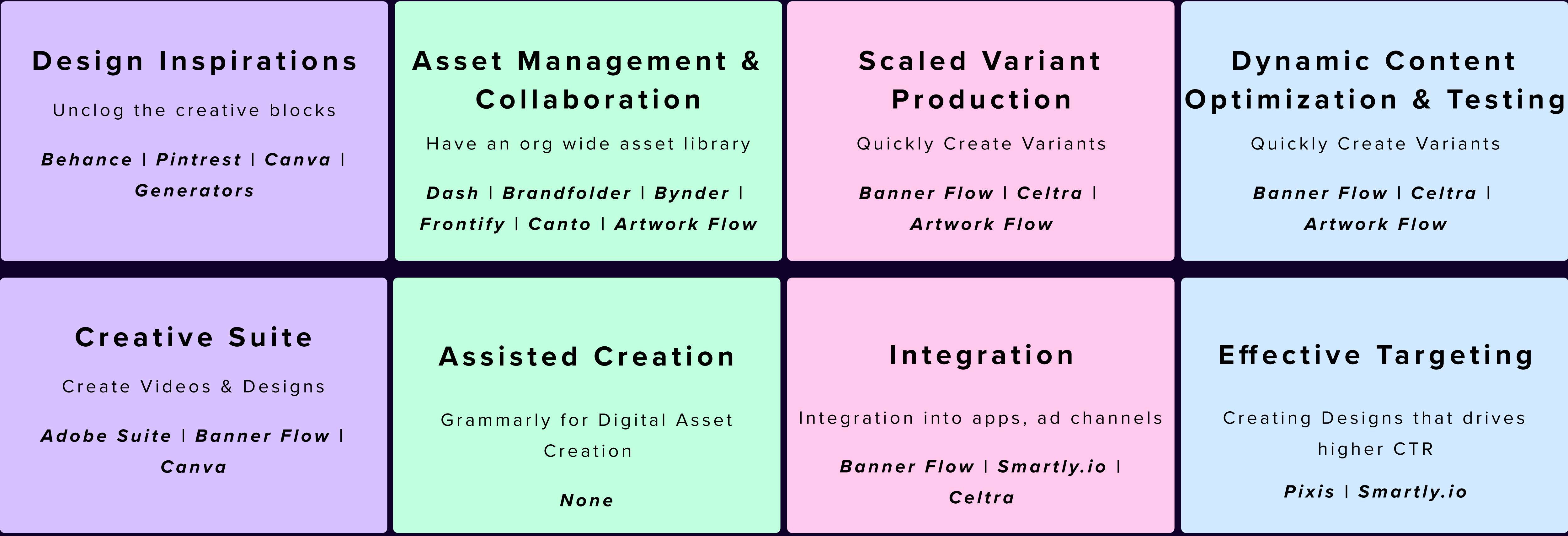
Campaign & Creative Management Ecosystem



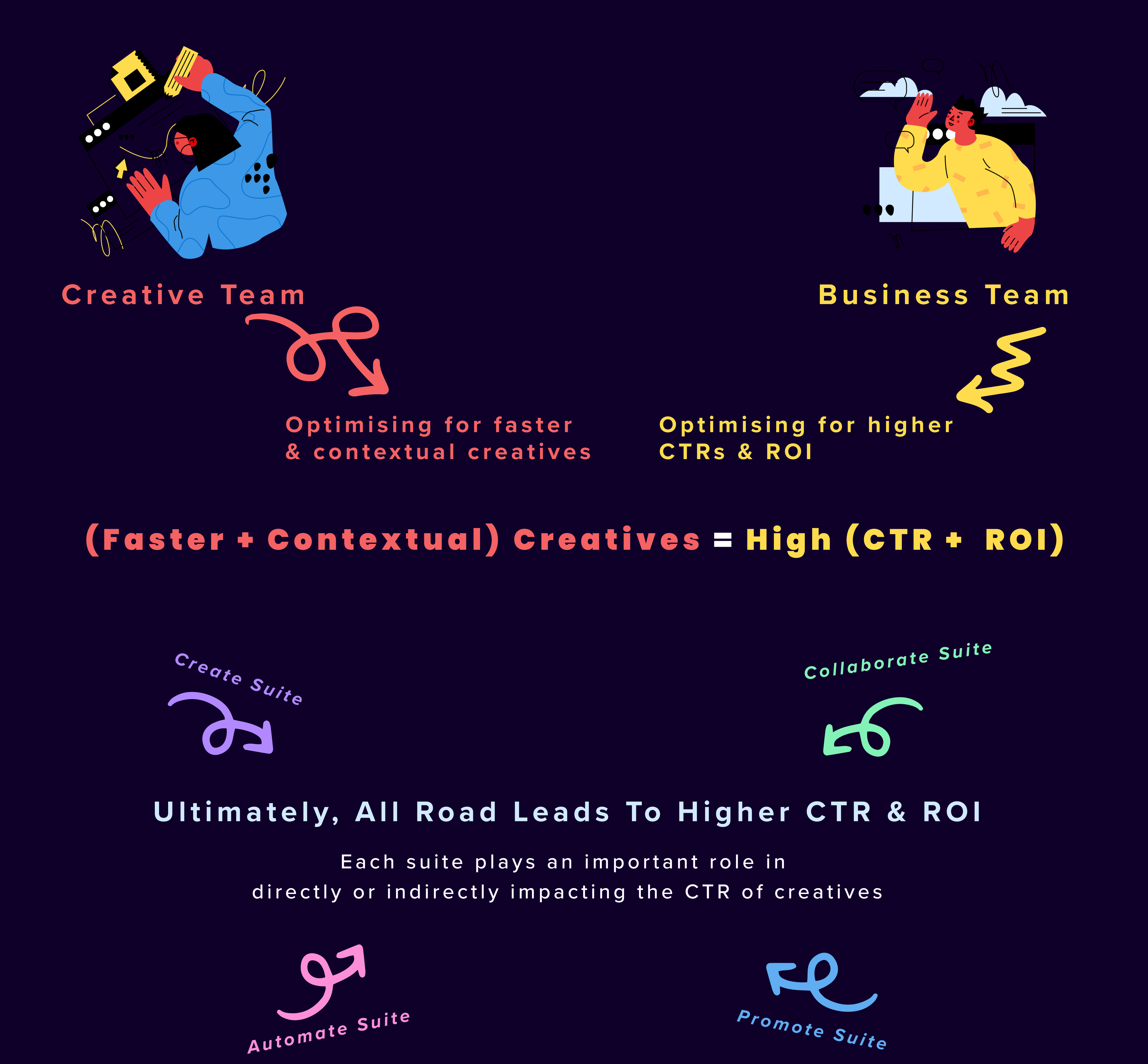
Key Objectives & Problems



Use Case Categories & Players



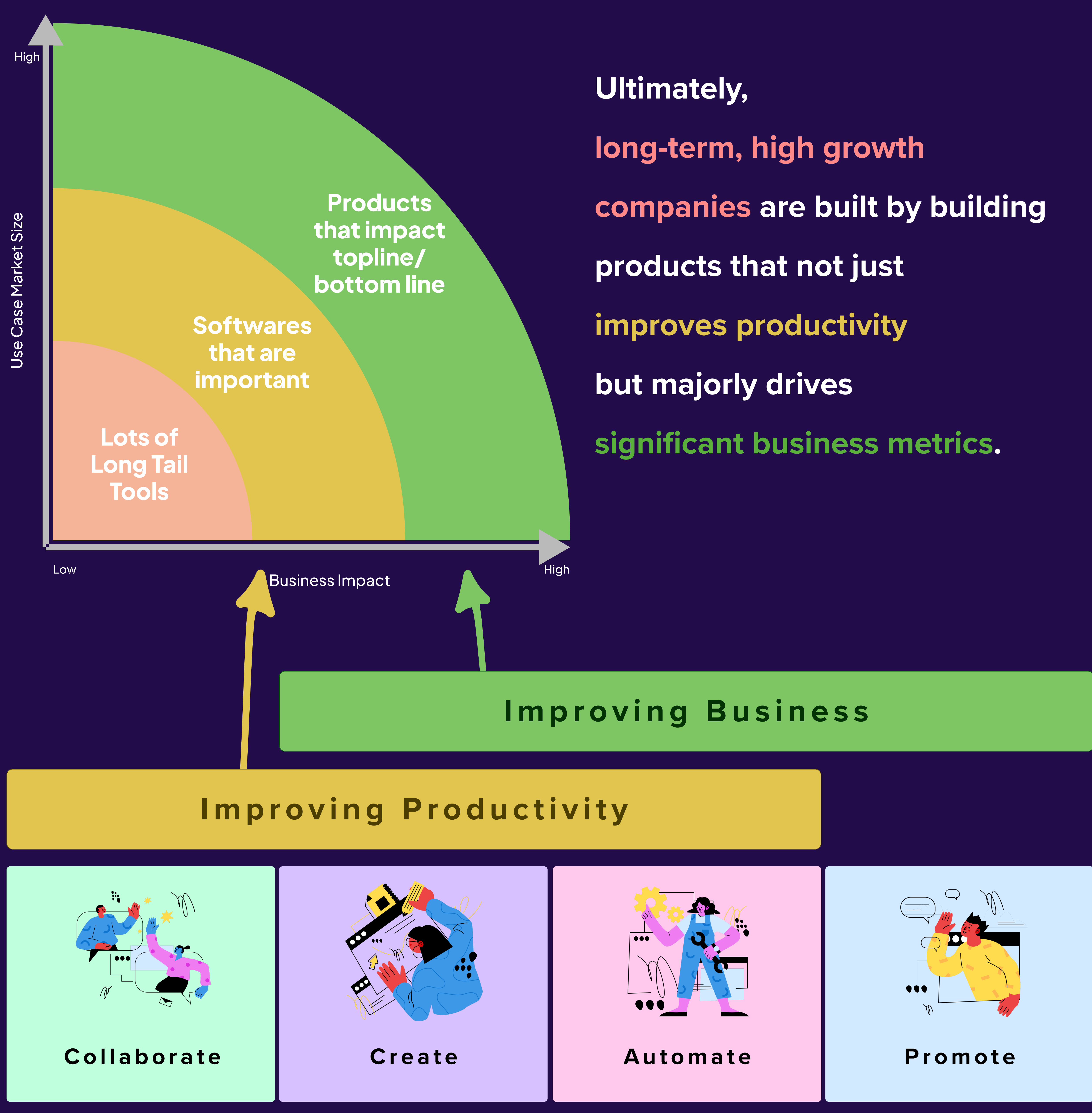
Stakeholders & Objectives



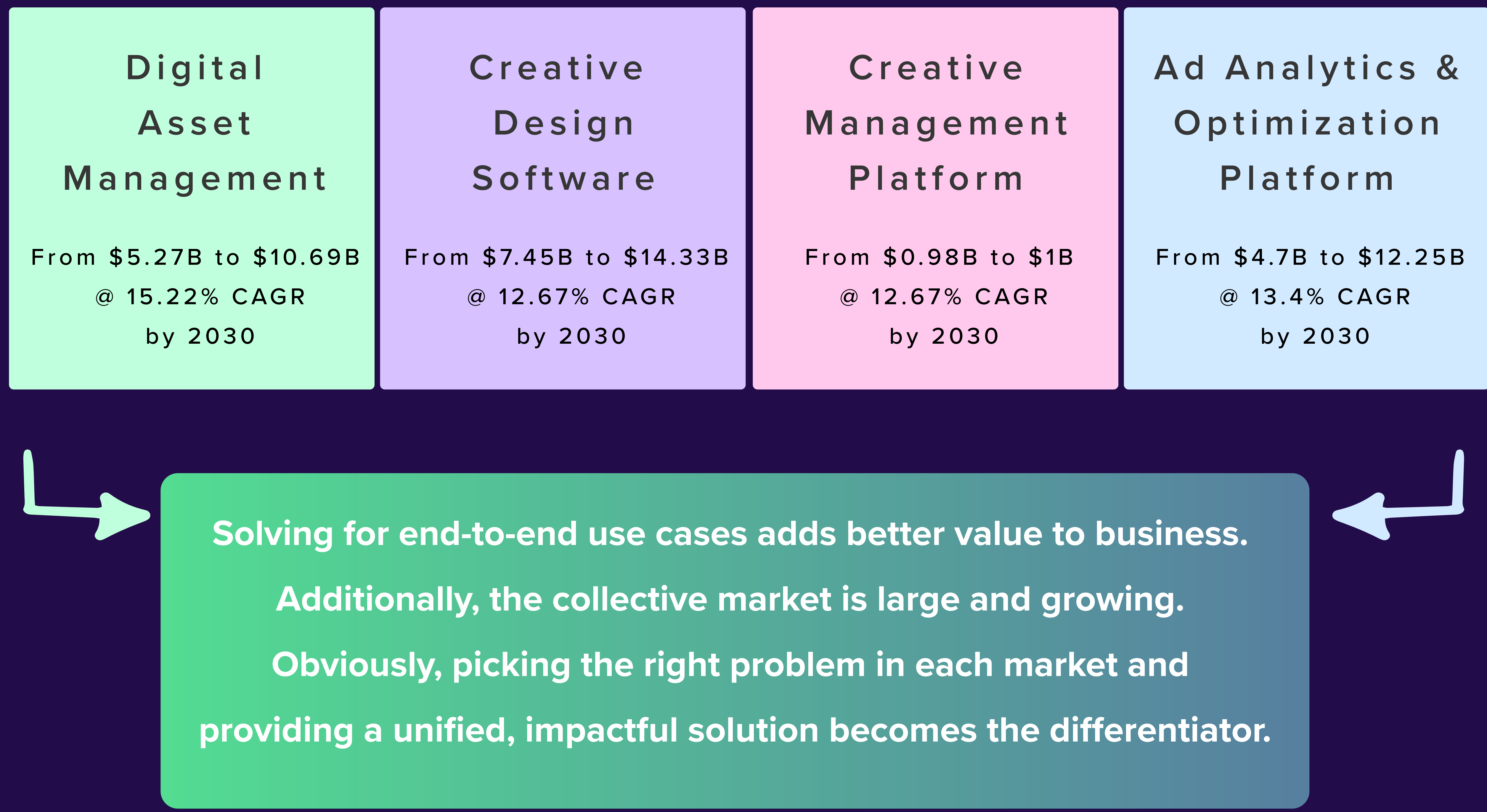
Solving for just one of the suite provides a broken impact story.

A comprehensive product that caters to all major use cases that drives higher ROI and CTR is a path to successful story.

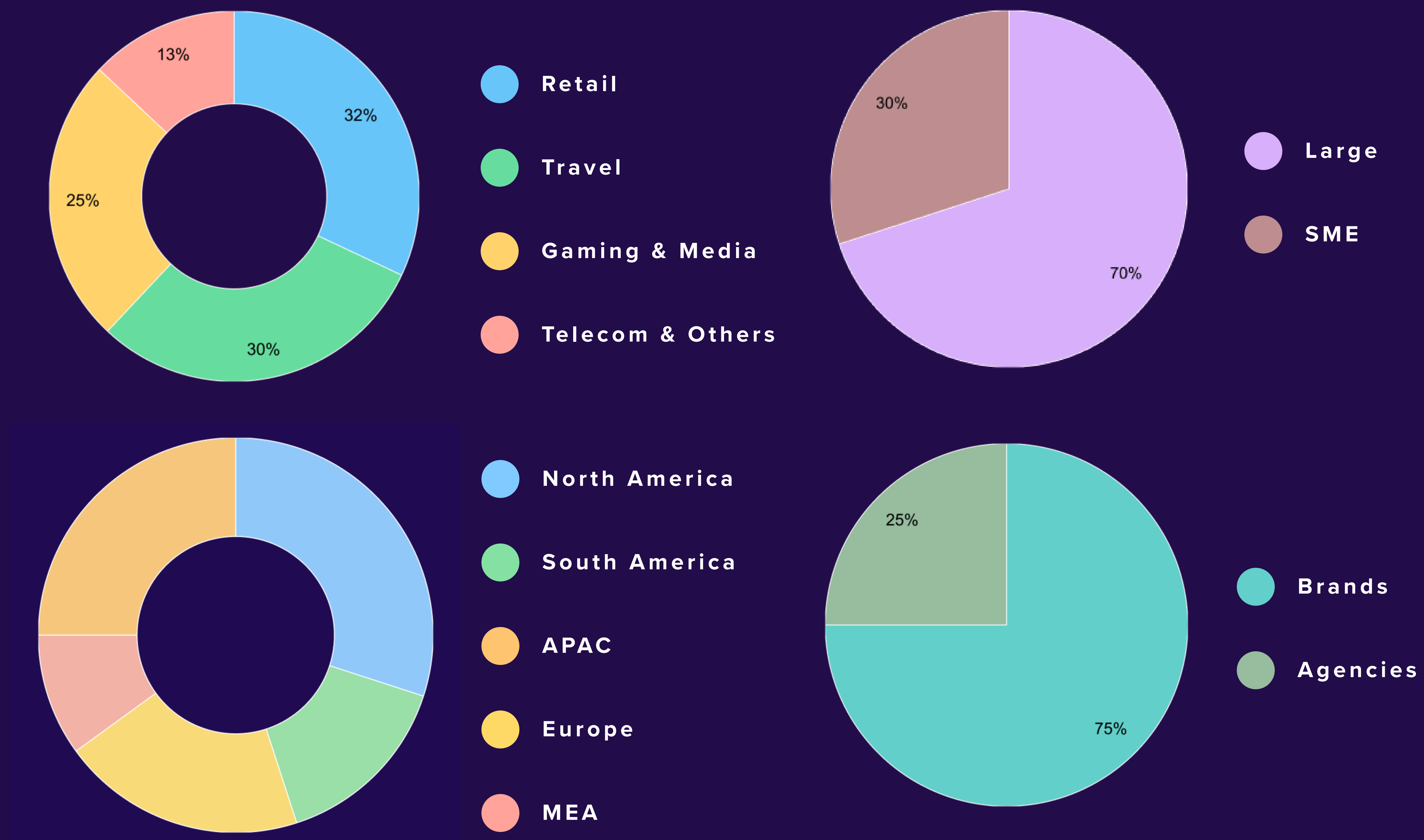
Is It a Tool, Software or Business Driver?



Market Analysis - Top Down



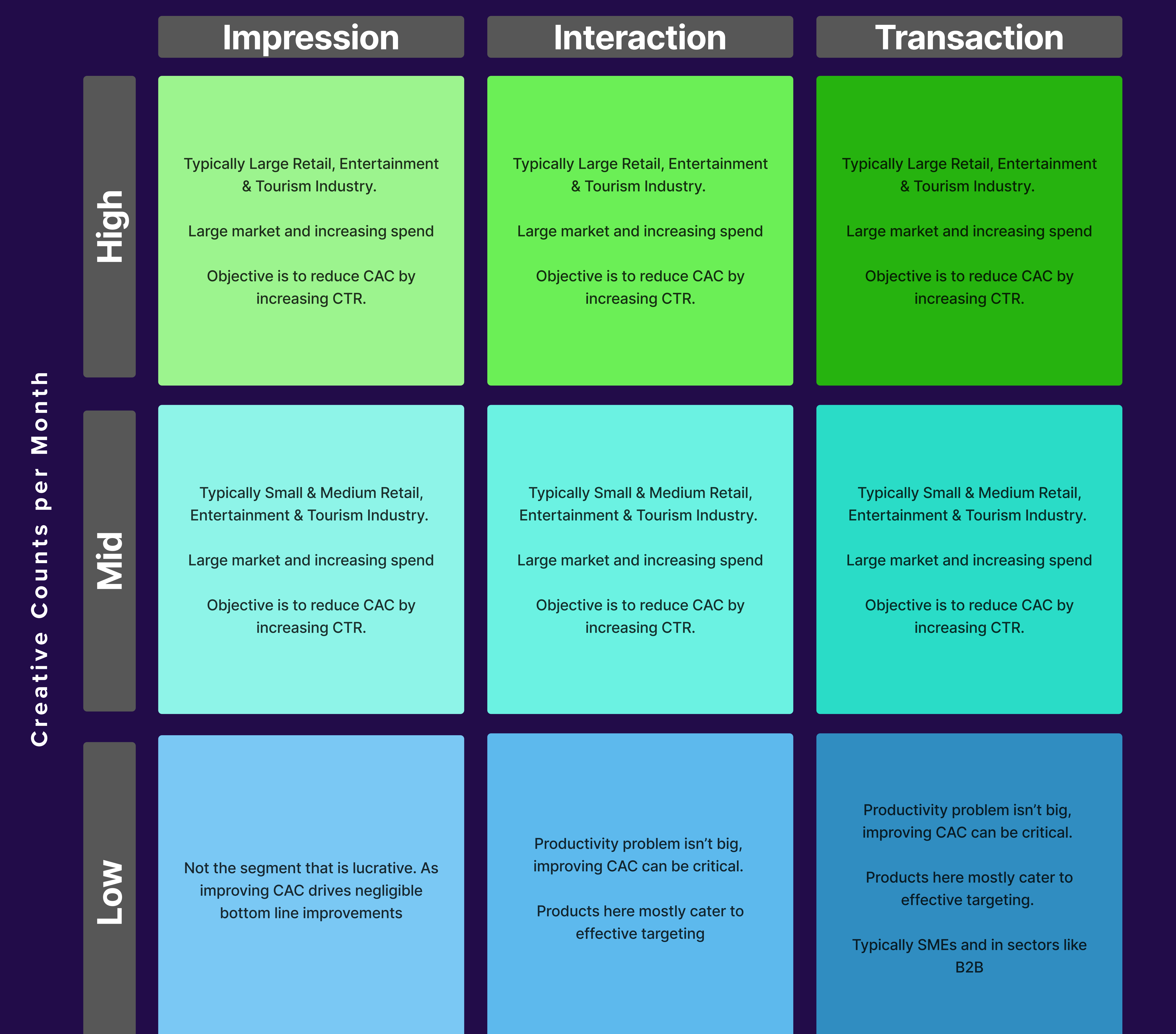
Market Segmentation



Market Analysis - Bottom Up

Performance

Creative Type and Business Impact



Needed more time to add detailed stats. These are rough estimates

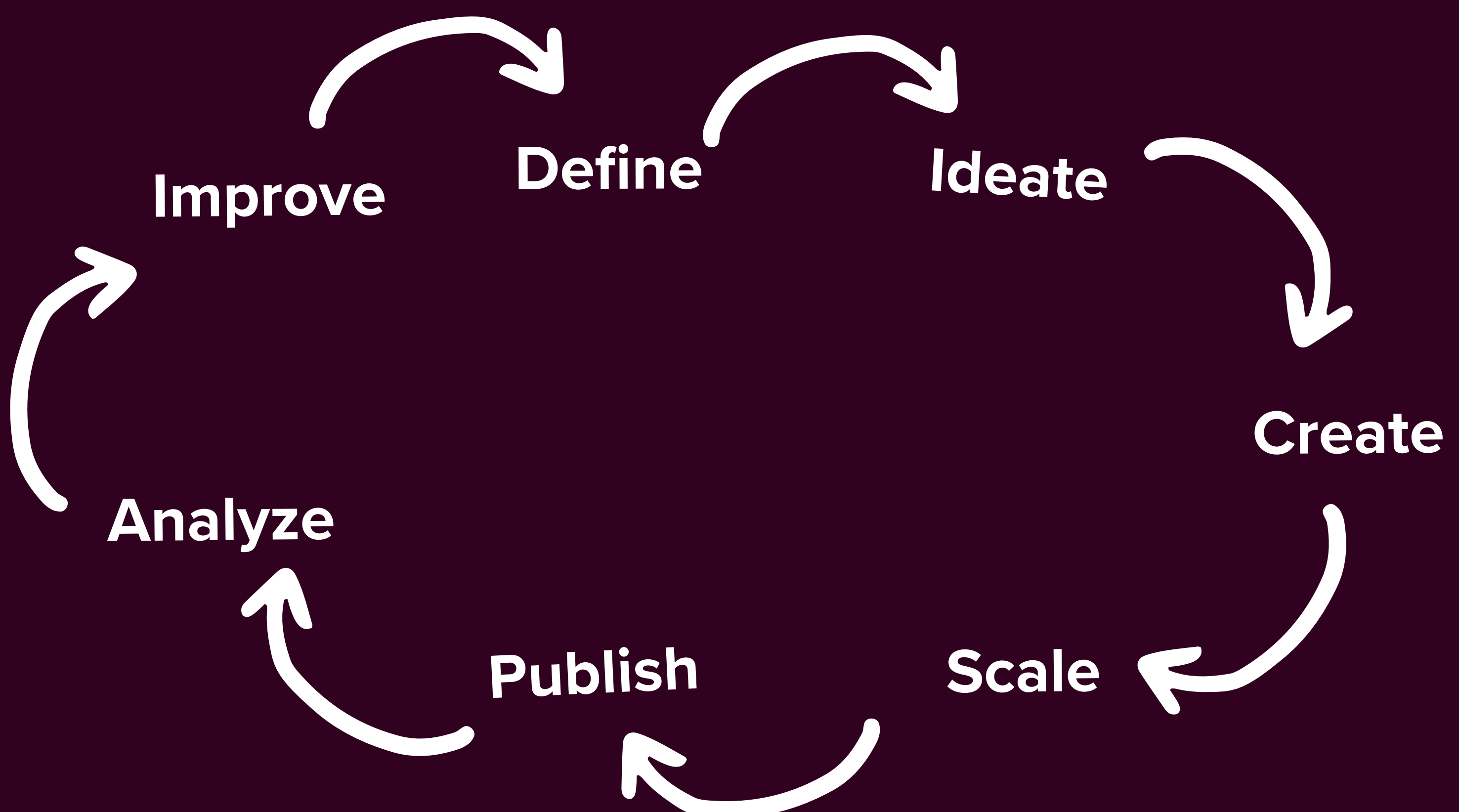
Solving for industries with High Creative Counts Per Month and inclining towards driving higher CTR where transactions-based creatives are involved becomes a key differentiator.

Minimum Viable & Maximum Impactful Product

A product built for designers, marketers & business leaders who work for brands & agencies (both small & large), create vast amounts of creatives (both image & video) regularly to drive business through digital mediums and ads with the aim of minimum redundant efforts and maximum impressions, interactions & transactions.



User Journey

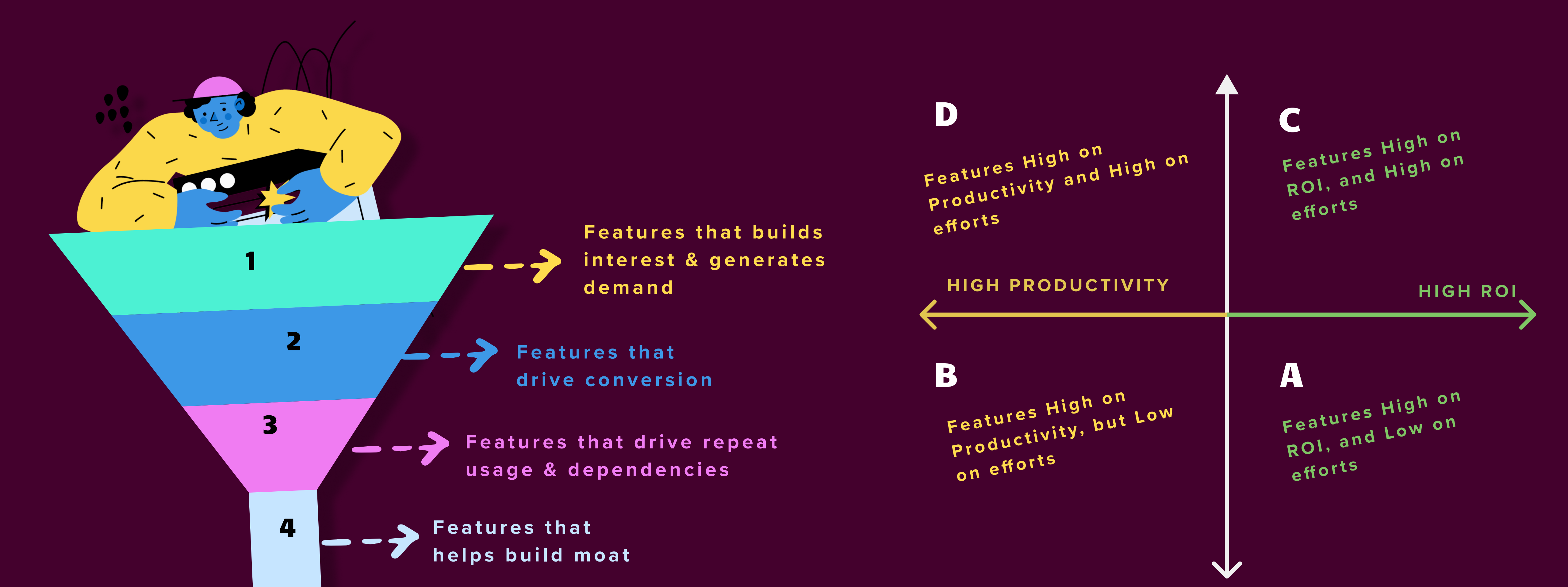


	Ecosystem Touchpoints	Impact on Productivity	Impact on Business	High Impact Blockers
Define	CreateCollaborate	HIGH	MED	The business team's briefing to the creative teams is usually wordy. Plus, the inputs aren't objective and consistent.
Ideate	CreateCollaborate	HIGH	LOW	Designers block usually slow things down. Quick initial iterations that align with outcomes and work for business teams don't happen.
Create	CreateCollaborateAutomate	MED	HIGH	Reusing components that match brand tone is usually slow if not broken.
Scale	CollaborateAutomate	HIGH	HIGH	Creating variants that align with a business briefing and the one that effectively drives CTR is a manual tedious process.
Publish	AutomatePromote	HIGH	HIGH	Publishing the right creatives in the right channel is critical. Usually, creative and marketing tools are not very tightly integrated.
Analyze	CollaborateAutomate	MED	HIGH	A strong end-user feedback loop isn't present for creative and business teams alike. Learning what works and what doesn't usually is offline, slow, and manual.
Improve	CreateCollaborateAutomatePromote	LOW	HIGH	Cues during the definition, ideation, and creation phase of what works or doesn't are usually missing.

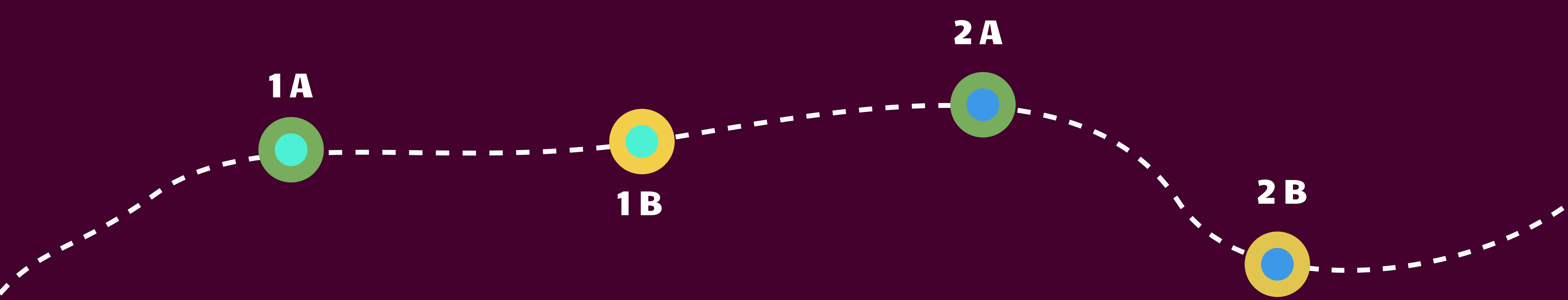
V1 Feature Matrix

Features	Differentiation Factor	Impact on Productivity	Impact on ROI	Ecosystem Segment	Build Effort Estimate	Build Timeline
Integration with Design Tool Tools like Illustrator, PS, Express, PDF, Canva, AE, Figma etc	Table Sakes	Medium	Low	Define	Low	1 to 9 Months
Integration with Design Asset Management Tools like Dash, Bynder.	Table Sakes	High	Low	Define, Ideate	Medium	1 to 9 Months
Grammarly for Designs This feature leverages some standard design practice and other data to predict what could be impact of this design using factors like Attention, Engagement, Clarity and Uniqueness	Distinctive	High	High	Create, Improve	High	1 to 9 Months
Native Creative Request Form Instead of importing Excel by designers, business teams could use the same tool to add, remove, and prioritize variant details.	Distinctive	High	Medium	Create, Scale	High	1 to 9 Months
SDK & Script to Publish Smartly This helps natively publishing creative banners to your app/site	Innovative	High	High	Publish	High	9 to 24 Months
Facebook & Google Ads Integration	Table Sakes	Medium	Medium	Publish	Medium	1 to 6 Months
Shopify Integration	Table Sakes	Medium	Medium	Publish	Medium	1 to 6 Months
Dynamic A/B Testing Capblities Having variants of creatives to understand the effectiveness of creatives on your target audiences.	Distinctive	Medium	High	Publish, Analyse	High	9 to 24 Months
Outcome based Creative Optimization View, Interact or Transact, based on the suggesting impact of creative.	Distinctive	Medium	High	Publish, Analyse	High	25 Month and Beyond
Persona based Creative Insight Insights on which creatives worked on which kind of persona of your product. This needs tight integration with customers' user data points.	Innovative	Medium	High	Analyse, Improve	High	25 Month and Beyond
Self Learning System from Insights to drive effective Create Journey AI system that learns through the entire journey and suggest apt creatives requests to business. Effectively helping business drive campaigns without much or no dependency on designers	Distinctive	High	High	Create, Analyse, Improve	High	25 Month and Beyond

Go To (Win the) Market



Prioritisation & Timelines

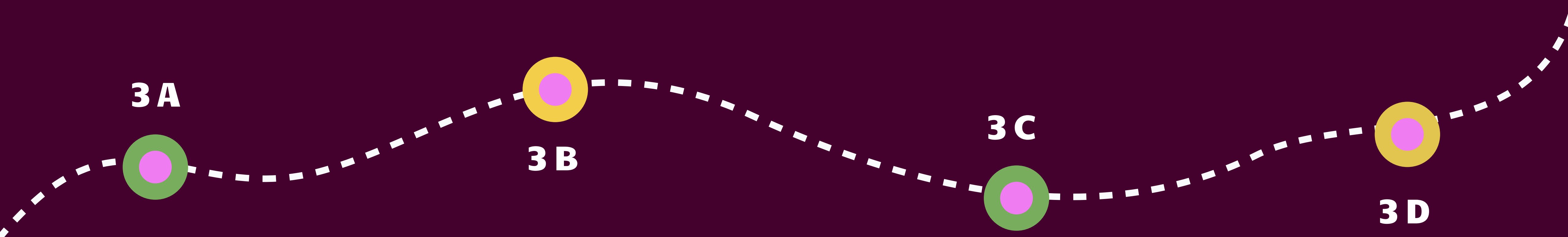


Phase Timeline: 1 to 9 Months

This phase is best to build features that helps you generate demand & drive adoption with minimal efforts and helps customers drive high ROI & Productivity

Phase Success Criteria

A good 50%+ conversion of users who starts using product & then visits at least once every month and engages with your product.

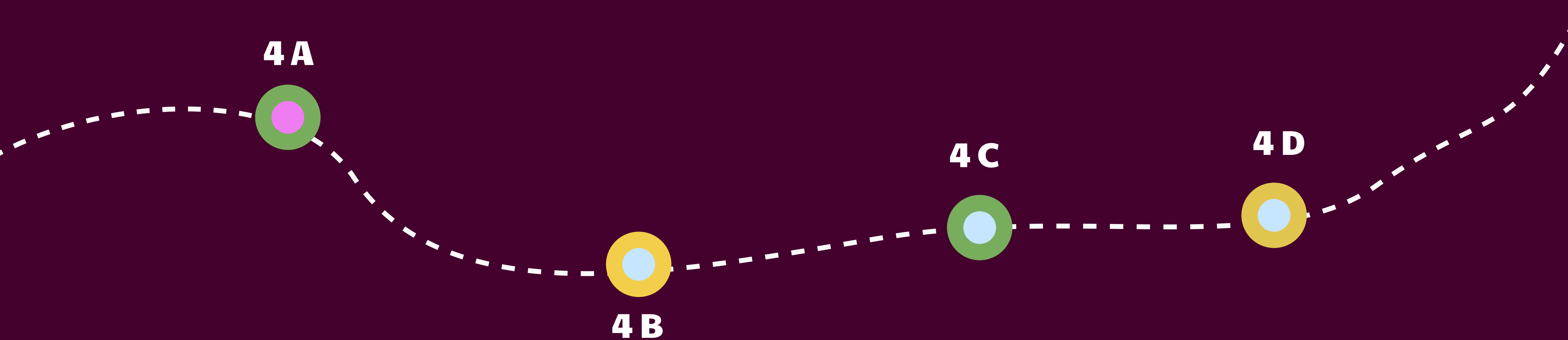


Phase Timeline: 10 to 24 Months

This phase is best to build features that helps you monetize the product. Building features that are expensive is okay but should drive even higher ROI & Productivity for your customers

Phase Success Criteria

A good 25%+ early adopters/trial customers are ready to pay for your product & sees increase in CTR and reduced creative creation time.



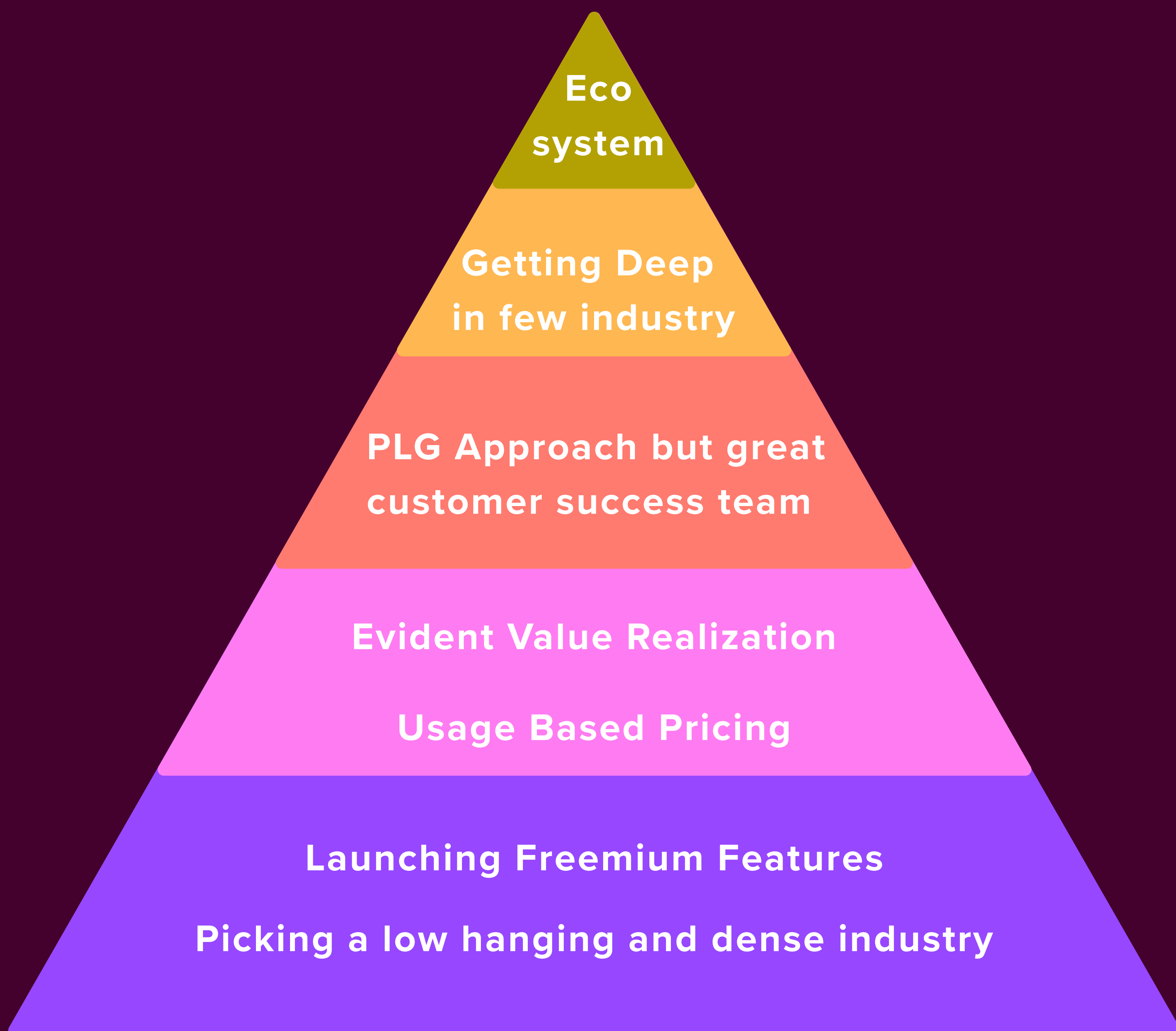
Phase Timeline: 25 Months & Beyond

By this phase trust ROI and value of the product should be evident to the customers. All efforts now should go towards building a moat and increasing LTV.

Phase Success Criteria

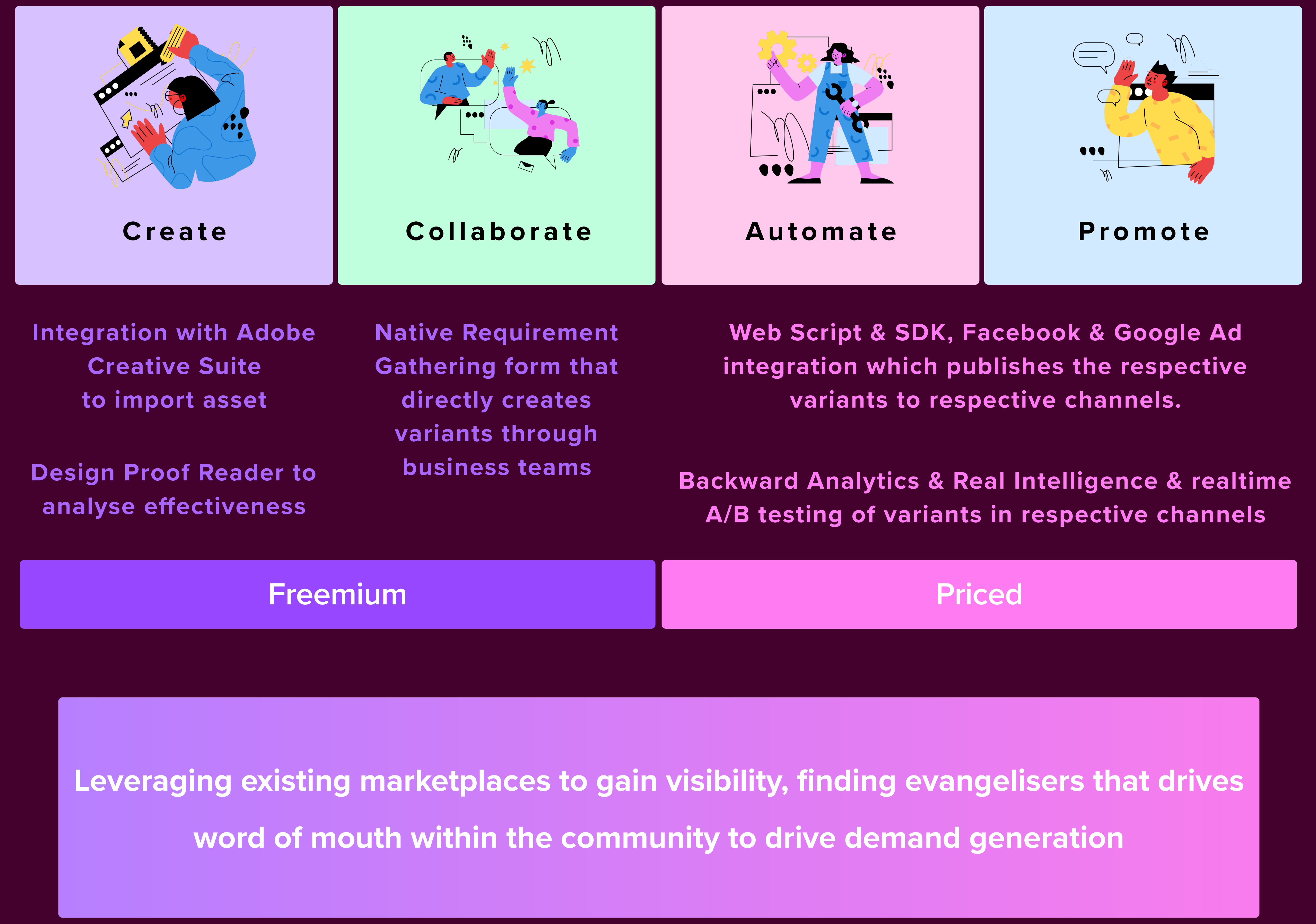
NRR is above 120% every quarter.
Higher CSAT and Higher NPS. Because these fuel better word of mouth and referrals and in turn reduces CAC while increasing growth.

Getting early adopters and dominating market



Getting first 10 adopters

Building highest impactful feature for major touchpoints in an industry



Thank you

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