# Creative Management Platform

Market | Product | Growth

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## Campaign & Creative Management Ecosystem



#### Create

Creative journey & all problems starts here with a brief about objective & outcome.



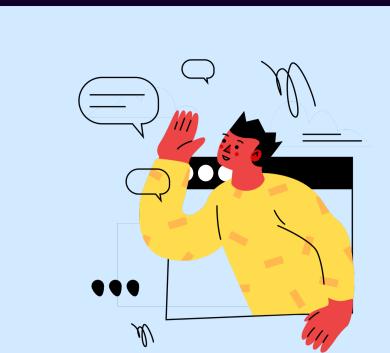
### Collaborate

Here the tug of war between business & creative teams starts. Finally, time wins.



### Automate

Creativity ends and unnecessary, laborious, redundant work starts here, without an end.



### Promote

After a lot of effort actual money flows out. ROI is low and so is money in the bank.

### Key Objectives & Problems

#### Objective

Understand the briefs clearly and create highest impact creatives

#### Problems

Creative Blocks | Unclear Briefs | Navigate Complex Tools

#### Objective

Efficiently drive campaigns that meet all stakeholders objectives

#### Problems

Multiple Stakeholder Tools | Broken Communication | Slow and tedious feedback loop

#### Objective

Create Variants faster than ever.

#### Problems

Laborious & Error Prone Variant
Creation Process.

#### Objective

Promote creatives across channels and analyse impact in real time.

#### Problem

Disjoint tools I no feedback loop between impact and creation

### Use Case Categories & Players

### Design Inspirations

Unclog the creative blocks

Behance | Pintrest | Canva | Generators

## Asset Management & Collaboration

Have an org wide asset library

Dash | Brandfolder | Bynder | Frontify | Canto | Artwork Flow

## Scaled Variant Production

Quickly Create Variants

Banner Flow | Celtra | Artwork Flow

## Dynamic Content Optimization & Testing

Quickly Create Variants

Banner Flow | Celtra | Artwork Flow

#### **Creative Suite**

Create Videos & Designs

Adobe Suite | Banner Flow | Canva

### **Assisted Creation**

Grammarly for Digital Asset

Creation

None

#### Integration

Integration into apps, ad channels

Banner Flow | Smartly.io | Celtra

### Effective Targeting

Creating Designs that drives

higher CTR

Pixis | Smartly.io

## Stakeholders & Objectives



Optimising for faster & contextual creatives



Business Team

Optimising for higher CTRs & ROI

(Faster + Contextual) Creatives = High (CTR + ROI)



Collaborate Suite



Ultimately, All Road Leads To Higher CTR & ROI

Each suite plays an important role in directly or indirectly impacting the CTR of creatives





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?

Products Use Case Market Size that impact topline/ bottom line Softwares that are important Lots of **Long Tail** Tools Low Business Impact

Ultimately, long-term, high growth companies are built by building products that not just improves productivity but majorly drives significant business metrics.

## Improving Business

## Improving Productivity









## Market Analysis - Top Down

Digital Asset Management

From \$5.27B to \$10.69B @ 15.22% CAGR by 2030

Creative Design Software

@ 12.67% CAGR by 2030

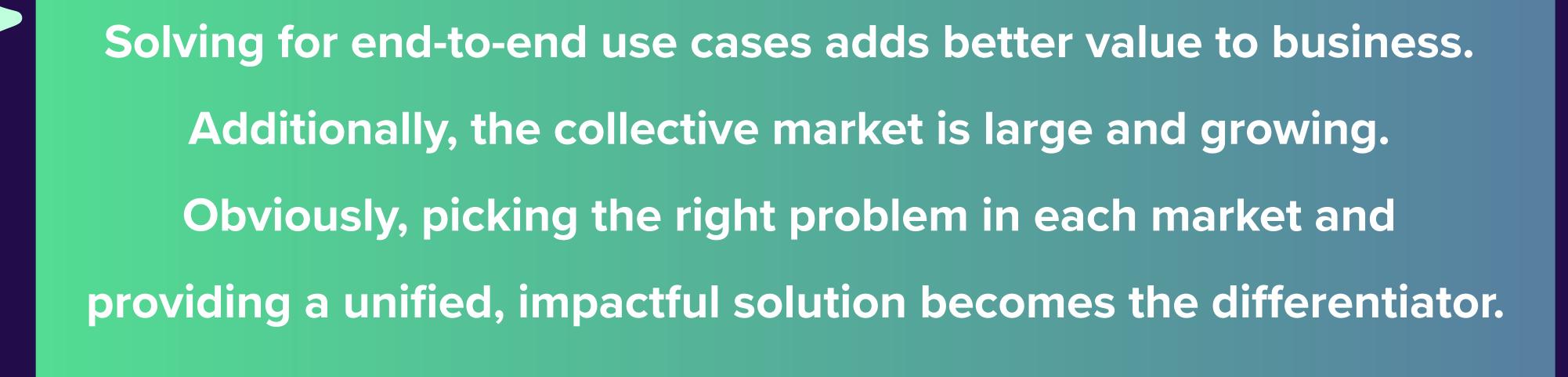
From \$7.45B to \$14.33B

Creative Management Platform

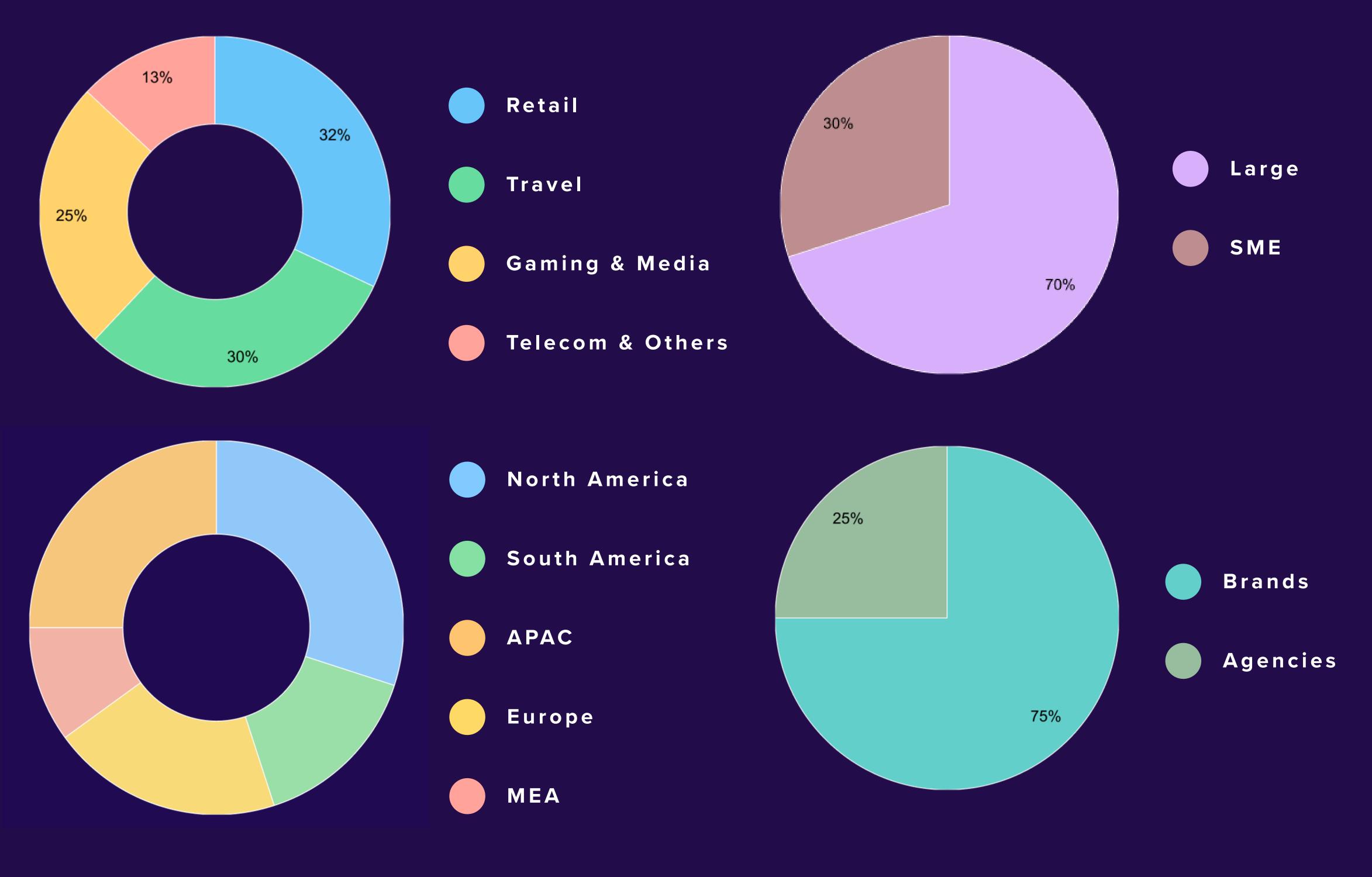
From \$0.98B to \$1B @ 12.67% CAGR by 2030

Ad Analytics & Optimization Platform

From \$4.7B to \$12.25B @ 13.4% CAGR by 2030



## Market Segmentation



Market Analysis - Bottom Up

## Interaction

Creative Type and Business Impact



effective targeting Typically SMEs and in sectors like B<sub>2</sub>B

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.

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

## Minimum Viable & Maximum Impactful Product

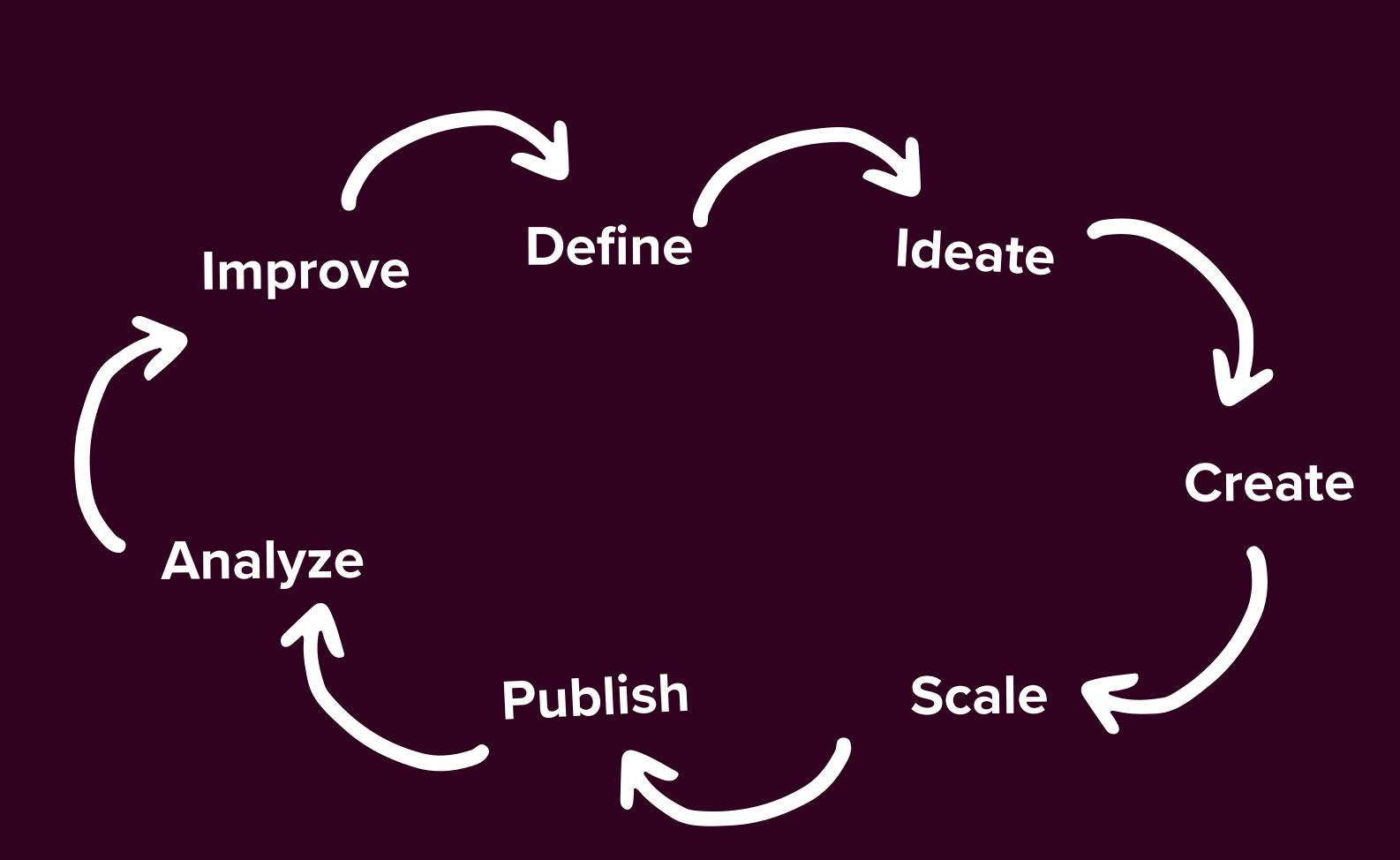
A product built for designers, marketers &

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	Create Collaborate	HIGH	MED	The business team's briefing to the creative teams is usually wordy. Plus, the inputs aren't objective and consistent.
Ideate	Create Collaborate	HIGH	LOW	Designers block usually slow things down. Quick initial iterations that align with outcomes and work for business teams don't happen.
Create	Create Collaborate Automate	MED	HIGH	Reusing components that match brand tone is usually slow if not broken.
Scale	Collaborate Automate	HIGH	HIGH	Creating variants that align with a business briefing and the one that effectively drives CTR is a manual tedious process.
Publish	Automate Promote	HIGH	HIGH	Publishing the right creatives in the right channel is critical. Usually, creative and marketing tools are not very tightly integrated.
Analyze	Collaborate Automate	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	Create Collaborate Automate Promote	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	<b>Build Timeline</b>				
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	Distinctive	High	High	Create, Analyse,	High	25 Month and Beyond				

Journey

Al system that learns through the entire journey

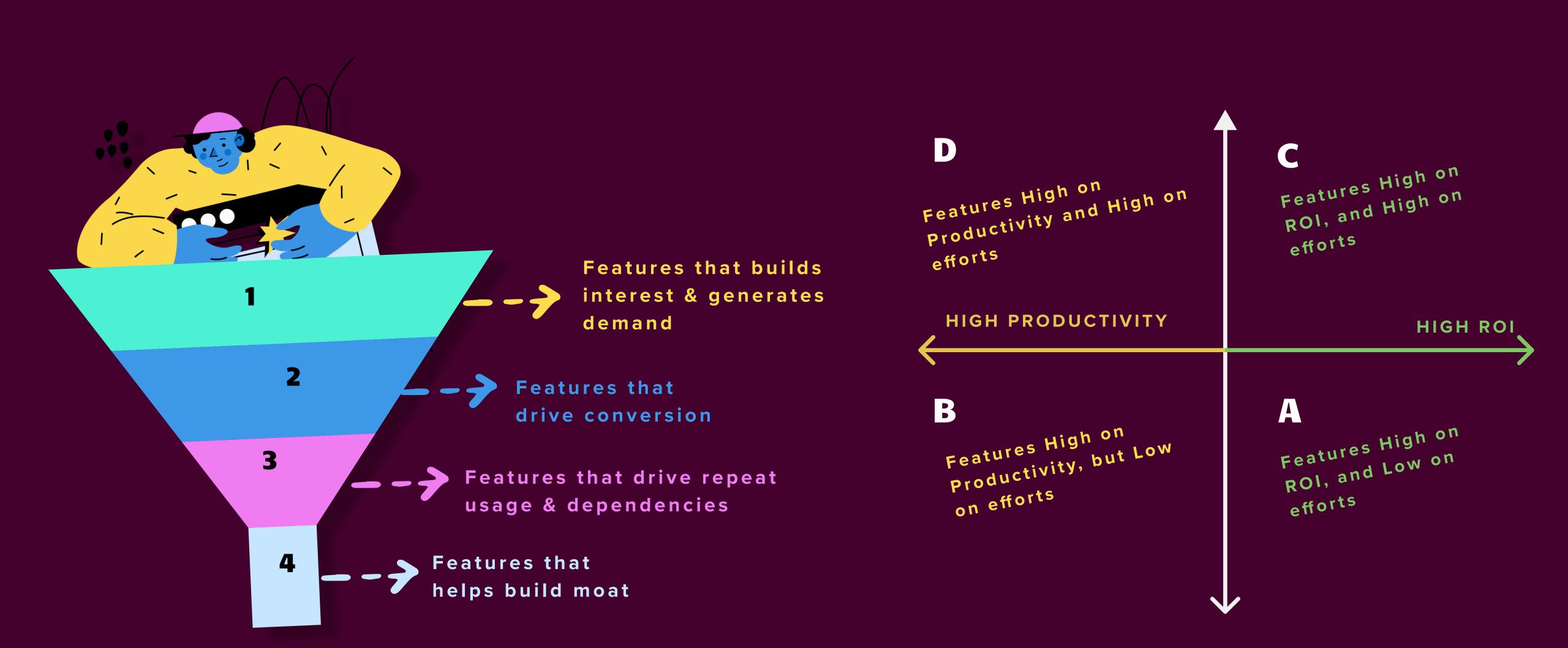
and suggest apt creatives requests to business.

Effectively helping business drive campaigns

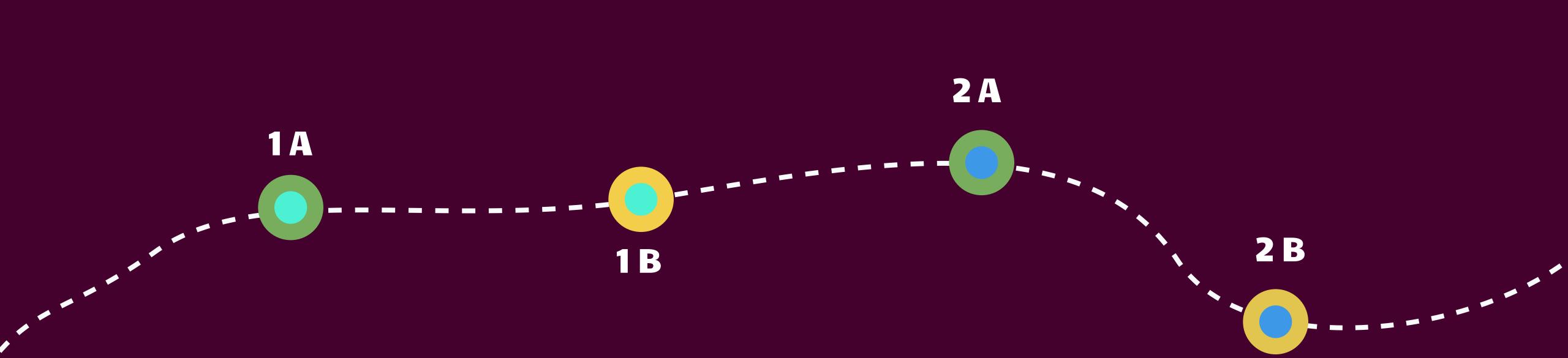
without much or no dependency on designers

Improve

## Go To (Win the) Market



## Prioritisation & Timelines

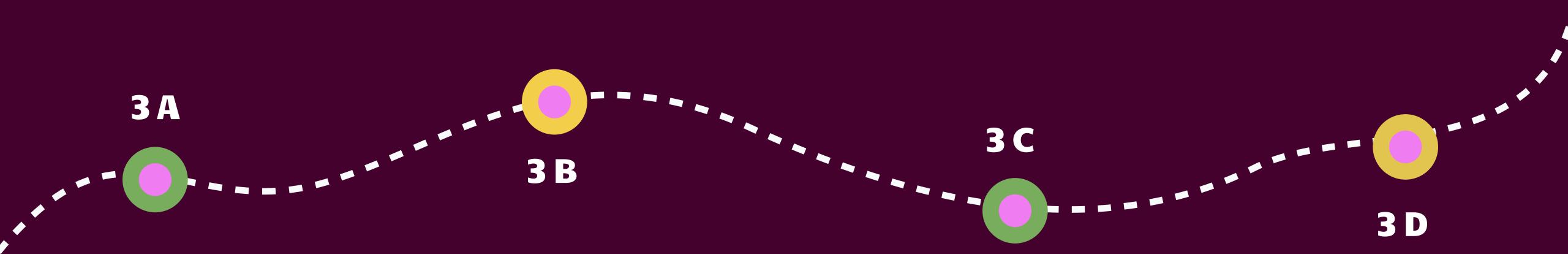


### Phase Timeline: 1 to 9 Months

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.

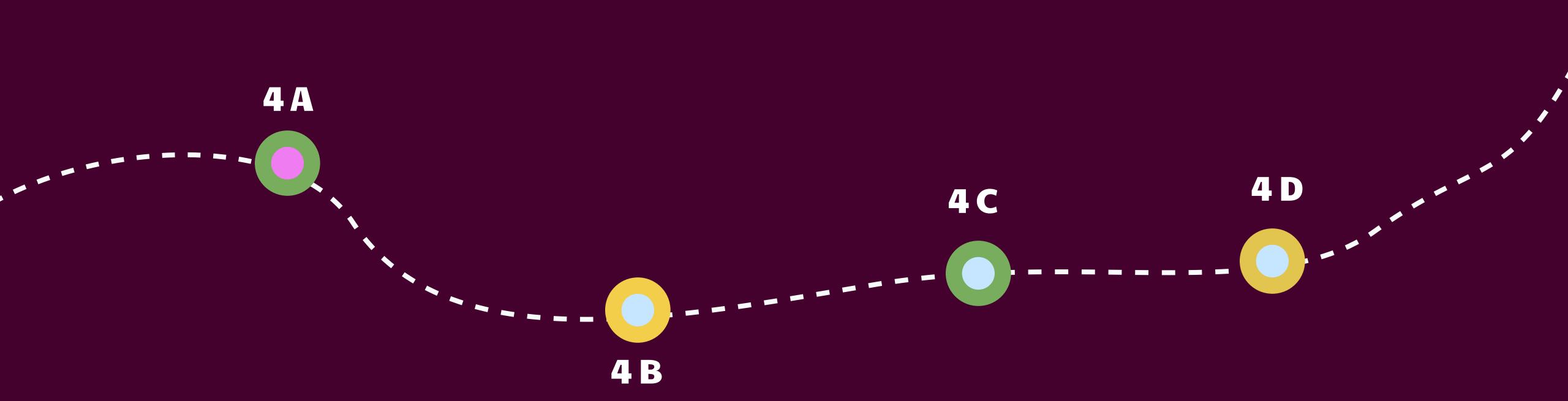


## Phase Timeline: 10 to 24 Months

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.



## By this phase trust ROI and value of the product

Phase Timeline: 25 Months & Beyond

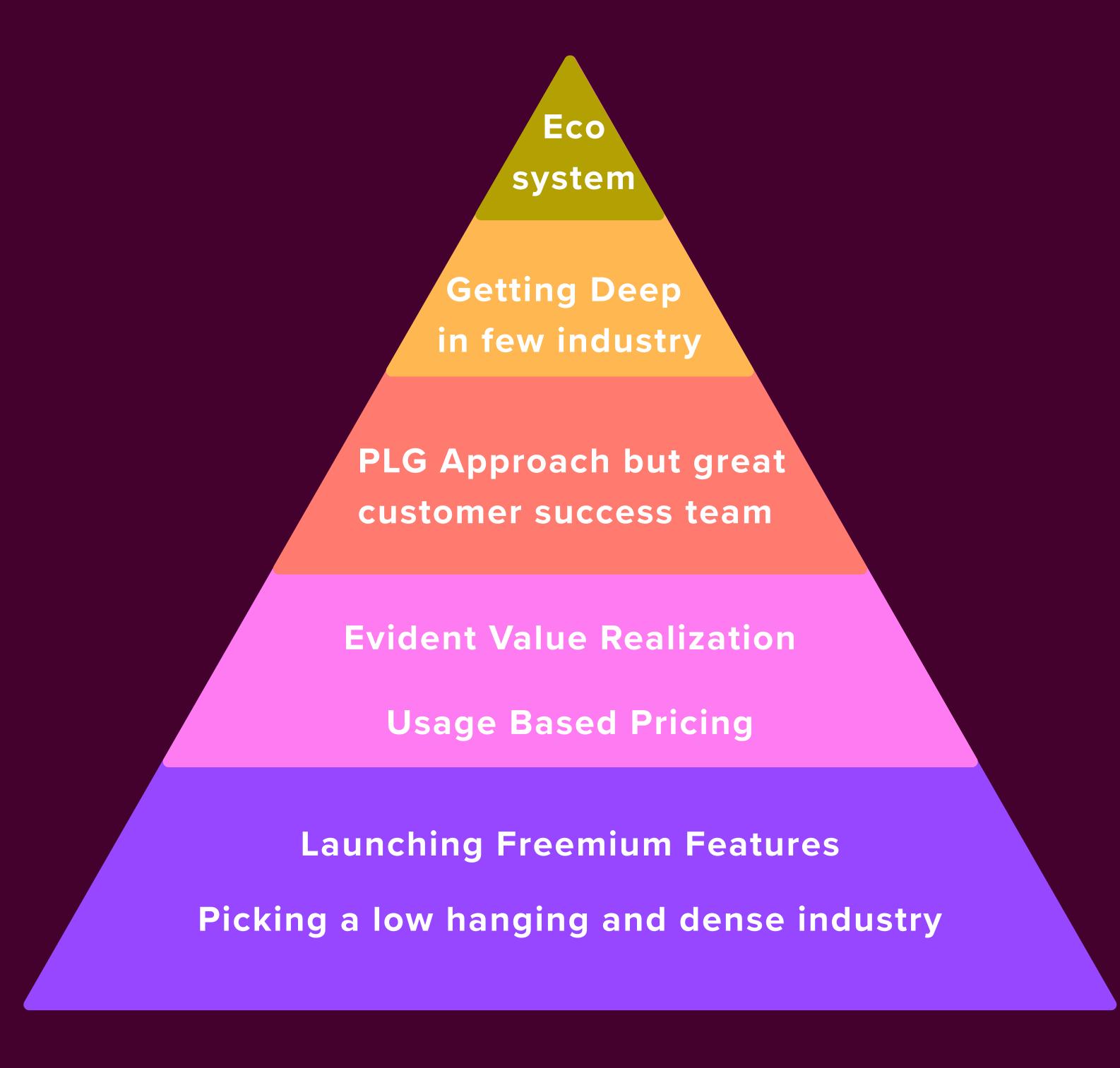
should be evident to the customers. All efforts now should go towards building a moat and increasing LTV.

## NRR is above 120% every quarter.

**Phase Success Criteria** 

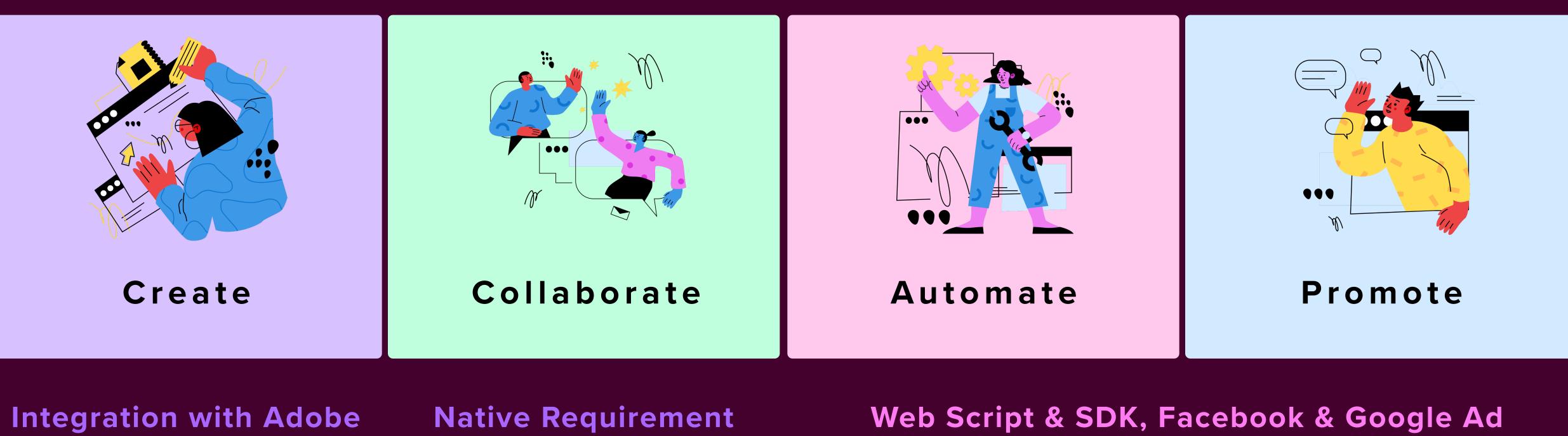
Higher CSAT and Higher NPS. Because these fuel better word of mouth and referrals and in turn reduces CAC while increasing growth.

## Getting early adopters and dominating market



# Getting first 10 adopters

Building highest impactful feature for major touchpoints in an industry



Integration with Adobe
Creative Suite
to import asset

Design Proof Reader to analyse effectiveness

Native Requirement
Gathering form that
directly creates
variants through

business teams

integration which publishes the respective variants to respective channels.

Backward Analytics & Real Intelligence & realtime A/B testing of variants in respective channels

Freemium Priced Priced

Leveraging existing marketplaces to gain visibility, finding evangelisers that drives word of mouth within the community to drive demand generation

# Thankyou

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