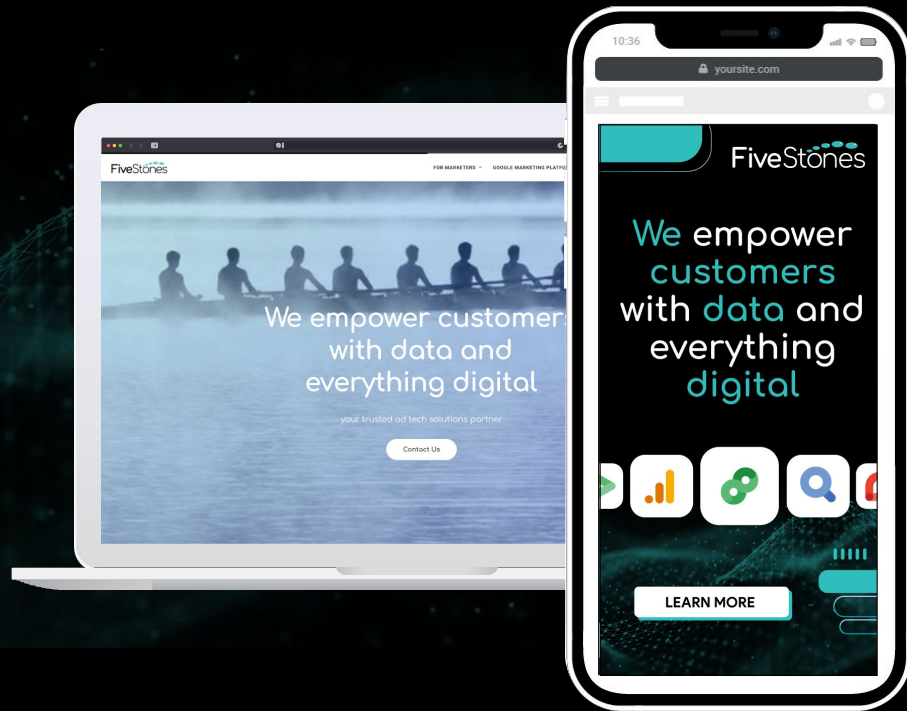


Dynamic Standard Display Ads

 Campaign Manager

 HTML5



FiveStones

 Google Marketing Platform

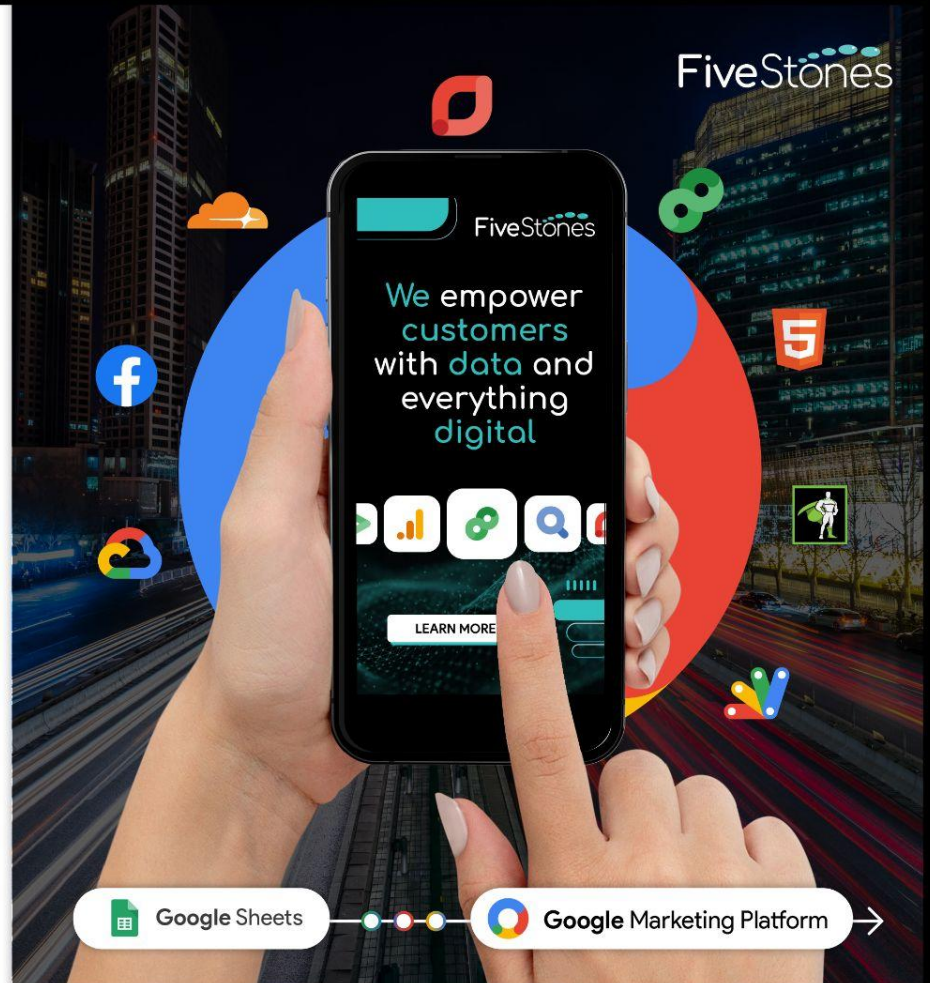


Dynamic Standard Display Ads

FiveStones have developed a custom solution that enables Dynamic Content Creation & Editing with Advanced Dynamic HTML5 Standard Ad Templates.

Key benefits:

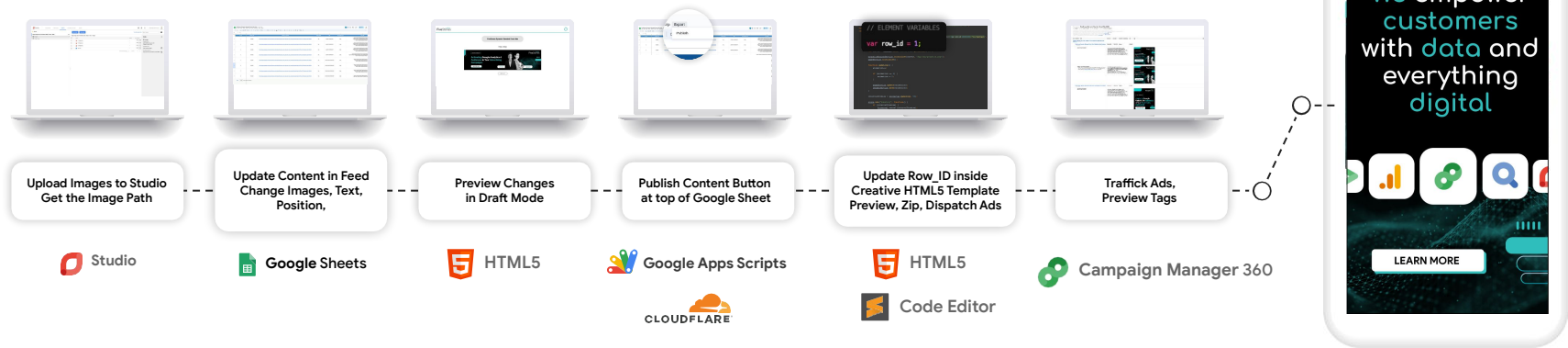
- **Effortless Customization:** Easily create and customize ads with options like text, images, click tags, and more for a tailored marketing approach.
- **Cost Savings with Technology:** Utilize advanced technologies and HTML5 programming to deliver dynamic content as standard ads, leading to significant cost savings on ad serving fees.
- **Streamlined Ad Creation:** Simplify the ad creation process, allowing marketers to efficiently manage and customize content for maximum impact.



Faster Workflows: Update Content within Minutes

The Designer can upload images to Studio Assets Library then copy image paths. Inside Google Sheet, the designer can update text, logos, images, position properties. Whilst editing we have developed a preview page that will load the content from a Draft Feed; simply refresh the ad to see changes.

Once happy with the changes, the Designer can publish the feed, this will make a copy of the current feed. The Trafficked Ads are connected to the published version so once published all ads will update in real time. The Designer can check CM360 preview.



*What's included?

- Creative Template Production
 - Development of standard creative template with dynamic capabilities
- Development of Dynamic Standard Display Ads Feed
 - Creation of a Google Sheet feed & data schema that will allow designer to update text, logos, images, position properties.
 - The Google Sheet feed will include a preview, publish & discard draft feature
- Solutions included:
 - Google Studio, Campaign Manager 360, Google Sheets, Google Cloud
- Total of 16.5 working hours, including onboarding, project management, between end-client and our customer solutions team

Why FiveStones?

- Experienced Google Marketing Platform, media and creative experts to develop a best in class solution
- We use comprehensive frameworks to help improve efficiency and achieve data-driven solutions
- We use proprietary toolkits to accurately and efficiently achieve business goals

How can I get started?

To get started with advanced creative solutions from FiveStones, please email us at info@fivestones.net.

**Subject to a final scope and brief being prepared*