

DYNAMIC CREATIVE

About Dynamic Creative

<http://www.dynamiccreative.com>

Dynamic Creative is a full service Ad Platform for inventory driven websites.

Our patented Ad Platform enables marketers to create detailed and granular product and category level ads with price and availability that automatically react to changes in inventory levels. If an item is no longer in stock, an ad is removed and when a new product is added to a website, an ad is automatically created. Our conditional Ad Platform can automatically change the ad text, based on any inventory field. For example, if an item is on promotion, the standard ad can be replaced with a promotional ad. The conditional Ad Platform also allows us to exclude items from generating and publishing ads, for example, this is particularly useful when an item's sale price is below the cost of advertising. Currently, the Ad Platform supports: Shopping and Search ads in Google AdWords and Dynamic Remarketing In the Google Display Network and Facebook.

Success by Design

Icon By Design grows its AdWords furniture sales by 150% with the Dynamic Creative Ad Platform

The founders of Icon By Design had a dream and a plan. The dream was to make beautiful, high-quality contemporary furniture affordable to everyone. The long-term plan was to become a true omni-channel retailer, starting with online sales and using the momentum to open their own brick-and-mortar stores.

To make their dream and their plan a profitable reality, they needed to get the word out to customers all over Australia. That's why they turned to Dynamic Creative and Google AdWords.

A fresh approach to furniture

The Icon By Design story begins with pure style: Scandinavian-style coffee tables, sofas and beds conceived by the company's own designers, then crafted from quality American oak and walnut. By removing wholesalers, designer brands and other middlemen, the company can offer superbly-crafted furniture at a very attractive price — shipped right to the customer's door.

"In today's world, a retailer has to be omni-channel," says David Light, co-founder of Icon By Design. "People will reach you on the phone, via the web, come into your store. Our model is designed for that." The online store launched in 2015, and a few months later they hired Dynamic Creative, leading specialists in AdWords and online advertising.

Dynamic Creative's unique Ad Platform links directly with client inventory and data systems to create custom ads with relevant creative and up-to-the-minute prices for every product.

"We build a living, breathing campaign that updates based on the stock on hand," says Lauren Stevens, Head of Services for Dynamic Creative. "We can scale campaigns in a way that humans alone can't manage, and we don't waste money advertising things that aren't in stock. That means our team can spend time on actually optimizing campaigns."

The screenshot displays a Google Shopping search result for "magnus coffee table". It features six product listings, each with an image, title, price, and the "Icon By Design" brand name. All items are marked as "Special offer".

Product Name	Price
Magnus Round Coffee Table -	\$479.99
Magnus Coffee Table - Solid ...	\$439.99
Magnus Timber Coffee	\$719.99
Magnus Danish ...	\$399.99
Magnus Oval Coffee Table -	\$479.99
Magnus Round Table - Solid ...	\$239.99

Below the listings is a promotional pop-up for Icon By Design:

Icon By Design
\$25 Off Any Order - Products
Already 50% To 60% Off
Expires in 5 days • Enter code at checkout
ICON25PLA [Shop]

The logo for Dynamic Creative, featuring the word "DYNAMIC" in a bold, white, sans-serif font above the word "CREATIVE" in a similar font, both set against a solid blue rectangular background.

A fresh approach to ads

Dynamic Creative used Product Listing Ads from AdWords to create compelling ads that told the whole story to prospective customers: images, prices and even links to special offers. If the price of a coffee table drops by \$20, or if a holiday weekend sale begins, the ads are updated on the spot, automatically.

"Our brief to Dynamic Creative was, 'We want to spend as much on ads as possible,'" says David Light. "The only constraint would be that we get the appropriate return. That's not typical corporate behavior, but we knew the metrics we were after, and we told them that if the metrics are working, spend more."

The new ads began running just a few days after the brand signed up with Dynamic Creative. Their experts proved to be a good match for Icon By Design's lean approach. "We have a small team, so we rely on world-class partners," says Light. "The amount of effort I spend on ads now is less than 4 hours a week, yet with Dynamic Creative it has the effect of having a full-time person on board."

"We quickly discovered that if we slow down the ad spend on Google, our revenue drops," says Light. "If I suggest to my partner, 'Well, we're spending on ads at a substantial level, perhaps we should scale back a bit,' he gets very upset with me. Because he's the one leading our customer services and operations, and he sees the sales impacts when we turn down our spend."

The results

Icon By Design are absolutely reaching their omni-channel dream of delivering beautiful, affordable furniture to homes across Australia.

"The company has seen a 150% increase in sales from its AdWords ad campaigns since bringing Dynamic Creative on board. Its total return on ad spend has risen by 64%."

"For us, it's all about results," says David Light. "And with Dynamic Creative, the results have been so good that we've doubled our ad expenditures from what we were spending before. Every time we get an order we ask 'How did you find us?' to get a sense of where our business is coming from. And where it's coming from most of all is our work with Dynamic Creative and AdWords."

As for their long-term plan: Icon By Design just opened its first local store in Sydney and has plans to open more — promoted with AdWords. "The response to our premiere furniture center has been phenomenal," says Light. "The store sales are exceeding online sales, and online sales are growing even stronger."

"There really isn't another ad platform out there that has this power to reach people with the right message," says Light. "Dynamic Creative and AdWords have been critical to our success online, and they'll be critical as we continue to grow in the future."

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HQ: Adelaide, Australia

