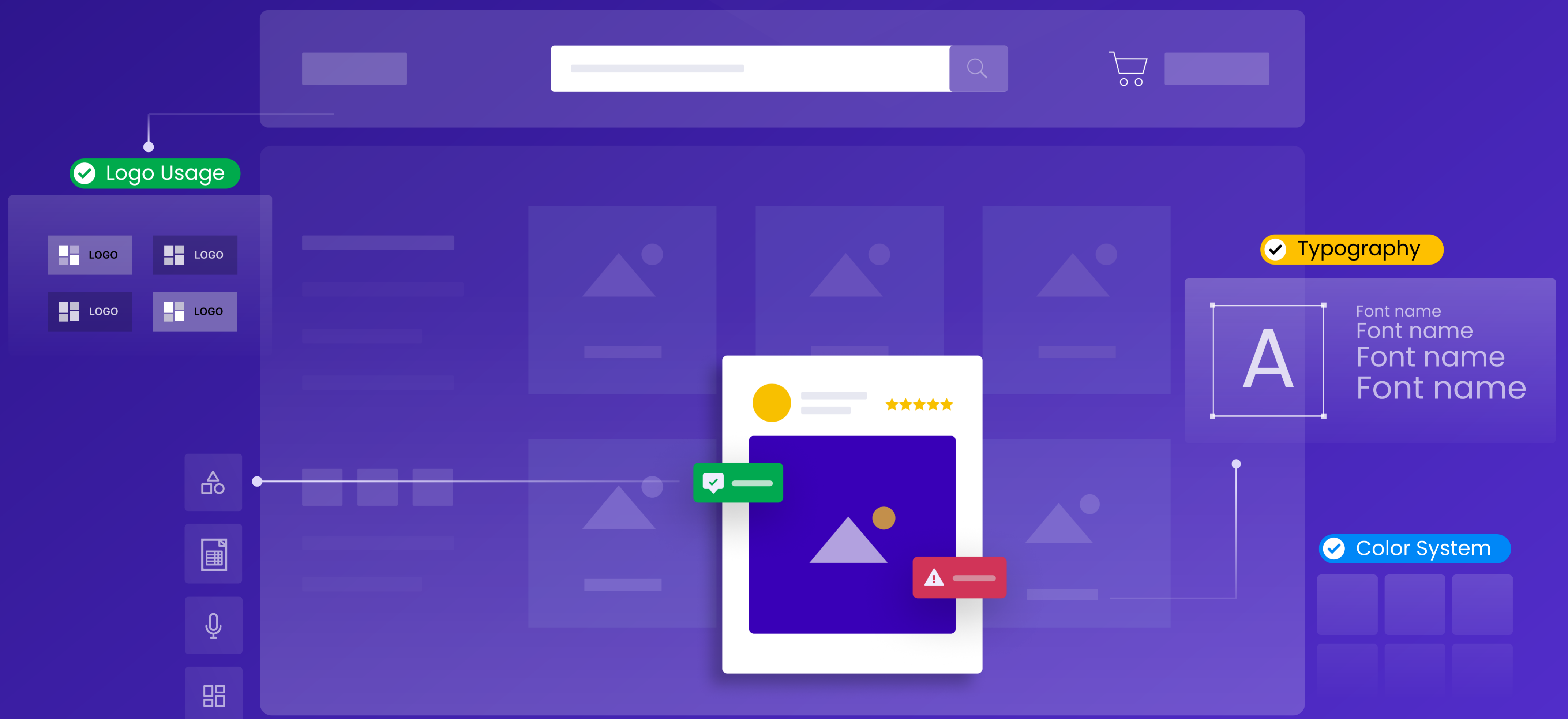


CASE STUDY

# World's Largest eCommerce Platform Achieves 5x Faster Creative Refreshes with Rocketium



## The Challenge

Apart from its consumer business, this eCommerce giant also has a budding advertisement business. However, advertisers often created ad banners that didn't comply with the strict guidelines of the eCommerce platform. The brand of this retail giant spent hours reviewing the banners only to send most of them back for rework and iterations. This inefficiency delayed campaigns by days causing significant loss of revenue for the eCommerce behemoth.

## The Solution

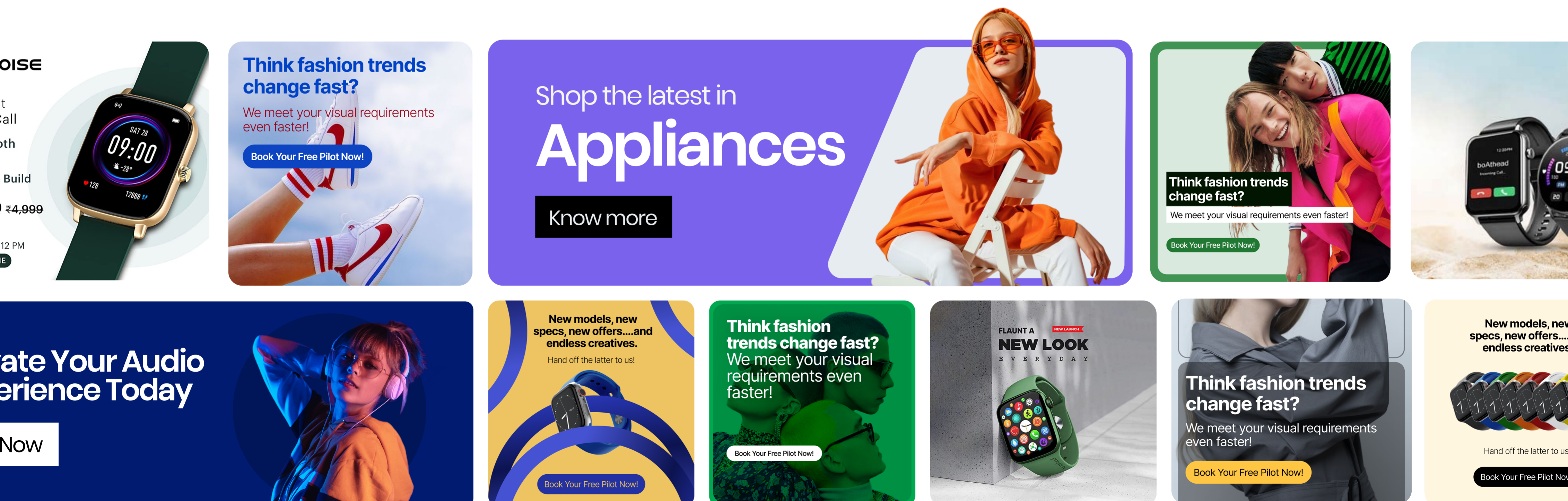
Rocketium enabled this eCommerce behemoth to implement a robust brand governance system across templates and presets. Advertisers used this to make creatives while automatically complying with the brand guidelines of this online retailer. Campaigns went live much faster, allowing more advertisers to showcase their products on the platform. This boosted the monetization revenue for the eCommerce platform significantly.

**5x**

faster creative refresh

**40%**

cost savings



**Ready to take your visual communications to the next level?**

Get in touch at [success@rocketium.com](mailto:success@rocketium.com)