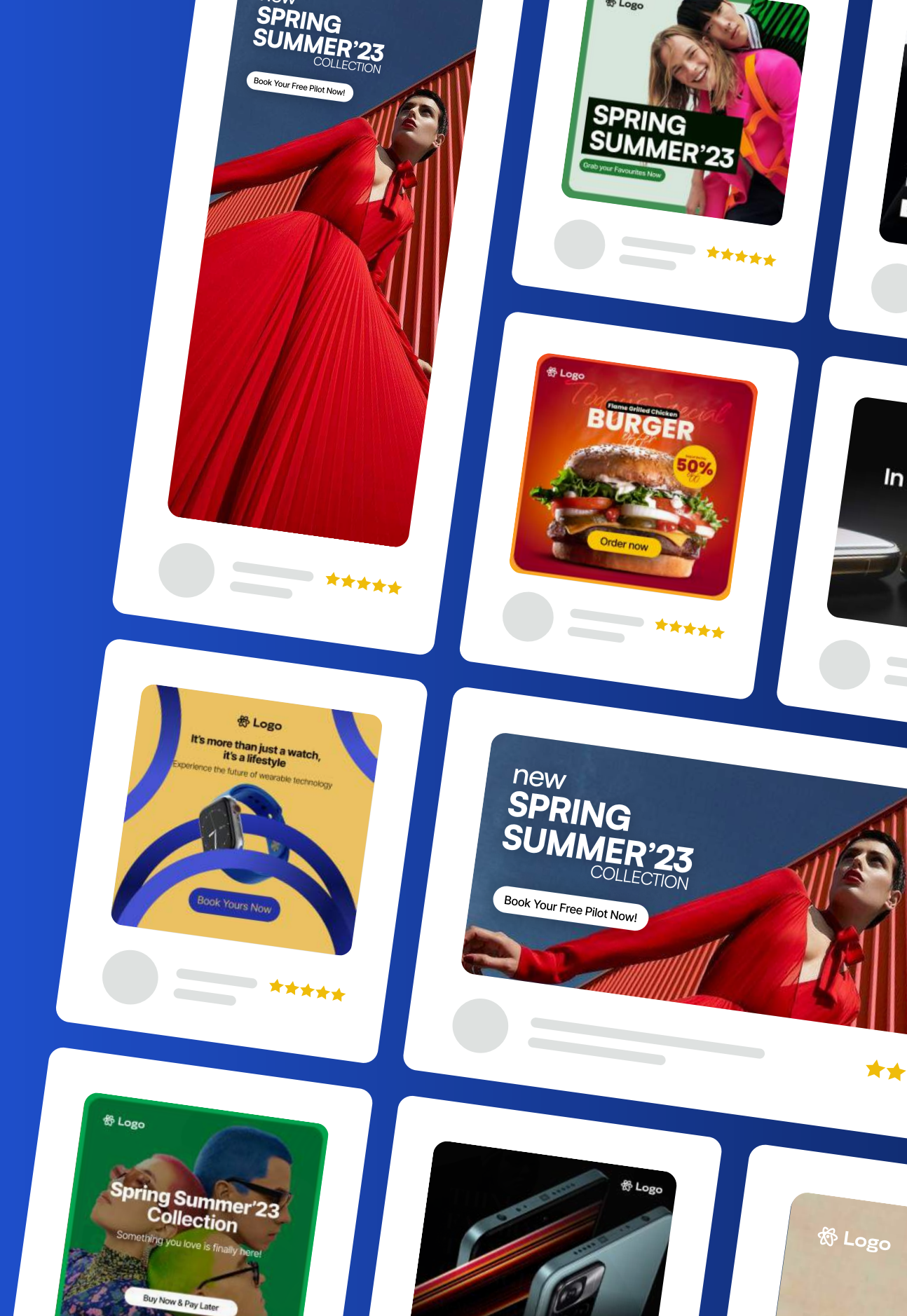**Rocketium**

RAISING THE BAR WITH EVERY SALE

Stay sale-ready with agile CreativeOps

Stories from 4 major online marketplaces that leveraged Rocketium to automate creative production, helping them boost category sales by iterating offers quickly and launching campaigns faster.

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Rocketium | Raising the bar with every sale

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CreativeOps for marketplace category leaders: **create and iterate faster**

For online marketplaces and ecommerce companies, driving big sales across different categories is crucial for the platform's success. A single sale event involves multiple aspects that need to be smoothly orchestrated – website traffic, new ads, new pages, new products, trade discounts, promotions, outreach and more.

Amidst these requirements, platforms need to ensure that content is swiftly created and launched, all while staying on-brand. This applies to millions of creatives and banners for different product catalogs, with offers and discounts changing by the day, or even the hour! These challenges become multifold during seasonal sale events and holidays when platform shoppers increase drastically.

Here's where online marketplaces need to develop elastic scalability, or the potential to scale up creative operations as and when required. This is possible only by automating everything about their creative processes – right from visual production to approval processes to creative refresh.

An agile CreativeOps platform like Rocketium becomes crucial in enabling online marketplaces keep up with the speed and scale of their campaigns. By removing all the manual and repetitive processes, category teams can create 10x more visuals in half the time it previously took, with as high as 30% cost savings.

This way, marketplace category leaders can create and publish product banners and creatives much faster, and also iterate offers on-the-fly. Faster campaign launches mean more sales and conversions, and ultimately more revenue growth.

> *With Rocketium, we now produce 5x more content across geographies for performance marketing and run more experiments with offers. This has helped us achieve 20% higher conversions on the ads and boosted our eCommerce sales.*
>
> **VP - Brand, eCommerce platform**

Ace your **category sales efforts** with Rocketium

1. Plan your creative campaigns at scale, with ease

✅ **Unify** brand assets and creatives with centralized on our cloud-based media library.

✅ **Drive** asset reutilization with instant access using AI-generated tags.

✅ **Bulk-optimize** assets for creatives with AI-powered bulk-background removal, extension, etc.

✅ **AI powered briefs** can be contextually generated with a simple text prompts.
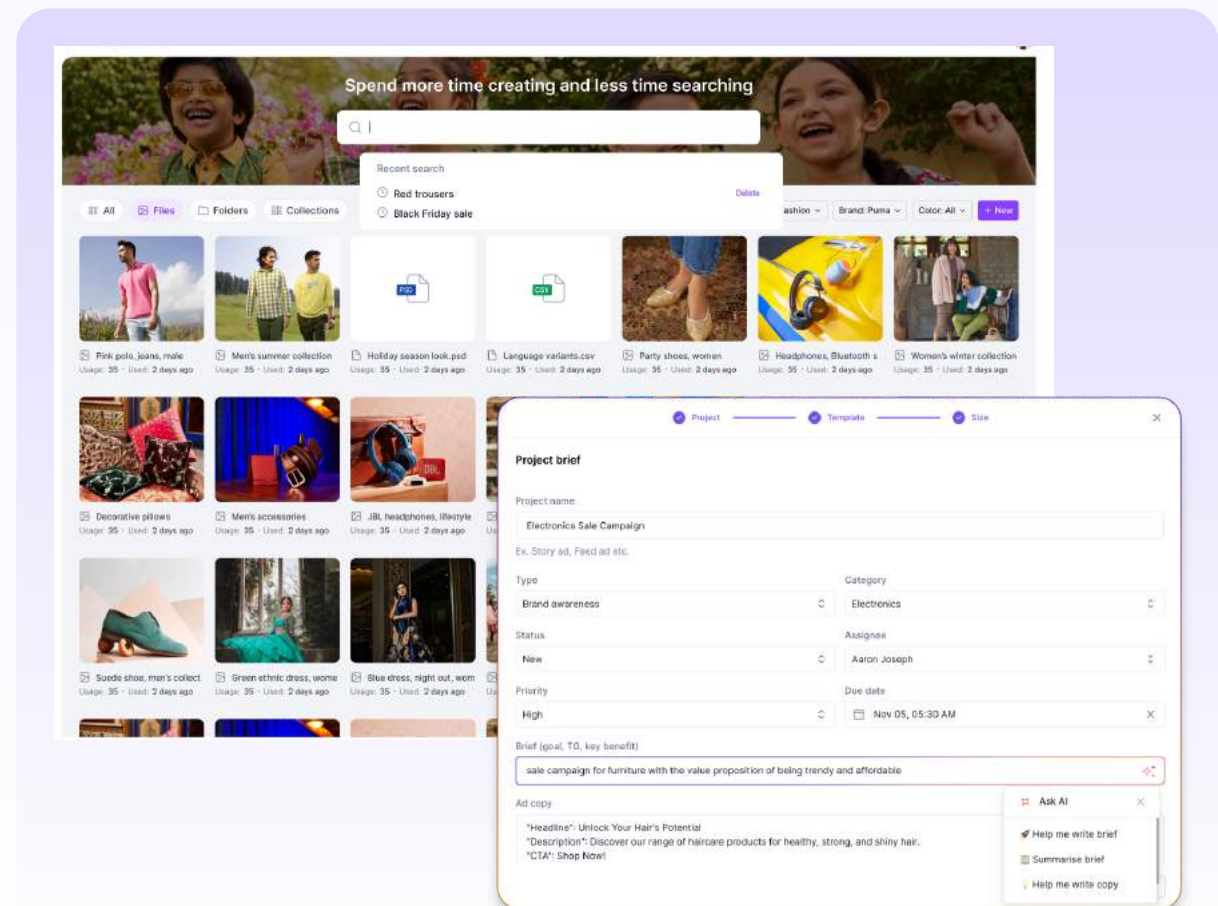
2. Create smarter and go live faster with products banners and creatives

✅ **Create** intelligently with AI-generated design recommendations.

✅ **Auto-adapt** key visuals to various sizes for all your publishing platforms.

✅ Using a content feed, **generate variations** of copy and visuals for A/B tests and localization.

✅ **Contextually generate** on-brand copy and images with AI.

3. Review seamlessly with AI powered, automated brand safety

✅ **Ensure** brand safety with automated checks based on pre-configured brand rules.

✅ **Centralize** brand safety checks for creatives from all production platforms on Rocketium with AI powered checks.

✅ Seamlessly **expand** beyond brand safety with gender diversity and representation checks.

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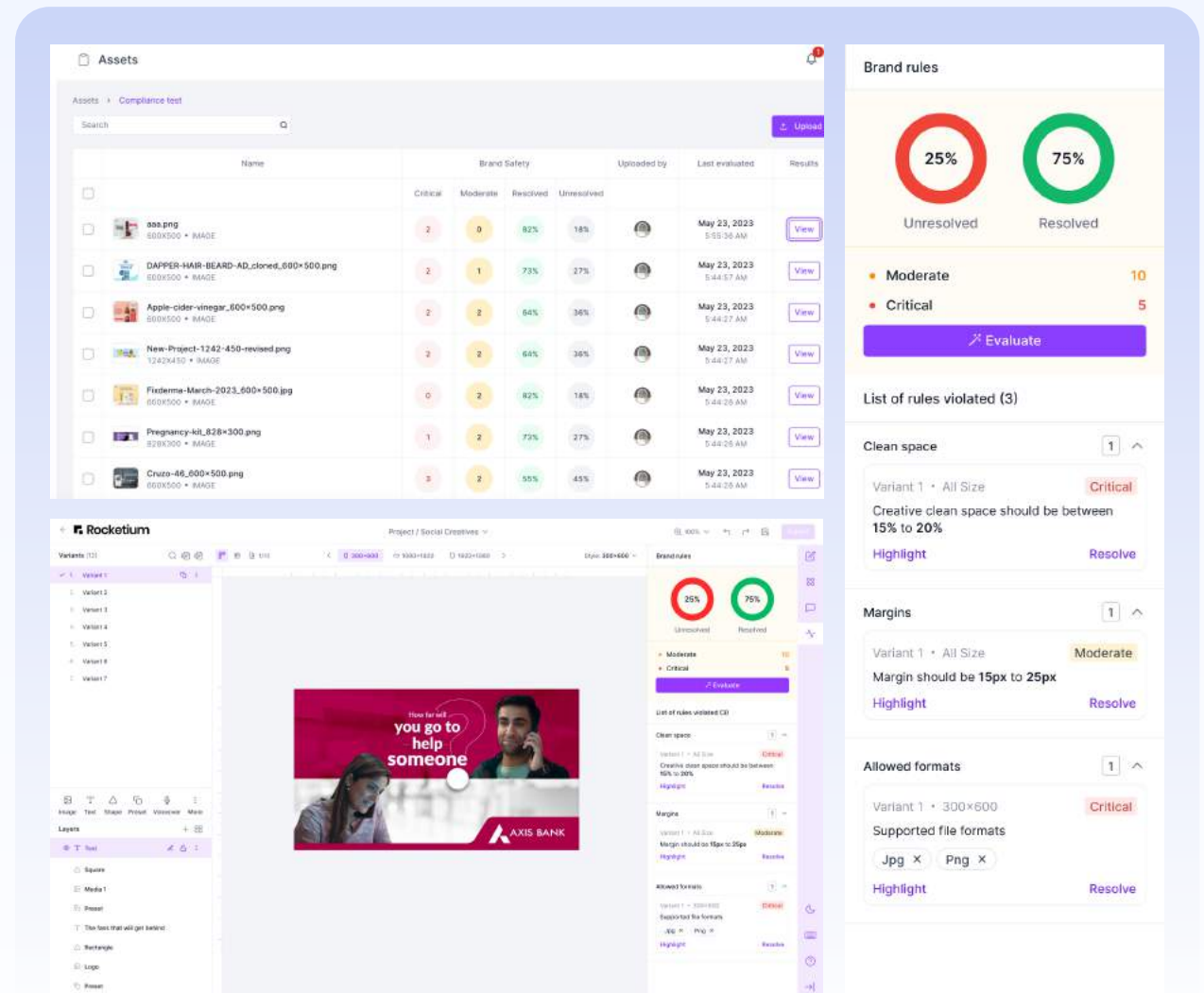
4. Make lightning fast offer updates, roof-breaking revenues from each sale

✅ **Bring** your teams together in shared workspaces.

✅ **Give** teams role-based access to the design for quick review and approval.

✅ **Empower** business teams to update offers across all creatives quickly with Content Mode and directly push them live.

✅ **Share** and address feedback quickly with real-time comments directly on the design.

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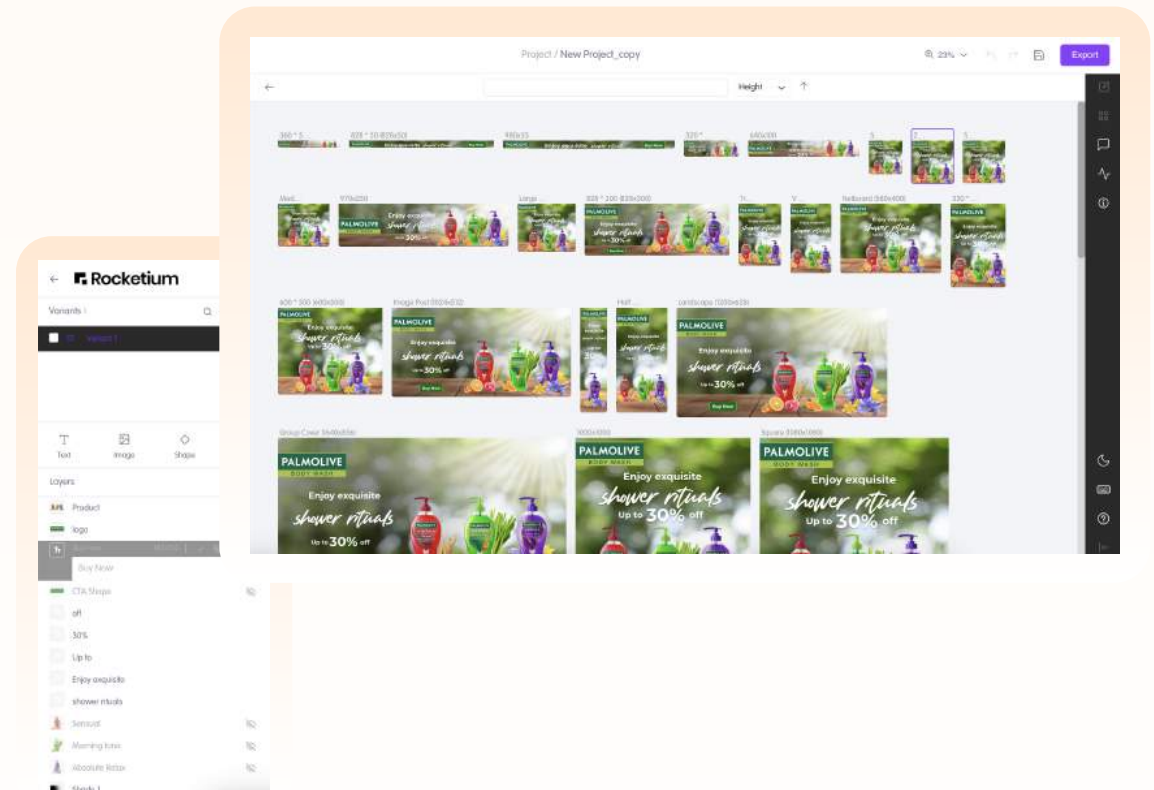
5. Analyze creatives and use insights to acquire, activate and retain more customers

✅ **Access**, analyze and visualize performance data from every sale in one place.

✅ **Utilize** powerful creative-level insights from sales to make data-backed creative decisions.

✅ **Auto-generate** and share custom reports on insights from sale performance.

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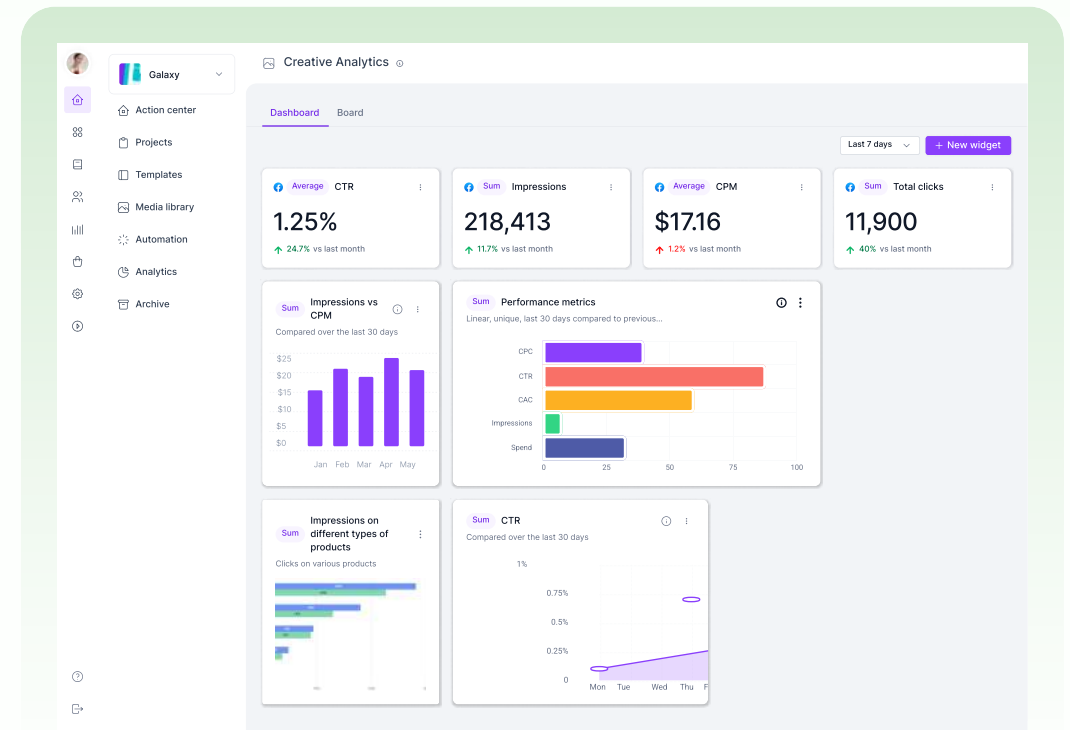
Case Study

The world's largest retailer generates product creatives **12x faster with agile CreativeOps.**

Impact

Creatives that went live in a week
↗ **140k+**

Campaign launch time reduced by
↗ **2 weeks**

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Challenge

This retail leader sells 150M+ SKUs across various categories, to their 400M+ customers. Their category teams worked with the central creative team to produce and refresh creatives for category pages. As the central team supporting various categories, the designers were always choked for bandwidth and offered an average turnaround time of 4 weeks for new requests. Additionally, updating creatives and offers real-time during sale events were almost impossible with the pace and scale of iterations required.

Solution

Rocketium empowered the retail leader's design team to supercharge creative production with automation. Designers leveraged templates and Rocketium's AI powered automation to create variants and sizes, reducing average turnaround time (TAT) for new requests down to 2 weeks. Updating live offers also became easier with Rocketium's self-serve editor, allowing category teams to make bulk updates and go live with just a few clicks. With Rocketium, the teams were able to launch and refresh 150K+ creatives per sale, boosting sales revenue for the retail company.

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Case Study

The world's largest ecommerce marketplace produces **more visuals**, **faster, with higher cost savings.**

Impact

↗ **52%**
more cost savings by insourcing production

↗ **2.6x**
more clicks on sponsored product banners

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▣ Challenge

The fashion category teams at this ecommerce leader promote 1M+ products from thousands of private-label clothing brands. The scale of creatives required for this led category teams to hire agencies to support their creative teams. This entailed expensive retainers and significant bandwidth spent in coordination and reviews. Since the agencies worked with traditional tools and manual workflows, turnaround time was high and go-lives were frequently delayed.

⚙ Solution

Rocketium's team of tech-enabled design and domain experts helped boost creative production for the ecommerce company, at half the cost. By leveraging Rocketium's CreativeOps platform, the team effortlessly produced on-brand creatives at scale. With automated brand compliance checks and seamless collaboration executed directly on the designs, the ecommerce leader's fashion category teams went live with creatives faster, for improved outcomes.

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Case Study

Rocketium enables Pan-African ecommerce brand to go live with **5x more product creatives.**

Impact

↗ **4.5X**
more products
promoted via video

↗ **60%**
higher CTR
on video banners

Challenge

With a presence in 11 countries across Africa, this ecommerce leader locally promotes millions of products to various demographics. As their video ads drove higher engagement than static rich media, they decided to invest in producing localized videos for various countries. But their creative teams lacked the tools and workflows necessary, incurring long turnaround time and high production costs.

Solution

Rocketium's powerful video production capabilities enabled the African ecommerce leader to insource video production with minimal costs. With automation features, powerful design tools and branded templates, the teams effortlessly produced and published thousands of on-brand product videos in multiple languages for 11 countries in just a few hours. This helped them drive higher engagement and conversions on their website, boosting ecommerce sales across countries.

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Case Study

Global ecommerce leader boosts revenue from sale events with **personalized push notifications at scale.**

Impact

↗ **15%**
higher engagement on personalized rich media push

↗ **8%**
higher revenue from sale events

Challenge

The grocery delivery marketplace team of this ecommerce leader aimed to personalize customer communications to boost traffic to their store. To achieve this, the category team decided to personalize push notifications and enrich them with personalized creatives. But, they neither had the right design tool to generate personalized banners at scale nor the operational bandwidth to deliver these to different audiences. This forced them to use text-based push notifications, which didn't drive engagement as effectively as expected.

Solution

Leveraging Rocketium, the category team generated 2.7K+ personalized banners using on-brand templates and a simple content feed. With streamlined CreativeOps driving seamless reviews and quick iterations, they were able to go live with rich media push notifications in just a few hours. With personalized communications for 1400+ cohorts countrywide, the grocery delivery marketplace team achieved higher engagement and revenue during sale events.

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About Rocketium

Rocketium is an agile CreativeOps platform that helps enterprises take their communications to market faster, and at lower costs. With the combined strength of automated creative production, seamless creative operations, and powerful creative analytics, Rocketium helps enterprises do more with their existing teams, processes, and tools.
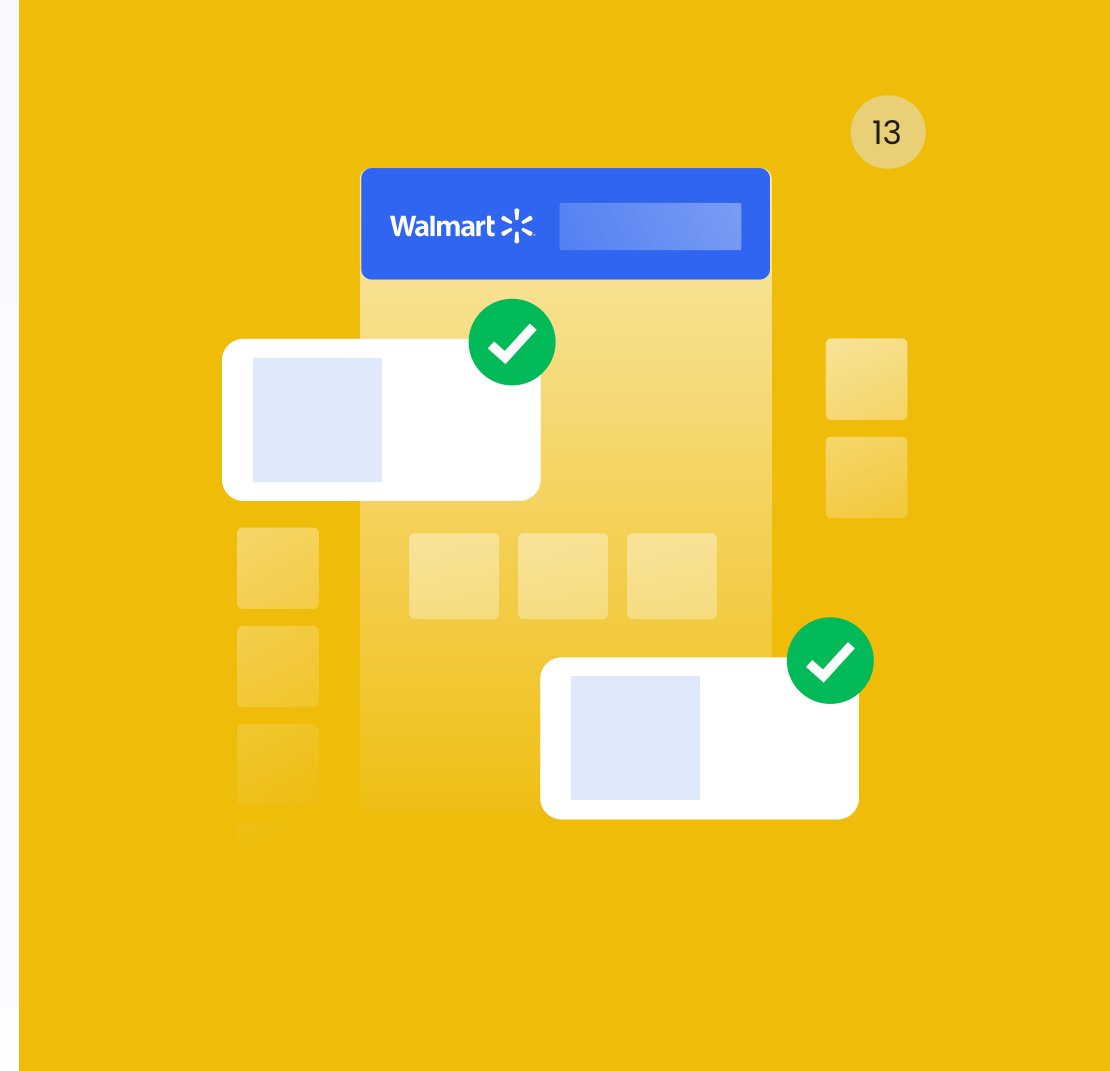
Talk to us

To learn more about how Rocketium can help your team, visit us at **marketing@rocketium.com.**

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