

DCO.....what?!

All you need to know about DCO and why you should use it.



AD LAYER

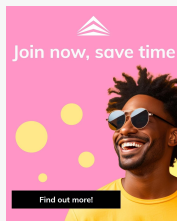
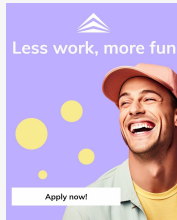
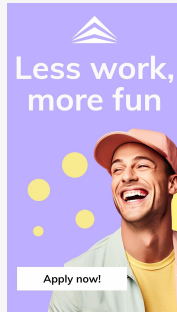
Let's keep it simple:

**DCO is combining
data + creative to
generate
personalized ads
based on real-time
data**

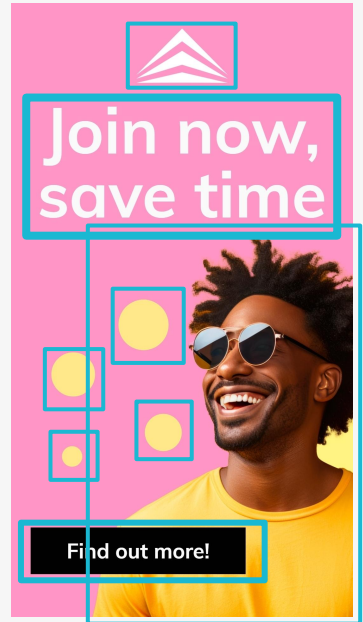
This is a creative

A creative is a template, an empty canvas that can be filled with content based on data.

The data guides the ad (the creative) on where and when to be displayed and also how the ad should look.



These are creatives built in Ad Layer.



It is the data that makes the creatives look this way.

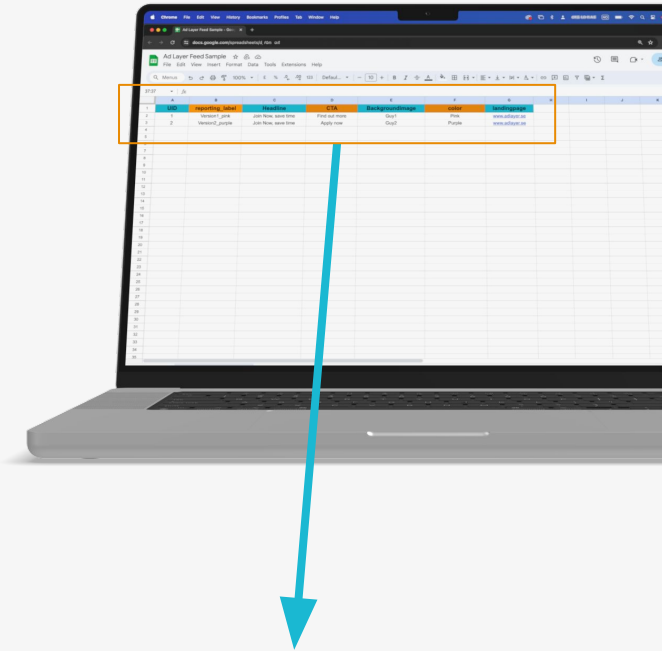
Everything can be swapped: images, texts video, colors ...

This is data

It could be a Google Sheet - but also a product catalogue, site scraping, a social media feed or weather feed.

You can think of data as a building block for your ad campaign.

Essentially anything that contains **information** is what we call data.



A	B	C	D	E	F	G
UID	reporting_label	Headline	CTA	Backgroundimage	color	landingpage
1	Version1_pink	Join Now, save time	Find out more	Guy1	Pink	www.adlayer.se
2	Version2_purple	Join Now, save time	Apply now	Guy2	Purple	www.adlayer.se

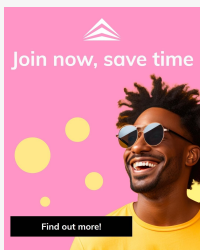
Data can do more

Like telling the ad when to be shown and to whom and where!

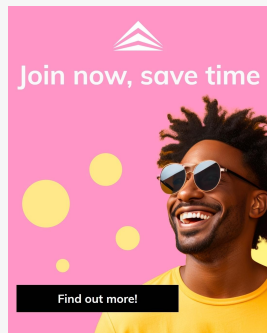
It is like a set of instructions that we can give the system to make sure the ad is seen by the target audience.

C	D	E
Headline	CTA	Backgroundimage
in Now, save time	Find out more	Guy1
		Guy2

DATA

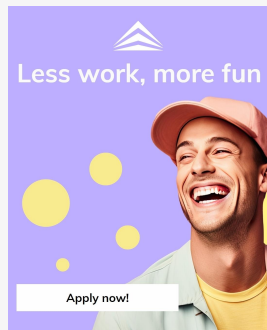


AD



AD VERSION 1

AD VERSION 2



8 Reasons for Using DCO in Your Next Campaign



save time



cut costs



scale & target



stay relevant

- ✓ Saves time for ad ops, one placement only needed for each format.
- ✓ Scalable, quick way to create multiple version of same ad.
- ✓ Easier way to do both small and big a / b tests.
- ✓ Reduces the cost of producing a large amount of banners.
- ✓ No coding skills needed!
- ✓ Reduces time to market.
- ✓ Increases relevance by creating hundreds of ads that fit your audiences.
- ✓ Support overall data strategy by integrating directly to your ad-serving system.

Dynamic Creative Optimization



AD LAYER

www.adlayer.se