

# Dynamic Creative Ads

When you need to promote something different today than you did yesterday...

## Keep Your Ads Fresh and Relevant

Customize existing ads in a snap with our Dynamic Creative solution. With this innovative offering, it's never been easier to showcase seasonal offers, highlight real-time inventory, and personalize existing assets by overlaying dynamic elements. Dynamic Creative empowers you to stay relevant and engaging, ensuring your ads reflect the latest promotions and product availability, all while maintaining a consistent brand voice.

### Easily Create

Create high-quality video ads with no special skill or big investment required.

### Pivot + Multiply

Generate infinite versions for multiple locations, specific products, or seasonal promos with ease.

### Distribute Faster

All changes instantly reflect to viewers across all distribution channels.



## Dynamic Creative Use Cases

Explore how Dynamic Creative can transform your advertising efforts by adapting in real-time to various promotional needs and keeping your content relevant and engaging.



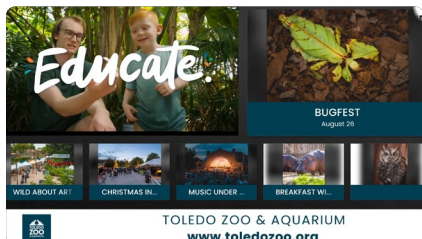
### Showcase Live Inventory

Effortlessly display your current inventory with real-time updates. For example, a car dealership can highlight its live inventory of cars, ensuring potential buyers see the most up-to-date options available.



### Promote Weekly Sales

Keep your audience informed about ongoing deals and special offers. A retail store can use Dynamic Creative to showcase weekly promos, featuring updated prices and sales to attract shoppers.



### Highlight Upcoming Events

Engage visitors with a rotating schedule of events. Tourist attractions can use Dynamic Creative to advertise its upcoming events, providing visitors with the latest information on special shows and activities.



### Streamlined Multi-Location Campaigns

Easily manage multiple locations with a unified creative strategy. Input unique details for each location into the database, and our platform will automatically generate customized, location-specific ads, ensuring consistent branding while tailoring each message.



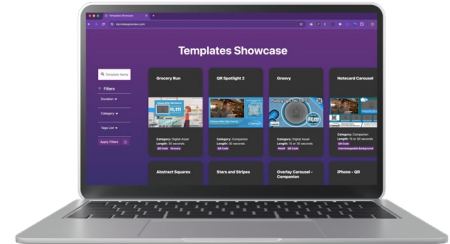
## How It Works

At Strategus, we collaborate with the most innovative industry leaders to provide you with top-notch advertising solutions. That's why we've partnered with Hoot Interactive, leveraging their dynamic video platform to make it effortless for you to keep your ads relevant and engaging.

Hoot Interactive's platform allows you to easily update and personalize your video ads with real-time data, ensuring your content remains fresh and compelling.

### 1 Choose from a Library of Ready-To-Go Templates

Select from a diverse collection of templates to enhance existing video ads or create new ones from scratch. Use multiple template styles within the same campaign to keep your ads vibrant and your audience engaged.



### 2 Set up Database and Automated Updates

Connect your dynamic content through your website, RSS/XML feed, Facebook Business Page, or our Internal Source Sheet. The platform scans your data source daily, updating your ad with fresh offers in as little as 10 minutes. Any changes in the data are automatically reflected in the ad, ensuring seamless and consistent campaign tracking.

### 3 Go Live!

The platform generates a VAST tag for your finalized ad, making it ready to be served on your preferred platforms. Your dynamic video ad is now live, engaging your target audience with the most up-to-date content.



Want to learn more about adding  
Dynamic Creative Ads to your advertising strategy?

Visit [strategus.com](https://strategus.com) or contact us at [connect@strategus.com](mailto:connect@strategus.com)