



ADDING SUCCESS TO CART: SUPERCHARGING CREATIVE OPS FOR THE RETAIL ECOSYSTEM

Story of 4 global retail brands that achieved scale, efficiency and agility in their creative operations with Rocketium.



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Powering CreativeOps for Global Retail Brands

The global retail industry has shown commendable resilience as it continues to grow amidst the aftermath of the pandemic, global supply chain disruptions, market volatility and more. And with that, we see a frenzied competition among retail brands to grab the attention of their potential customers across platforms like social media, retail media, Google search and so on.

However, commanding that **digital presence** requires a **constant supply of high quality branded creatives** which is a task easier said than done. **Traditional CreativeOps** is marred with fragmented tools and workflows which **lack efficiency and the ability to scale**.

For retail brands to run the kind of **content factory required to scale communication**, they need to adopt a system that **automates content production and loops in insights with minimal human intervention**. By combining data-driven intelligence with AI powered production, brands can drive much more **creative and personalized content** without the limitation of time and costs. This is exactly where Rocketium comes in. **Retail brands** around the globe have **embraced Rocketium** to unlock **faster campaign go-lives, better conversions** and more. Don't believe us?

[Read on to find out...](#)

World's Largest Retailer creates **140k+** Banners in 1 Week with Creative Automation

Merchandizing



Challenge



With 150m+ products in its catalogue, this retail giant conducts frequent sales to offer personalized promotion and discounts to its 400m+ users. However, every sale conducted by this retailer requires 1000s of ad banners, and for the ads to remain relevant, frequent creative refreshes are required as well. To add to that, there were frequent last-minute changes, all of which combined to push production timelines and delayed campaigns



Solution



Rocketium enabled this retail giant automate all non-creative and repetitive tasks. With a base template in place, designers simply imported a spreadsheet to make thousands of variants off the creative instantly. And with bulk edit capability, last minute changes became a breeze. This helped their 60 member design team make 140k+ banners in 1 week allowing them to go to market much faster.



Impact



1/12th
Turn around time

140k+
Creatives in 1 week

Rocketium enables Pan-African eCommerce Brand to Go Live with 5x More Creatives

Monetization



Challenge

This African eCommerce Platform runs its business in 11 African nations. With its transnational presence, this eCommerce platform felt the need to personalize their ads in local languages and experiment with unique messaging for different countries. However, this required creation of additional creatives at scale and their current design team was unable to keep up with this huge spike in demand.



Solution

Rocketium enabled the platform to set up a robust design system with which they created 5x more content across geographies with special focus on video ads. They were also able to experiment more with different messaging leading to 20% increase in view rate.



Impact

5X

More Creatives

140k+

Increase in view rate
with experimentation

World's Largest eCommerce Platform Achieves 10x Faster Go-live with Streamlined CreativeOps

Monetization



Challenge



Apart from its consumer business, this eCommerce giant also has a budding advertisement business. Advertisers often created ad banners that didn't comply with the strict guidelines of the eCommerce platform leading to rework and iterations. This inefficiency delayed campaigns by days causing significant loss of revenue for the eCommerce giant.



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.



Impact



100%
Brand compliance

10X
Faster go-live

Asia's Leading B2B eCommerce Platform Achieves 6X Increase in Revenue from App with Personalisation

Personalization



Challenge

The in-app home page of this leading eCommerce Platform wasn't personalized at all which meant retailers everywhere saw the same deals and offers. This led to very low conversions from the app wherein in-app conversions only accounted for <5% of the revenue of the eCommerce platform.



Solution

With Rocketium's creative automation, this eCommerce platform personalized the home page experience for retailers, showing them relevant offers and updates based on their location. Personalization led to a spike in conversion and within a year in-app conversions accounted for about 30% of the revenue of the online retailer.



Impact

10X

Increase in sale

6X

Increase in revenue from app

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. Rocketium is funded by marquee investors like 021 Capital, 1Crowd, Blume Ventures, and Emergent Ventures.

Learn more at www.rocketium.com

Ready to
supercharge your
CreativeOps with
Rocketium?

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