

Clicks, Conversions and Customers:

How 5 Global Brands Aced Performance Marketing with Rocketium

Rocketium is helping brands unlock high-performing campaigns by enabling them to personalize, experiment and refresh visuals at scale.

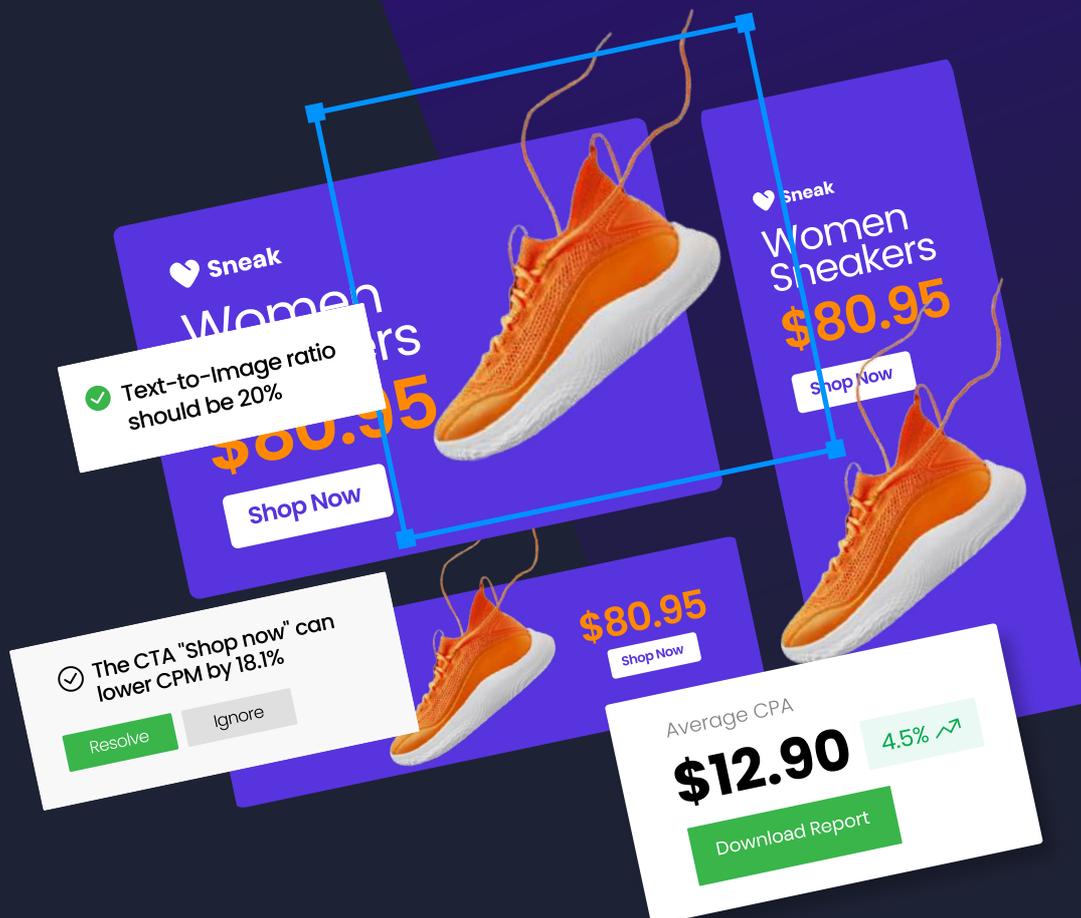
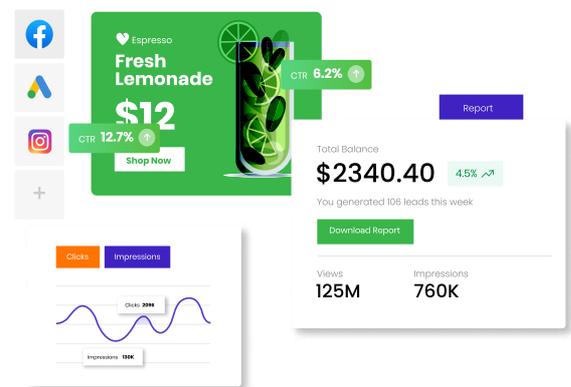


Table of Contents

-  3 Shoot for the Stars: Supercharge Your Performance Marketing with Scale and Speed
-  4 Personalize. Refresh. Experiment with Rocketium
-  5 Rocketium Enables Telecommunication Giant Achieve 2.7x Higher Conversion with Insight-led Experimentation
-  6 Asia's Leading Food Delivery App Drives 8% Higher ROAS with Personalized Rich Media Push Notifications
-  7 Leading Private Sector Bank Achieves 37% Higher Engagement with Omni-channel Personalization
-  8 Asia's Leading Fashion eCommerce Store Achieves 2x More Experiments with Agile CreativeOps
-  9 World's 10th Largest IT Company Automates Brand Compliance to Achieve 3.7x Higher Engagement
-  10 About Rocketium

Shoot for the Stars: Supercharge Your Performance Marketing with Scale and Speed

What makes performance marketing stand out from other forms of marketing is its obsession with the results and data of a campaign. How many clicks? How many views? How many conversions or purchases? However, despite this obsession with data, there are two important caveats that marketers often tend to miss. To begin with, they mostly concern themselves with campaign-level data, scattered across different platforms, and base all their deductions and insights on that.



However, audiences don't look at "campaigns", they see visuals and creatives that essentially form the face of an ad campaign, and today's digital arms race requires marketers to understand how visuals impact campaign performance. Secondly, the data that marketers have access to is post-facto, which is after the campaign is done and dusted. There's little to no data on how creative elements impact performance of the campaign both before the campaign starts, and also during the time it's live.

Limited access to these data sets is essentially a roadblock in harnessing the full potential of a marketing campaign leading to higher ad spends and insufficient ROAS. So, instead of treading this data-dark path, brands need to work with CreativeOps partners like Rocketium to combine powerful cross-platform, creative-level performance data with competitor intelligence, and empower their teams to make data-inspired creatives at scale! The possibilities keep expanding as access to such nuanced and detailed creative-level analytics empowered marketers to refresh their campaigns on time and perform informed experiments with different creative formats.

Rocketium marries rich creative analytics with AI-powered creative production allowing brands to create intelligent, data-inspired, personalized creatives at scale without any operational hiccup. In short, this insight-driven creative process is the cheat code that every performance marketer needs for high-performing campaigns with greater ROAS!

Personalize. Refresh. Experiment with Rocketium

1. Personalize Better. Engage More.

- Personalize and auto-adapt visuals for various cohorts and channels for better CTRs.
- Instantly produce hundreds of creatives with different messaging and visuals for each cohort via content feed.
- Tap into wider audience with localized AI-generated copy and visuals.

2. Refresh Faster. Stay Relevant.

- Perform quicker AI-powered creative refreshes with timely access to actionable creative insights.
- Collaborate in real-time to iterate faster and go live with creatives in minutes.
- Empower your business teams to make bulk edits to hundreds of creatives in seconds with self-serve experience.

3. Experiment More. Stay Intelligent.

- Have instant access to performance data across all your channels on one platform.
- Produce more A/B tests with a content feed and AI-generated copy
- Auto-generate and share custom reports from creative performance across channels.

TESTIMONIAL

“With our creative production boosted by 16x, our performance marketing teams are able to run more experiments on a cohort level, driving more transactions on our platform. The increased effectiveness of our ad spend helped us reduce CPA* by 45%.”

Asst. Manager - Digital Marketing, Travel Company

Rocketium Enables Telecommunication Giant Achieve **2.7x Higher Conversion** with Insight-led Experimentation

Challenge

Lack of creative insights forced the telecommunication giant to make creative decisions based on intuition. This translated into poor engagement and consequentially unsatisfactory returns on their ad spends.

Solution

Rocketium's rich creative insights helped the telecom company identify how various elements of their ads such as copy, visuals, etc. impact their campaign performance and enabled them to experiment with their ads accordingly.



Impact

50% More
Creative Experiments

2/3rd
of the Ad Spend

Asia's Leading Food Delivery App Drives **8% Higher ROAS** with Personalized Rich Media Push Notifications

Challenge

The CRM team of this food delivery giant wanted to experiment with personalized, media-rich push notifications. However, their internal teams didn't have the creative bandwidth to produce rich-media banners at scale.

Solution

With Rocketium, this food delivery leader produced personalized creatives for 14+ cohorts and delivered to them via in-app push, driving higher conversions.



Impact

8%

Higher ROAS

15%

Higher Engagement

Leading Private Sector Bank Achieves **37% Higher Engagement** with Omni-channel Personalization

Challenge

This bank ran frequent image and video campaigns across various digital channels. However, manual production, legacy tools and limited bandwidth left them with little scope for personalization, leading to poor-performing campaigns.

Solution

Rocketium enabled this banking giant to streamline its CreativeOps unlocking lightning-fast production of personalized creatives. With increased omnichannel personalization, teams drove higher engagement.



Impact

5.3x More
Personalised Ads

37%
Higher Engagement

Asia's Leading Fashion eCommerce Store Achieves **2x More Experiments** with Agile CreativeOps

Challenge

This fashion eCommerce giant constantly needs high-quality creatives at scale to maintain an extensive presence across social media platforms. However, manual processes at their creative agency led to longer TAT and limited experimentation.

Solution

The online fashion store leveraged Rocketium to adapt templates to various sizes and make quick edits to 1000s of creatives in bulk. With more time for experimentation, teams could personalize their campaigns and explore more forms of content.



Impact

2x More
Experiments

46%
Faster TAT

World's 10th Largest IT Company Automates Brand Compliance to Achieve **3.7x Higher Engagement**

Challenge

This IT giant was struggling to ensure brand compliance for thousands of creatives made by teams across the globe. Manual processes and rigid workflows resulted in delayed campaigns and brand inconsistencies which impacted engagement.

Solution

With Rocketium, this leading IT company automated brand compliance and made it a matter of minutes with zero inconsistencies. Consistent brand experience helped them drive significantly higher engagement on their campaigns.



Impact

3.7x

More Engagement

5.2x

Faster TAT

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.

 Rocketium

Want to explore
how you can
**boost campaign
performance** by
scaling your
CreativeOps?

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