CMP - explained for everyone

AD LAYER
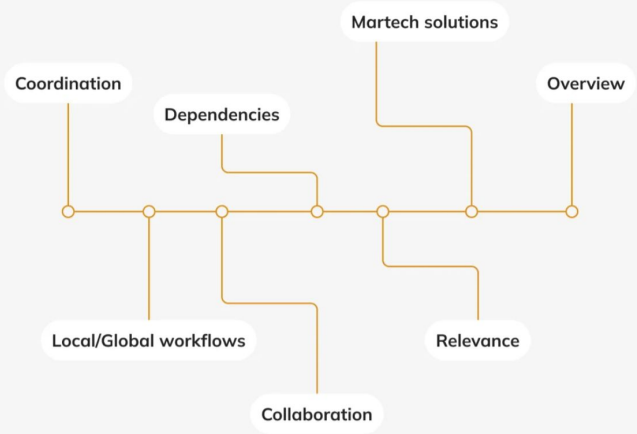
AD LAYER

Let's keep it simple:

CMP - a Creative Management Platform - empowers users with complete control over digital ad production.

Why CMP ?

Saving resources by centralizing ad production and streamlining workflows is kind of a big deal.

CMPs can help brands and publishers to save time and money by simplifying the complexities of global advertising.

Creative Management Platforms streamline global ad production processes, consolidating all steps under one umbrella for simplified management.
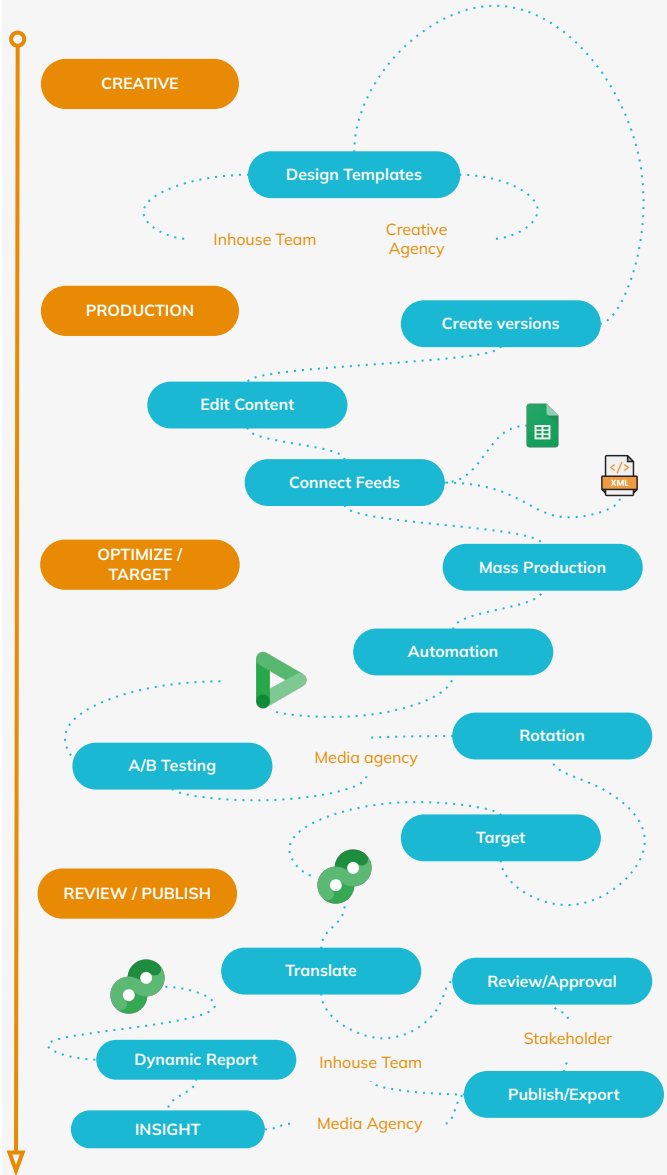
AD LAYER

Make it work

Workflows too, need optimizing.

Having all teams work under one platform is a blessing. Not only do your communications get smoother, you will also gain an overview of every step of the ad production process.

No more bottlenecks, no more painstakingly long email chains.

Use a CMP.

Save time.

AD LAYER

CREATIVE

Design Templates

Inhouse Team Creative Agency

PRODUCTION

Create versions

Edit Content

Connect Feeds

OPTIMIZE / TARGET

Mass Production

Automation

Rotation

A/B Testing

Media agency

Target

REVIEW / PUBLISH

Translate

Review/Approval

Stakeholder

Dynamic Report
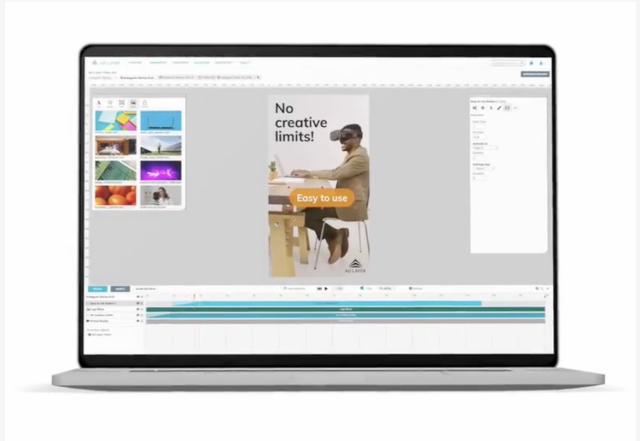
Inhouse Team

Publish/Export

INSIGHT

Media Agency

Design & Create

Using a CMP, you can build HTML5, Video, and Social ads, all in the same platform.

With a robust design tool like Ad Builder on Ad Layer, your creative team can design and make relevant creatives for all channels and markets.

Guaranteed consistency.

Backbone of any Creative Management Platform is an ad template design tool, which allows designers to bring their vision to life.

Pictured above, Ad Layer's Ad Builder.

AD LAYER

Scale & Target

Turn one ad into a million. Literally.

CMP allows you to scale up your campaigns.

Connect to a feed, create versions for multiple markets and languages, target the ads effectively, and keep your branding consistent - all while ensuring brand safety and compliance.

Join now, save time

Find out more!

AD VERSION 1

AD

AD VERSION 2

Less work, more fun

Apply now!

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

DATA FEED

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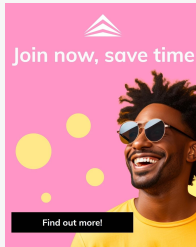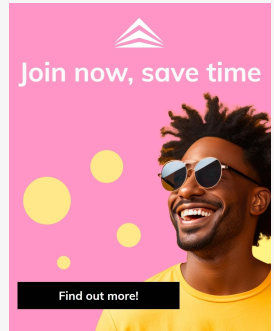
Connect

CMP can connect advertisers to all digital channels.

Digital Display, DOOH, Website, Social etc...

Publish your ads directly to connected DSPs or Social via API or download creatives in the formats you need.

All done within the same platform.

Try Ad Layer now!

Digital Display

Video

Social

Join now, save time

Website / CRM

DOOH
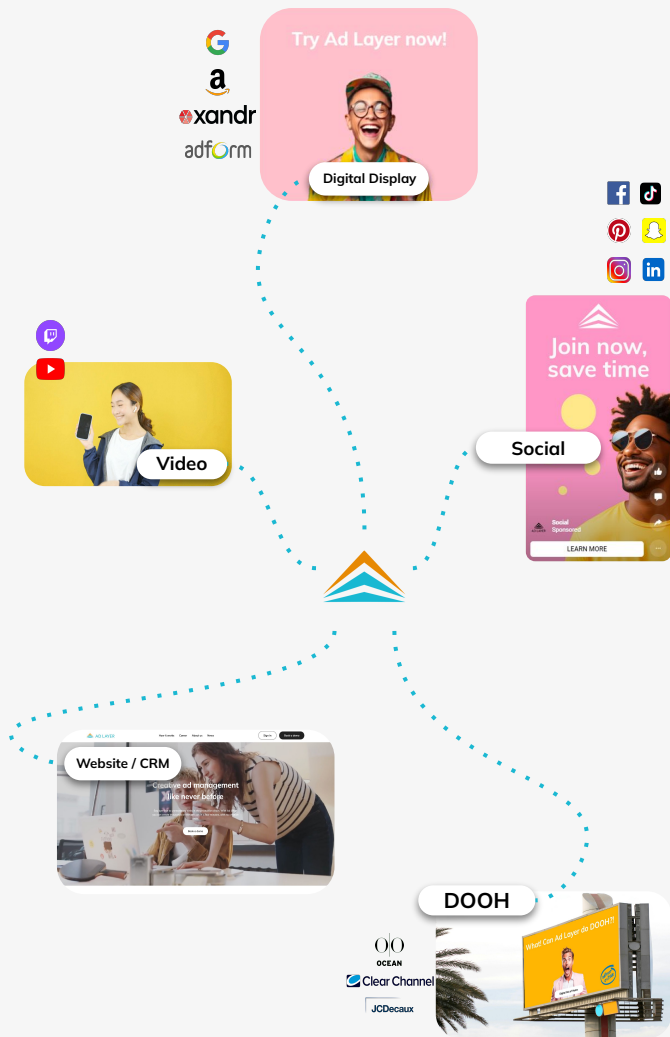
CMP connects advertisers directly to any digital advertising channels they want to use.

AD LAYER

8 Reasons for Using CMP

save time

cut costs

scale & target

stay relevant

√ **Saves time by getting rid of all typical kinks in digital ad production.**

√ **Allows you to A/B test and optimize your creatives.**

√ **Scale up on all markets, keep branding consistent.**

√ **Reach target audience better with targeting and personalization.**

√ **Helps you stay relevant.**

√ **Ensures Compliance and Brand Safety.**

√ **Easy cross-channel integration - connect directly to multiple advertising channels.**

√ **Gain oversight of the whole ad production process, and work more efficiently.**

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Creative Management Platform

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