



AUTODESK TAKES CONTROL WITH DYNAMIC CREATIVE

AUTODESK SCALES UP WITH BESPOKE DYNAMIC CREATIVE

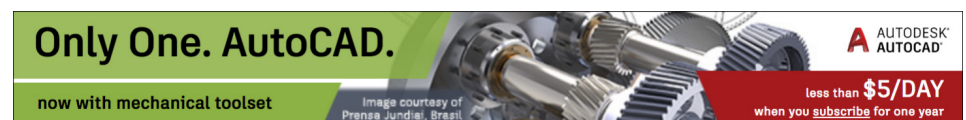
Autodesk is a global leader in design and engineering software, supporting their customers as they seek to solve complex design and business problems. Having recently revamped and expanded their flagship product offering, their in-house programmatic team wanted a manageable solution for their increased workflows that would reduce the number of overall creatives needed, consolidate workflows, and give the team direct oversight of their creative production to support their brand standards.

A NEED FOR SCALABLE DYNAMIC CREATIVE

As a global company, Autodesk faces a distinct challenge in scaling their creative production, especially when factoring in localization, ad sizes, and product versions. A traditional production workflow would require the creation of 240 standalone HTML5 ad creatives. Even with bulk rates, this would cost Autodesk \$30 - \$50K USD in creative development. Under their current solution, it would be impossible for Autodesk to effectively manage their dynamic executions while maintaining the control they needed.

A CUSTOM SOLUTION DESIGNED FOR EFFICIENCY

Autodesk chose to leverage their existing relationship with MightyHive and Google Marketing Platform to build a custom solution that would fit their unique set of needs. As a trusted Programmatic Solutions Partner, MightyHive was able to quickly understand Autodesk's requirements and present a modular solution that would scale to fit Autodesk's needs and integrate directly into their existing programmatic technology stack. MightyHive built custom modular shells for Autodesk that would link to a content feed, allowing the Autodesk in-house team to update content that scaled globally while allowing full transparency into all creatives that were running at once. Additionally, MightyHive was able to provide training and support for the Autodesk team to encourage their success.



MIGHTYHIVE'S SOLUTION

BESPOKE CREATIVE SHELLS

Creative production began with Autodesk designers developing layouts for each version of their products. MightyHive was able to take the layouts and translate them into components, creating a modular system. Using these modules, MightyHive produced dynamic creative shells that would render according to the brand's layout. The dynamic creative shells provided Autodesk a scalable solution while maintaining their high creative standards.

LINKED CONTENT FEED

MightyHive built a content feed filled with ad copy, destination URLs, and dynamic imagery that linked to the creative shells and populated them. Linking ad content to a feed greatly improved the quality assurance (QA) and updating processes. Autodesk is now able to maintain visibility into exactly what messages are running in-market and has the ability to change and update messaging instantly.

AUTOMATED TRAFFICKING

Autodesk has been able to simplify creative trafficking, no longer building ad tags for each individual country and product variation. Now, Autodesk is able to take advantage of Google Studio's automation features. The brand can traffic one set of ad tags and let the dynamic creative functionality handle which products to serve. The creative shells capture reporting on impressions, clicks, and conversions split out by distinct row in the content feed, providing deep insights into the performance of individual ad messages.



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SAVED

It's now easier for Autodesk to effectively manage their creative feeds with clearer visibility into their campaigns, saving the Autodesk team valuable time and money.

Reduced the number of standalone creatives needed per production workflow from 240 to 12

STREAMLINED CREATIVE TRAFFICKING

Using the bespoke dynamic creative solution MightyHive built, and taking advantage of Google Studio's automation features, Autodesk now has direct control of their creative feeds, maintaining their high brand standards with efficiency in mind. Using dynamic creative, MightyHive was able to reduce the number of standalone creatives for trafficking Autodesk needed by 95 percent. Before implementing MightyHive's dynamic creative solution, Autodesk needed 240 unique creatives that all had to be individually trafficked. Using the modular solution, MightyHive was able to reduce that number to 12, just four per region. It's now easier for Autodesk to effectively manage their creative feeds with clearer visibility into their campaigns, saving the Autodesk team valuable time and money.