

DYNAMIC CREATIVE

About Dynamic Creative

<http://www.dynamiccreative.com>

Dynamic Creative is a full service Ad Platform for inventory driven websites.

Our patented Ad Platform enables marketers to create detailed and granular product and category level ads with price and availability that automatically react to changes in inventory levels. If an item is no longer in stock, an ad is removed and when a new product is added to a website, an ad is automatically created. Our conditional Ad Platform can automatically change the ad text, based on any inventory field. For example, if an item is on promotion, the standard ad can be replaced with a promotional ad. The conditional Ad Platform also allows us to exclude items from generating and publishing ads, for example, this is particularly useful when an item's sale price is below the cost of advertising. Currently, the Ad Platform supports: Shopping and Search ads in Google AdWords and Dynamic Remarketing In the Google Display Network and Facebook.

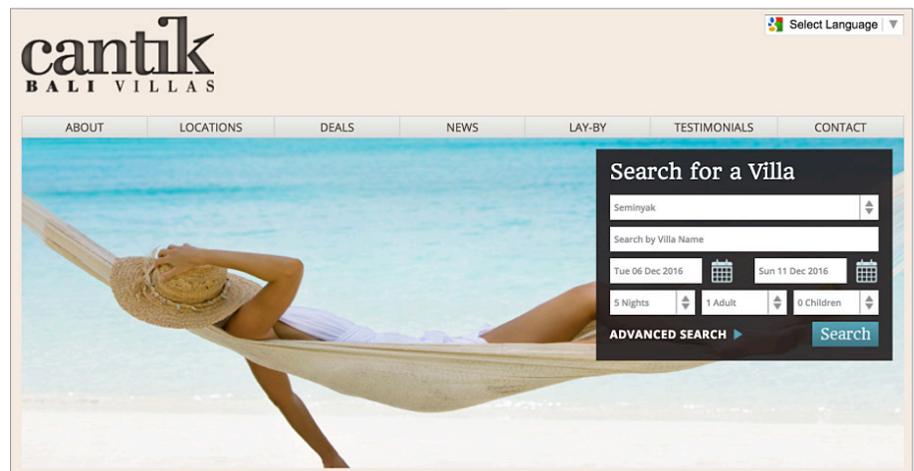
Finding Paradise in Bali

Australian travel experts Cantik Bali Villas boost their revenues by 50% with new ads from the Dynamic Creative platform

"Australians have a love affair with Bali," says Dipak Kumar. He's the managing director of Cantik Bali Villas, which rents private villas on the island to families, honeymooners and other Australian travelers.

Nearly a million Aussies visit Bali each year, says Kumar, and competition for their bookings is fierce. His competitors include global giants like Expedia and Booking.com, regional niche marketers, local sources and sometimes even the villa owners themselves. In this very competitive space, Cantik Bali Villas needed a new way to stand out on search results and deliver a persuasive message to every different traveler.

They found that new solution with the Dynamic Creative team and Google AdWords.



A Search for Paradise

Most trips to Bali start with a trip to Google, says Dipak Kumar. "People search for things like *Bali family villas* or *villas in Seminyak*, which is a popular area on the island," he says. "Maybe 80% of our business arrives this way."

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Cantik Bali Villas prides itself on its top-flight customer service, with a full-time team in Bali ready to help Australians have a great trip. But in the end, Kumar says, most customers go for the cheapest deal. Price is a vital piece of information for those travelers — and a great way to catch their attention.

Yet villa rates change from day to day depending on inventory, sales and other variables. Currencies also fluctuate daily, from the Indonesian rupiah to the Aussie dollar and the US dollar used by many big travel sites. How could Kumar's team provide those all-important prices for thousands of villas in such a changing landscape?



Cantik Bali Villas/Dynamic Creative Case Study

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A Better Way

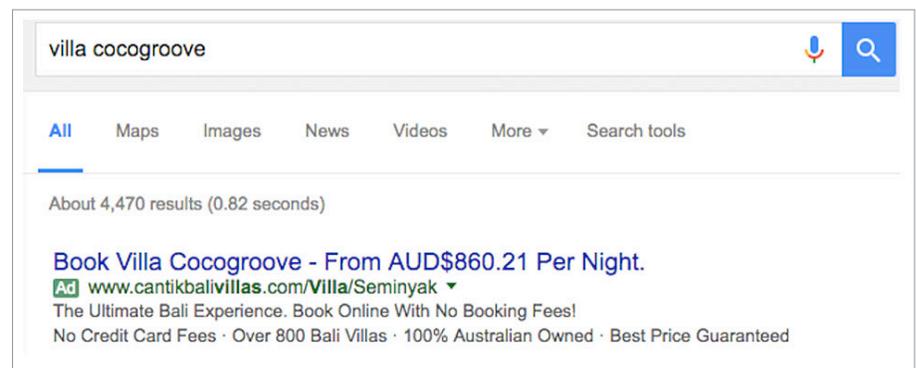
Enter Dynamic Creative, a Premier Google Partner. They've built an automation platform designed for just such situations.

The Dynamic Creative unique Ad Platform uses a specially crafted feed to collect details and prices for all of Cantik Bali Villas' inventory, then plugs those real-time prices right into their ads. As prices and availability change from hour to hour, ads are updated automatically in Australian dollars. That gives them an extra edge over global competitors who list in US dollars instead.

The Cantik Bali Villa ads include not just prices, but powerful phrases like *No Credit Card Fees* and *100% Australian Owned*. "The Dynamic Creative Ad Platform makes it easy for us to test new phrases and text in our ads to learn what works best," says Kumar.

Villa by Villa

Dynamic Creative's multi-disciplinary team also gave Cantik Bali Villas a better way to advertise those individual villas. "Previously, our campaigns were mainly on generic terms like *Bali luxury villas*," says Kumar. "With Dynamic Creative's help, we're able to have individual campaigns running for Villa Cocogroove, Villa Umah Kupu Kupu and every other property on our site."



That's a big deal in an age where influencers on YouTube or Instagram spark demand as they post about individual villas. When their followers search for those villas now, Cantik Bali Villas is there with a message just for them, including the exact price they can expect to pay per night. "Suddenly, we're reaching all these people searching for individual villa names who we were missing out on before," says Kumar.

"These are campaigns that can scale and grow, but are also very, very relevant to what people are searching," Lauren Stevens, Head of Services for Dynamic Creative. "If someone searches for a specific villa and they see that villa name in the ad headline and they see the exact price, the clickthrough rate is significantly higher."

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Cantik Bali Villas

<http://www.cantikbalivillas.com>

HQ: Sydney, Australia

Dynamic Creative

<http://www.dynamiccreative.com>

HQ: Adelaide, Australia



Cantik Bali Villas/Dynamic Creative Case Study



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As an added bonus, Dynamic Creative cuts waste on ad budget. “Villas sell out all the time,” says Lauren Stevens. “If a villa’s availability runs out, our ads automatically turn off. Because that’s all automated, we can spend our time on actually optimizing the campaign itself.”

Feeling the Love

The new ads are helping to turn Australia’s love affair with Bali into a love affair with Cantik Bali Villas. “**Clicks to our site are up 60%** compared to our previous year’s campaigns,” says Dipak Kumar. “We’re seeing a lot more traffic coming to the website since we began working with Dynamic Creative.”

“More traffic is just the start of it. The new campaigns have actually cut the average cost per click by 48%. Those visitors are converting at a higher rate as well: overall revenue is up nearly 50%.”

More visitors and more revenue at a lower cost... all in a very competitive travel space? That spells success for Dipak Kumar. “With Dynamic Creative and AdWords, we’re able to show real-life inventory with a real-life price,” he says. “That’s making a big, big difference for us. It’s all going in the right direction.”

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