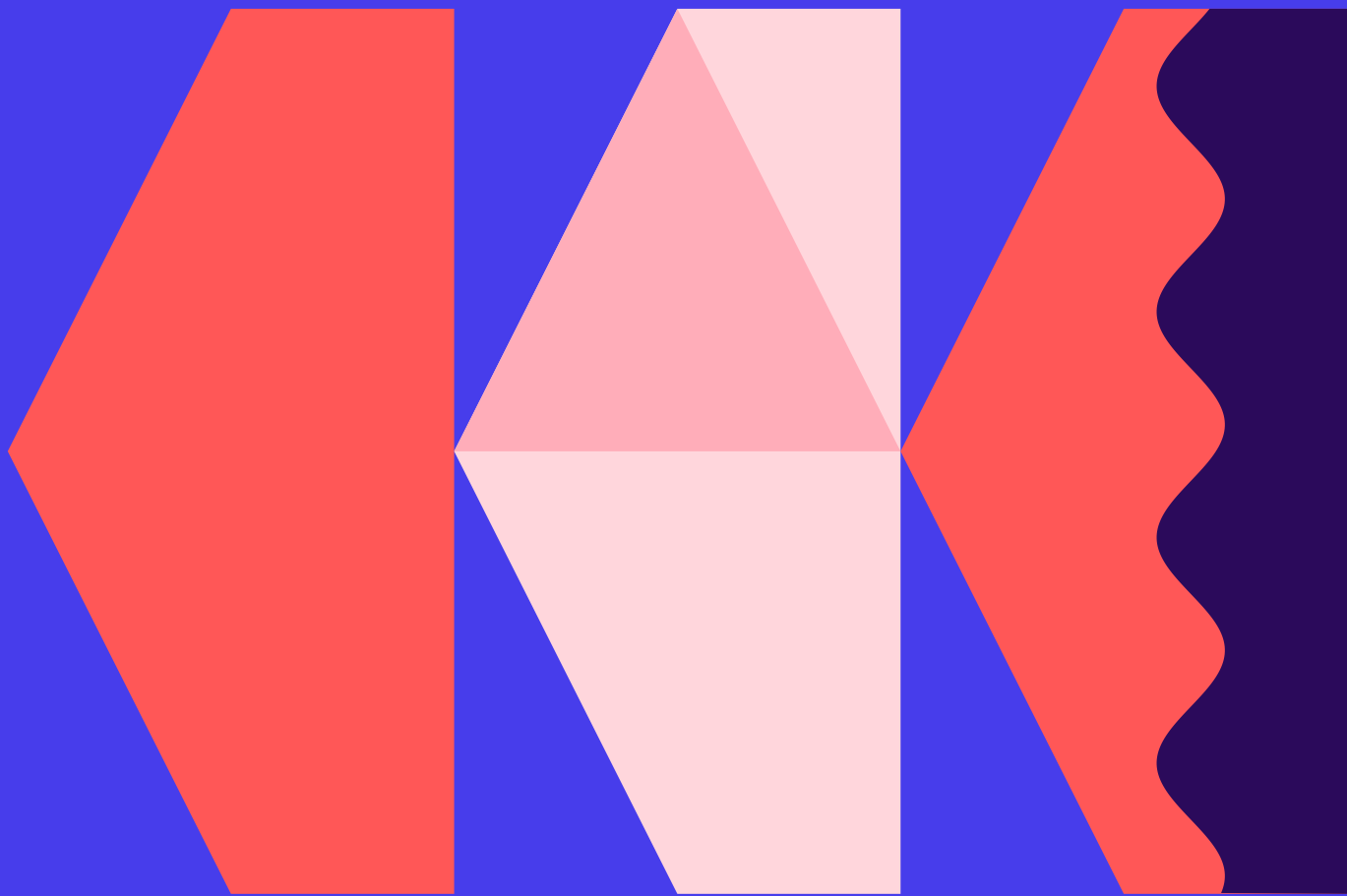


Why you need Display Ad templates





Display advertising is a pain to handle in everyday marketing life, but an absolute necessity when it comes to promoting your brand. There's no way around maintaining a presence across a range of digital platforms, channels and media.

But, creating beautiful designs that are on target and relevant is difficult and time consuming for any marketing team. Especially considering that display ads tend to have short lifespans compared to other forms of advertising and promotional material.

Fortunately, there are tools that will make this whole ordeal a lot less painful for any team, making it easier to maintain a consistent presence and brand across all the relevant digital platforms.

In this whitepaper, we'll talk more about these tools and the way they can truly transform how marketers work with display ads, making the process a lot more efficient, and the ads more effective.

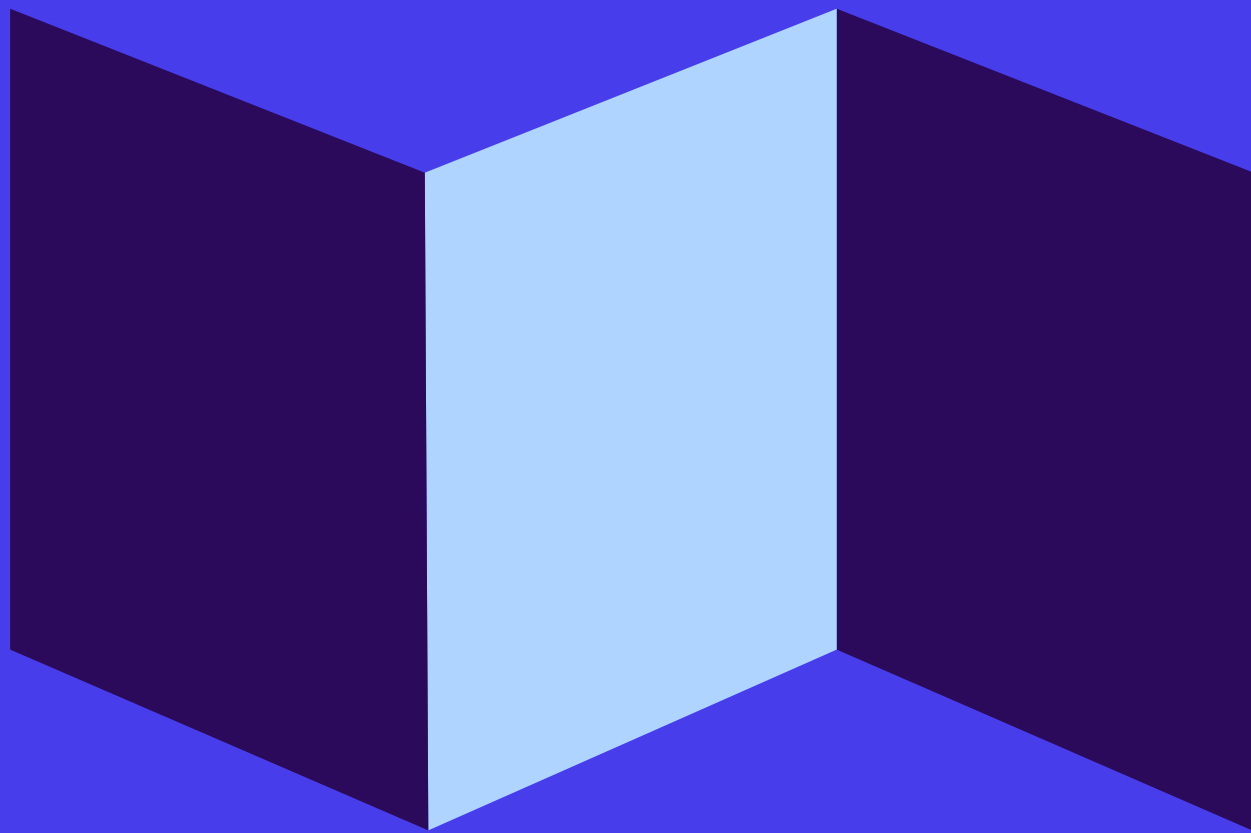
Enjoy!



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Securing your brand presence in all channels



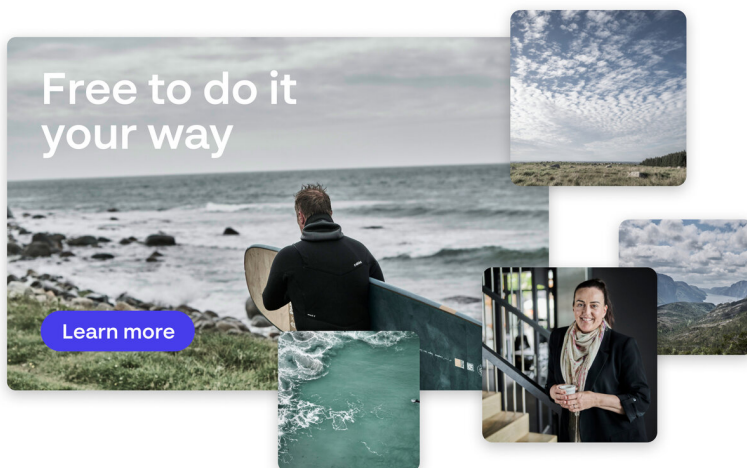


The fast evolving Martech landscape demands modernisation

Developing the best product or service to rival your competitors is the primary component of success. But even the world's best product needs to be visible, for the customers to find and purchase it. Ensuring your brand has a good presence in all relevant channels is essential to raise awareness and drive sales, regardless of your product's quality and merits.

Today, marketers have a ton of options to choose from when mapping out a brand and marketing strategy. But it has never been more difficult to stand out and get the market's attention.

As consumers we experience it in action every day. Google ads when you search for something, banner ads when you read the newspaper online, a pile of newsletters and promotional emails in your inbox. When you turn the table, and you are the one fighting for the attention you know very well how hard it is to stand out.



Make sure you are where your customers are



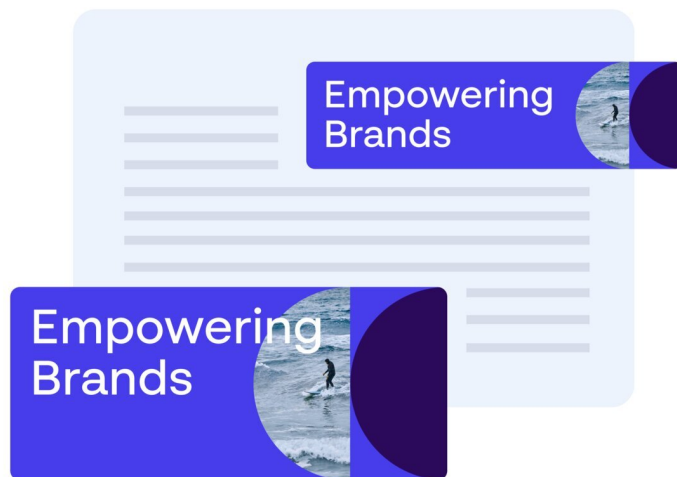
The road to brand awareness

Securing presence in all available channels and platforms is a challenge for any marketing team. Creating content and designing assets in a number of formats and file types is a fulltime job that comes on top of the other tasks you have to fulfil as well.

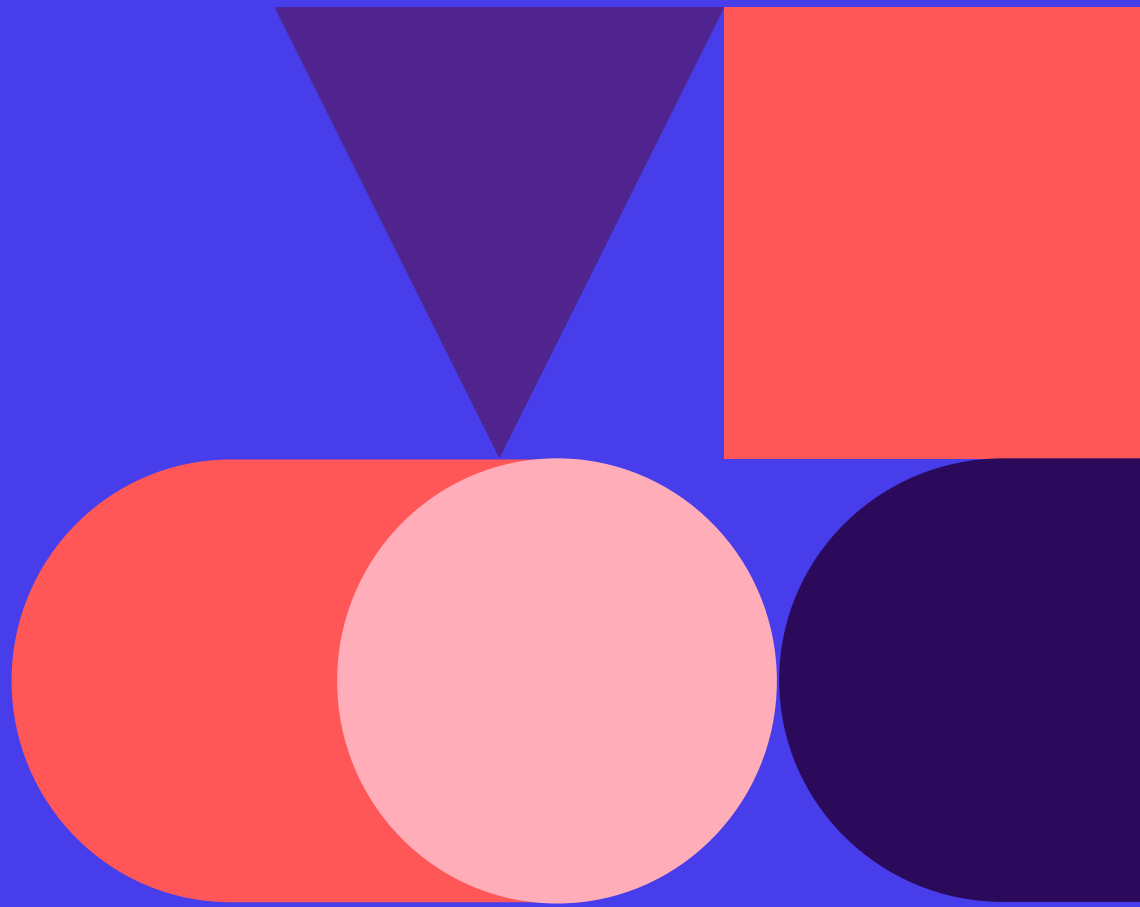
With the Martech landscape increasing in complexity, it is time to look at investing in tools that help you stay ahead of the curve and on top of your brand strategy.

Marketing automation software, brand management solutions, digital asset management, and template technology, to name a few, are great and beneficial marketing tools that any marketer should have in their toolbox.

Let's take a look at templates for display ads.



What is display advertising?





Dynamic ads, display ads, and banner ads are all more or less the same content, but in different wrapping. Display ads are programmatic advertising created for websites, search networks, apps, social media platforms or other channels.

With a mix of images, videos, personalised messaging, and a variety of other coded features, managing display ads is a full-time job. Display advertising is part of any marketing strategy today and it is important that you embrace it if you want to achieve success. Unless you have good, explicit reasons not to use them, your marketing strategy should always include display advertising.



According to recent estimates, programmatically sold advertising was worth 418 billion U.S. dollars in 2021. The figure is expected to reach 725 billion in 2026.

*Source: Statista





The challenges marketers face with display advertising

Promotional efforts such as social media posts, google text ads, blogs, websites or similar are excellent ways in which marketers can easily create and execute key messaging. Display advertising calls for a different expertise that most marketers do not have, not to mention that it can tend to be time-consuming.

Creating display ads calls for more than Adobe Indesign know-how. The biggest challenge though, is the increasing demand to deliver relevant content swiftly. If that wasn't enough, your message will quickly grow outdated, making it nearly impossible to maintain pace and stay ahead. When you also add the time it takes to develop and create these ads with assets, target-relevant text, multiple formats, A/B tests and more, you'll quickly realise you need help from someone with specialist skills to make your brand look professional.

So, what do you do? Many companies purchase this service from agencies, which is an expensive and time-consuming solution. It also comes with an innate inefficiency in coordination and long turnaround times.

In short, display ads are highly time consuming, are quickly outdated, and require a lot of resources and specialist skills to maintain. Falling behind means your budget is spent on yesterday's news and you lose market position to your competitors that are ahead of you. You end up spending a lot for what you are getting, and suddenly cutting the budget or avoiding display ads altogether becomes a lot more tempting.

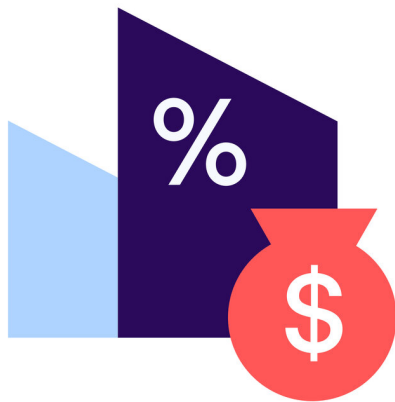


Budget constraints force marketers to prioritise

Marketing teams are no strangers to budget cuts. Finding ways to make the most of limited budgets and strict priorities is part of what they do.

The knowledge that they might need to hire an external agency to help with display advertising, leads to tough budget decisions that might end in cutting display ads altogether.

The question then is how will this decision affect your marketing? Are you losing market position to your competitors who are present with banner ads? And are you able to reach your target audience through other channels?



Display Ad templates





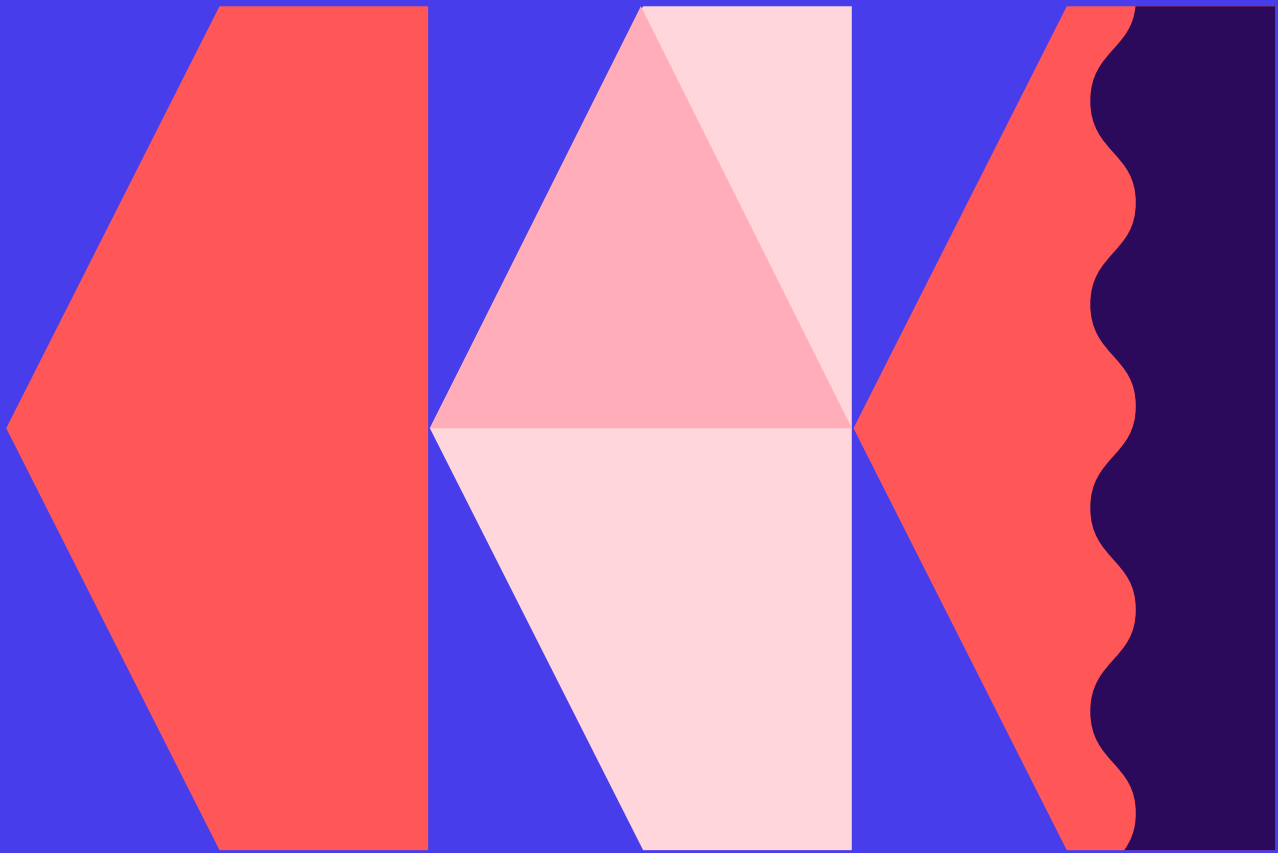
Saving the life of marketers

Marketers love to be independent and efficient. They also know that brand consistency and quality of delivery is essential in a long-term brand strategy, and that keeping up with the fast moving trends in marketing demands modernisation and automation.

This modernisation and automation comes in the form of a tool for creating display advertisements. It empowers them to single-handedly create ads with ease, as if it was any other everyday task, without the need for specialist skills. With the help of pre-defined, bespoke template technology combined with a Digital Asset Management system that contains all your brand assets, creating and publishing display ads has never been easier.

When budgets are tight and you are short on manpower and skills, display ad templates will simply transform the way you work. Production, changes and publishing is done easily and in real time. No need for any time-consuming coordination with expensive, external agencies.

Display Ads with BAM by Papirfly™



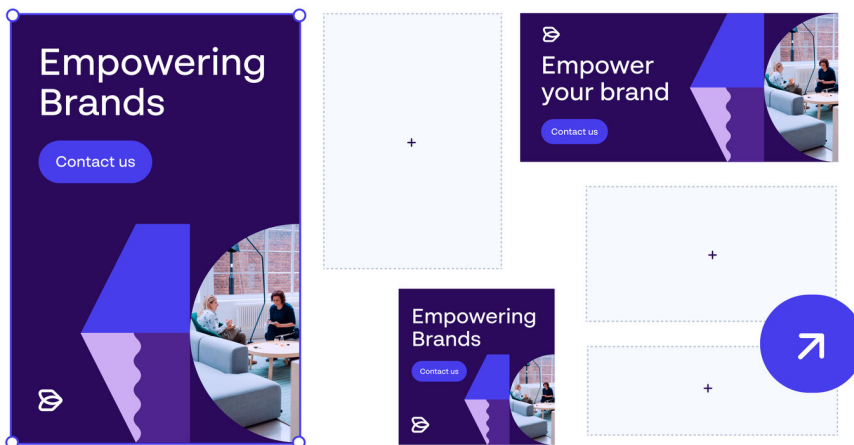


Keep your display advertising on target and relevant with a brand management platform

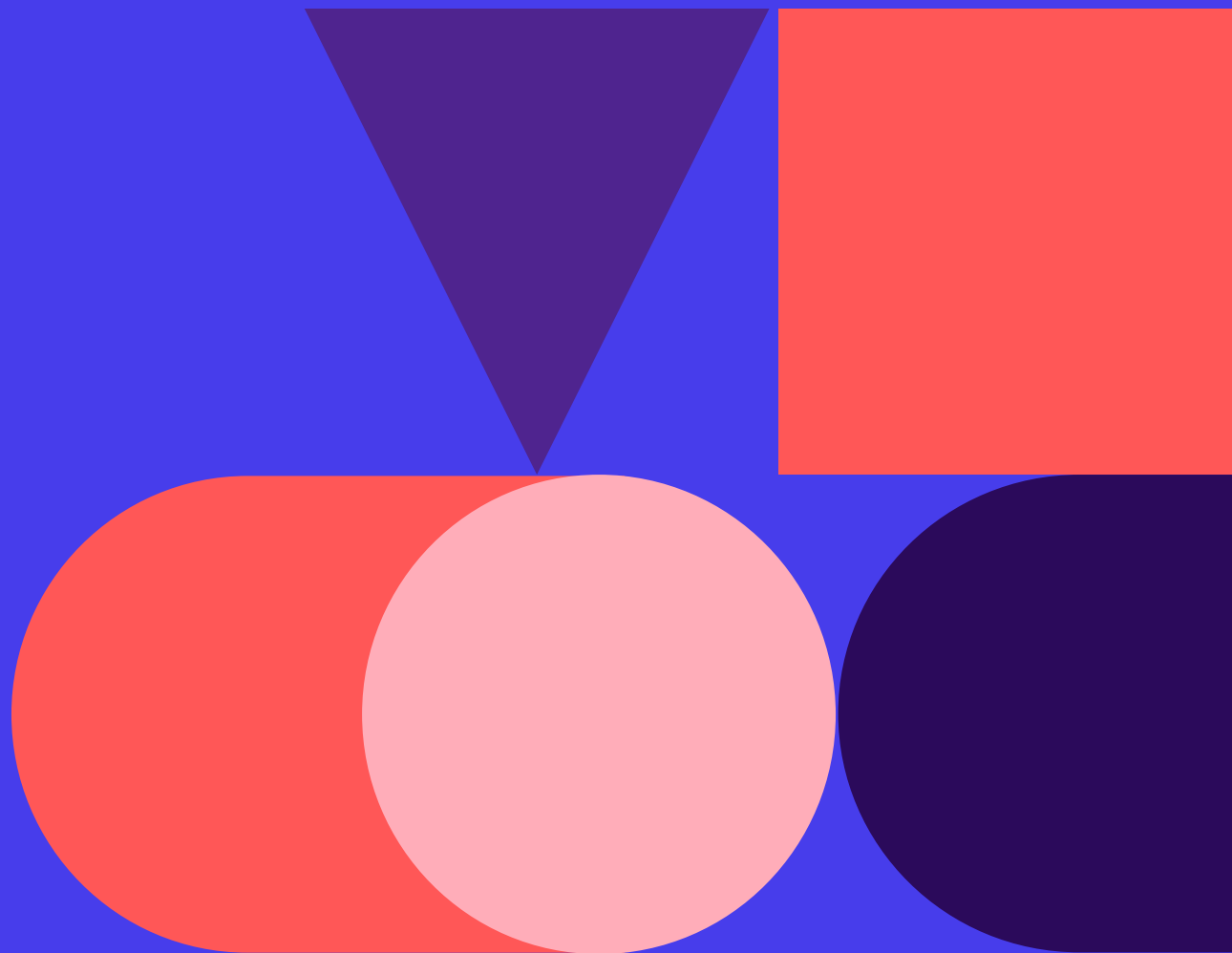
Targeted display advertising is a great way to put your brand in front of a receptive audience, so it's important to make the right impression.

With Papirfly's templates for display ads, creating and publishing ads to secure brand placement across multiple channels becomes a breeze. Built with your brand guidelines as a foundation, the templates will also ensure that your display ads are always on-brand.

A brand management platform can make a big difference for your display advertisement output, as well as a number of other essential parts of your brand strategy. You can read more about it on our website, but the best way to see and experience the value and benefits of brand management is by booking a demo with us.



Unleash your brand with Papirfly









How does Papirfly empower your people?

We believe every enterprise should be able to provide tools to teams, so that the brand can be delivered to customers exactly as it was intended to be experienced.




At Papirfly, for over 20 years we've been driving innovation in brand management software to support brands in delivering consistent, multichannel experiences for their customers.

We empower people to unleash their brand.

How teams work today:

-  Customers are experiencing inconsistent and diluted branding across touchpoints
-  Stressed teams aren't getting the marketing materials they need or quickly enough
-  Too much already-limited budget is being spent duplicating work and on multiple tech solutions
-  Assets are not centralised or trackable resulting in loss of data to analyse budget spend

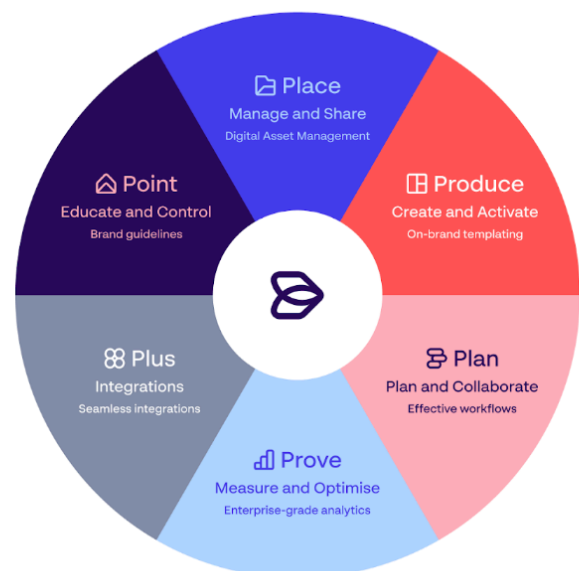
We know what brands need:

-  Global brand governance now and for the future with guaranteed consistency at every touchpoint
-  Faster go-to-market, creating assets in-house with the flexibility for on-brand, hyper-local messaging
-  Increased ROI, saving money on every asset produced, creating space for teams to focus on strategy

We give you the tools to:

- Do more for less
- Produce all assets in house
- Create with no previous design skills
- Achieve 100% brand consistency
- Reach all markets, in any language
- See a complete bird's-eye view of your branding and marketing efforts

Discover our all-in-one brand management platform



Trusted by the world's most recognisable brands



1M+

regular Papirfly users



600+

brands using Papirfly worldwide



Build your on-brand culture with Papirfly

Our brand management platform enables complete brand adoption, and the creation of unlimited on-brand assets with our suite of enterprise-grade products-building brand equity and long-term customer loyalty.

Point

Educate & Control

Support global teams to understand your brand, through clear guidelines, official assets, core values, and more from online access point. Go local with unique hubs with local languages and nuances.

Place

Manage & Share

Centralise all assets with a dedicated DAM solution, categorising content for global and local usage in onsecure place for all approved material. Ensure every location has assets that serve their unique audience nuances.

Produce

Create & Activate

Guarantee 100% brand consistency with design templates aligned to brand guidelines and produce infinite studio-quality digital, print and video assets. Empower everyone to personalise to their audience using localised images, video and text options.

Plan

Plan & Collaborate

Achieve your bird's-eye view of all campaigns and activities, displaying status, budgets, contacts, and official design templates for use. Ensure every location utilises workflows that drives campaign responsivity.

Prove

Measure & Optimise

Analyse marketing activity via your dashboard, delivering reports and data across your business. Ensure local sites get feedback on best-performing content across the business, and give them data to let them know when their efforts are driving brand strategy success.

Plus

Integrations

Papirfly works seamlessly with your agency tech stack – removing hacks and workarounds, improving productivity and organisational efficiency across the business.

FORRESTER®



212% ROI



80% reduced effort in asset creation



Enhanced content quality and improved business outcomes

"It's become super crucial for us with more than 50,000 users at the brand portal, both internal employees and external agencies. We are working with a huge number of downloads of all of the assets."

Interviewee from pharmaceutical

Source: A commissioned TEI study conducted by Forrester Consulting on behalf of Papirfly



Global brands trust Papirfly



"Life without Papirfly would be stressful. It would be slow, time consuming, and costly. Papirfly has enabled us to have a system in place where we can create assets that we need very quickly. We can go to market much faster, we can react to our business and our clients a lot quicker, and it is also extremely cost effective."

Jo Bedford
Global Recruitment Branding Manager, IBM



Empower your people. Unleash your brand.

Discover our game-changing brand management platform.



At papirfly.com you can

- Book a demo
- Explore brand management resources
- Hear success stories from empowered customers

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