AI Ad Manager

Simplify Your Ad Process

Overview

Advertisers wrestle with frustration due to complex campaign processes and estimate bidding on current platforms, averaging 6.5 hours daily for around 100 campaigns per person. Picture 100 advertisers managing 10,000 campaigns, reflecting on the daily, monthly, and yearly human costs. These countless hours add up, potentially costing a staggering one million dollars.

AI Ad Manager revolutionizes advertisers' workflow with its all-in-one platform, designed to improve efficient and save cost. With our innovative technology, advertisers can now complete one campaigns within 2mins, increasing the efficiency by 53%!

Problem and User Research

The Challenge

How to help advertisers simplify the ad delivery process and improve delivery results?

The challenge extended beyond mere simplification; it necessitated a thoughtful integration of innovative tools and intelligent algorithms to not only streamline the process but also significantly improve the overall delivery results, ensuring advertisers achieve optimal outcomes with minimal effort.

User Research

6 advertisers

We conducted interviews with six advertisers, The industries in which they advertise vary, some of them are brand advertisers, some are performance advertisers.

The procedure

The in person interview last for 30-45 mins for each. The questions are mainly about their challenges while using the advertising backend.

User Insights

In order to explore the potential needs of advertisers, we conducted several interviews with four advertisers, the interview key insights are as follows:

The flow is complex

The process of creating an advertising campaign involves a lengthy and complex system flow.

No sense of control for the entire process

Advertisers often seek assistance from product ops to ensure that their campaigns are set up sensibly and successfully launched.

Poor data readability

The readability of the data reports could be improved.

Define Design Goals

Advertiser's Experience Map

	01 Stage **Create AD Plan**	02 Stage **Submit for Review**	03 Stage **Start Advertising**	04 Stage **After Advertising**
Stages				
Action	• Create an AD campaign including scheduling, budget, etc • Choose the application channel • Select target audience, including regional orientation, age and gender, etc • Select network device, advanced orientation	• Submit for review • Pay attention to the results • Modify the material when the case is denied	• Observe time changing data • Track the performance • Modify the AD strategy base on the data	• View Performance Data report • Make the next launch strategy According to the report
Emotions	How do I create an advertising plan? How to set some parameters? What kind of material should I upload, and what will be the visual effect of the AD?	The expected launch date of my AD is approaching, but my AD plan has not been approved yet!	The performance is not very good. How can I adjust AD strategy? Why is the AD not start consuming?	How to make the next AD plan according to the effect of current advertising? AD performance data is hard to read
Pain Points	• The filling system is difficult to use and complex • A long list to select location, area, • Don't know what the AD looks like. • Don't know what kind of advertising material to submit	• The review process is slow, • Advertisers don't know if the AD can be launched on time. • Sometimes the deadline is approaching but the case has not been approved.	• The advertiser does not know why the AD does not produce consumption. • Don't know how to modify the strategy base on the data	• Only Excel reports are supported, and the readability is poor • Don't know the strategy for the subsequent launch
Goal	• Fill out AD plan efficiently • Get effective advertising delivery	• The AD was approved and launched on schedule	• Ability to track performance in a timely manner • Effective adjustment strategy	• An easy way to see the report • Advertising is targeted and effective • Effectively develop the follow-up AD plans
Opportunity	• Streamline the creating process • Offer intuitive tutorial • Offer Ad visual preview	• Tracking review process • Provide solutions for the unreviewed cases approaching release time.	• Provide advertising plan adjustment guidance to advertisers during the launch stage	• Provide visualized advertising report • Provide guidance on follow-up AD plan based on the report

Fig: User Journey Map

"How Might We help advertisers simplify the ad delivery process and improve delivery results?"

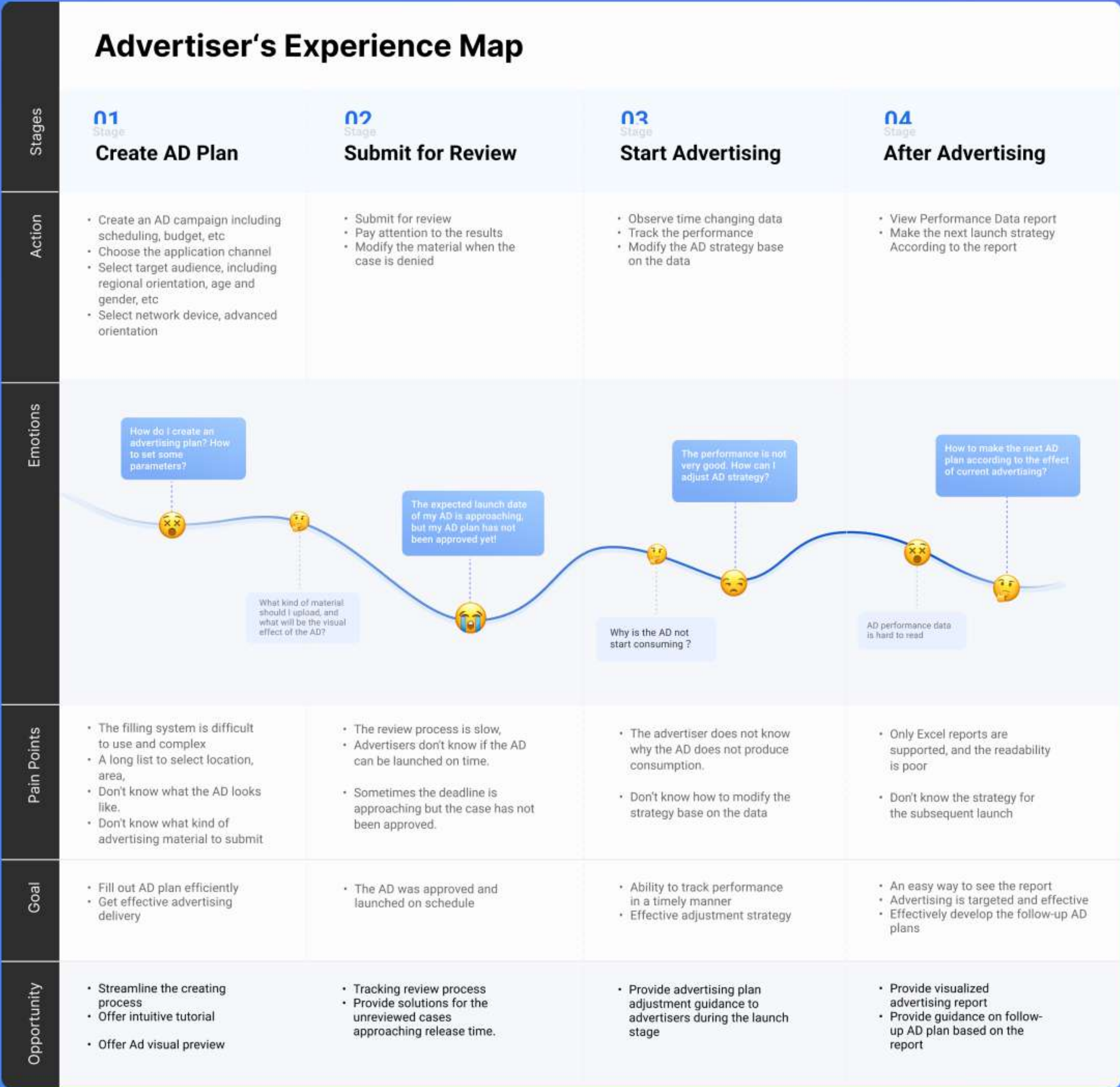## Design opportunities

• Streamline the creating ad process

• Offer tracking review process and solutions for the unreviewed cases approaching release time

• Timely guidance to advertisers while creating ads

• Visualize ads report

Customizable Ad Report

Visual Ad Data Display

Farewell to complex form sheet. Embrace 360° Visualized Advertisement Data Retrieval, empowering advertisers with clear insights for informed decision-making and heightened effectiveness. Furthermore, customize KPI-aligned metrics effortlessly by simply dragging from the toolbar.

Customize Your Report

AI-Generated Creatives

Eliminate uncertainty with AI-guided advertising bidding, empowering users to make informed, data-driven choices and predict campaign results with precision.
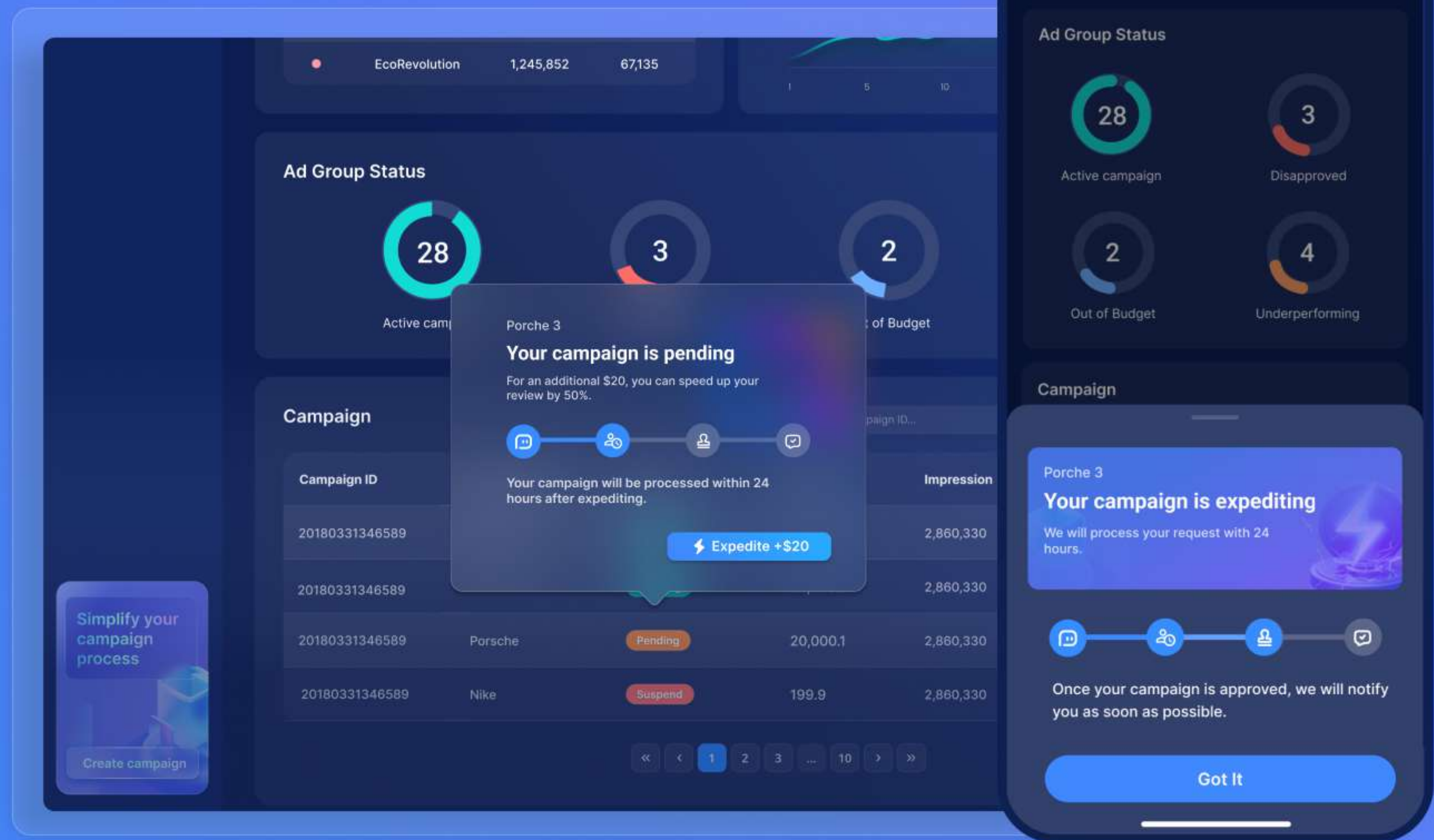
AI Chat Robot & AI Copy

Effortless Ad Management
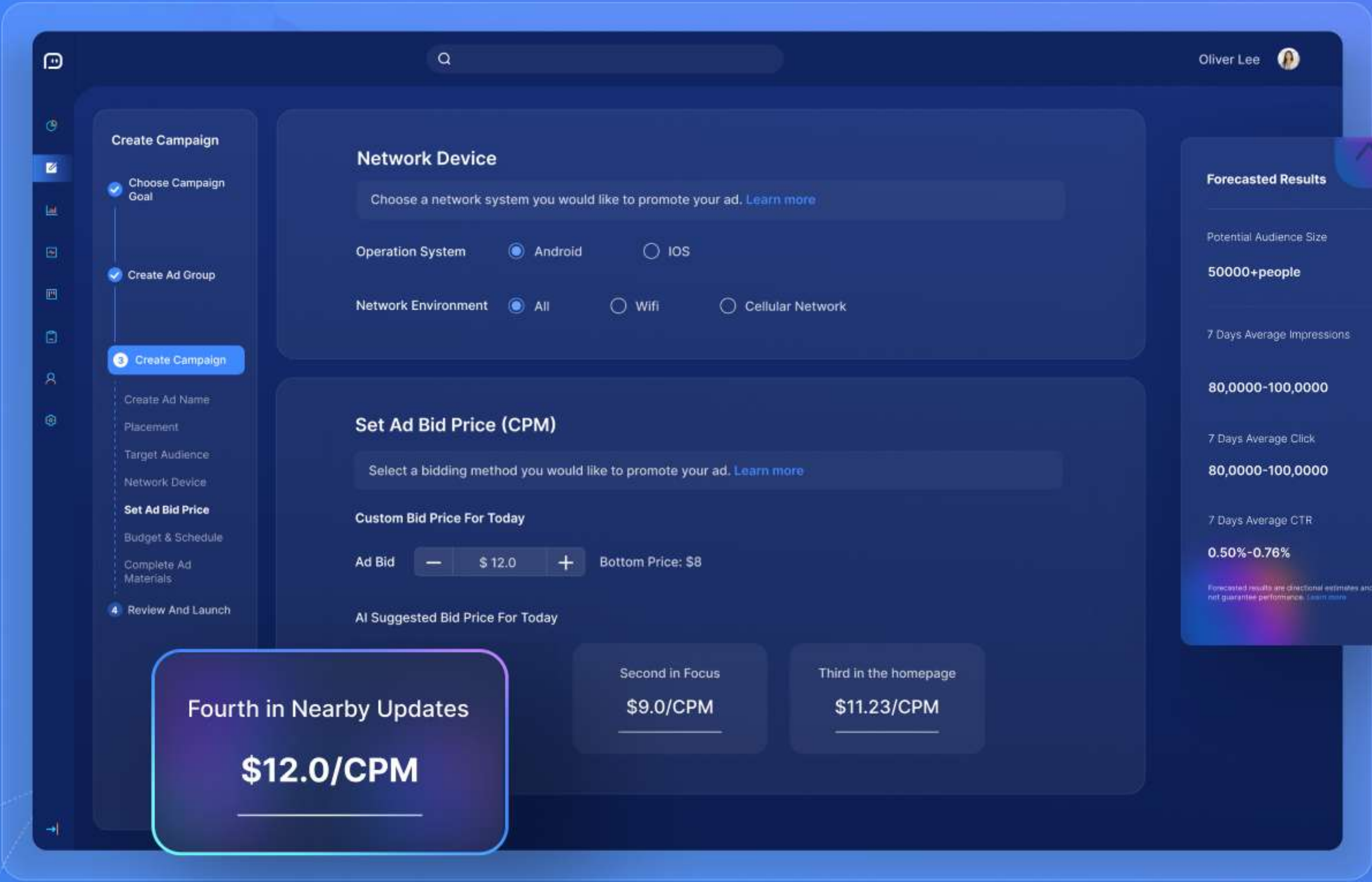
Rapid Performance Trend Review

Cut out repetitive email and phone confirmations. Advertising managers can swiftly access the trends and status of campaigns, while also expediting pending ones. Plus, experience "Advertise on the go!" - easily check your ad status with our mobile-friendly version, anytime, anywhere.

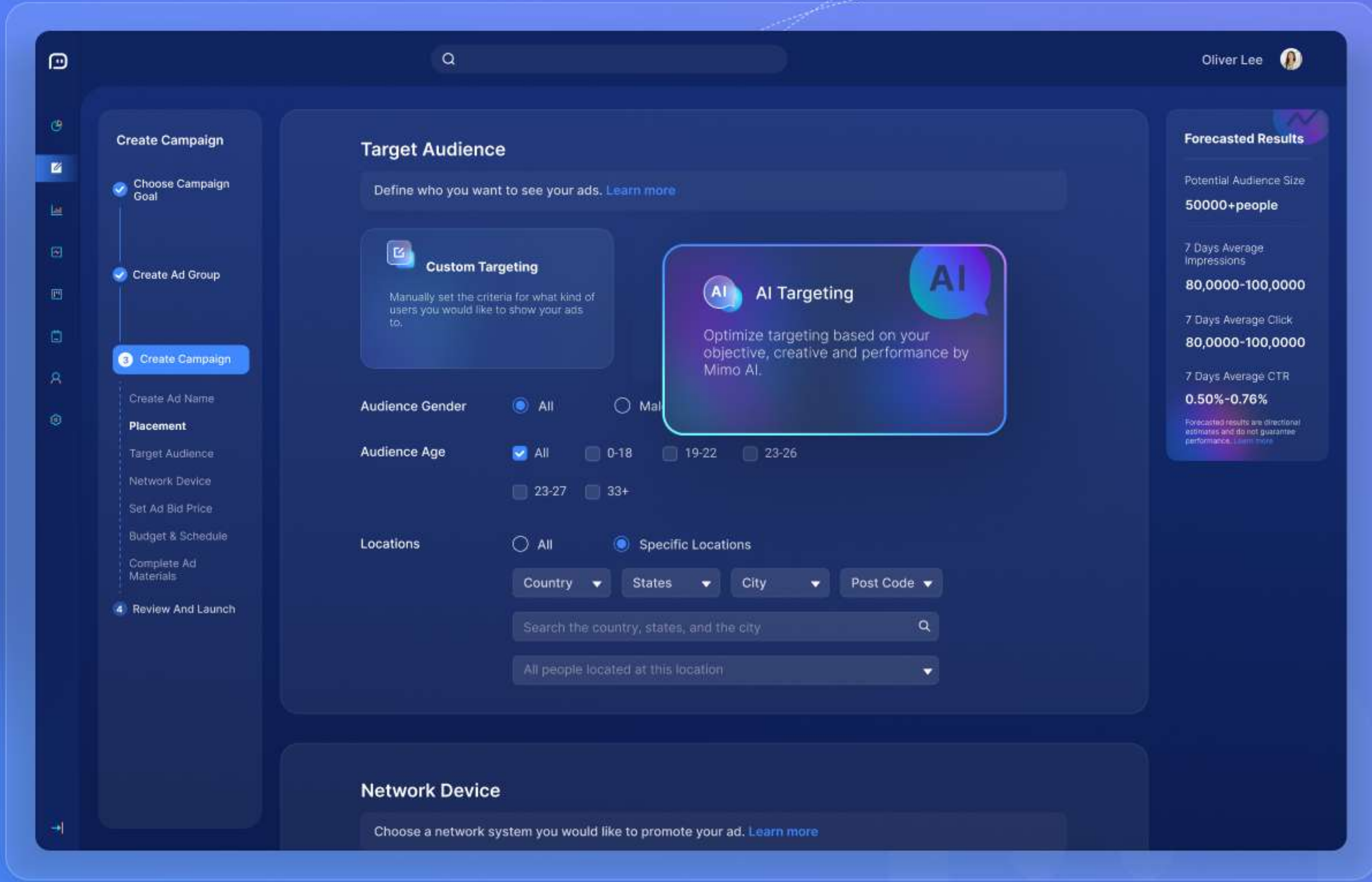## Transparent Review Process & Offer Expedite service

AI Powered Streamlined Process

AI Ad Manager offers a streamlined process and clear campaign view, empowering users to monitor progress and choose wisely. Eliminate uncertainty with AI-guided advertising bidding, empowering users to make informed, data-driven choices and predict campaign results with precision.

AI AD Bidding

AI Audience Targeting