

Conquering the digital ad industry with new tools

Making a customizable ad preview tool for better performance



Our Client’s Backstory

Our client offers comprehensive ad services, from media planning and buying to crafting digital ads and analyzing their performance. They help businesses of all sizes, including global brands, achieve targeted campaign success. To streamline the often cumbersome process of validating and approving ad campaigns, which can go through several organizational layers, the company partnered with Klika to develop a custom ad preview tool. This tool aimed to simplify ad campaign visualization, speed up feedback loops, and offer deep analytics on performance, revenue, and budget allocation.

Challenges

We had to build the MVP from scratch, leading product discovery, defining features, and setting clear milestones. The tool needed platform compatibility, flexible architecture, and customizable features to meet diverse user needs. It also required detailed metrics and automated reporting, while offering real-time feedback for campaign adjustments.

Klika’s Solutions

We developed an efficient solution to streamline the client's ad process:



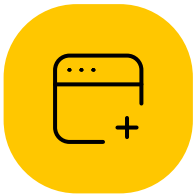
Customizable ad previews:
A tool that generates previews for text, image, and video ads across major platforms like Google Ads, Meta Ads, and TikTok.



API integration:
Seamless integration with multiple APIs for easy retrieval of creative data and compatibility with major ad networks.



User-friendly interface:
An intuitive design allowing advertisers to input ad details like text, images, headlines, and target audiences.



Performance optimization:
Tools for A/B testing and suggesting performance improvements.



Secure account management:
Advertisers can log in to manage and modify their ads securely.

Results

The custom ad preview tool significantly improved the client’s workflow, allowing faster approvals and better campaign visibility for stakeholders. Clients using the tool reported increased engagement, streamlined campaign management, and higher ad performance, with greater insights into what worked and what didn’t. Most importantly, the solution helped our client offer a more tailored service, raising industry standards and delivering better performance-to-cost ratios for advertisers.

Technology Stack



JavaScript



React



Ruby on Rails