



DYNAMIC PERSONALIZATION

DELIVER BEAUTIFUL ON-BRAND ADS AT SCALE
THAT PERFORM ON PAID SOCIAL





Engaging consumers in personalized ways is critical for all D2C marketers.

74% of consumers are frustrated with brands that send irrelevant and generic offers.

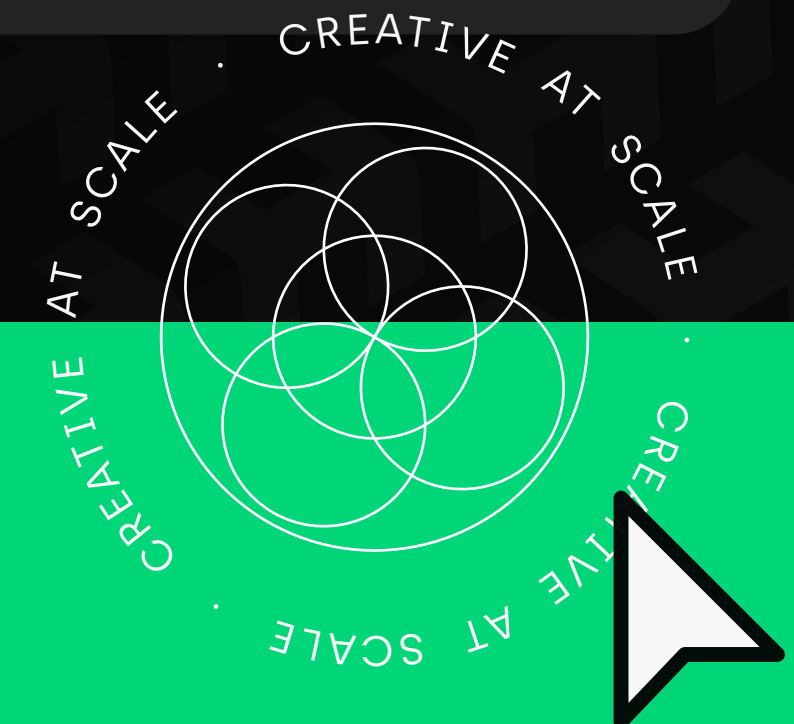
The digital advertising market is forecast to reach \$700 billion in 2023, 13% rise from 2022.

Research shows that personalization can reduce acquisition costs by as much as 50%.

95% of retailers state personalization as a top strategic priority.

Companies investing in personalization report a 5-8x improvement in ROAS.

44% of consumers say they are likely to repeat purchases after a personalized shopping experience.





The creative process is broken.

Advertisers report that 78% struggle to scale personalization, mostly due to design challenges.

It's time to change the way we ideate creatives.





OLD WAY

- Design and media brief
- Creative process
- Review and approval process
- Feedback and editing
- DAM management
- Localization
- Ad formats versioning
- Initial omnichannel distribution
- And more...



This can not scale.

HUNCH WAY

- Design and media brief
- Creative process
- Collaboration tool
- Creative Automation
- Automated omnichannel delivery and optimization

10x operational
efficiencies

10x faster
go-to-market

10x lower
investment



Automation doesn't mean taking away the creative process.



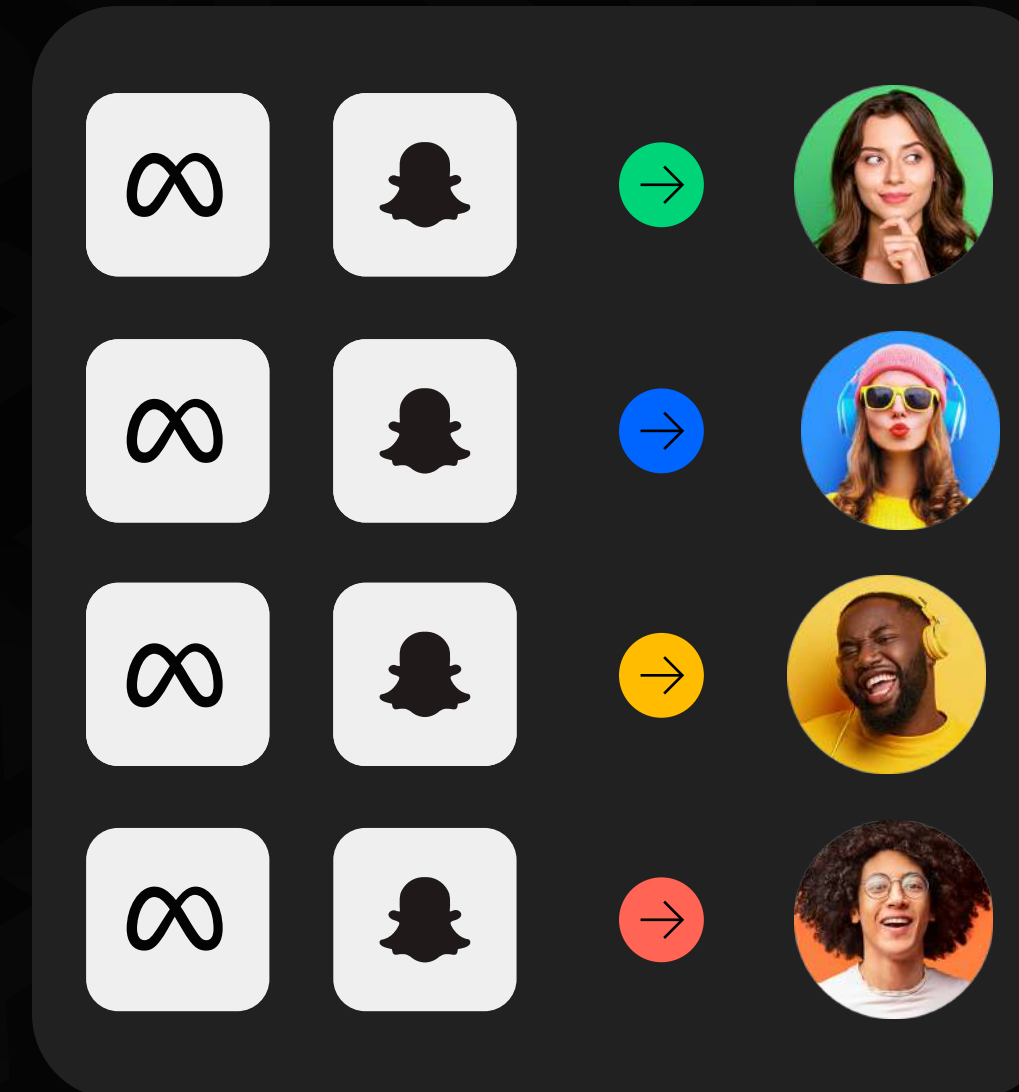
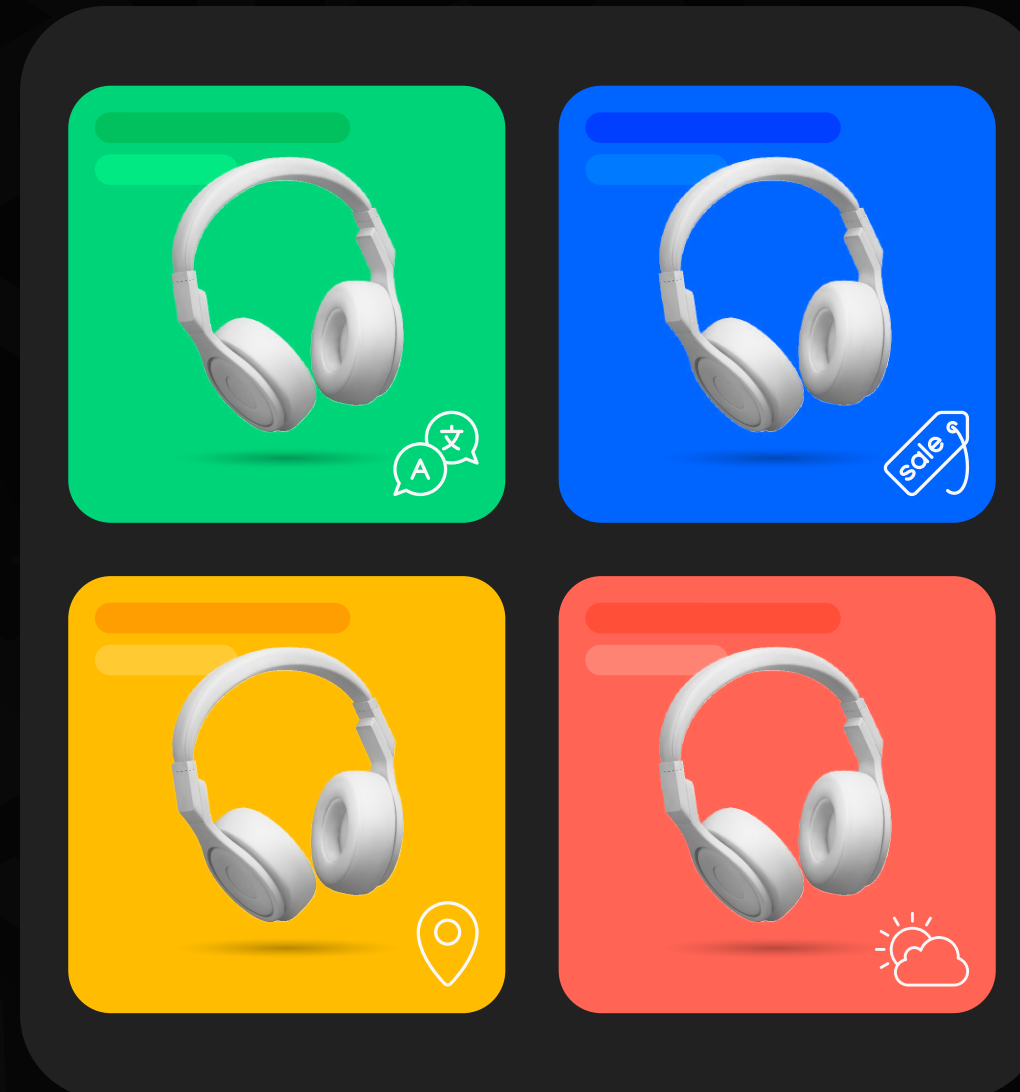
HUNCH'S 4-STEP FRAMEWORK.

CONNECT

CREATE

AUTOMATE

OPTIMIZE

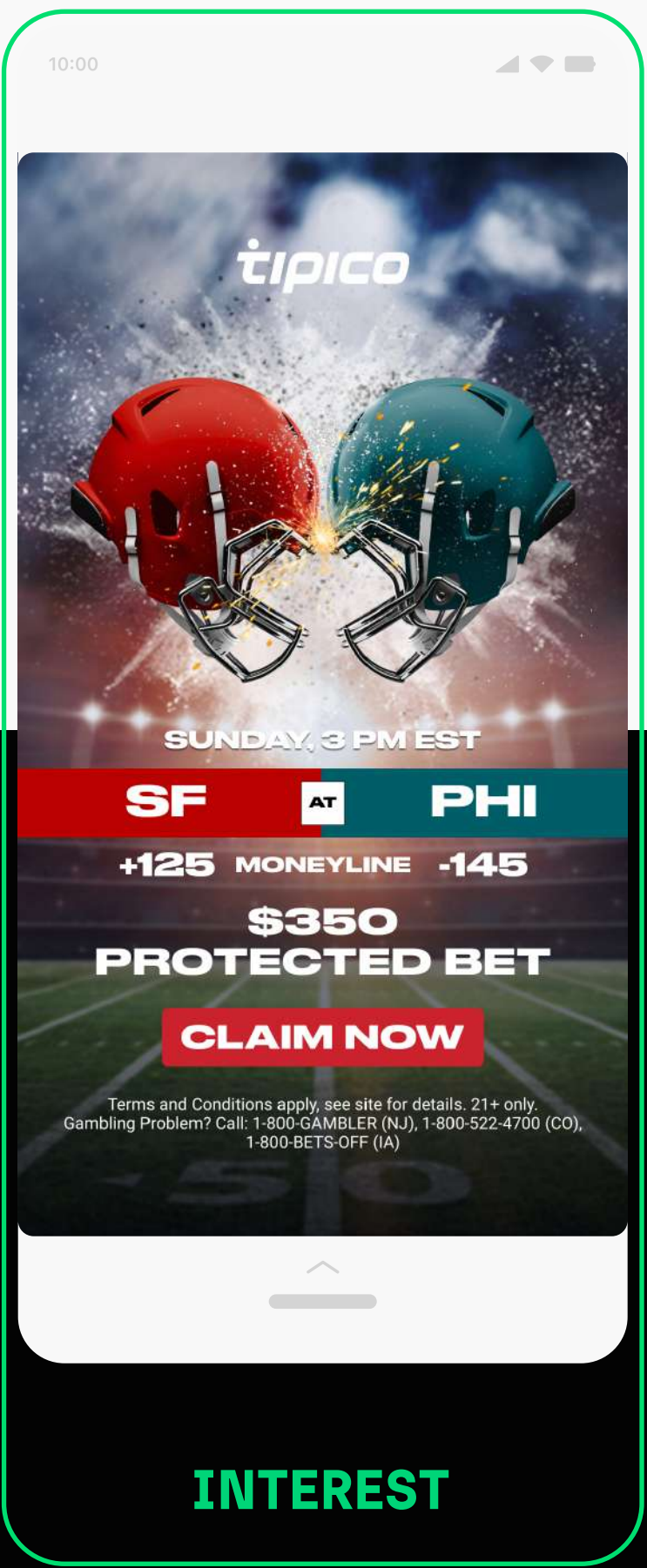


Hunch can drastically reduce your production and launch time and manage your ad strategy all in one platform.



CONSUMERS ENGAGE WITH CONTENT TAILORED FOR THEM

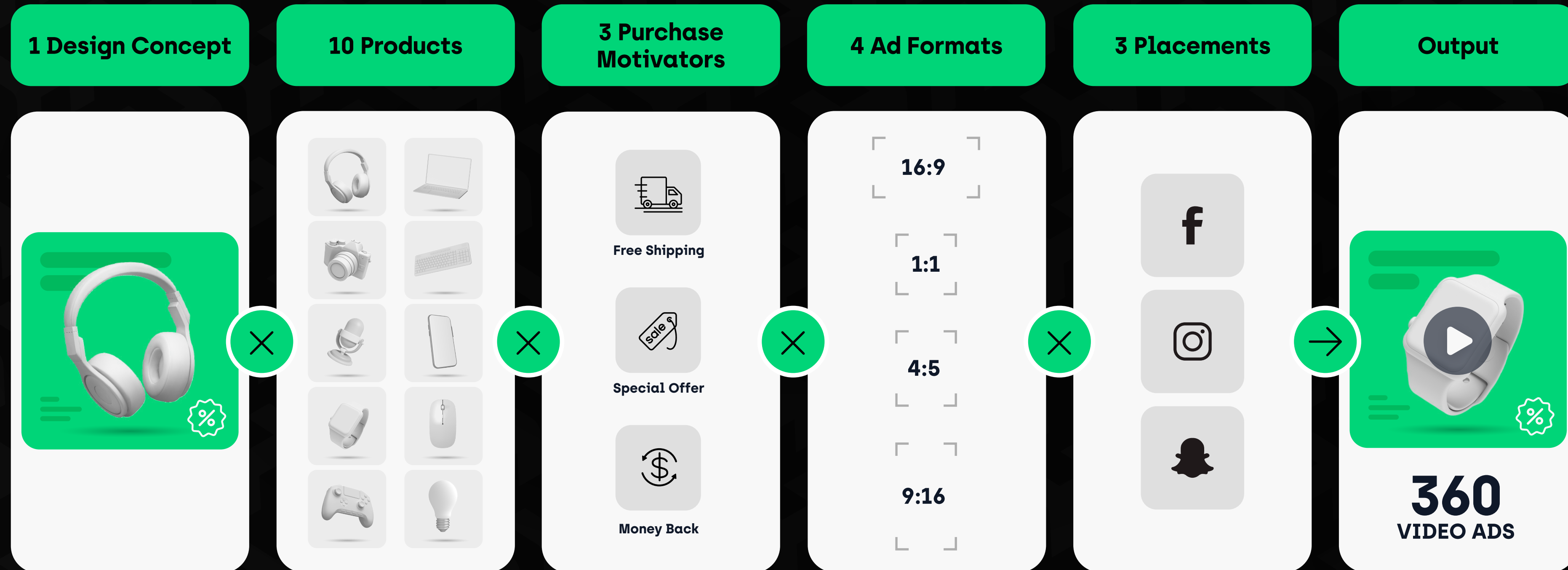
more than content created for everyone





POWER OF CREATIVE SCALE.

Use dynamic templates to scale personalization. Scale across formats, placements, and social channels while reducing launch times from days to hours.



With a fully automated creative production process, you're designers and marketers can focus on being creative and work on refining your brand and messaging instead.



PLATFORM FEATURES.

Enabling Media and Creative teams

MEDIA

- Full META Ads Manager integration
- Full Snapchat Ads Manager integration
- Enhanced Dynamic Product Ad (DPA) creatives
- Rules-based automation and optimization (native and 3rd-party data)
- Easy import for all catalog types
- Mapping or extension of product and audience data
- On-demand support for Pinterest product ads
- Automated campaign, ad set, and ad launching
- Conversion tracking and attribution across channels
- Integration with 3rd-party analytics and measurement tools
- Dedicated account management and support team

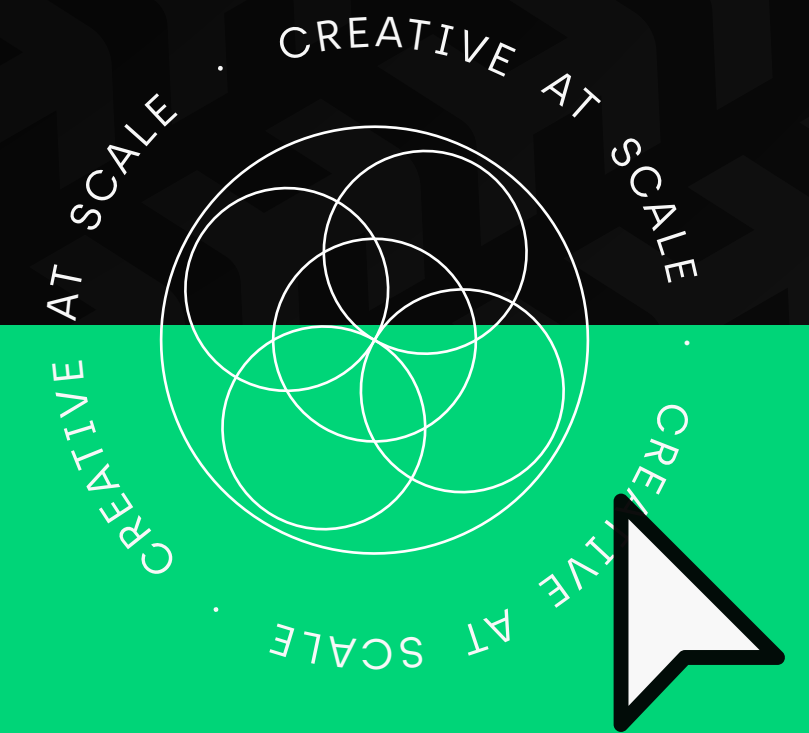
CREATIVE

- Best-in-class Creative Image and Video Studio
- Creative collaboration
- Creative on demand
- Smart auto-resize for different placements
- Easy export to different ad platforms
- Custom templates
- PSD import
- Custom fonts and shapes support
- Easy and manual animations
- Sheet-based creative rendering and export
- Creative revision history
- Real-time preview of creatives
- Automatic creative naming conventions

All Features included in all plans.



Erase limits with Dynamic Creative.





Faster Creative Testing

PLAYBOOK

- Connect your catalog and choose products by SKU or product set
- Design several key visual concepts
- Scale production of assets both image and video
- Launch creatives into campaigns
- Run A/B tests
- Setup conditional creative and auto-rules to optimize for performance

IMPACT

- Find winning SKUs and creative angles faster leading to better overall CTR and ROAS.





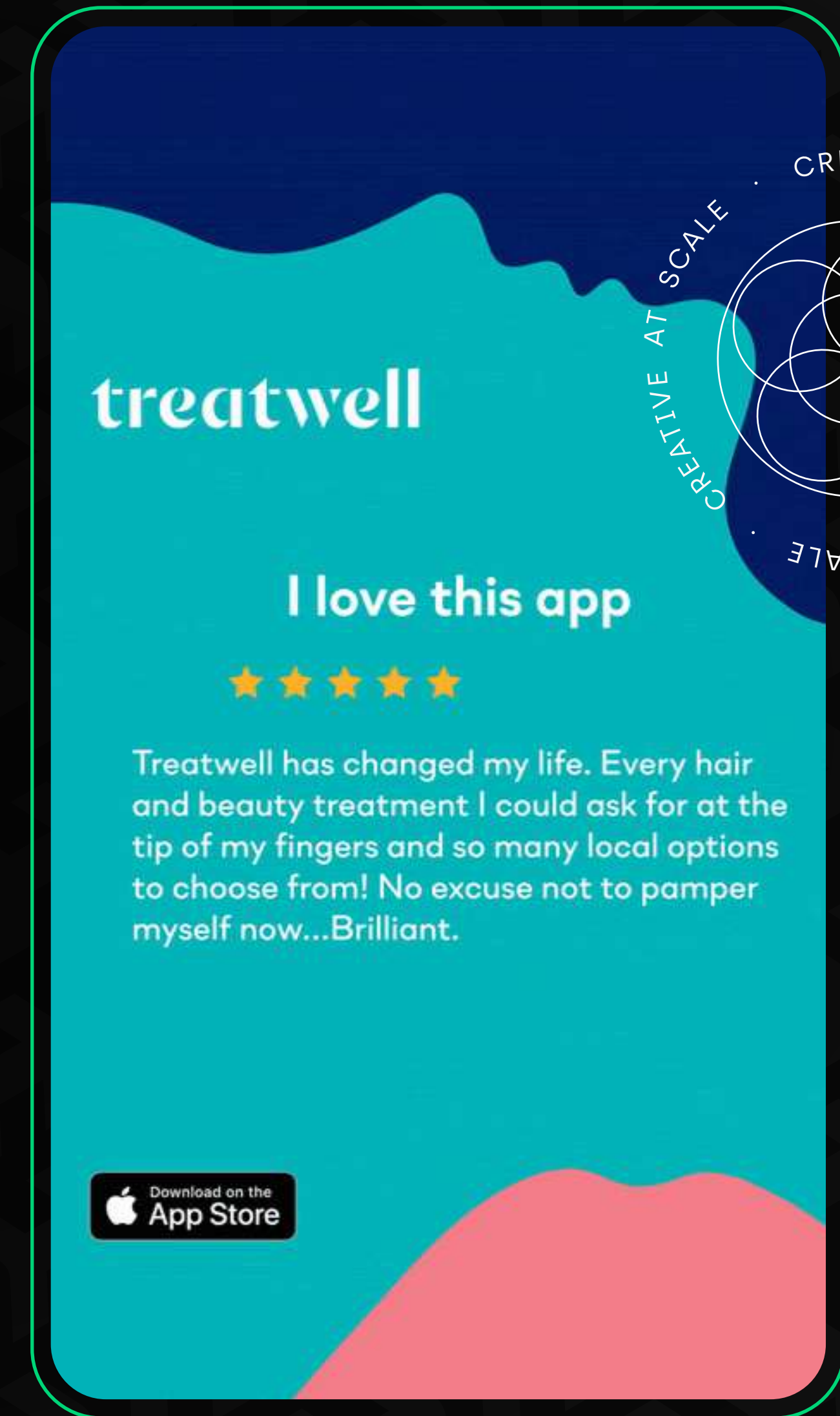
Increase Customer LTV w/CRO uplifts

PLAYBOOK

- Personalize various offers to different audiences. When shoppers see ads tailored especially for them, they are more likely to trust the product and make a purchase decision faster.
- Test unlimited offers, targets, and emotional triggers through image and video ads and identify which products or offers are most popular with your target audience, then optimize your advertising spend and conversions and improve your ROI.

IMPACT

Contextualizing content to your customers' preference, besides from all conversion uplifts, improves brand credibility and customer loyalty and gives competitive advantage in your niche.





Promote Top Products...automagically

PLAYBOOK

- Use Dynamic Creative to craft product promotions that are highly relevant to your target audience, delivered with precision using the right message and creative.
- The most relevant products are automatically showcased to the right audience at the right time, maximizing the effectiveness of promotional campaigns.
- You're showing personalized ads with the exact products that shoppers left behind, reminding them to complete their purchase.
- Displaying personalized content based on user behavior and preferences will lead to higher engagement and conversion rates.

IMPACT

Enhanced DPAs can drastically help in efficiently promoting offers, increasing relevance and converting abandoned carts.





Promote New Collections

PLAYBOOK

- Engage users to go and visit your online store and explore new collections. Connect the product data feed to Hunch to create category image and video templates and automatically produce hundreds of ads for promotional offers.
- Shoppers become accustomed to images after a point, so the best way to promote new collections is through the most popular ad format today - video.
- You can communicate more info through a resonant video rather than a static image ad.

IMPACT

Promoting new collections via video ads can help you stop the scroll, lower CPM and higher CTR. And whether it's Reels or Stories, video is the kind of thumb-stopping and click-worthy ad format modern marketers are looking for.





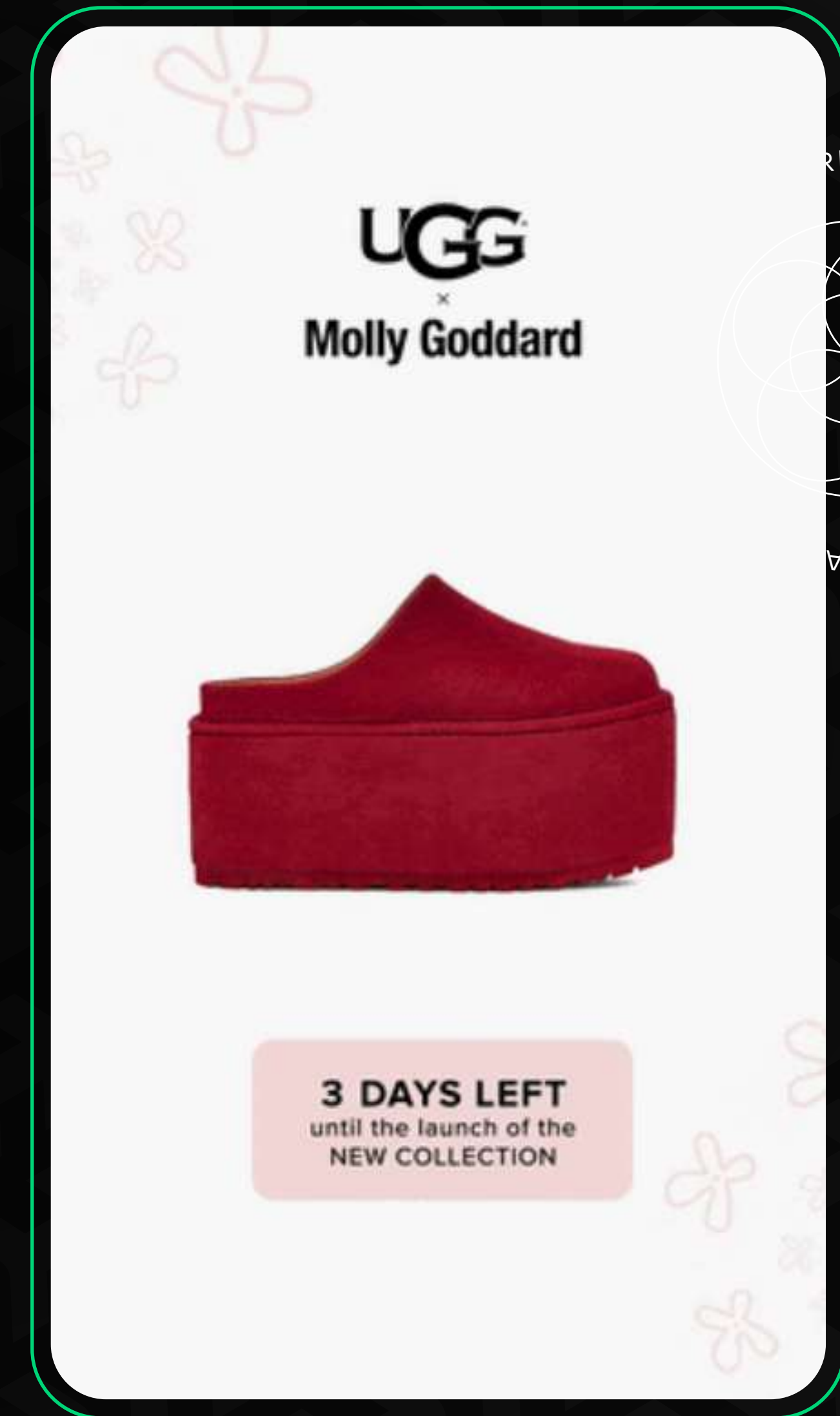
Create FOMO with Countdowns

PLAYBOOK

- Clearance sale in 3, 2, 1...day(s)! Show special timed promotions with a daily countdown to communicate urgency in special promotions.
- Using conditional layers in DPA templates, set up countdown timers or call to action cues for how long the promotion will last.
- Timers give space for design freedom and reducing flashing countdowns are sure to stop the scroll on your creative.
- A sense of urgency combined with a good discount on the promoted offer is something shoppers cannot refuse.

IMPACT

By communicating countdown urgency you'll grab your shoppers' attention, create a shopping FOMO and increase your conversion rates.





Weather-triggered Products

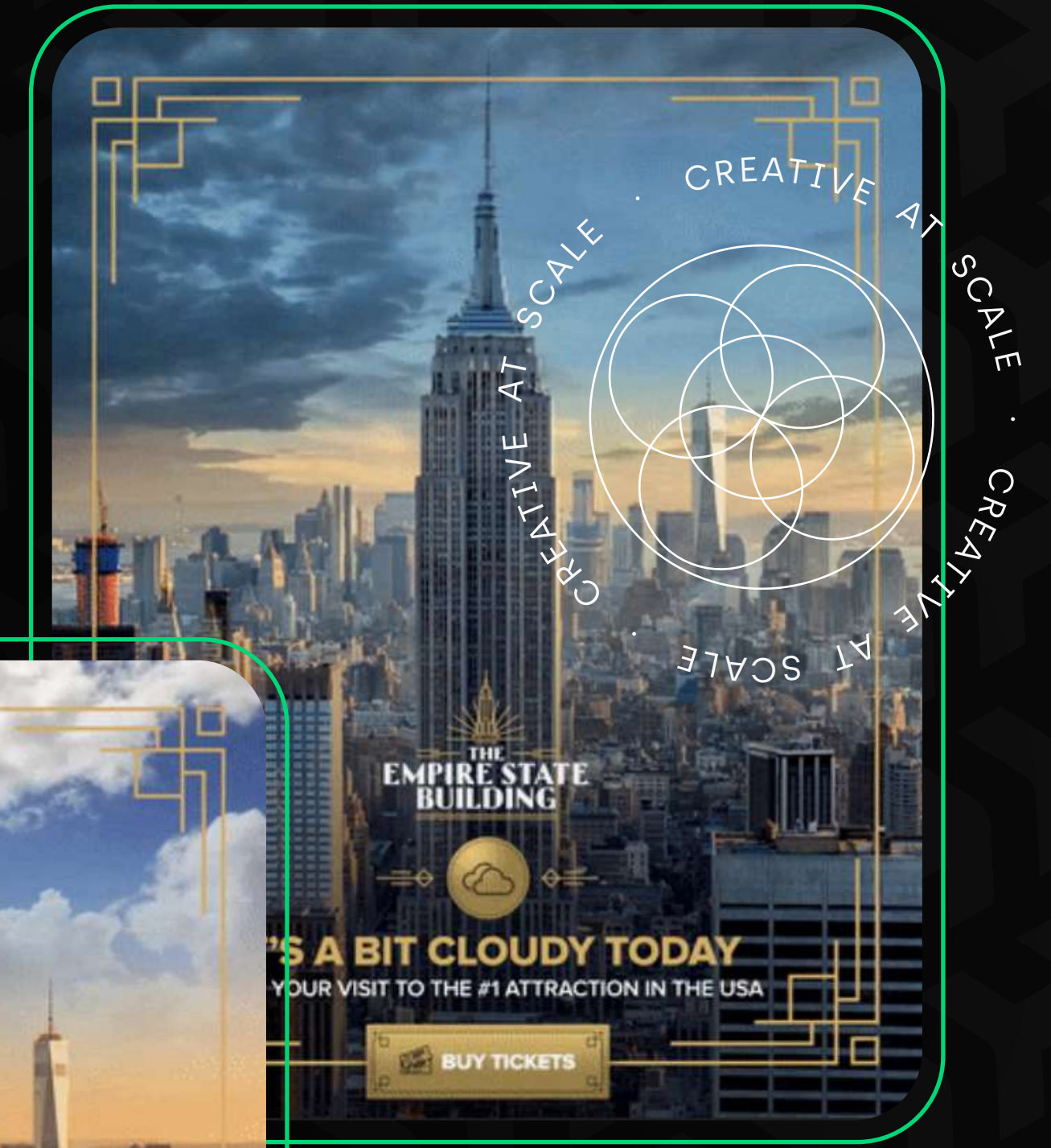
PLAYBOOK

- Dynamically use weather data from 3rd-party feeds to customize your creative to the outside weather conditions.
- Through location and weather data, ads become contextually relevant and are going to have more conversions compared to generic ads.
- Capitalize on your customers' shopping intentions in different weather conditions. You won't just communicate the current temperature or outside weather, but a product promotion or value of a discount.

IMPACT

Integrating weather condition opportunities, you spark curiosity for uncertainty, improving engagement and conversions by storytelling the "we know how you feel" feeling.

WEATHER CONDITION TRIGGERS - Video
Clear | Sunny | Cloudy





Localize & Drive Foot Traffic

PLAYBOOK

- Launch automated local geo campaigns efficiently targeting a radius within each retail location to drive foot in-store traffic.
- Hyper-localized targeting propels ad recall. When shoppers recall an online ad and have a positive impression of the brand, they are more likely to visit the store to learn more or make a purchase.
- Online traffic turns to in-store shopping, and if done right - results in on-the-spot purchases.

IMPACT

Happy shoppers are returning shoppers that will advocate for your brand both online and in mortar, will visit your website often and shop in your stores as well. Localize and increase share of mind.





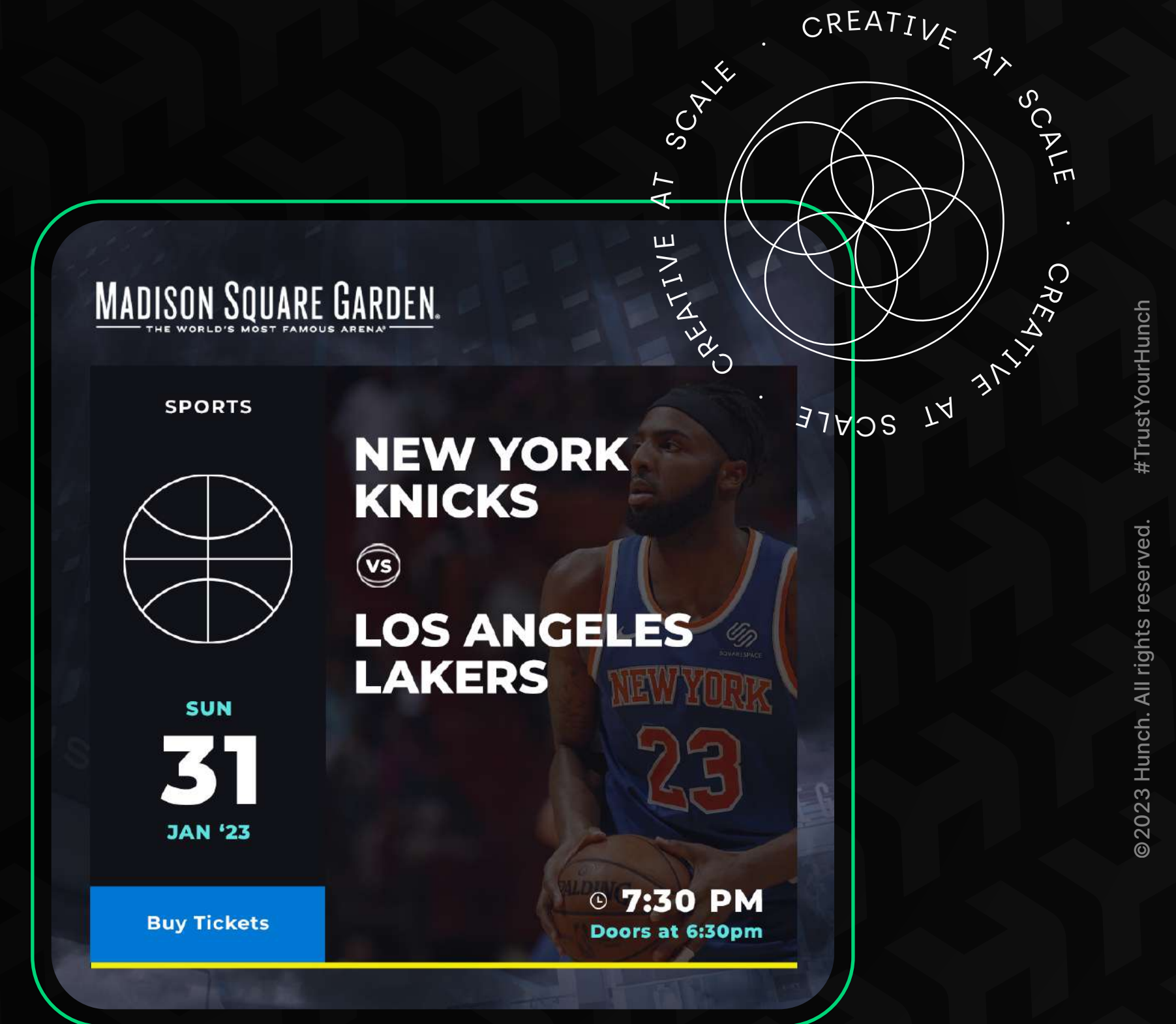
Hyper-Local & Event Videos

PLAYBOOK

- Build high-quality, localized videos in real-time with real data.
- Import 3rd-party data sources to your feeds to bring in additional data and insights like exact event time or real-time odds and scores.
- Deliver high-converting video ad campaigns for Paid Social in an optimized process with many ad variations and scale your performance.
- The Hunch Video Studio features full-frame animation, advanced text controls, support for video formats and a codeless animation environment.

IMPACT

Tell your audience the story of the event in the most effective format in modern advertising. Using real-time data to deliver contextual and relevant offers will improve retention, maximize acquisition and boost user engagement.





Scale On-Brand Videos

PLAYBOOK

- Create and scale with automated on-brand video templates in the Hunch Creative Video Studio.
- Connect your feed data to a creative management platform like Hunch, centralize your launch system to a single “command center” data source and easily render 1000s of customized videos in no time.
- The Hunch Video Studio offers pre-built templates where you can easily edit animations, colors or graphic elements in order to build unique converting videos.

IMPACT

Video ads engage multiple senses and can deliver more information in a shorter amount of time, leading to more engagement and a higher impact. Also, scaling is made easy with Hunch’s workflow automation, effectively reducing your ads’ time-to-market.





Dynamic Clearance Sales Videos

PLAYBOOK

- Sale price emphasis - ensure that customers see the offer accurately by presenting the right ad with a highlighted special offer next to the original price.
- Communicate multiple product offers via video ads, especially slideshows.
- Make it easier for shoppers to quickly identify and take advantage of discounts, leading to more purchases.
- The clearance info increases customer interest and motivation to make a purchase, improving your sales efficiency and driving revenue growth.

IMPACT

Communicating clearance sales through video ads will reduce shoppers' decision-making time, increase purchases and conversions.





Holiday & Calendar Site Promotions

PLAYBOOK

- Implement important calendar events and rules into your campaigns (Christmas, Easter, Mothers\Fathers Day, Valentine's, etc.). Potential shoppers show a high purchase intent during those dates.
- Activate the campaigns a few weeks prior to a specific holiday, or in a period where some events are more likely to occur (vacations in the Summer, weddings in Spring/Summer).
- Birthday events are always active.

IMPACT

With calendar specifications, you'll experience lowered CPA and CPP during seasonal campaign activation. Communicate the right offers at the right time.





Clear Store Inventory with Smart Video

PLAYBOOK

- Have full control of your inventory and in-stock items through Hunch's centralized Feed Management solution.
- Reallocate the ad set budget based on the number of products in stock.
- Create engaging video ads showcasing multiple products with according info and price offer through inventory data.
- Communicate different messaging based on products left to promote them in special offers.

IMPACT

Have full control over your data. Showcase multiple products in the most popular ad format today. Integrate your product feed with Hunch, and let the Smart Video solution do the work.



CREATIVE AT SCALE · CREATIVE



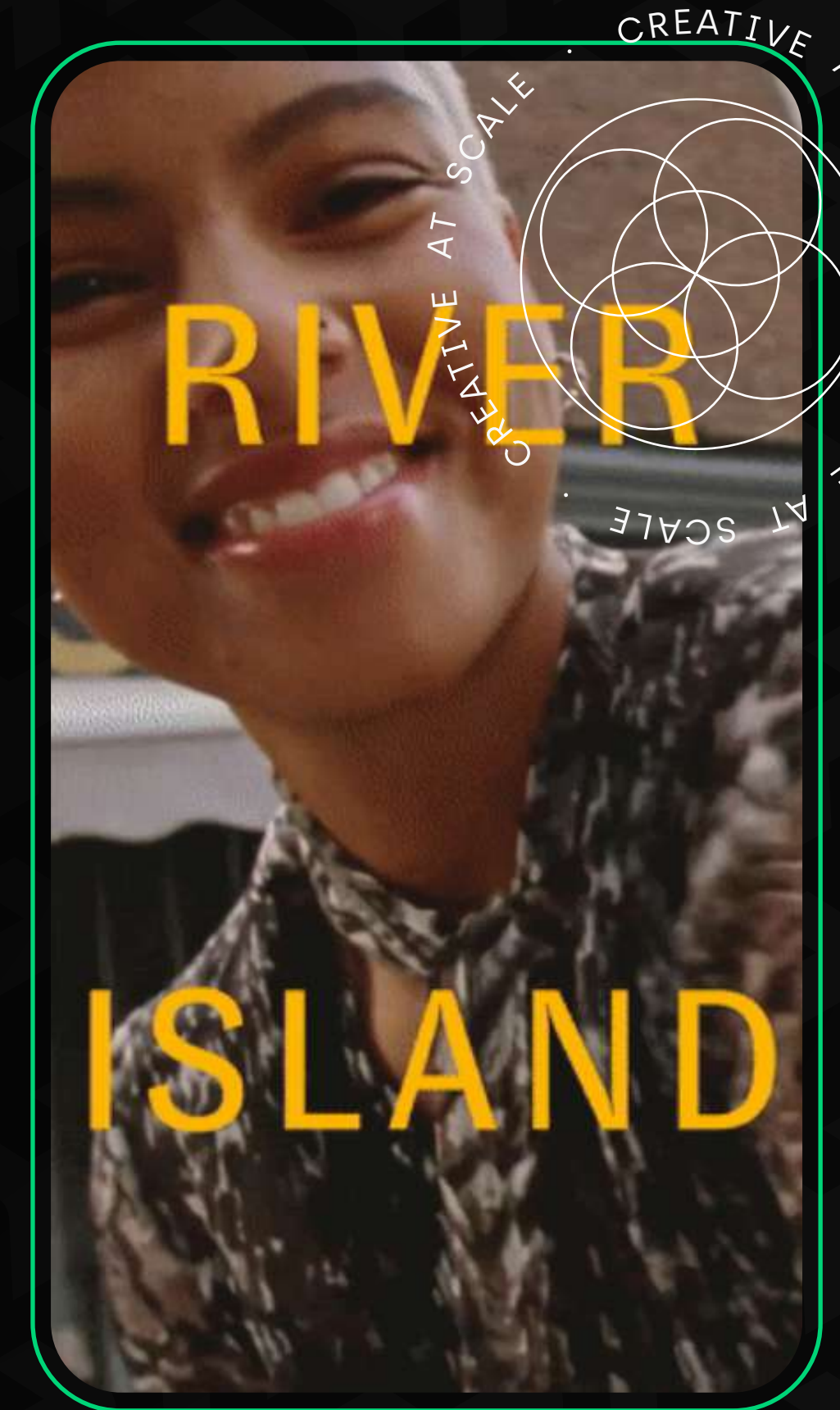
Brand Consistency on all ad units

PLAYBOOK

- Build awareness and visibility with automated on-brand templates in the Hunch Creative Studio. Create custom branded templates or start from some of the provided ready-to-use templates and modify them as needed.
- Easily control all template formats within one functional unit with Hunch's Multi Artboard Template feature. This is a necessity for launching campaigns with creatives on each placement and in several formats.
- Collaborate with external and internal stakeholders and ensure high-quality and on-brand visuals using Hunch's Preview and Review tools.

IMPACT

Maintain brand consistency for salience, better targeting and omnichannel communication in all ad formats. Use the Hunch Creative Studio to automate your creative production process.





OUR CLIENTS.

Global companies that leveraged
Dynamic personalization with us.



GORILLAS

Hunch delivered operational efficiencies for Gorillas by enabling the quick and effective launch and promotion of hundreds of new delivery locations.



tipico

Hunch unlocked performance on Social for Tipico by leveraging DPA campaigns to show live odds in betting, delivering high quality visuals with real-time relevance on Meta.



Wavemaker

Hunch delivered advanced creative solutions, scaling growth by speeding up creative production, making it easy to manage, and unlocking faster A/B testing which helped chart even better shopper journeys.



adwise

Hunch unlocked data points for on-brand experiences at scale by leveraging enhanced DPAs with different catalog segments, product collections and style groups, creating beautiful templates modeled to the targeted audiences' interests.



G Adventures

Hunch delivered granular campaigns, helping GA become more relevant and personalized in multiple markets with Hunch's data management solutions and Hunch creative production tools to generate hundreds of contextualized image and video ads.



GRAILED

Hunch helped Grailed overcome the challenge of creating visually impactful campaigns for a large catalog of items (more than a million items), many of which were sourced from user-generated content with varying photo quality, by utilizing the platform's preview and review tools and Creative Studio.



OUR WORK.

ODABERI SVOJ TELEFON
UZ NABOLJU MREŽU
NA TESTU

XIAOMI
MI 10T PRO

Total \$ 1.849 RSD
With tax
2.870 RSD

Mesečni trošak
4.719 RSD

telenor

tipico SPORTSBOK | USA TODAY SPORTS

LAR AT BUF

+110 MONEYLINE -135

DEPOSIT \$500
AND GET A \$500
PROTECTED BET

THURSDAY, 9/8, 9:20 PM

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is served

Breakfast Roll
with Ketchup

Use promo code
"Mcbreakfast"
to get 200 credits when
installing the app

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Waterloo Station
You are near

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MINI

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89,95 €

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1-YEAR WARRANTY
FREE SHIPPING

Free Shipping
on all orders

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with Klarna

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TRI STAR
BASEBALL BAT

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Sign Up for 10% Off
Your First Order. Plus
Early Access to New
Product Drops And
Sale Events!

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By SPORTS ILLUSTRATED™

GRAILED

BUY. SELL. DISCOVER.

GRAILED

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PARIS

SAINT LAURENT JOE
"SMOKING FOREVER"
SNEAKERS

bombinate.

Amber Retrostar Chair
Premium Velvet Line

€ 403

SHIPS TO X COUNTRY

move with love

Lesley waist bag caramel

€59,95

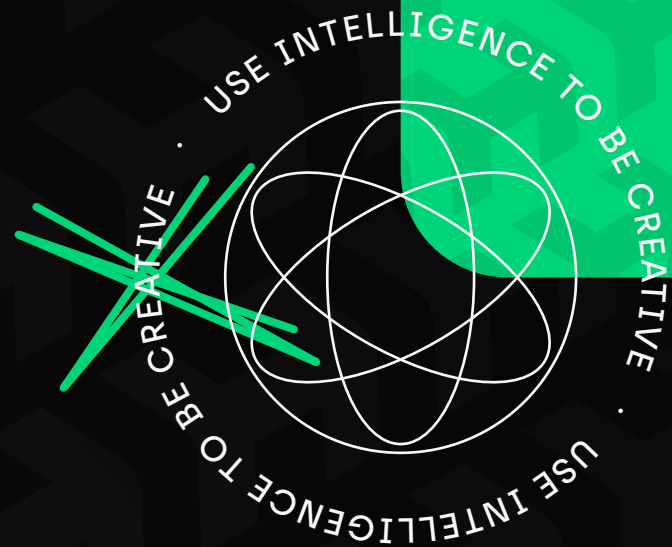
PUMA x
KIDSUPER STUDIOS

SHOP NOW / FREE SHIPPING

Ralph Samson 70
Trainers

119,95 €

Hunch Ads Gallery.



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