



Dynamic Creative

Ad personalization that resonates and endures, backed by unmatched data and identity with the consumer top-of-mind.



While consumers are rightfully demanding more data privacy, they also continue to see the benefits of personalized ads. Brands need to be able to make ad creatives more relevant without sacrificing consumer trust.

Dynamic Creative with Yahoo enables you to build, activate, and report on dynamic creative directly in the DSP UI. More importantly, our sustainable Dynamic Creative solution is built to prepare you for the ID-less future. Backed by our new, consent-based unified ID solution, ConnectID, you'll be able to deliver personalized ads to your valued customers uninterrupted across channels and devices.

The Yahoo advantage



Automate Personalization

Dynamically generate creative variations at scale using Yahoo's privacy-protected data and real-time decisioning.



Optimize Performance

Connect the best ad with the right user through our machine-learning optimization and unique data.



Drive Efficiency

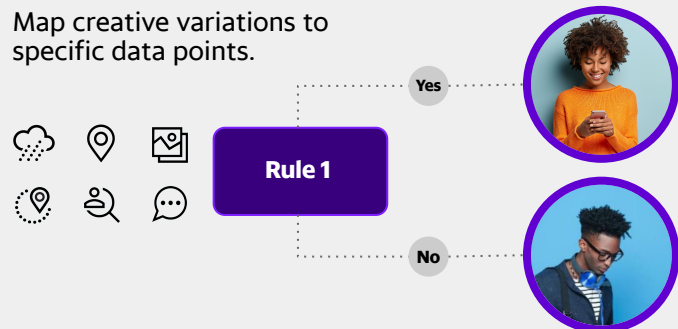
Unburden your teams by consolidating creative build, serving, and reporting, all in one platform.

Elevate your creative

Choose the creative strategy that best aligns with your campaign goals, and leverage industry-leading machine learning technology that connects the best ad with the right user at scale.

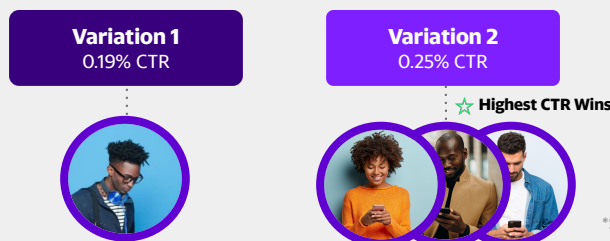
Rule-Based Personalization

Map creative variations to specific data points.



Auto-Optimization

AdLearn machine learning selects the best performing creative variations based on CTR.



*Source: Yahoo Internal Data, March 2021



Reach out to your Yahoo account representative to learn more.