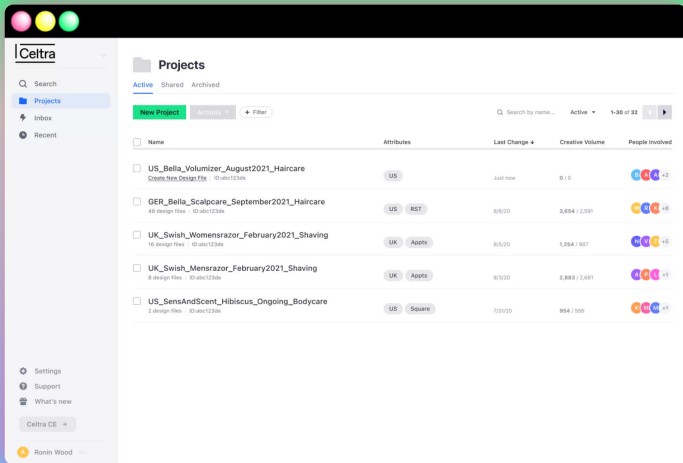# CELTRA FOR RETAIL

Transform Your Creative Workflow and Production with Celtra

Turn to automation to drive creative excellence and maintain brand voice across brand and performance advertising creative.

Creative Volume is a Must for Retail

Driving creative excellence and maintaining brand voice across all campaigns is crucial to retail marketing. In order to stay relevant in this industry, retail brands need high volumes of creative assets to run engaging campaigns that boost brand equity.

With increasing content demands, manual production can't keep up.Traditional workflows are cumbersome and increase the error and inconsistencies in a retail marketing.

Give your retail creative unmatched scale and variety to launch campaigns at lightning speed without sacrificing quality. It's time to consider Creative Automation.

Industry Leaders Create With Celtra

adidas

Spotify

Unilever

> "Celtra let us turn our brand tool kits into flexible creative master templates that could be adapted into 100s of beautiful variants by local markets, saving us money and time per campaign, while maintaining quality and enabling personalization."

Marcus Cho, Global Lead, Consumer Engagement,
Audience & Media Personalization, adidas

Celtra: Creative Software for Retail

With growing product lines and categories, retail marketers need limitless content scaling for promotions, design testing, new launches, and performance campaigns.

Celtra helps retail companies maximize their creative production to produce more creative variety than ever before while maintaining brand equity. With Creative Automation, retail marketers have one centralized platform for collaboration

- Create fresh, on-brand assets for every campaign
- Templatize campaign creatives for personalization and performance
- Turn product catalogs and content into beautifully branded creative
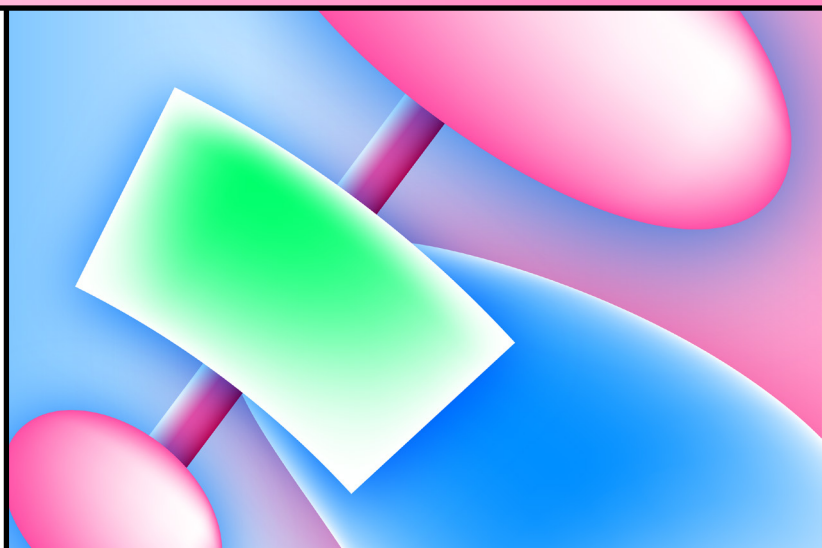
67%
of shoppers want to see more creative variety in advertising.

85%
of shoppers are more likely to trust a brand with high-quality and well-designed ads.