# TODAY'S OBSTACLES IN ONLINE MARKETING

Today, ad production is the bottleneck of affiliate marketing. Online partners require large amounts of up-to-date advertising material in many different formats and languages. Meaning that marketing revenues is partly tied to the resources of your design team.

- **Creating ads** for affiliate marketing is **time-consuming**
- A **web designer** is **needed** through-out the **entire production** process
- Targeting **many markets requires** multilingual campaigns demanding complex **translation processes** and **additional work-days** for a designer.
- **Keeping** existing **campaigns up-to-date** is almost **as time-consuming** as creating a new.

## NEGATIVE EFFECTS

Costly resources are spending time on monotonous tasks, increasing production time and costs.

- **Expensive** and valuable **designers** are used for **copying/pasting** tasks
- Affiliates' **demands** for new and updated material **cannot be met**
- **Hard**, or impossible, to **offer** customised **material** to affiliates in a **cost-effective way**
- **Staff is needed** to **coordinate texts** between translators and designers.

# THE SOLUTION

## REVOLUTIONISE AD CREATION WITH BANNERFLOW

- BannerFlow **facilitates banner designing**, animating and resizing by a built-in banner editor
- GIF animations are **automatically generated** by BannerFlow and publshed to affiliate site's marketing tools
- **Translations** are made **instantly within BannerFlow** - no resources for coordinating is needed
- **Update** existing campaigns **within seconds**. Changes applies, **in real-time**, to banners used by affiliates
- **Add new languages**/texts to campaigns within seconds **without needing** designers' **assistance**.

## SAVINGS AND EARNINGS

- **Lower** banner **production time** by up to **95%**
- **Update** existing **campaigns in minutes** instead of days
- **Anyone** can **create advanced banners** with BannerFlow
- **Affiliates** will **display fresh ad material** on their sites
- **Customise** ads **exclusively** to affiliates **with no extra work-load**
- **Update** or replace **ads in real-time**, as the affiliates are displaying them
- **No extra work** when managing **translations**
- **Add new languages**/messages to campaigns with**in seconds**
- **Administrate** all **campaigns** in **one place**.

# TIME COMPARISON

**Suppose** a campaign is to be promoted online in 20 languages and has to be provided in 15 different banners sizes. How much time will be consumed creating the campaign material the traditional way versus in BannerFlow?

## THE **TRADITIONAL** WAY

1. Create one template banner for each size
2. Await and manage translations of the campaign's texts
3. Duplicate the 15 template banners for each language and paste the countries' texts into each and every banner
4. Create fall-back GIF animations for each banner
5. Send banner files to the IT department for manual upload to affiliate site.

**Estimate:**
600 ads x 10 min / ad = **100 hours (2,5 weeks)**

## THE **BANNERFLOW** WAY

1. Create one template banner for each size in BannerFlow
2. Press BannerFlow's "Send for translation" button and tick the wanted languages and whom to send the translations to
3. Await an automated email from BannerFlow notifying when the campaign is fully translated
4. Press BannerFlow's "Publish campaign" button.

**Estimate:**
15 sizes x 5 min / size + 20 languages x 5 sec = **< 2 hours**

# FEATURES

BannerFlow facilitates the entire banner production process - from designing ads and managing texts to publishing.

## BUILT-IN BANNER EDITOR

Create professional Flash© banners in different sizes in no-time through BannerFlow's advanced, yet easy-to-use editor. The brand's graphic profile, including buttons, logotypes, images, and effects,is accessable at all time from the media library panel. Upload any media you want to use; **JPEG,** GIF, PNG and even other Flash animations. Apply eye-catching animations and effects within the click of a button.

### CREATE FEEDED ADS

Use feeds in banners simply by adding the feed's URL and select which values to import. The feeds are automatically updated in an interval of your choice and the ads using them will be updated in real-time.  BannerFlow also provides easy-to-use features for currency converting, number formating and much more.

### SCHEDULE CAMPAIGNS

Let BannerFlow control when a campaign should be pushed out and drawn back by setting an optional start and stop date. When the campaign is outdated ads used by affiliates are automatically replaced with a new campaign of your choice.

### MANAGE TRANSLATIONS

With the built-in translation manager you're able to send campaigns for translation in all your markets' languages in a few clicks. And the best part, they come straight to the banner without any interaction from you. Get notified by email when all translations are completed!

### REAL-TIME EDITING

Publish and unpublish campaigns in the click of a button. Banner texts and design are editable even when published. The changes applies to all affiliates and partners using the ads, straight away!

# EASY INTEGRATION

## INTEGRATE EASILY TO ANY OF TODAY'S AFFILITE SYSTEMS

Integrate quickly and easily with any of today's affiliate systems (such as MyAP, NetRefer etc.). Our expertise along with a step-by-step integration guide make sure you will be up promoting campaigns through BannerFlow within days.

BannerFlow is a web based application meaning that you can start creating and managing your online campaigns straight through your browser, without needing to install any additional software.

Software training included
**6** hours

Free support included
**10** hours

## COMPATIBILITY

Use BannerFlow in any browser, on any operating system supporting Flash Player.

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*"BannerFlow is just so great - what used to take several days now only takes about two hours. With all the automated features, we can focus on designing banners instead of worrying about resizing and fallback images."*

*"If BannerFlow was a girl, I would marry her on the spot."*

*"Why haven't anyone thought of this before?"*

# BannerFlow
www.bannerflow.se

THE NEW REVOLUTIONARY WAY OF CREATING
AND PUBLISHING ONLINE CAMPAIGNS