

Automating Creative Production

Overcoming Content Creation Challenges with Lytho's Tempo

Looking for a creative automation tool but don't know where to start? No worries! We've got you covered with the Creative Automation Solution Buyer's Guide. This guide is here to help creative professionals like you figure out the perfect creative automation solution. Once you've gone through this guide, you'll understand:

- **What creative automation solutions are, the perks they offer, and how they can make a difference?**
- **The key criteria you need to consider when choosing the right solution.**
- **Tempo - Lytho's Creative Automation Solution, its features, advantages, and implementation process.**



What Is a Creative Automation Solution?

Creative automation – more commonly referred to as templating – is the framework and software we use to simplify and automate the creation of digital and print marketing collateral. Templating tools bring design and intelligence together to deliver a high volume of creative content quickly. You can take assets to market faster by empowering stakeholders and clients to take an active role in creative production, which minimizes the number of one-off edit requests to your designers.

A creative automation solution refers to a type of technology that automates certain parts of the creative process, particularly in marketing and design. It combines the power of automation with creative elements to streamline and expedite tasks that would otherwise be time consuming and resource intensive.



What Are the Benefits of a Creative Automation Solution?

Before creative automation solutions were developed, graphic designers had to create assets for each type of promotion separately. Think of a product's packaging, billboard signs, brochure ads, digital ads, published articles, and video content – all in different sizes. Using creative automation tools, you:

- **Get quick translation and transliteration of collateral, easy customization, thorough adaptation, and careful localization of assets.**
- **Scale the volume of content production and drastically reduce delivery times without needing extra creative resources. Now, you can finally meet the growing demand for creative assets and not worry about budget and brand inconsistencies.**
- **Equip your team with the right tools to establish collaborative production**

workflows to respond to content creation at scale. The software removes repetitive work from processes and prevents errors.

- **Leverage smart templates to automate the generation of multiple versions of a base asset. And you can use the same templates in the future to expedite how you create assets even further.**
- **Can automatically generate output for both digital and print. Your assets are then downloaded to your digital asset management (DAM) software so you and your colleagues can bring your promotion plans to fruition.**
- **Gain more freedom to conduct A/B tests to find the content that works best. When you collect and apply the right optimizations, your marketing efforts will grow even more successful.**

What Impact Can a Creative Automation Solution Have on My Brand?

Creative automation allows you to create your content once and repurpose it automatically for any iterations. The logic here is that you can produce all variants from an asset's template. The template follows the parameters, business rules, and inputs you have given it to generate the different formats and outputs you have instructed it to create.

The best creative automation solutions come with business intelligence, also known as rules or variables. When you fuse design with your

business intelligence and the data you collect, the results are magnificent!

There has been a growing turnover trend in creative teams because creatives are being asked to do more with less - including repetitive admin work. By giving them access to a creative automation solution, you help free up time to let them be creative again. It is a game changer – brands that embrace creative automation will no longer waste their time with such mundane tasks.

How Do You Choose a Creative Automation Solution?

Choosing the right creative automation solution involves considering several factors to ensure its functionality aligns with your needs and goals. Start by looking at how your creative teams work today, understanding what they're struggling

with, defining your objectives, and identifying your requirements. You will want to find the right creative automation solutions that will add value to your organization. The following questions are a great place to start:

Questions:

- If you are already using a creative automation solution, is it integrated with your MarTech stack?
- Do you use smart templates and, if so, how many templates do you have?
- How many of those smart templates are versions of a master template?
- Do you produce output files in batches?
- How many graphic designers do you have?
- How much time do your graphic designers spend on repetitive tasks such as creating asset variations and localizing, customizing, or reformatting content?
- To what extent is your creative process automated?
- In terms of the type of content you produce, how much of it is single use versus evergreen or multi-purpose?

Once you've answered those questions, here are some next steps:

1. Determine when and where things go wrong

The first step is thoroughly assessing the recurring organizational issues you are facing. When you know what to aim for, a creative automation solution can save you a lot of time. Examples of challenges we see marketers and creatives face include:

- Hiring and retaining experienced team members amidst an overwhelming and accelerated content landscape.
- Training team members to think in business terms and help deliver the maximum return on investment.
- Creating all the collateral and advertising needed to expand the business to new markets.
- Struggling to meet current and future content needs with insufficient resources allocated.
- Establishing and maintaining your output quality and quantity at consistently high levels.



- **Maintaining and sticking to ambitious publishing schedules amid last-minute requests and changes.**
- **Having enough time and the right resources to research and determine the right ways and channels to promote content.**
- **Measuring and articulating the business value of your marketing activities to non-marketers**
- **Avoiding burnout when workload has reached unprecedented levels.**

2. Set your goals

Now that you have a good understanding of your most prominent issues, you need to set goals. Think of the ideal situation where these pain points could be eliminated with software-based automation. Also think of how that would positively impact your team or business in terms of productivity, go-to-market speed, campaign effectiveness, collaboration, and job satisfaction.

3. Identify the features you need

The rise of creative automation into the mainstream has given way to a selection of solutions. With each platform come a few advantages and disadvantages that you should pay close attention to. Which solution you end up going with entirely depends on your team and organizational needs. Some common features to look for include:

- **Translation and transliteration of collateral.**
- **Asset customization, adaptation, and localization.**
- **Dynamic layouts that auto-fit content based on adjustable dimensions.**
- **User roles and permissions to ensure the right access is given to the right parties.**

- **Smart fields that auto-fill and auto-update everywhere they've been applied.**
- **Automatic generation of multiple versions of a base asset.**
- **Simultaneous generation of digital and print output.**
- **Automatic downloading of assets to your DAM solution.**
- **Ability to prepare A/B tests to find the content that works best.**

4. Compare different vendors

Now you have the main parameters to select a creative automation solution, and you can use them to filter different vendors. Look for the vendor that provides the solution that includes the functionalities you need along with the best customer support and adjacent business services while being future proof, since creative automation is a highly dynamic and rapidly changing ecosystem. By answering the following list of questions, you will gain a better understanding of your needs and the software that covers them best:

- **Does the align with our workflow?**
- **Is the user-friendly to creatives and non-creatives alike?**
- **Does it support the creative formats we work with?**
- **What is the level of automation available?**
- **Is the level of customization we require possible?**
- **Are there integration options available?**
- **Does the connect with your DAM?**



Introducing Tempo: How Can Lytho's Creative Automation Solution Help Me?

Lytho has partnered with an industry leading creative automation technology provider to give you access to an ecosystem of integrated MarTech solutions that includes our own DAM, which we built from the ground up, and Tempo, our creative automation solution. While finding separate software solutions that operate in a silo is easy, the real challenge and value resides in how they communicate and integrate with each other. Lytho spares you from these headaches by doing all the integration work to bring you a single platform that elevates the value of the DAM and the online creative editor.

What Are the Core Features of Lytho Tempo?

1. Smart Templates

Smart Templates define which elements are editable and how they can be modified based on embedded logic. They include intelligent parameters that allow you to create even the most complicated assets, like brand guidelines, or repurpose content in no time.

2. Self-service

Users with no graphic design experience can create ready-to-use marketing content and documents in their browser while enjoying no-risk editing with design constraints and brand guidelines locked in. As a result, your organization can go to market quicker than when you need your designers to do the variant work manually.

3. Integration with Lytho DAM

Lytho DAM is your single source of truth for data and assets. This curated assets can effortlessly

be imported into the creative automation solution, and changes at the DAM level can even be applied automatically across all templates. As a result, content errors are eliminated, and costly mistakes are avoided.

4. Dynamic Layouts

A single Smart Template can deliver every variant needed by auto-fitting for different audiences, sizes, languages, products, markets, or channels. In the end, you save time with less complex review cycles, and you maximize your DAM's content utilization and ROI.

5. Data Import

You can upload your data from external sources into Tempo and merge your source files with design templates. By combining and analyzing the data in this way, you create asset variations at incredible speeds and eliminating room for human input errors.

Which Are the Key Benefits of Lytho Tempo?

Lytho's Creative Automation Solution comes with a plethora of benefits for teams and organizations of various sizes, across multiple industries. Here are some key benefits that we know creative and marketing teams love:

1. Automate Multiple Asset Generation

The software leverages Smart Templates to automate the generation of multiple versions of a base asset, allowing users to create templates for repeatable creative assets such as advertisements, social media posts, and emails. You can use the same templates in the future to expedite how you create assets even further, and these templates may include fixed elements (such as branding elements) and placeholders for dynamic content (like text, images, and data).

2. Customize Content Quickly

You get quick translation and transliteration, easy customization, thorough adaptation, and careful localization of assets, allowing for faster go-to-market times. First, users input specific content, data, and images into the templates, then the software generates multiple versions of the creative assets, each tailored to different audiences and purposes. The highly tailored nature of your assets ensures a higher impact on the target markets.

3. Personalize Content at Scale

Generate personalized content at scale by automating the process of adapting content to individual user preferences, demographics, and behaviors, which allows you to scale the volume of content production and drastically reduce delivery times without needing extra creative resources. Now, you can finally meet the growing

demand for creative assets and not worry about budget and brand inconsistencies.

4. Process in Big Batches

Tempo can handle large batches of content creation simultaneously. This allows marketers and designers to produce multiple variations of an asset quickly and efficiently.

5. Support Data-Driven Creativity

By combining data analytics and insights, creative automation software can suggest design elements, copy variations, and creative inputs that are likely to perform well based on historical data.

6. Automate Workflows

Tempo helps streamline the entire creative process, from concept to distribution, by automating workflows and collaboration. Your team is now equipped with the right tools to establish collaborative production workflows to respond to content creation at scale. The software removes repetitive work from processes and prevents errors from proofing hundreds of assets, helping you to create a more efficient and error-free production cycle.

7. Produce Dynamic Content

Tempo produces content that dynamically updates based on changing data and user interactions. For instance, you can generate countdowns and live social media feeds.



8. Enhance A/B Testing

Tempo offers built-in A/B testing capabilities – giving marketers the chance to test different versions of creative assets to identify which ones resonate best with their audience. You gain more freedom to conduct A/B tests and find the content that works best. By using the insights, you apply the right optimizations, so that your marketing efforts can grow even more successful, allowing you to refine your strategies and achieve better results.



9. Aid with Brand Consistency

Tempo applies brand guidelines and design elements consistently across all generated content.

With Lytho Tempo you can:

- Maximize the usage of your assets which are stored in Lytho DAM.
- Break creative and marketing silos and bring huge operational efficiency improvements by drastically reducing the number of hours spent on creative production while streamlining the entire creative production process.
- Boost the output and outcomes of your organization's entire creative process. This gives you quicker access to a larger target audience.
- Lead to more engaging visual content across multiple channels, thereby differentiating your brand from the competition.
- Make sure your entire organization stays on brand, regardless of who is working in your Smart Templates.
- Reduce your dependency on external agencies by incorporating creative content generation and variations.
- Manage user rights so end users can only edit the assets that are relevant to them while locking assets you don't want them to change.

How Do I Implement Lytho Tempo?

A frequent question is how long implementing our creative automation software takes and what kind of a commitment is needed from the customer's side. This section walks you through the steps from signing a contract to use Tempo to having all Tempo users trained and fully onboard within the system.

Time for implementation

One of the many benefits of Tempo is that we offer a customized implementation timeline. This allows you to prioritize the swift onboarding of your team into the system. Once you have settled on the ideal creative automation configuration for your needs and have devised a plan for your internal processes, we will assist you in seamlessly setting them.

Kick-off meeting

With Lytho, your team will have a personal implementation consultant who will help you with any questions. Topics that are typically discussed in the kick-off meeting: expectations, responsibilities, and your current pain points and goals, so that we understand how to help your team get the most out of Lytho Tempo.

Trainings

Training your team to use the solution in an optimal way is at the core of successful implementation. You do not want more tools that teammates or stakeholders will not use because they are too complex or take too much time to master. Lytho Tempo has been designed with the latest technology to be intuitive for your stakeholders and clients. Your implementation

consultant will lead your core team through the more in-depth training and will be available to partner with you on rolling out Tempo to your internal team and stakeholders.

Support

Your implementation consultant will keep in close contact with you to see how you can get even more out of the solution. We know how important it is for your ongoing success to have a strategic partner who can share best practices and learnings. This is why our Customer Experience team is comprised of former creative and marketing team members. They have sat in your seat and can help by providing you with ongoing best practices tips and tricks.

The team knows that any platform is only as good as the team supporting it, so we don't cut any corners. You can reach us by phone or email. We consistently update our knowledge base with expert tips and tricks to get the most out of our software, and it's available 24/7 at guide.lytho.com/help.

For additional customer resources like webinars, case studies, reports, and more, feel free to check out our [Resource Hub](#).



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