

CASE STUDY

# How Macro reached higher efficiency and productivity with Creatopy

## MACRO

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Read more about how Creatopy's automation and collaboration features lead to an improved workflow



# MACRO

Macro was founded in 2013 in Toronto, Canada, by Dan Radu who is to this day the company's president.

Macro is a team of global digital marketing experts specialized in channel marketing technologies, campaigns, and data operations. They work with a wide range of international companies helping their growth and operations.

Working with clients in such vast domains, Macro's need for an advanced advertising technology platform was a must for their in-house team of marketers.

## Challenges and Goals

Since Macro's loyal customer base keeps increasing and new companies started working with them, keeping information, stock photos, and other brand elements all together in separate folders for each customer was one of the main requirements.

The marketing team also requested an ad production platform where they can design high volumes of customized display and social media ad campaigns for clients in a short span of time. They felt the need for a tool that would eliminate repetitive tasks and increase their efficiency.

Working with multiple clients across the globe, simplifying the collaboration process between Macro's team of marketing experts, collaborators and clients was mandatory.

## Creatopy's Solutions for Macro



**SMART RESIZER**



**BRAND KITS**



**BANNER GENERATOR**



**TEMPLATES**



**COLLABORATION FEATURES**

# What Macro Achieved with Creatopy's Help



## Keep everything organized

Macro is now able to create as many teams as they want in separate workspaces, each handling specific projects. Due to Creatopy's Brand Kit feature, every team can keep all the brand assets, color palettes, logos, fonts, and stock images for each individual client in separate folders.

Incorporating the essence of each company in every design and keeping consistency across all media and markets is an important aspect for Macro.

Since Creatopy can be accessed online, there is no need to install any software on everyone's computers. All the projects, brand kits, and other uploaded elements are saved in the cloud.

### SWIFT Brand Kit



Assigned to projects



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Demo day: Save your spot



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**"Creatopy helps us create and manage display ads that we can easily share with our clients. It's one of the simplest tools available."**

GABRIEL JUDELE - DIRECTOR OF STRATEGY & GROWTH

**“Creatopy has helped me  
in asset organization and task  
collaboration with partners and clients.  
It helped me save a lot of time when  
creating ads and graphics.”**

VICTOR DA SILVA - GRAPHIC DESIGNER



### **Increase ad production**

Creative automation has helped Macro’s team to scale their advertising campaigns. They cut in half the time spent on designing creative ad banners using the Banner Generator.

Thereby up to 18 different sizes can be created and edited simultaneously, including banners compatible with multiple social media platforms, in just a few seconds.

By being a very intuitive and easy-to-use platform, Creatopy can be used by anyone from the team to make small tweaks when necessary, with or without previous design experience.

By getting rid of repetitive tasks when creating ads, Macro improved the workflow and the team efficiency has increased.



### **Flawless collaboration**

Communicating with its collaborators and clients is essential for Macro, since they have to reach out constantly for feedback or approval.

They have improved and sped up their QA and approval processes by having the ability to share their designs with internal and external collaborators with a simple share link.

Receiving the client’s feedback directly on the ad design eliminated the communication via email on every banner.

Macro also significantly reduced the time spent downloading files and uploading them in emails to get approval and improved their communication process.

# Solution and Outcome

-  The automation features improved the way Macro creates ads by eliminating repetitive tasks and by reducing the time spent on designing multiple ad sizes
-  Communication between teams, collaborators, and clients is now simplified with the help of share links
-  Due to the collaboration features, the approval process is reduced, and no more time is consumed with endless email threads
-  Macro is keeping the brand consistent for every client in particular by having everything organized and kept in specific projects, folders, and brand kits.



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Great! They can go live.  
Thank you @ [Designer](#)



<https://share.macromator.com/share/2g63>





## About Creatopy

Creatopy is an ad design platform meant to reduce the time spent on repetitive processes. The platform generates a one-of-a-kind creative experience based on automation, allowing every business to scale up ad production and delivery.

With a vast experience in the SaaS market of more than 13 years, Creatopy is a game-changing B2B solution in the advertising industry.

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