



# Use Case: Creating marketing content using **AdCreative.ai**

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*Instructions: This document provides a detailed guide for creating marketing contents using AdCreative.ai*

## *Overview*

AdCreative.ai is a user-friendly platform that allows you to generate ad banners, texts, photoshoots, and videos for marketing purposes.

## **Steps:**

### **Step 1: Sign up or login**

Go to website: [www.adcreative.ai](http://www.adcreative.ai)

Click “Login” if you already have an account or sign up using your details.

#### **Tips:**

You can sign up using your email, Google, or Microsoft account.

### **Step 2: Activate your account**

Open your e-mail inbox and find a creating account confirmation letter. Click “Get Verifies Immediately „to finish activation process.

#### **Tips:**

If you create an account with your social media account, you can pass step 2.

### **Step 3: Log in to your account and set up your brand profile**

After logging in, fill in your account with the following information: add your brand – name, logo, colours, description (this helps AI match creations to your visual identity).

You can connect your advertising accounts, e.g. Facebook (Meta) Ads or Google Ads, LinkedIn Ads, Pinterest Ads – this is optional, but it makes it easier to export finished adverts directly to campaigns.



**Tips:**

If you encounter difficulties navigating the platform and/or presenting company data, AdCreative AI can generate a platform guide.

#### **Step 4: Creating a Campaign / Advertising Project**

To start a new project click on “Generate” tab in the top left corner. Then click “Create a Project” in the dashboard. Click “Ad Creatives” to generate high-converting ads by simply uploading an image of your product or service.

**Tips:**

You can choose what you want to generate e.g. advertising banners, texts, photo shoots, and videos.

#### **Step 5: Enter Project Details**

Provide information:

- the project name,
- an optional description of the campaign goal (e.g., conversions, website traffic),
- select the ad format (e.g., square 1080×1080, vertical 1080×1920).

**Tips:**

You can prepare appropriate information in advance.

#### **Step 6: Add Creative Assets**

AdCreative.ai will ask you for:

- the main ad headline,
- the offer description,
- product images or photos.

**Tips:**

You can also use the built-in AI text generation tool — AdCreative.ai will create ad copy and headlines with high conversion potential.

#### **Step 7: Create a background for the ad**

You can choose a stock photo or upload your own.



**Tips:**

You can prepare appropriate information in advance.

**Step 8: Generate the ad**

You can click generate and add Creative AI will generate multiple ad variations.

**Tips:**

The results may vary. The clearer and better crafted your prompt is, the headlines are, the better the results will be.

**Step 9: Choose the best generated ad**

Choose the best advertisement for you from among the many offered by AdCreative.ai by clicking “Download” or you can “Connect to Push” it into e.g. Facebook, Instagram etc.

**Tips:**

You can edit the ad afterward and fix any typos or mistakes you noticed. You can also look on a “Conversion score” located above every prompt to get information/prediction if it's going to perform well. The higher the score, the better.

**Optional Enhancements**

You can start creating ads with Starter Plans prices or upgrade to Professional or Ultimate Plans. Price differences result from: the number of generated and downloaded prompts, the number of users, the number of brands etc.

**Resources**

- AdCreative.ai Help Center: <https://help.adcreative.ai/en/>
- AdCreative.ai Troubleshooting & Support: <https://help.adcreative.ai/en/collections/11004686-troubleshooting-support>
- YouTube tutorial: [www.youtube.com/watch?v=cgNn7qINDac](http://www.youtube.com/watch?v=cgNn7qINDac)
- YouTube tutorial: [www.youtube.com/watch?v=hOqqoLTrxaI](http://www.youtube.com/watch?v=hOqqoLTrxaI)