

Introduction

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Overview of the Adctv Creative Builder

Adctv Creative Builder is a powerful, user-friendly platform designed for **creating custom Connected TV (CTV) and Rich Media display ads**.

This tool allows for the creation of visually engaging and interactive advertisements efficiently.

The platform features a **drag-and-drop interface** that allows users to easily add and arrange components on their ad canvas. With just a few clicks, users can pull components directly from the Components List at the top and drop them onto the canvas, simplifying the ad creation process.

You can design and customize ads quickly without any technical knowledge.

The drag-and-drop functionality combined with the **ability to manage multiple pages in one view** greatly speeds up the ad creation process.

Additionally, the platform provides a **shareable preview link** for ads, and users can export their ads to obtain INS tags for display ads or VAST tags for video ads.

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Mobile, Interactive CTV)

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