

Building Ads from Adctv Templates

Adctv offers a collection of built-in templates for both **Rich Media Display** and **Connected TV (CTV)** ad formats. If starting from a blank canvas feels complex or time-consuming, you can simply select a pre-designed template that suits your creative needs, customize it with your own assets, and quickly build your ad with minimal effort.

Even when using a template, you have **full creative flexibility**. You can:

- Move and reposition elements such as logos
- Rearrange components to match your desired layout
- Add or remove elements as needed
- Incorporate animations for enhanced visual impact

Selecting a Template

Within the **Template** module, browse and select your preferred template.

Screenshot Pending

Templates are organized by **Ad Type**, and you can use filters to narrow your options by:

- **Ad Size**
- **Ad Category** (e.g., responsive, expandable)
- **Components Used**

Screenshot Pending

Click on any template to view its details in a pop-up. To preview the template, simply click **'Preview Template'**.

Screenshot Pending

Once you've found the right template, click **'Use This Template'**. You'll be prompted to enter your creative details in the **New Creative** pop-up. After filling in the necessary information, click **'Create'** to get started with customizing your ad using the Drag-and-Drop Builder.

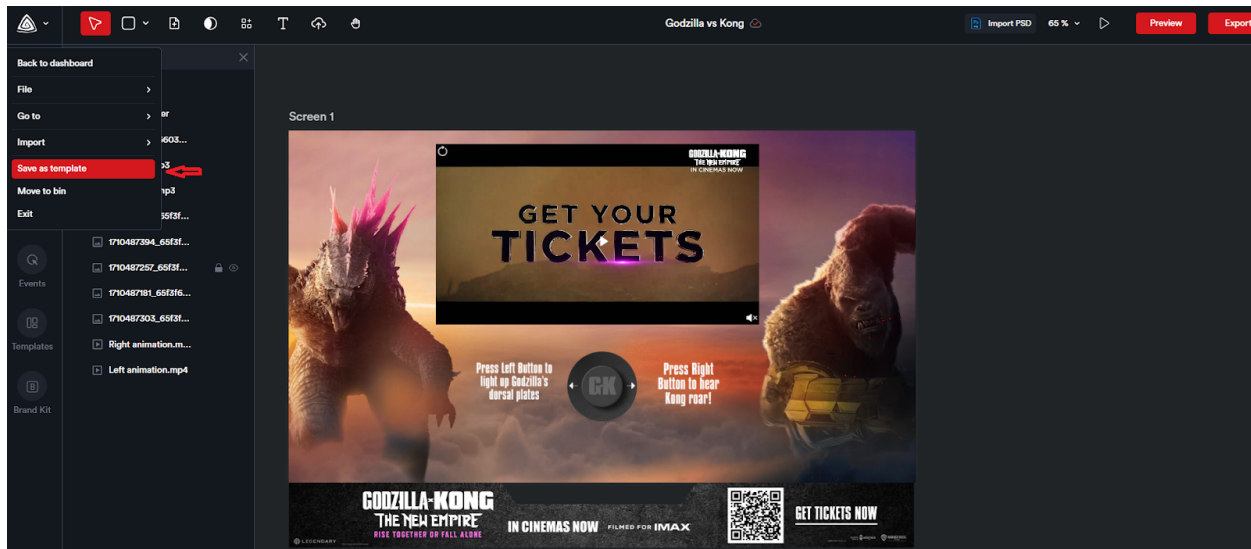
When your creative is complete, click **'Export'** to generate the final ad tag.

Saving a Creative as a Template

You have two options to save a creative as a template:

1. From the Editor Page:

While on the editor page of your creative, open the navigation menu and select 'Save as Template'. A pop-up will appear prompting you to enter a name for your template. Click 'Create' to save it. All templates you create will be stored under Templates > My Templates, where you can view or customize them as needed.



2. From the Creative Card

You can also save a creative as a template without opening the editor. Open your campaign and locate the creative you want to convert. On the creative card, click the 'Save as Template' icon. A pop-up will appear, allowing you to name the template. Click 'Create' to save it.

Test_CR

1280 x 720 | Interactive Connected TV

Last Modified **7 seconds ago**

Owner **Test User**



Published Preview



Draft Preview

Save as template



Impression **0**

Views **0**



Clicks **0**

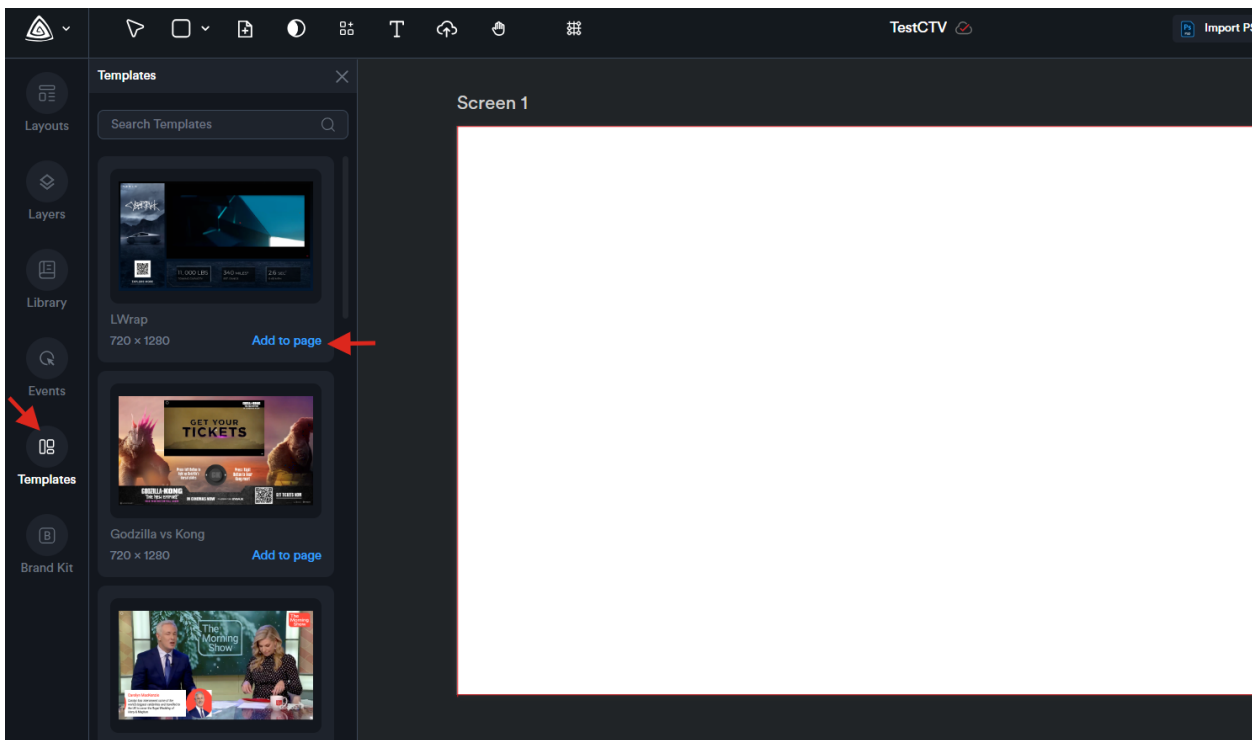
CTR **0**

[View Placements \(1\)](#)

[Edit Creative](#)

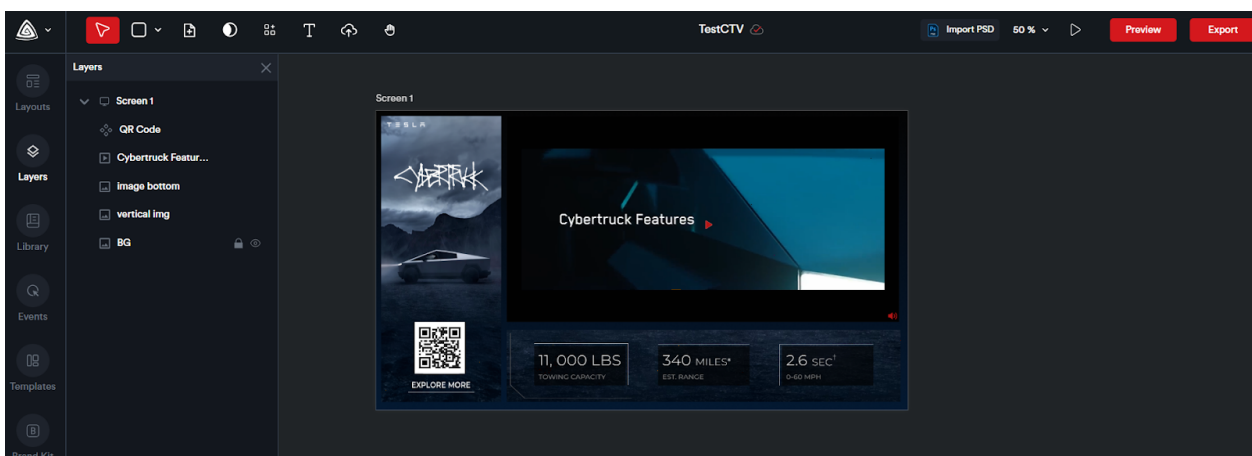
Adding a Template to Your Creative

Within the builder, you have the option to add a template to your current creative. On the left-hand side, you'll find the **Templates** module.



This module displays templates that match your selected canvas size, making it easy to choose one that fits your layout.

Simply browse through the available templates and click **'Add to Page'** to instantly insert it into your creative for further customization.



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