

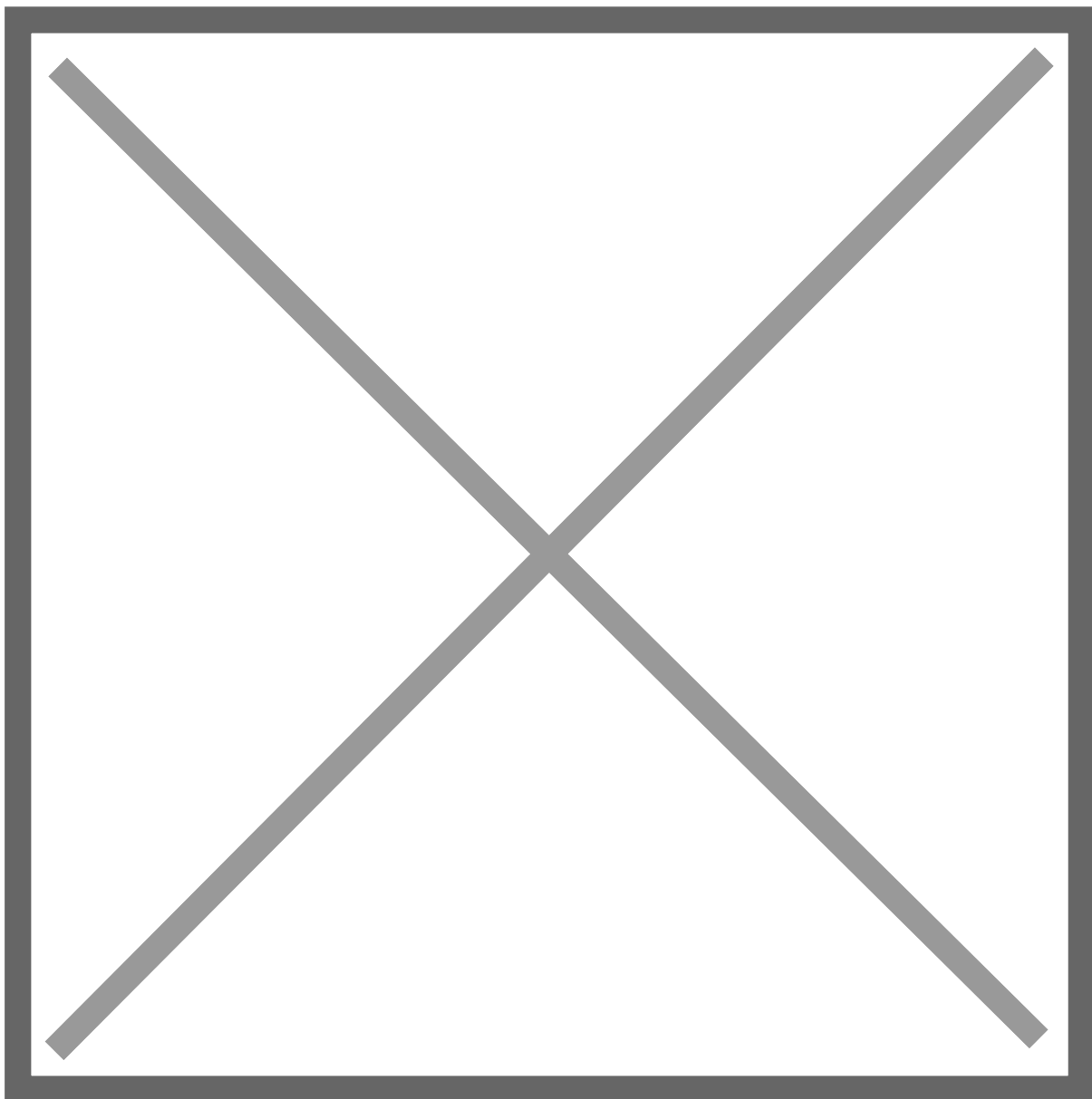
Toolbar and panels

Adctv Creative Builder

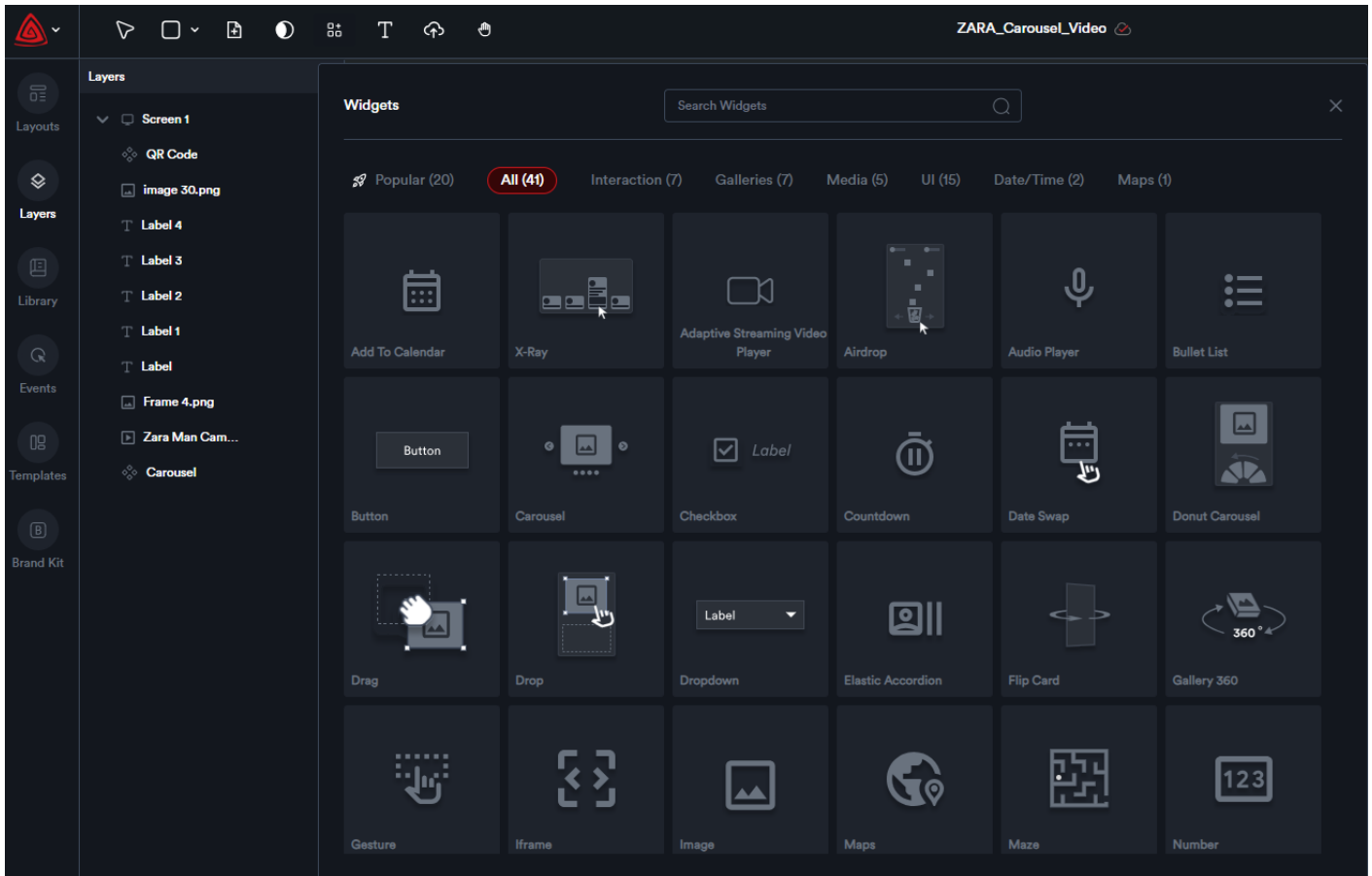
Here is a quick walkthrough of the Adctv Creative Builder.

1. Canvas

Let's start with the drag-and-drop ad builder. Here's your canvas where you'll be creating your ads.



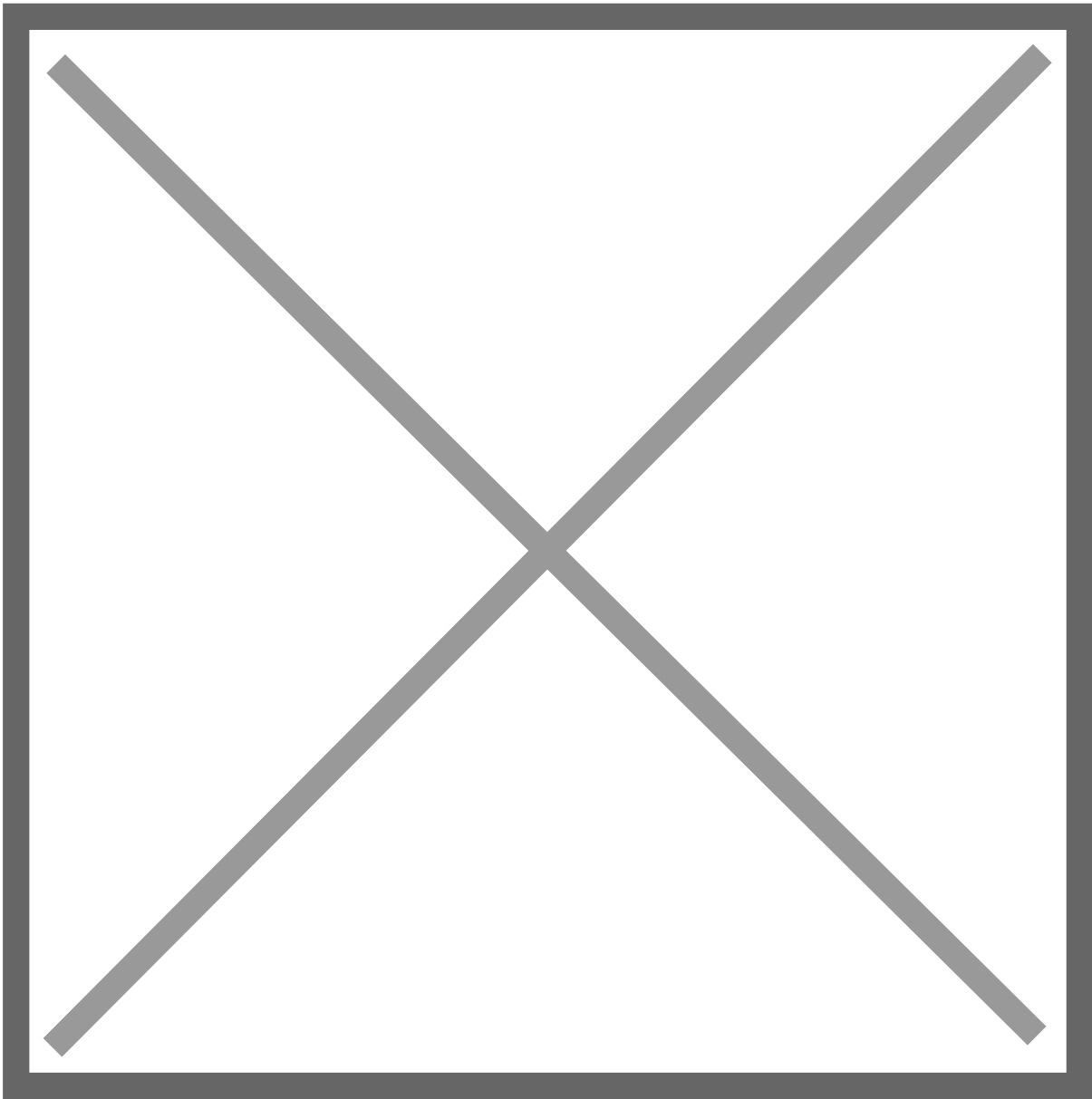
It's simple to get started, just drag and drop components from the **Components(Interactive Widgets)** list at the top directly into your canvas.



You can add new pages, view, and edit different pages/screens all in a single view.

2. Toolbar

The toolbar with various icons, each serving a unique purpose:



1 - Selector icon

2 - Add Basic elements

3 - Add Screens

4 - Add Interactive Widgets

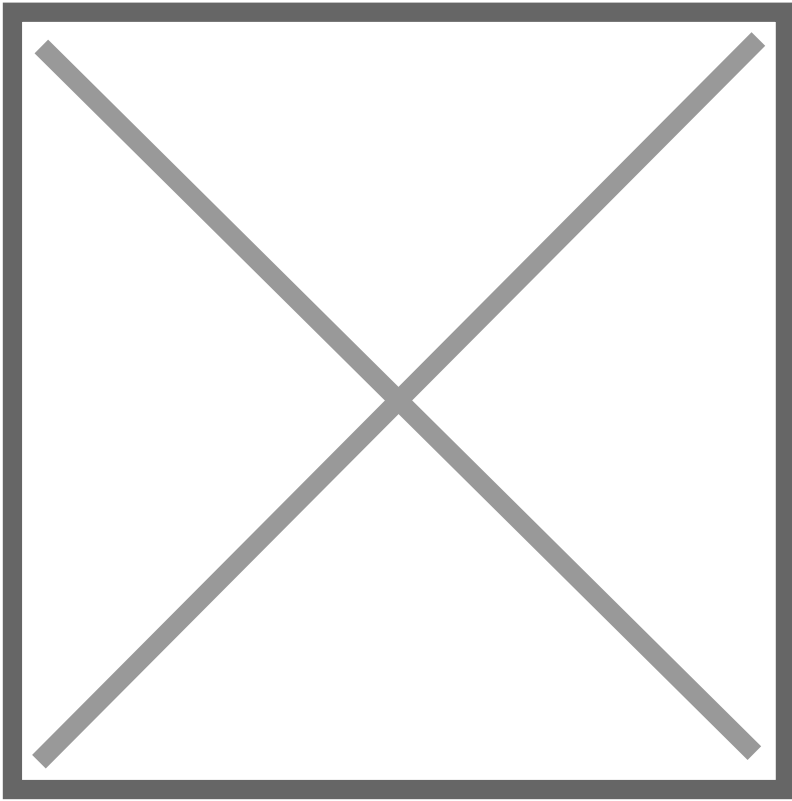
5 - Text Element

6 - Asset Uploader

7 - Move Canvas

3. Layers Panel

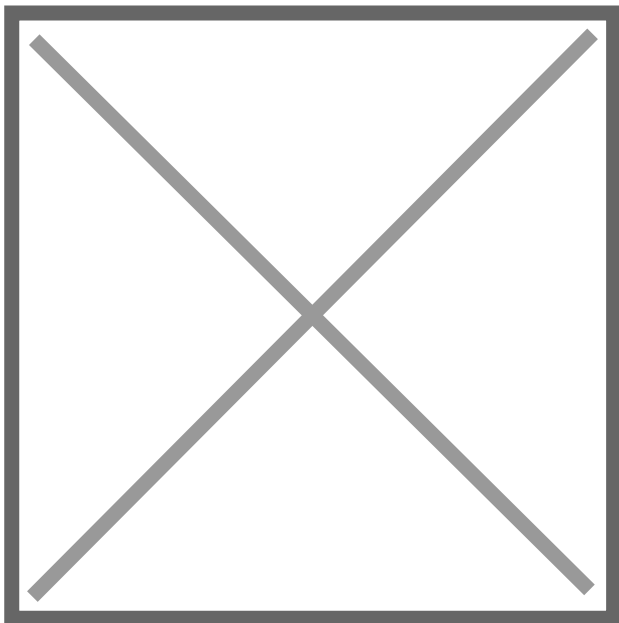
Each component added to the canvas is automatically placed as a separate layer.



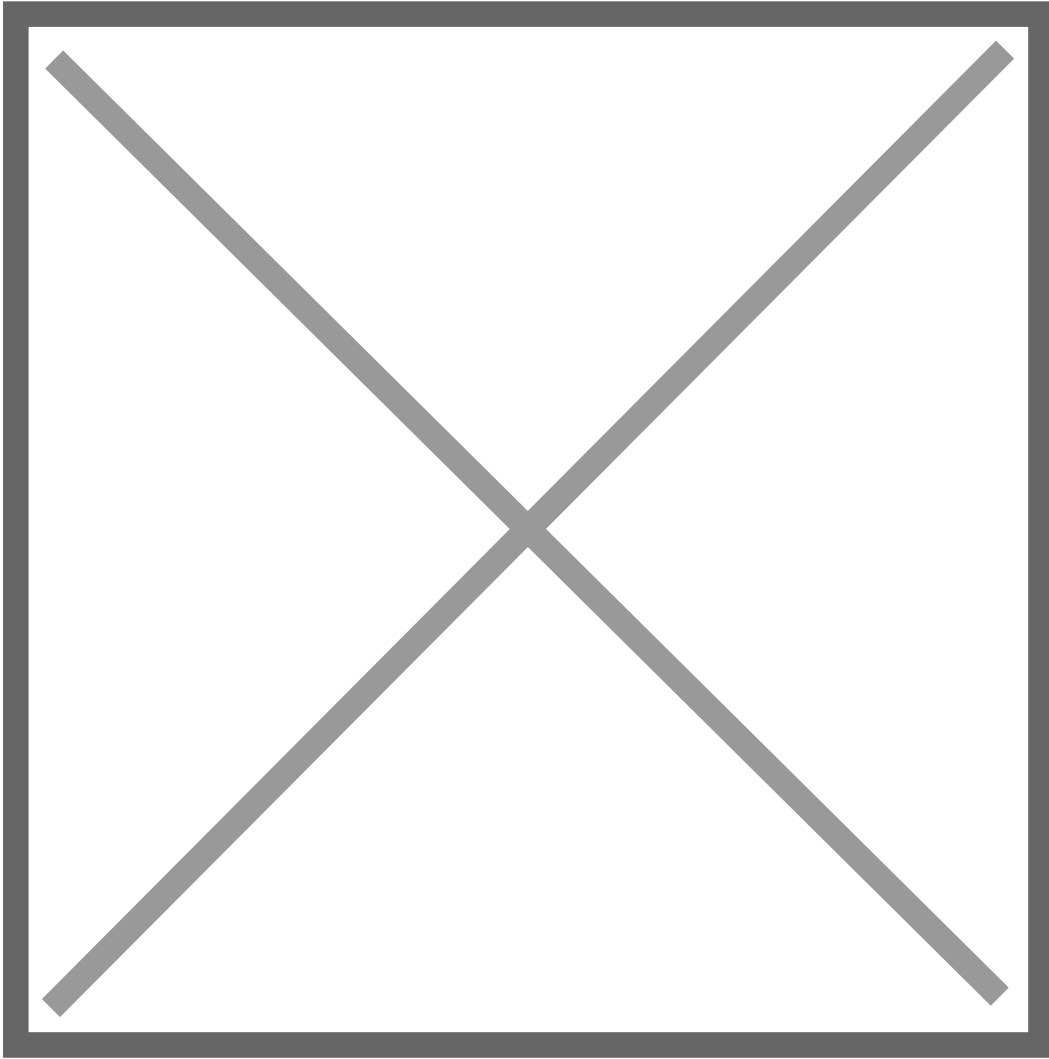
You can reorder layers by selecting the desired layer and dragging it to the preferred position.

Layers can be locked to prevent selection or editing. Locked layers are uneditable.

You have the option to hide or unhide a layer. Hidden layers become invisible on the canvas and cannot be selected or modified. To toggle visibility, click the corresponding icon.

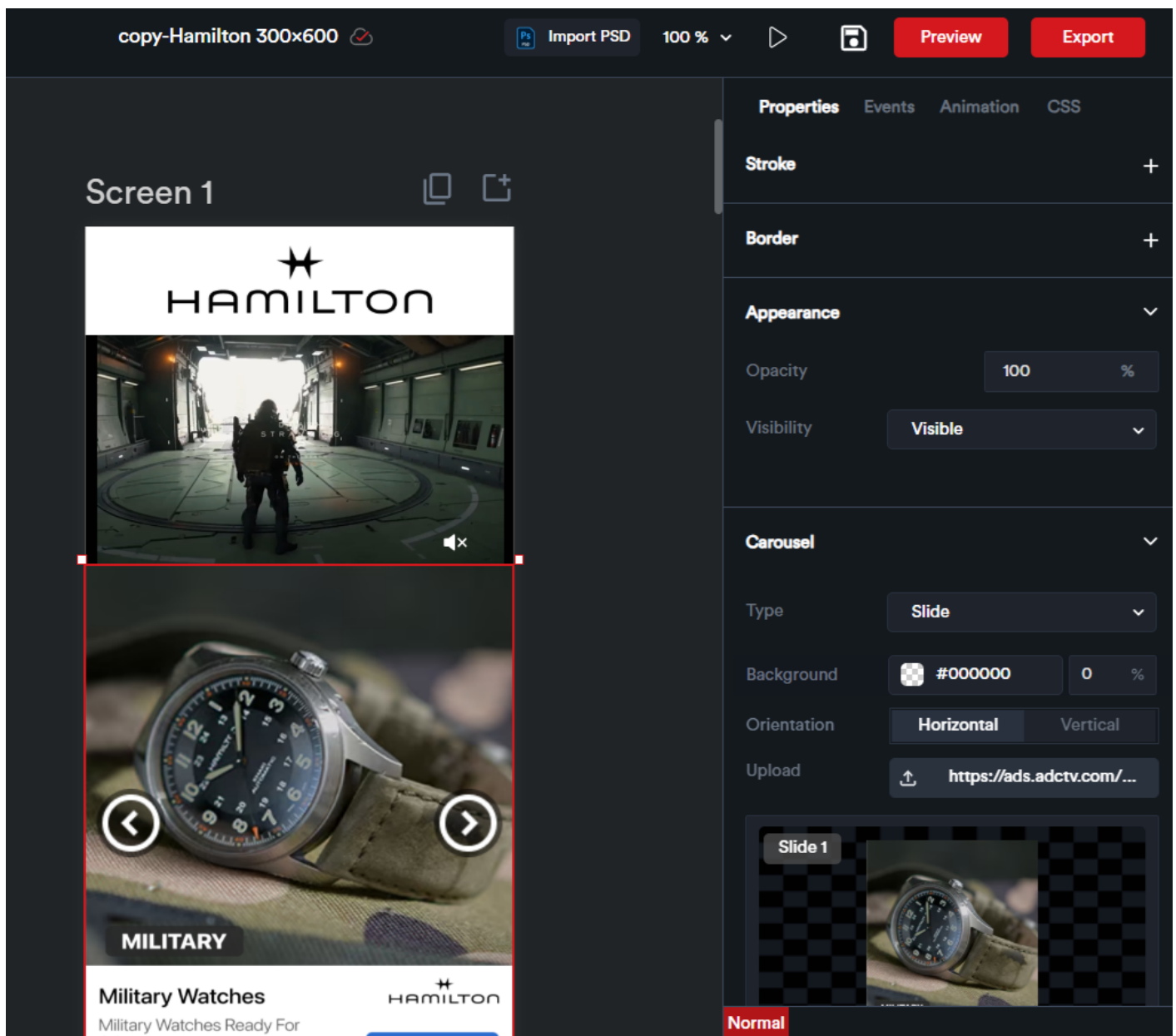


Additionally, by right-clicking on any component within the canvas, you can duplicate it, delete it, undo or redo changes, copy its style, apply a quick animation, or send the layer to the front or back.



4. Properties Panel

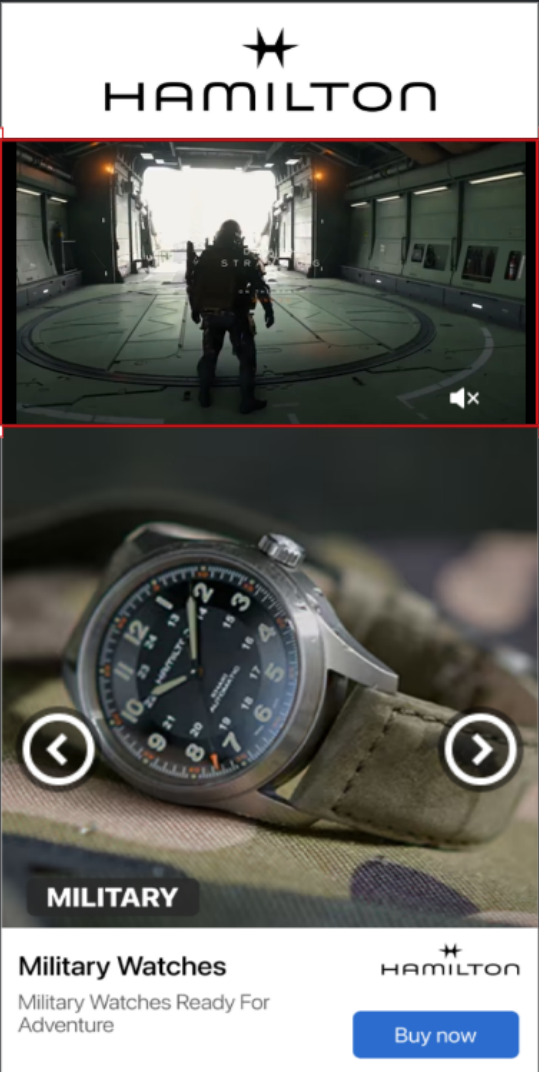
After adding a component, click on it to open the properties panel on the right. Here, you can easily adjust settings such as size, color, position, and more.



5. Events Panel

You can add events to control the behavior of your ad, such as defining actions triggered when a user clicks on an image or a button.

Screen 1



The advertisement layout for Hamilton Military Watches is divided into three main sections. The top section features the Hamilton logo, consisting of a three-pointed star above the word 'HAMILTON'. Below this is a video player showing a soldier in a futuristic, industrial setting, with a red selection box around it and a mute icon in the bottom right. The bottom section is a product showcase for a Hamilton military watch with a black dial and leather strap, also with a red selection box and navigation arrows. Below the watch image is the text 'MILITARY', 'Military Watches', 'Military Watches Ready For Adventure', and a 'Buy now' button. The Hamilton logo is repeated in the bottom right corner of the product section.

PropertiesEventsAnimationCSS

Homepage_DS2_Desktop_EN (1)

Add Events

Trigger

Completed

Target

Go To Page

Action

Screen 2

Event Name

Homepage_DS2_Desktop_EN (1)_goToP...

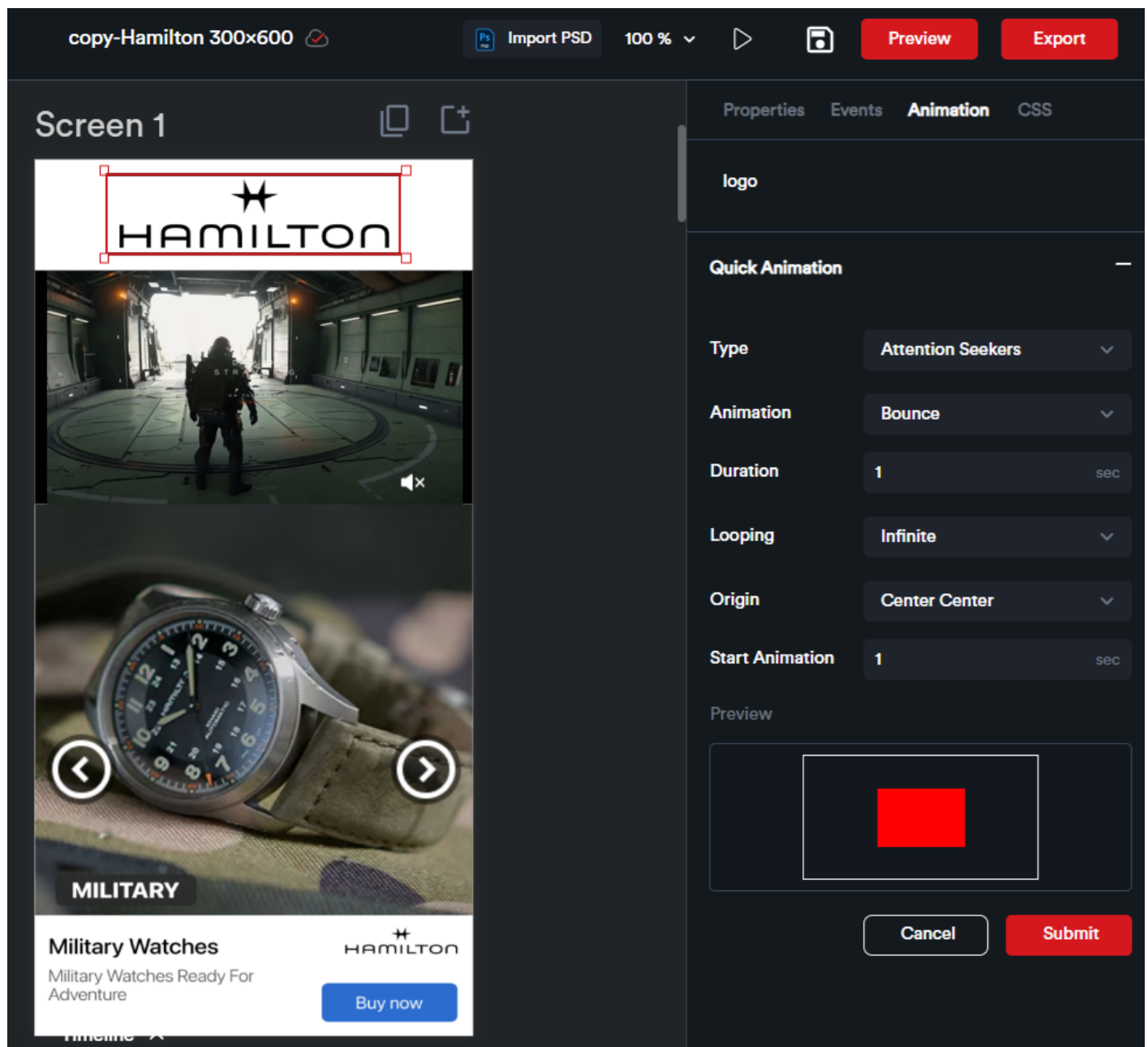
☐ Track event

?

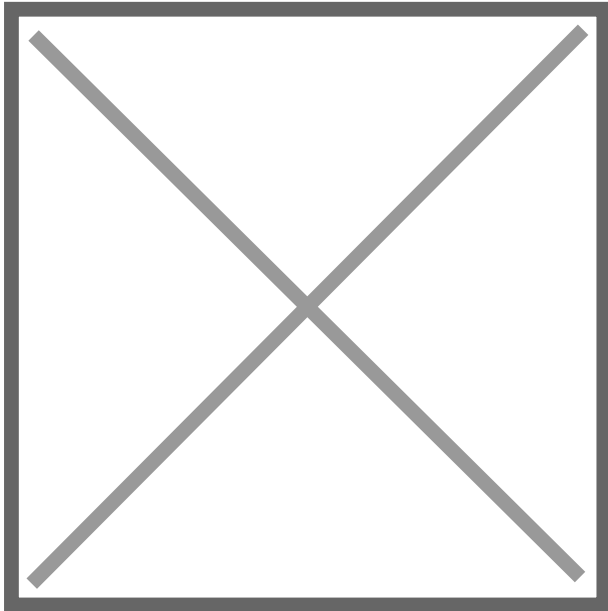
Add Event

6. Animation Panel

Adctv offers a range of predefined Quick Animations for ease of use. From the Animation Panel, you can easily apply these animations to any element in your ad.

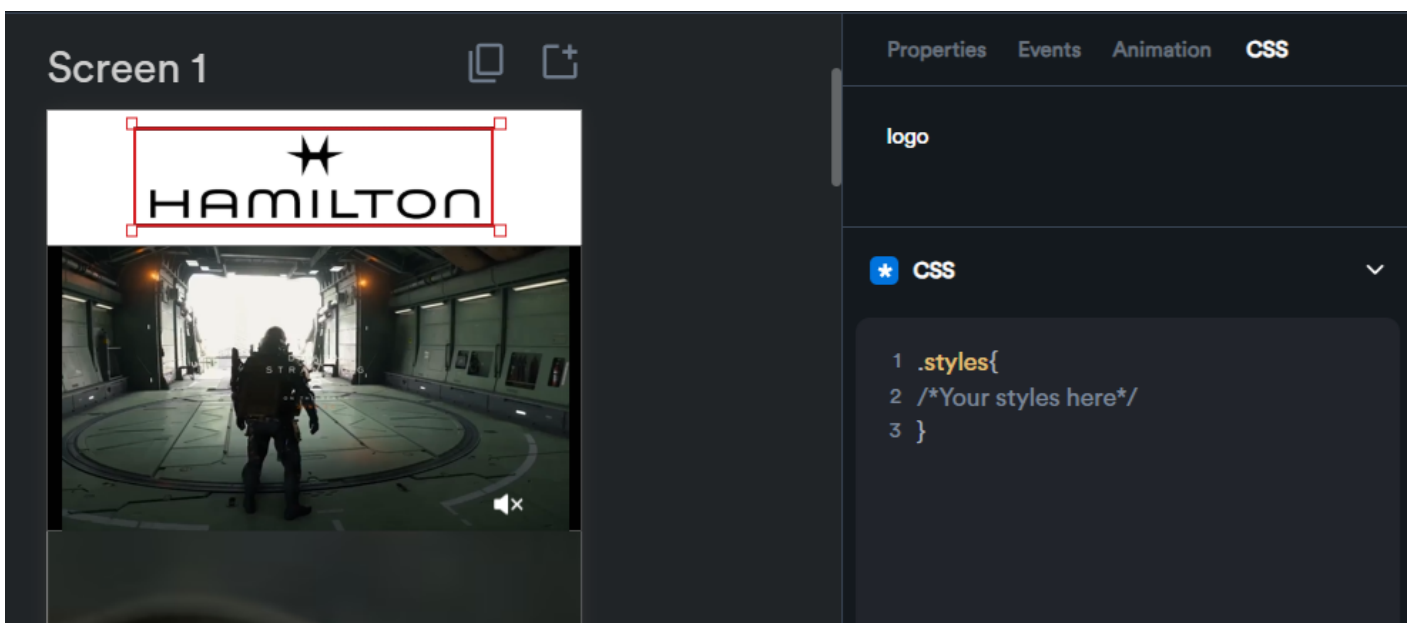


All the configured events will be listed here in the **Events** module.



8. CSS Panel

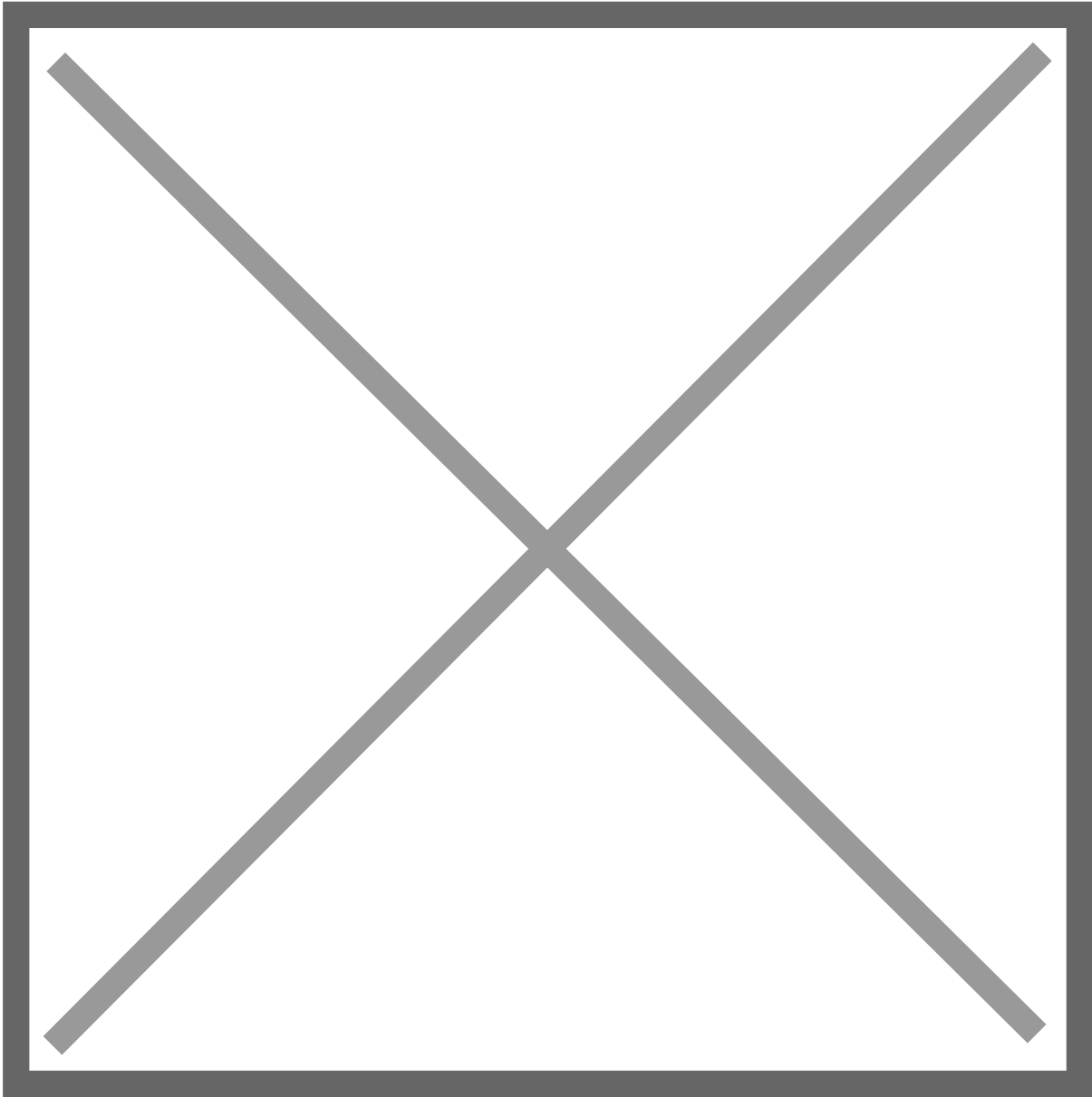
The CSS Block allows you to add custom styling to any element in your ad.



8. Timeline Panel

Here, you can create complex animations and set up time-based events. Each component is represented as a layer on the timeline, allowing you to animate elements individually.

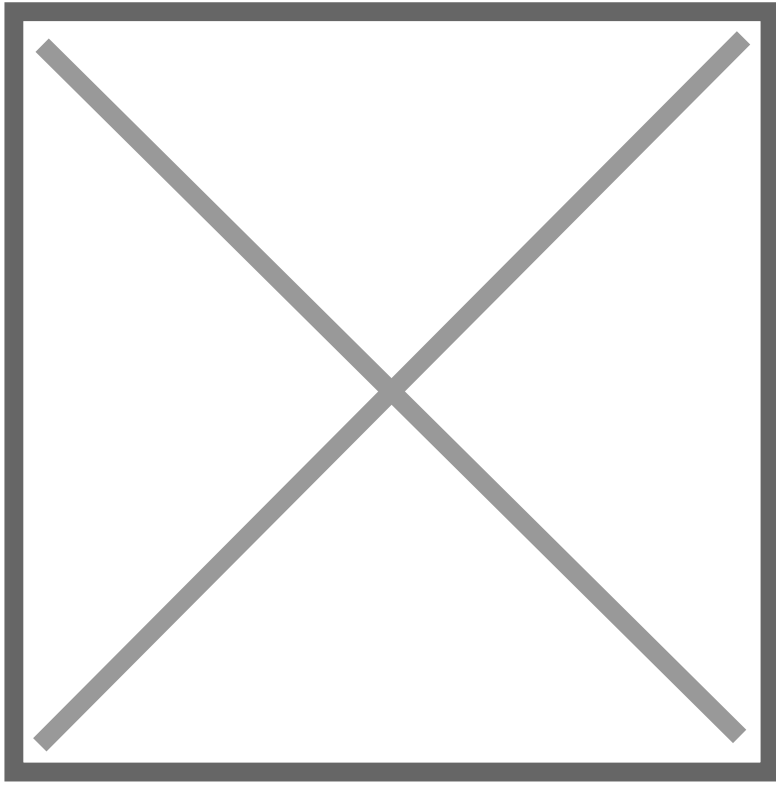
You can add keyframes to the timeline to indicate where your animation starts and ends.



9. Library

The Library panel displays the images, videos, and other assets that you're using or planning to use in your creative.

You can upload new assets anytime and store them for future use, making it simple to manage and reuse content across multiple pages.



10. Layouts

You can select and group multiple components to create a layout. The layout can be named, saved, and reused at any time.

This is especially useful for creating reusable sections, like a header or footer, that you can save and bring into your ads whenever you need them. [Know More..](#)

11. Templates

Here you'll find templates that match your selected canvas size, so you can quickly pick one and start customizing it for your needs.

Just browse through the list and click 'Add to Page' to instantly add a template to your current creative. [Know More..](#)

12. Brand Kit

With the BrandKit module, you can easily store and manage assets for multiple brands. You can effortlessly share the Brand Kit with collaborators via a unique link, granting them access to brand assets. You can upload logos, save color palettes, add fonts, and include other assets like images and videos. [Know More..](#)

Revision #9

Created 5 June 2025 13:59:56 by Ashwin

Updated 20 November 2025 08:07:57 by Aparna