



Product Features and Benefits

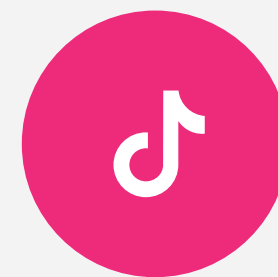
Platform overview





Unlock Paid Social growth with creative automation.

Build amazing omnichannel customer journeys that
personalize experiences and convert the right customers
with the right creative at the right time.





Hunch's 4-step framework

Connect

Integrate your product data with Hunch.



Design

Build amazing templates and scale the creative production by using your data and the Hunch Studio.



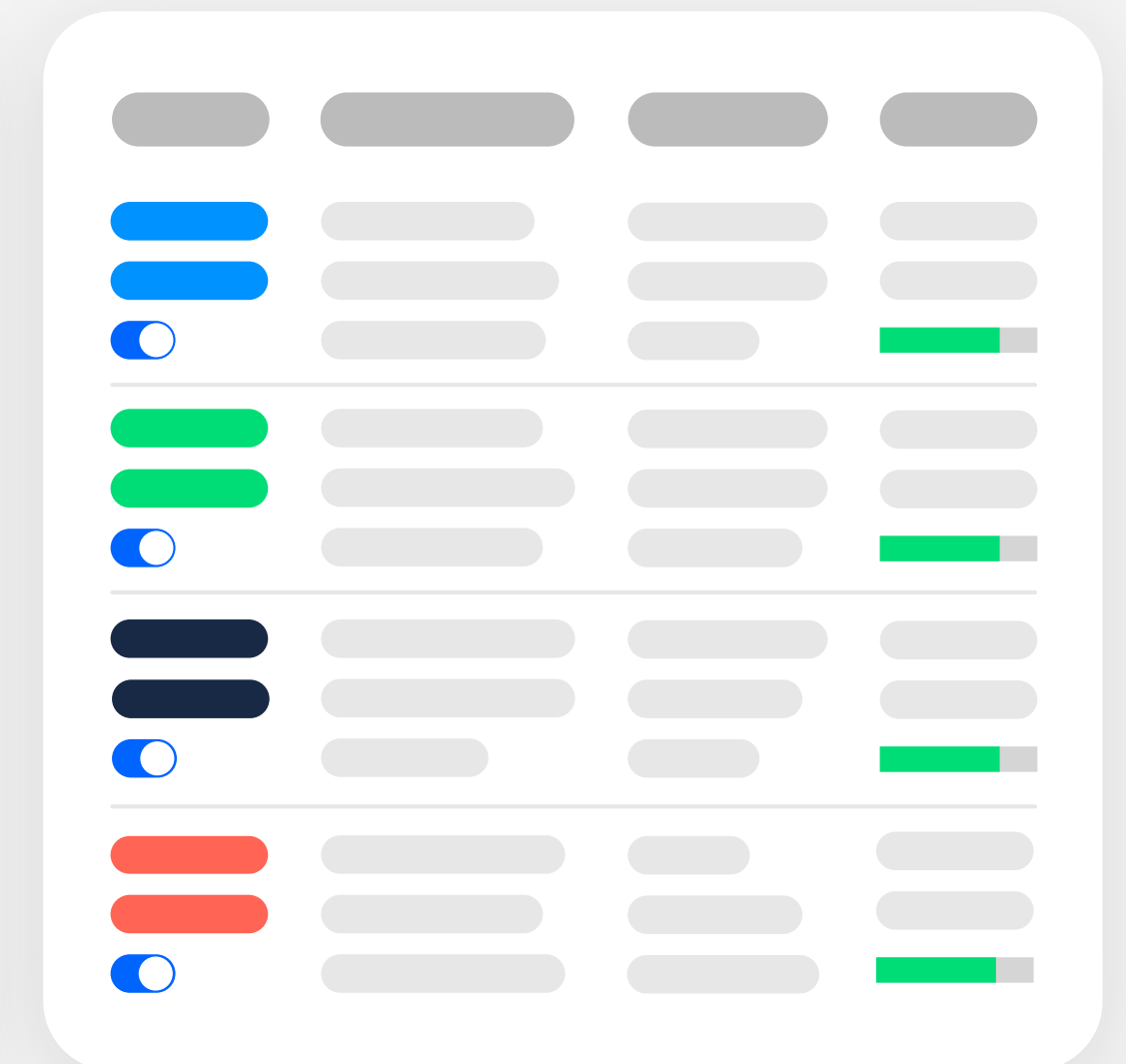
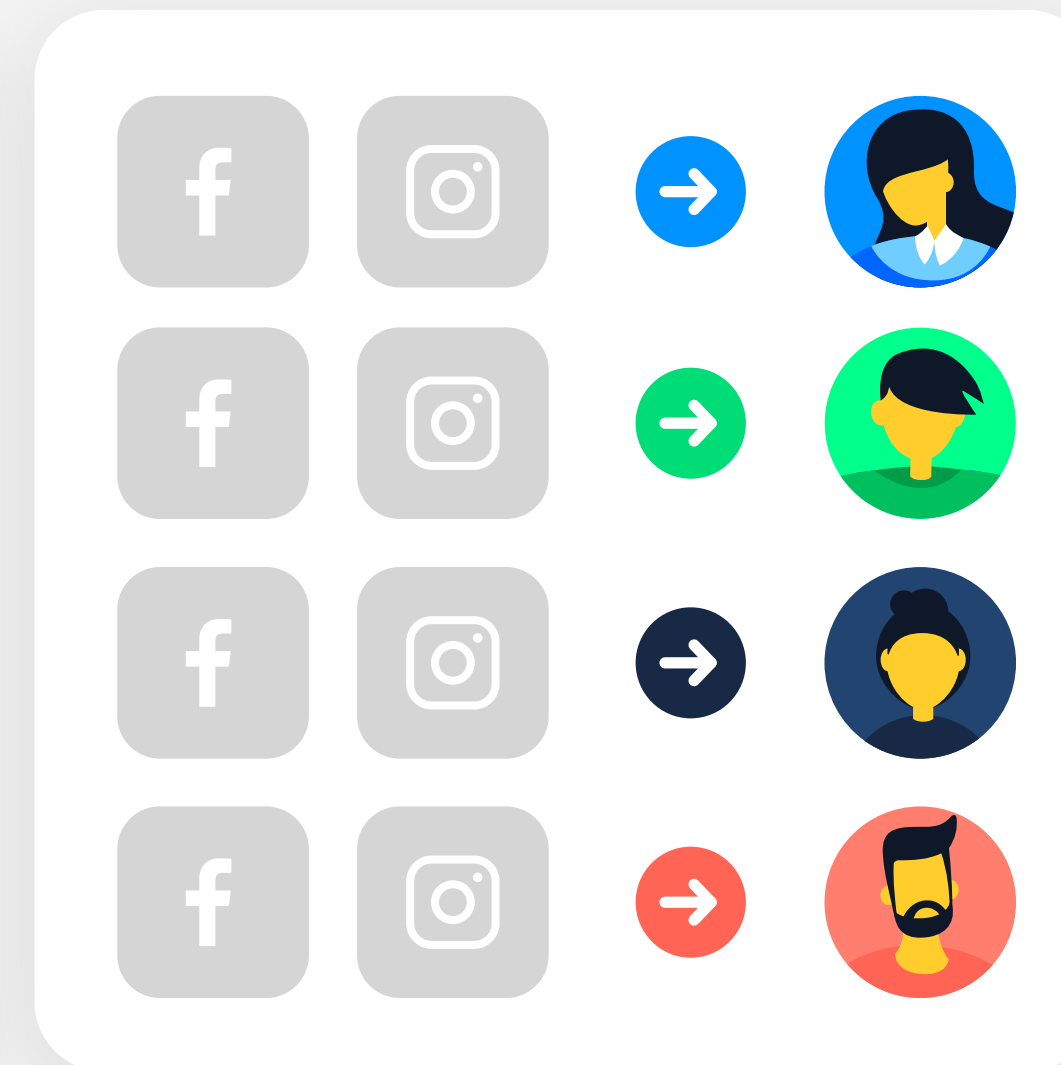
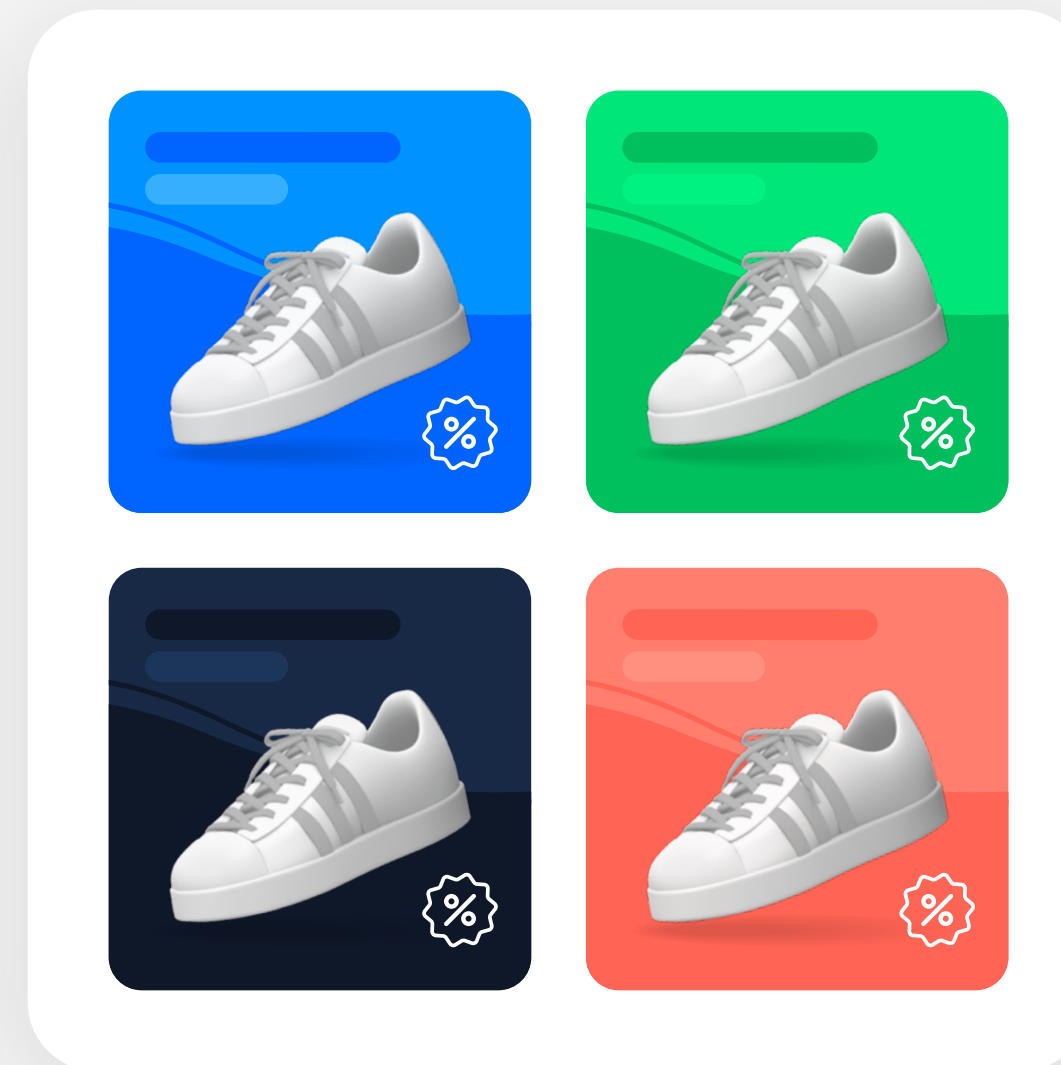
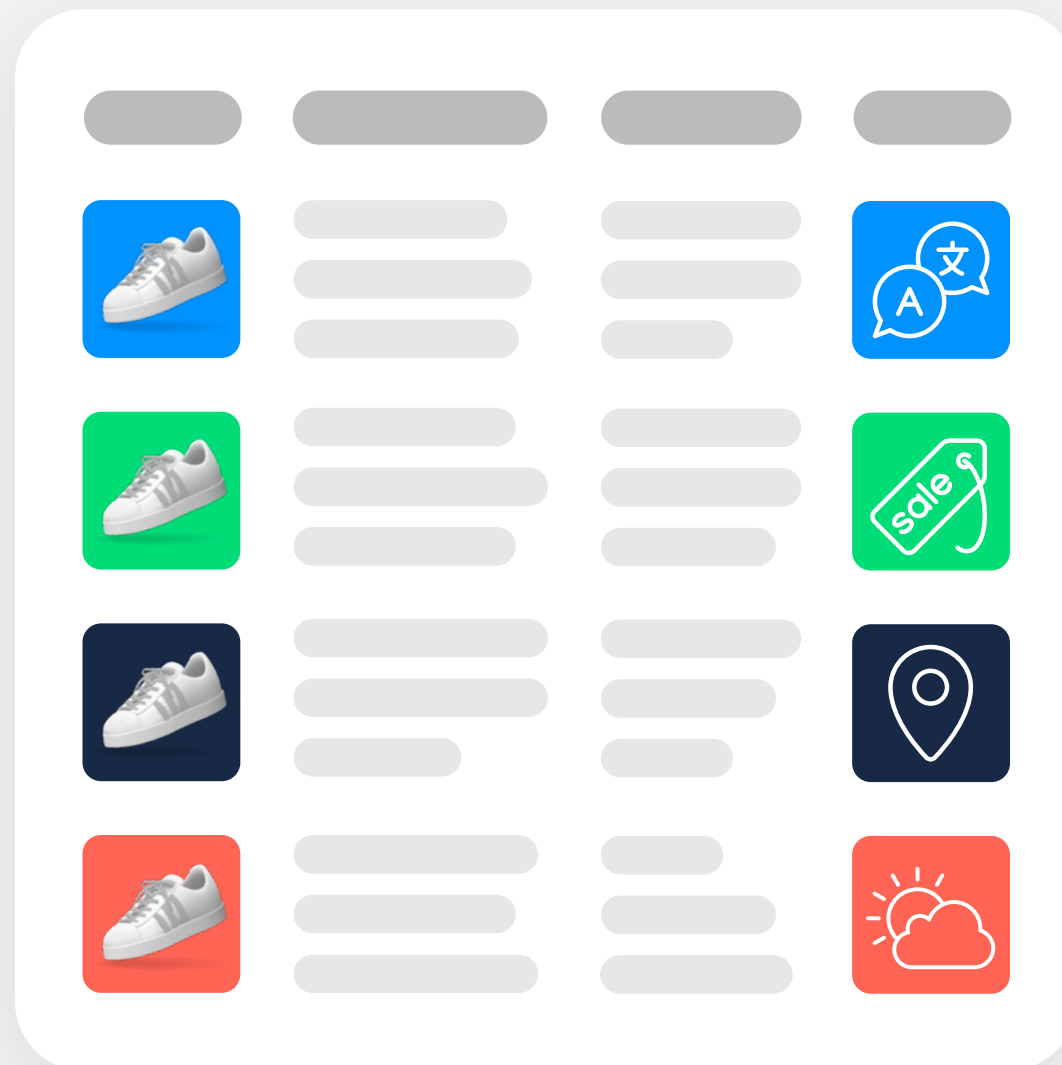
Launch

Define your winning strategy and build personalized customer journeys.



Optimize

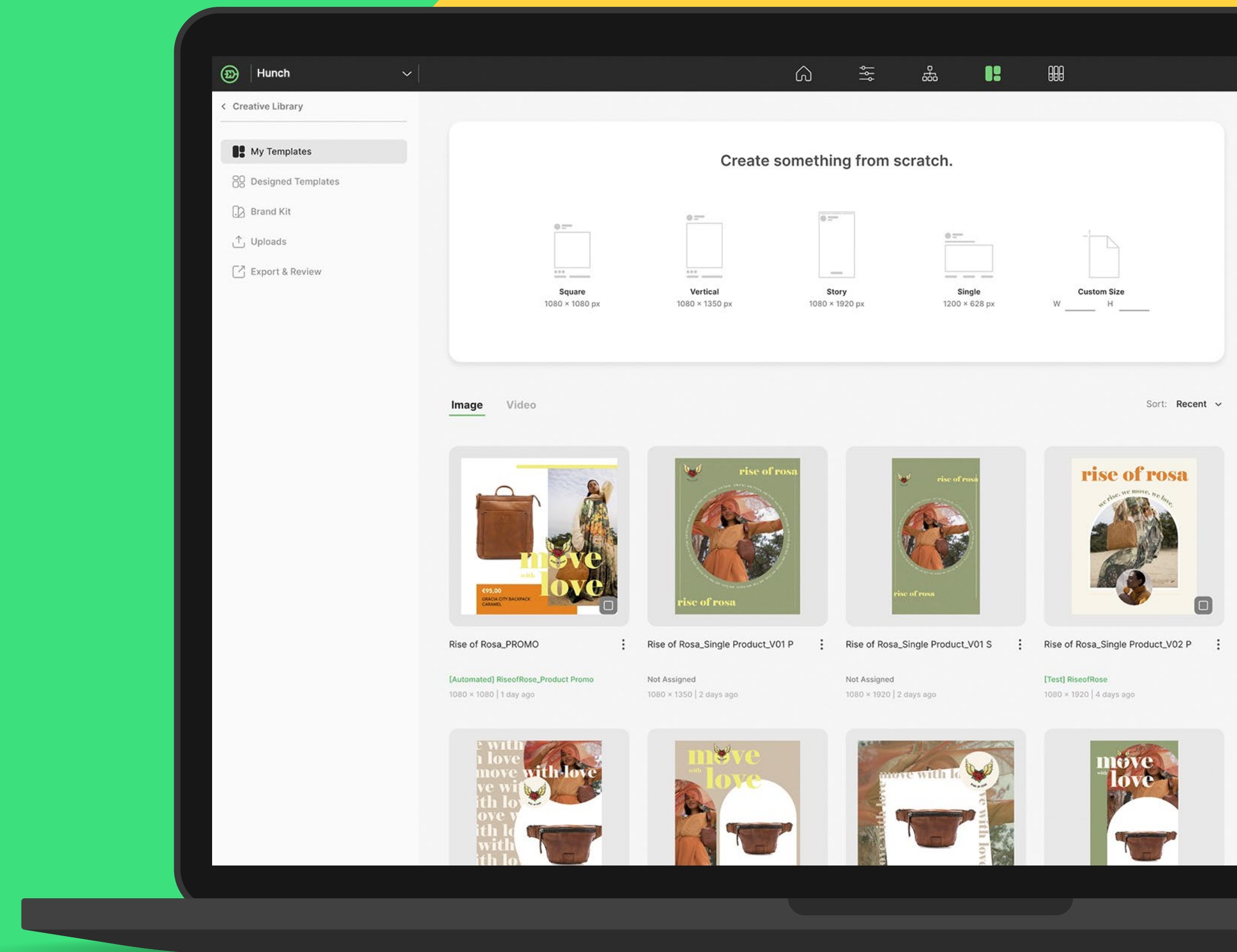
Drive performance by using multiple data points and analytics platforms to optimize delivery.





What to expect?

Take a tour of the Hunch Platform - discover and experience our features and the benefits they bring you.



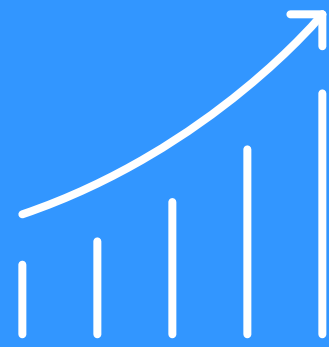


Features

- Feed based campaign creation
- Hunch creative image and video studio
- Advanced rule based optimization
- Campaign templates
- Cross-account workflows
- Automated data synchronization
- Brand kit automated templates
- Feed Management
- Brand assets and brand safety
- 3rd party metrics integration
- Localized campaigns
- Dynamic Store campaigns
- Creative Library
- Photoshop Integration
- Creative export and Review

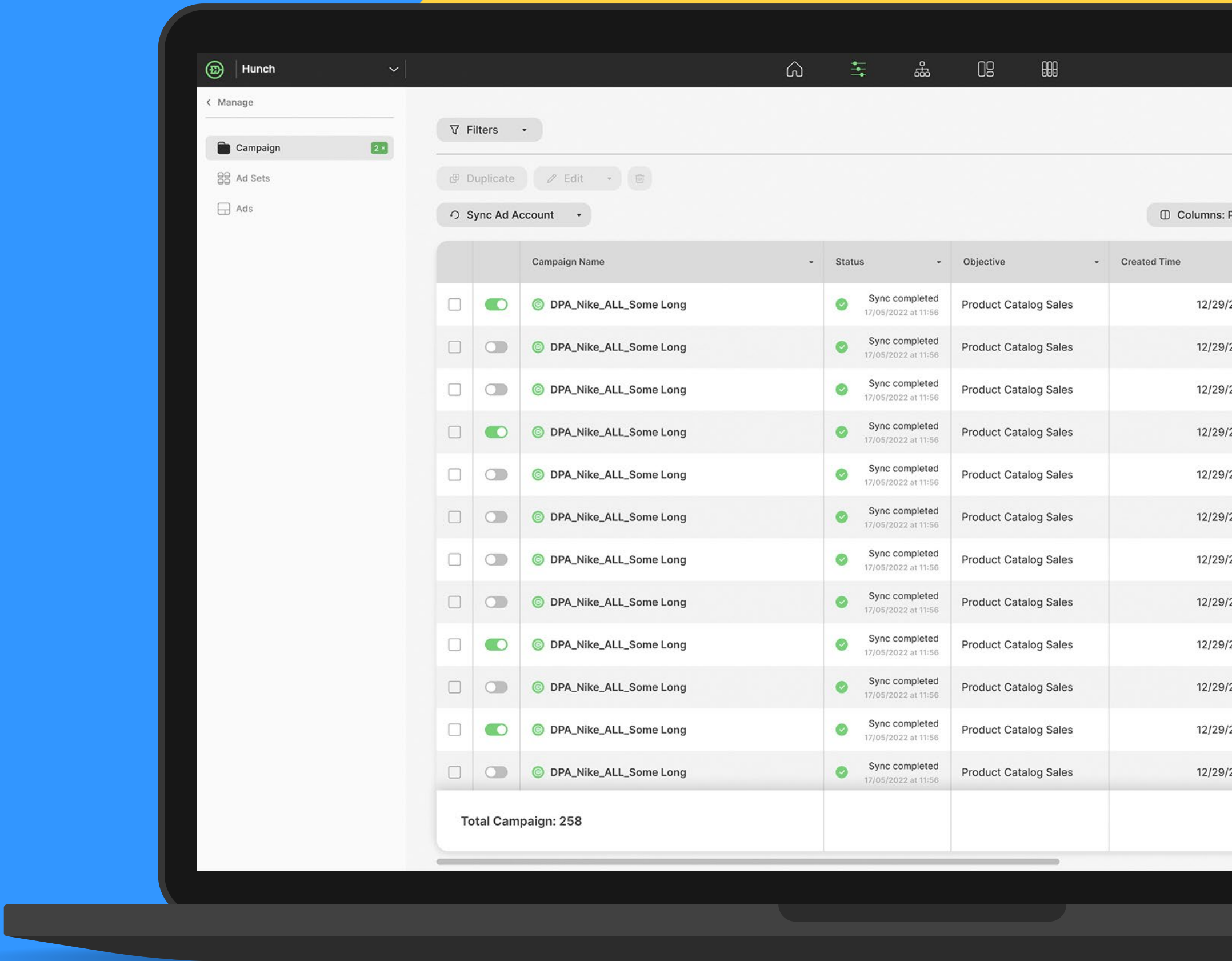
Benefits

- Launch complex feed campaigns on simpler way
- Produce 1000s of personalized images and videos ads
- Fetch product data into creative, at scale
- Automate campaign optimization
- Save time with pre-made campaign solutions
- Automate campaign workflow for multiple accounts
- Keep your ads on-brand
- Turn any feed into campaign and keep it synced
- Implement custom brand assets into the platform
- Integrate additional performance and campaign data sources
- Easily launch and scale hyper-local campaigns
- Localize your store page information
- Store and manage your creative elements in one place
- Integrate Adobe designs into the Hunch Studio
- Enable collaboration on all things creative



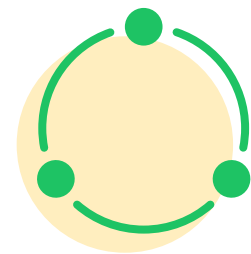
Scale profitably.

Rely on Hunch to automatically produce hundreds of data-driven image and video ads while automating all campaign management and optimization aspects.



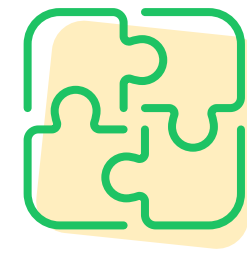


Users & Data



Better accounts structuring & control

Have direct overview and better control of all the users and accounts.



Multiple ad platforms integration

Import, transform and set up your product feed to be omnichannel - Facebook, Google, TikTok and Snapchat-ready.

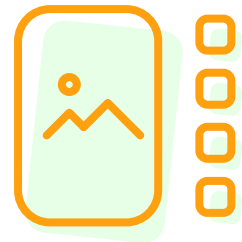


Advanced Feed management solutions

Manage your data much faster, better, all by yourself, without needing an external administrative team to do that for you.



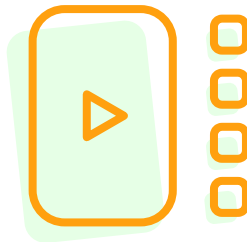
Creative



Dynamic Image Templates



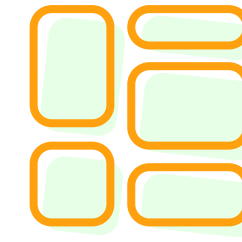
Create stunning dynamic designs from product data with our Hunch Creative Studio even if you don't have an in-house design team.



Dynamic Video Templates



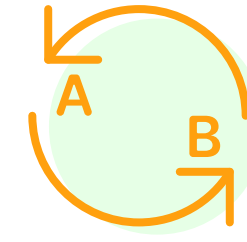
Create and launch 1000s of customized videos. Test unlimited offers, targets, and emotional triggers through videos.



Multiple formats & channels



Automatically produce additional formats for all required placements for different channels.



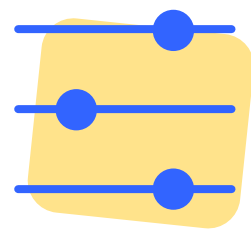
Faster creative testing



Find out what works for who by quickly testing and iterating through targeting and design.



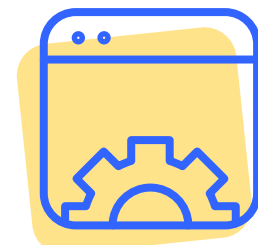
Campaign Management



Easy campaign setup



Save time and effort with automation with the fastest and most intuitive interface for scaling markets and products.



Automated campaign creation



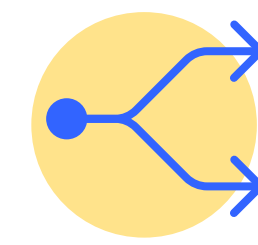
Build custom CSV and XML feeds to generate ads based on data like weather, location or any custom feed.



Dynamic video campaigns



Deliver high-converting video ad campaigns for Paid Social in an optimized process with many ad variations.



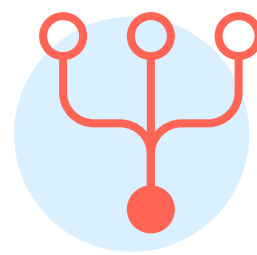
Faster workflow



Eliminate manual work and get more sleep time with automated ad operations and creative production.



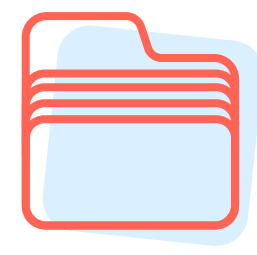
Optimization & Reporting



Advanced optimization



Capture your winning strategy by creating bid, budget & creative rules with triggers that are checked every 5 minutes.



3rd-party data integrations



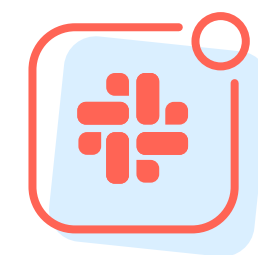
Combine analytics from a 3rd-party tool with Facebook data to optimize campaigns and performance.



Reporting capabilities



Build custom reports using campaign, creative or product data.



Slack & e-mail alerts



Push all important alerts to the entire team in Slack or e-mail and get notified on all devices.



**See why we're
trusted by world's
most innovative
and influential
global agencies.**



genero

Scale spending and creative
production while reducing the
workload.



TRAFFIC BUILDERS
PUSHING MARKETING BOUNDARIES

Leverage campaign management
and performance optimization at
scale.

∞ Meta Business Partners



**Take the leap to
Dynamic Personalization.**

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