



# Keynote Presentation | **[Native Campaign Creation & AI Integration]** Transforming Retail Media: Bol.com's Journey to Native Campaign Creation



**LAURENS GUNNEWEG**

Group Product Manager  
Display & Brand  
Advertising  
bol.com



**MICHIEL BLONK**

CEO  
Cape



# Transforming Retail Media:

## Bol.com's Journey to Native Campaign Creation

[www.bycape.io](http://www.bycape.io)

Martech Summit 2024

# About



**Laurens Gunneweg**

Group Product Manager  
Display & Brand Advertising

**bol.**



**Michiel Blonk**

CEO & Founder

**cape/**

# Let's Play a Game!







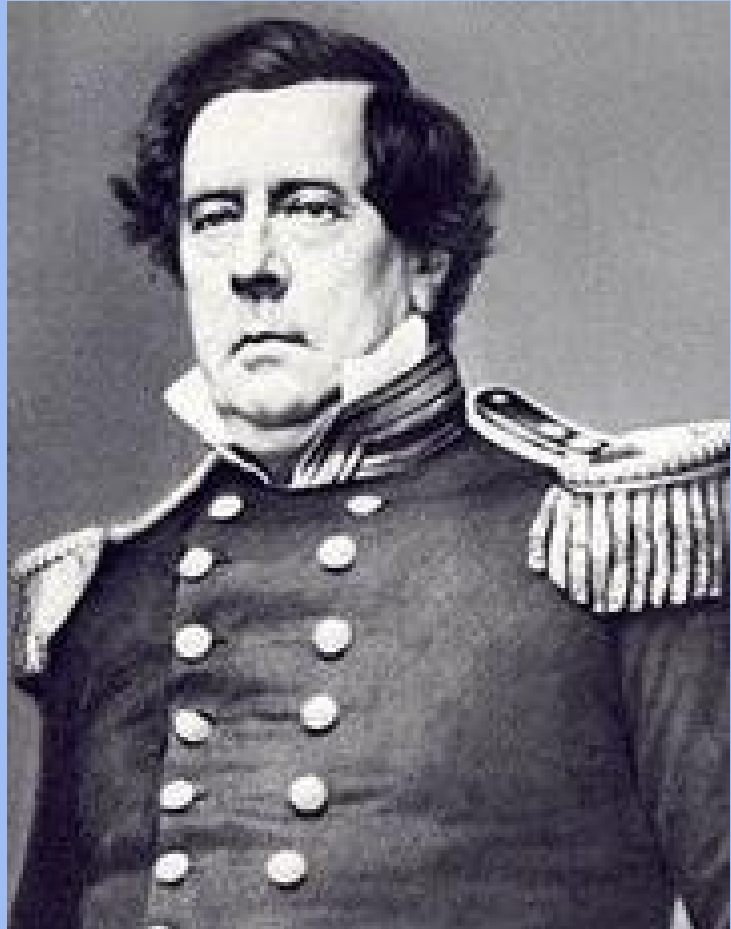


**Arukōru  
Biiru  
Kōhī**

**=**

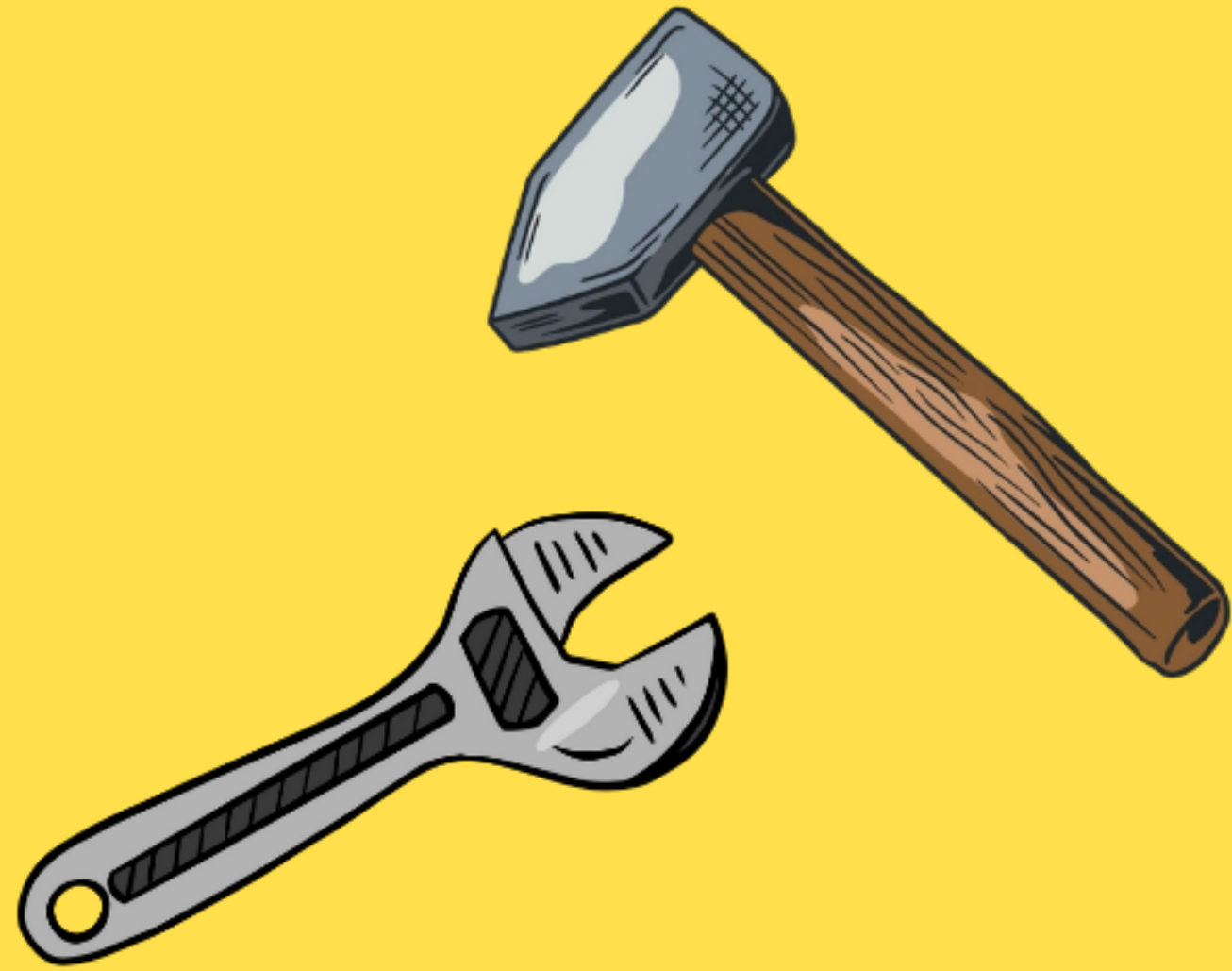


**Alcohol  
Bier  
Koffie**





# Your Organisation



# New Technology





Marketing Manager &  
Media manager

Get in touch  
And get aligned



### Agencies



Social Media  
Manager



Programmatic  
Manager



Ad Creative  
Designer



Content Strategist



Digital Marketing  
Analyst

Publish ads and  
Manage channels



### Channels



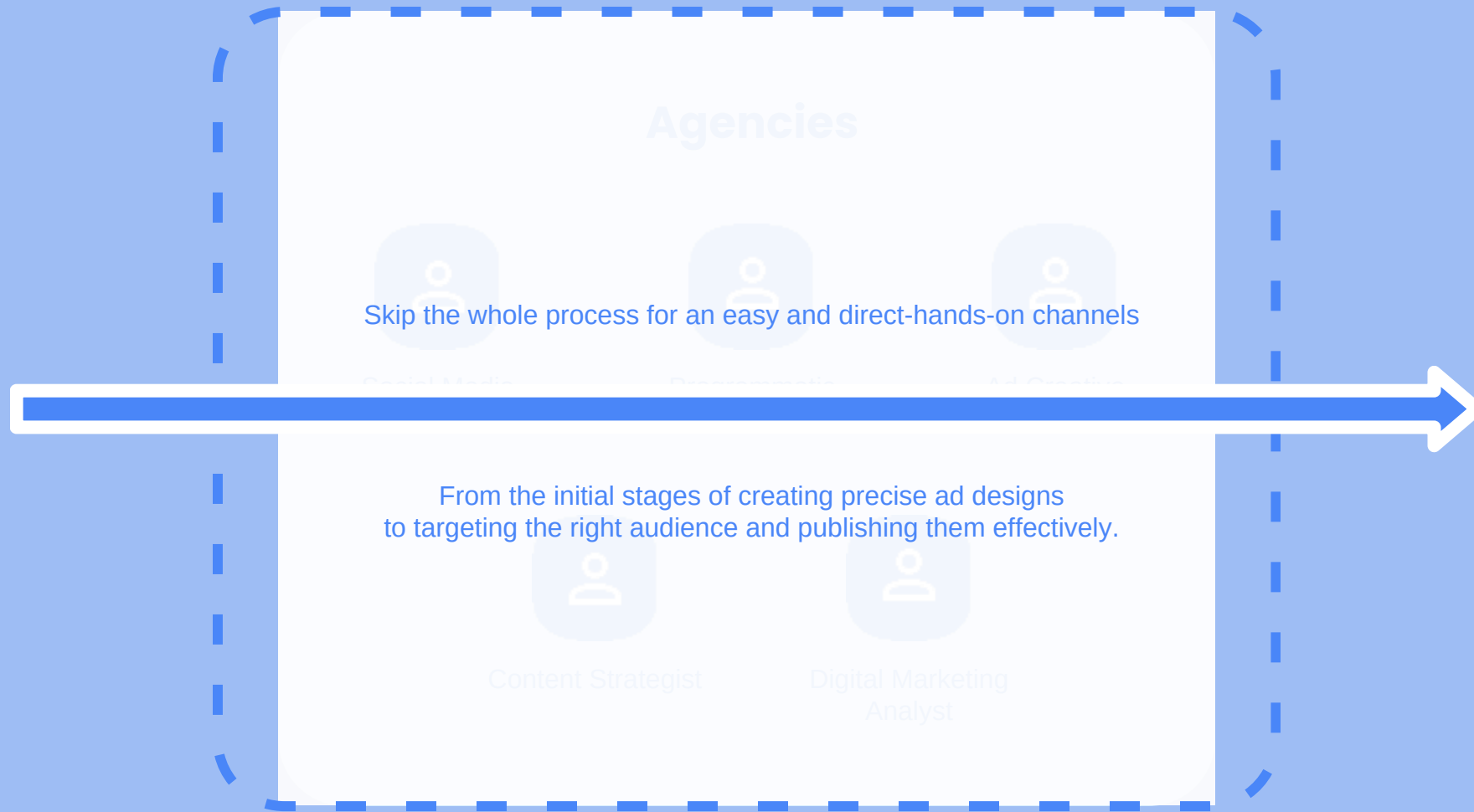
# PHILIPS

	<b>Campaign Briefing</b>	<b>Asset Localisation</b>	<b>Campaign Setup</b>	<b>A/B Testing</b>
<b>SLA</b>	2 weeks	6-8 weeks	2 weeks	1 week
<b>Communication</b>	5 emails	100 emails	50 emails	10 emails
<b>Stakeholders</b>	6 people	10 people	4 people	4-6 people
<b>Time spent</b>	10 hours	40-60 hours	5-7 hours	5-10 hours

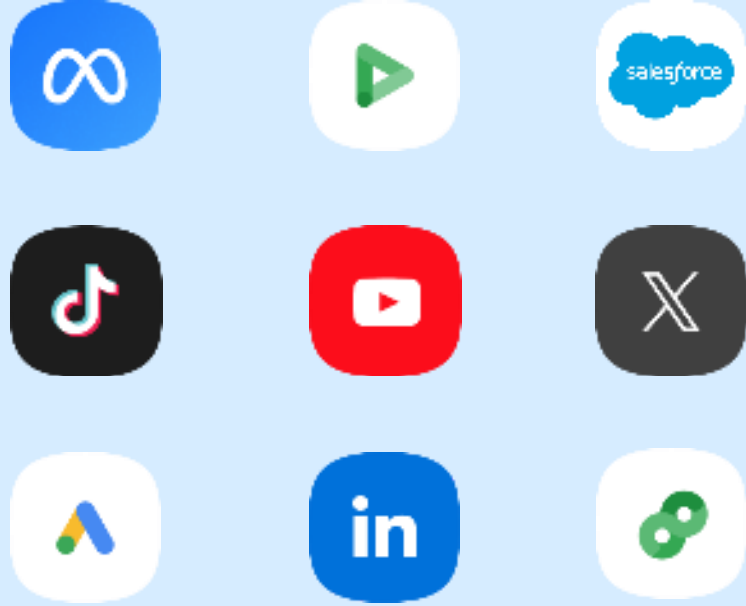
**8-14 Weeks!**



Marketing Manager  
& Media manager

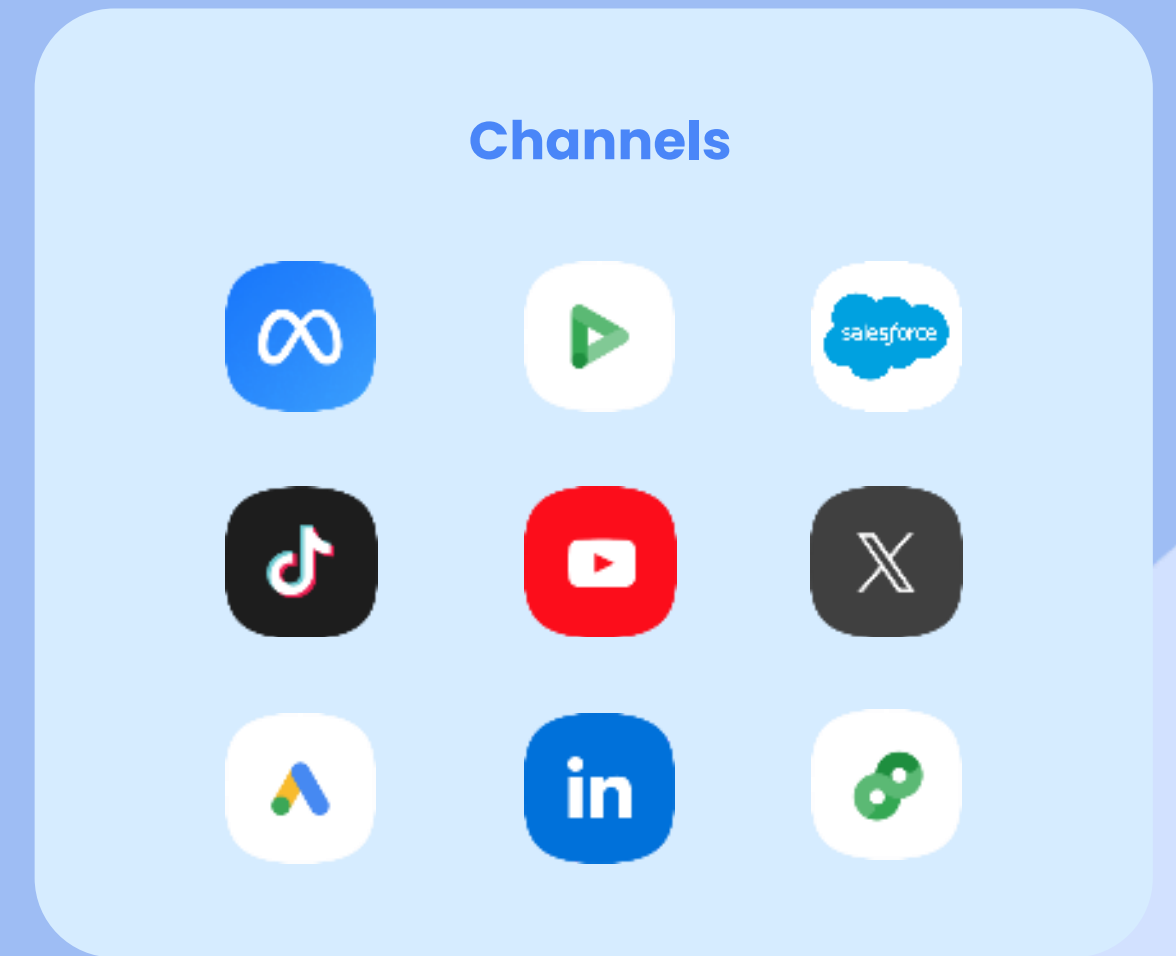
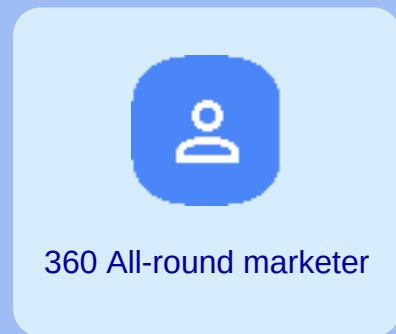


**Channels**



**PHILIPS**

# Cape: A Single Interface for All Channels



PHILIPS



**cape** /  
a **Peach** company

**Give back control to marketing & media managers**

**Audience-centric omnichannel media campaigns**

**Faster learning and optimisation**

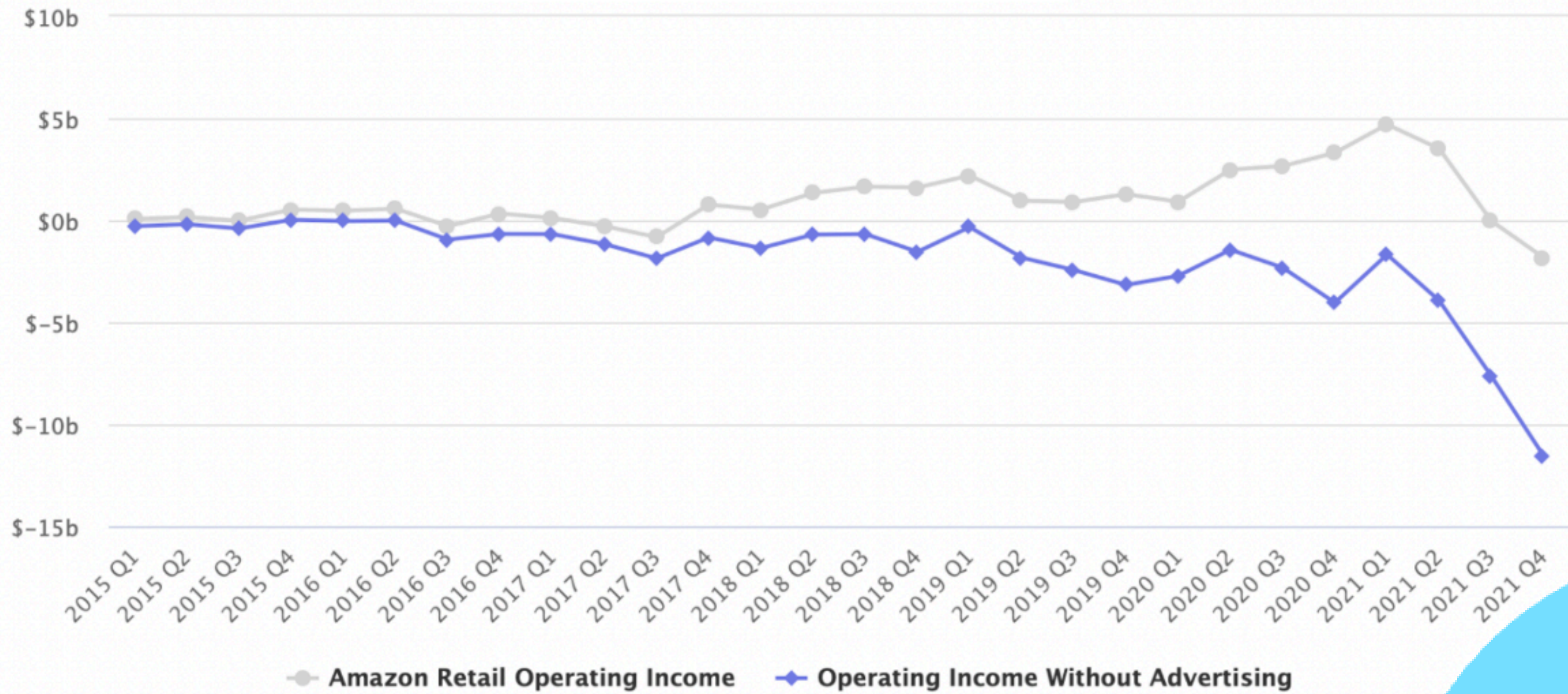
**1 day**



**PHILIPS**

# Video

## Amazon Retail Business Profitability





Met Select **Geen extra verzendkosten** **Onbeperkt alle bezorgopties** **Geen ophaalkosten meer** 97 punten gespaard met **Select** >

**bol.com**  Welkom  
Laurens

Categorieën Cadeaus & Inspiratie Aanbiedingen Zakelijk Cadeaukaart Bestelstatus Klantenservice NL

Select-Deals Alles voor je tuin & balkon Mid-season Sale Sporten in de buitenlucht **Moederdag** de leukste cadeaus >

### 'nintendo' in Alle artikelen

Verfijn je resultaten

13148 resultaten Sortering Relevantie

**Gesponsord**

**BOTC**

**24 Slots Game card case Geschikt voor Nintendo Switch - spel hoesje - opbergen spelletjes - Silicone Slots**

Zwart!

★★★★★ (71)

HOUDT 24 GAME CARDS: De game houder opslag voor 24 Game Cards en 24 geheugenkaarten. Alle kaarten worden... [Meer](#)

**16,95**

**Op voorraad**

Voor 15:00 uur besteld, morgen in huis

Verkoop door **GoodLuck**

[Wat je kan verwachten](#)

**+**

**Gesponsord**

**Cicon**

**Anti-slip TPU Case Transparant voor Nintendo Switch- Shock Case voor Nintendo Switch - Beschermhoesje voor Nintendo Switch - Silicone hoesje voor Nintendo Switch - Beschermend hoesje**

Switch Clear

★★★★★ (5)

Bescherm je Nintendo Switch tegen krassen, vallen, en vuil met de Cicon TPU Beschermhoes. Deze hoogwaardige... [Meer](#)

**9,95**

Meestal 12,95

**Je bespaart 23%**

**Op voorraad**

Voor 16:00 uur besteld, morgen in huis

Verkoop door **DD-Commerce**

[Wat je kan verwachten](#)

**+**

**Nintendo**

**Nintendo Switch Console - Blauw / Rood**

Nintendo Switch | 32 GB opslag

**284,-**

**Op voorraad** **Select**

Voor 23:59 besteld, morgen in huis

## Sponsored Products

- Programmatic (CPC)
- Self-Service
- 12,000+ advertisers

**bol.**

The screenshot shows the bol.com website homepage. At the top, there is a navigation bar with the bol. logo, a search bar, and links for 'Inloggen', 'Winkelwagen', and 'Nieuw'. Below the navigation bar, there are several promotional banners and advertisements. The main banner at the top is for PlayStation 5 Pro, with the text 'PlayStation 5 Pro bestel hem nu' and a 'Koop nu' button. Below this, there are four smaller banners: 'Haal meer uit je muziek met Jabra Elite', 'Comic Con komt eraan', 'Juicer Spotlight Onze selectie topmerken', and 'Shop trendy artikelen voor je werkruimte'. Further down, there is a section titled 'De winkels van populaire merken' with three sub-banners for Nintendo Switch, AEG, and Tefal. The Denon PerL advertisement is highlighted with a red border. It features the text 'Denon PerL afgestemd op jou' and 'Denon PerL Pro' with a 'Koop nu' button. At the bottom, there is a 'Topdeals' section with several product cards.

## Display

- Fixed buy (CPM)
- Managed service
- 500 advertisers

**bol.**



Display

Sponsored Products

**bol.**

# BETAALBARE HOESJES.

**BTH**  
PRODUCTS

NOMFY

NXX

BASEY.

**LUQ**  
PRODUCTS

## Nomfy Telefoonhoesjes

Zoek je een specifieke kleur?



6.751 resultaten

Sortering

Populariteit



Vergelijk met andere artikelen

Nomfy

**Hoesje Geschikt voor Samsung S24 Hoesje Pasjeshouder Shockproof Pas Houder - ...**

Kleur: Transparant | Back Cover

★★★★☆ (6)

**5,95**

In prijs verlaagd

Meestal 7,95

Je bespaart 25%

Op voorraad

Voor 21:00 uur besteld, morgen in huis

Verkoop door Trendzone BV

Wat je kan verwachten



Gesponsord



Vergelijk met andere artikelen

Nomfy

**Hoesje Geschikt voor Samsung S20 FE Hoesje Pasjeshouder Shockproof Pas...**

Kleur: Transparant | Back Cover

★★★★☆ (25)

**6,95**

Op voorraad

Voor 21:00 uur besteld, morgen in huis

Verkoop door Trendzone BV

Wat je kan verwachten



Gesponsord



Vergelijk met andere artikelen

Nomfy

**Hoesje Geschikt voor iPhone XR Hoesje Silicoenen Cover Case - Hoes Geschikt vo...**

Kleur: Zwart | Back Cover

★★★★☆ (13)

**5,95**

Op voorraad

Voor 21:00 uur besteld, morgen in huis

Verkoop door Trendzone BV

Wat je kan verwachten



Vergelijk met andere artikelen

Nomfy

**Hoesje Geschikt voor iPhone 15 Hoesje Silicoenen Cover Case Met Screenprotect...**

Kleur: Transparant | Back Cover

★★★★☆ (16)

**8,95**



Vergelijk met andere artikelen

Nomfy

**Hoesje Geschikt voor iPhone 16 Pro Hoesje Shock Proof Transparant Met...**

Kleur: Transparant | Back Cover

★★★★☆ (14)

**8,95**



Vergelijk met andere artikelen

Nomfy

**Hoesje Geschikt voor iPhone 12 Mini Hoesje Pasjeshouder Shockproof Pas...**

Kleur: Transparant | Back Cover

★★★★☆ (25)

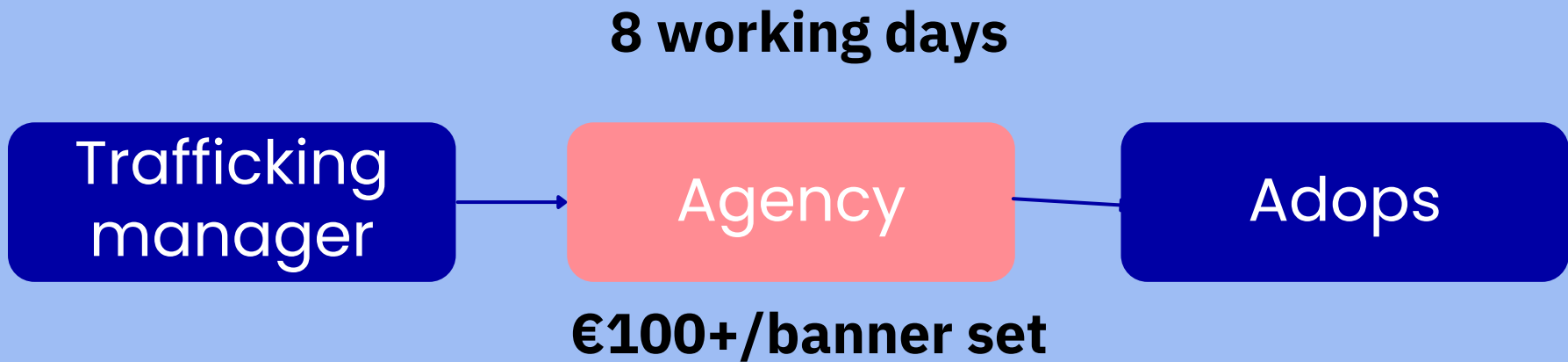
**6,95**

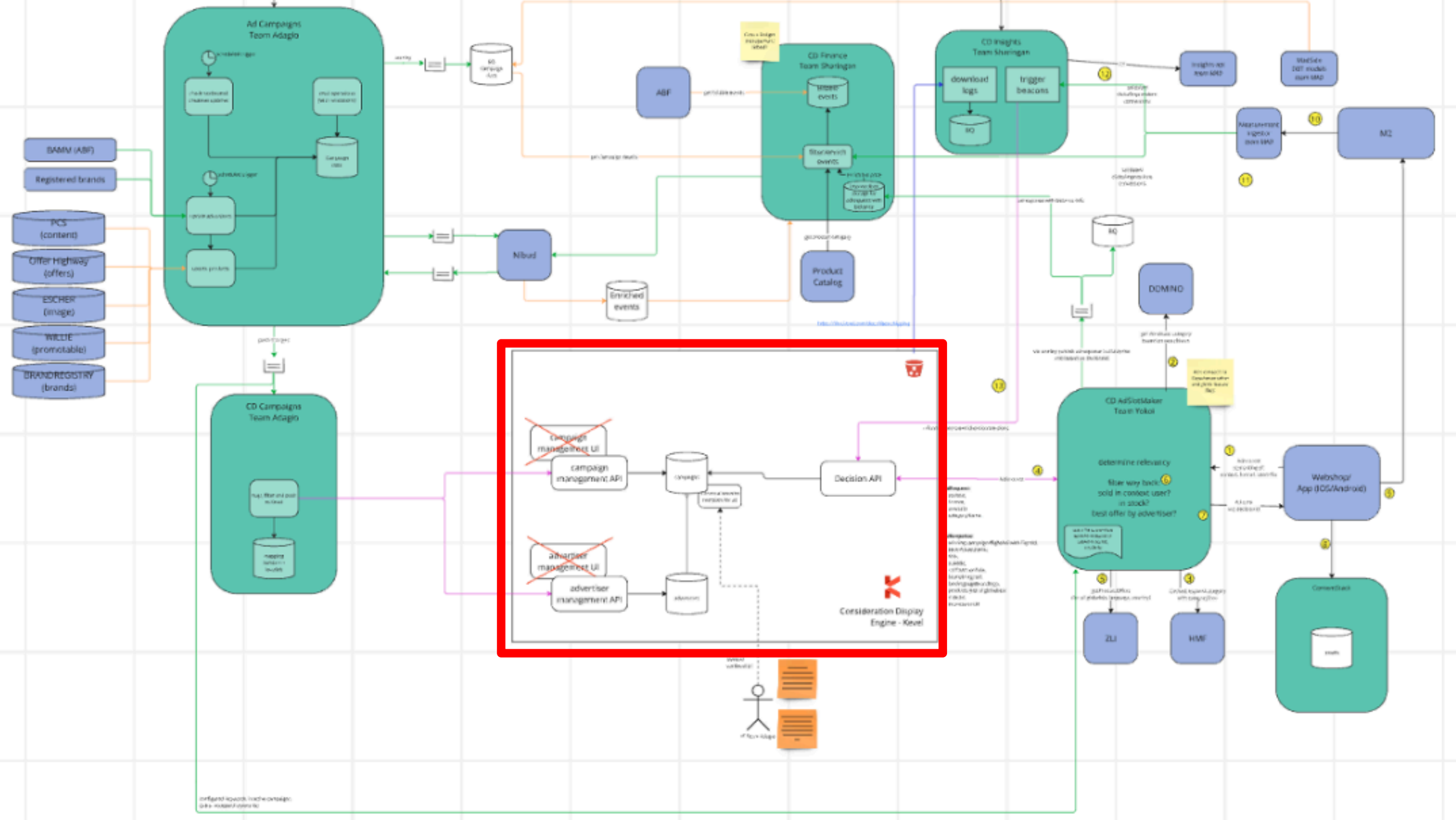
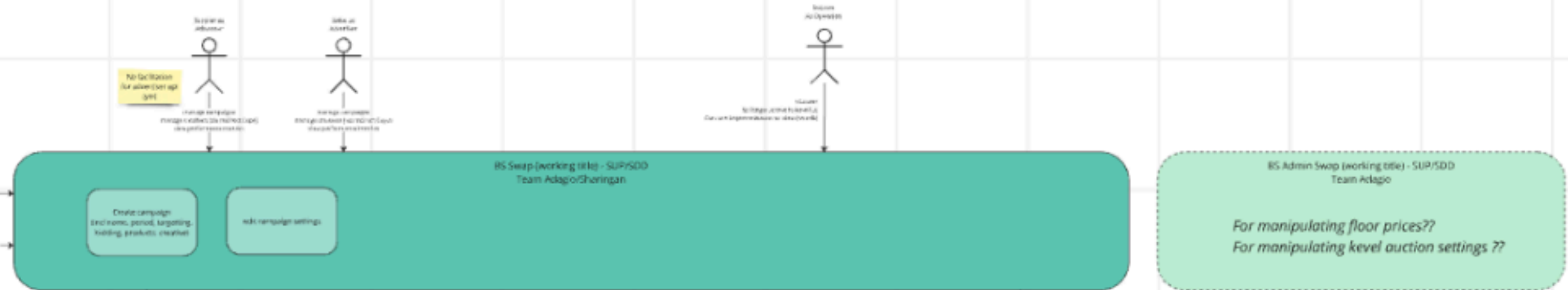
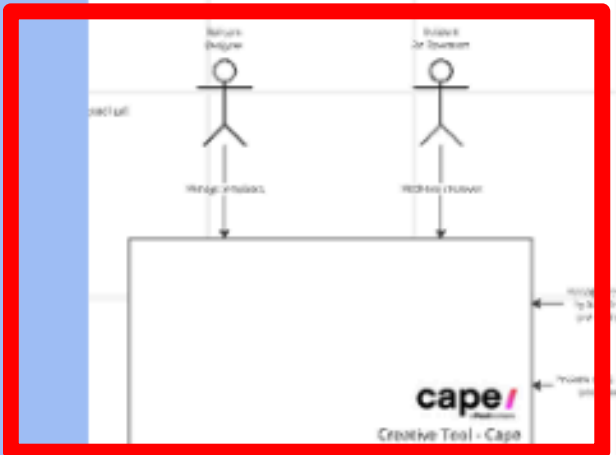
# We can't do self-service with Google Ad Manager



- **No Self-Service**  
Currently requires manual operation
- **Data Access Costs**  
Paid access to our own data
- **Manual Creative Process**  
High reliance on in-house ad ops and external agencies

# The current cost of display asset creation

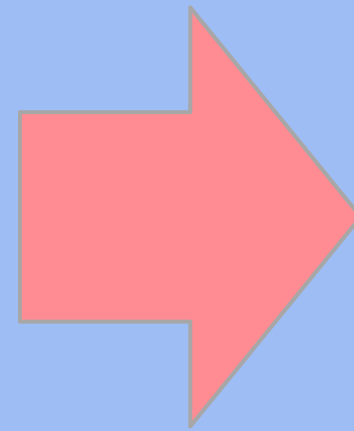




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Long tail advertisers

Large brands



**Creative engine:**  
**Build video ads in**  
**10 minutes**

**bol.**



# Creative Engine



## Easy Ad Creation

Quick ad-building, accessible to all advertisers



## Template Flexibility

Designer-friendly templates with product feed integration



## Integration-Ready

Connects to asset library, no lock-in



## Preview & Share

Editable mockups for user collaboration



## Workflow & Quality Control

Brand guidelines, content moderation



## Cross-Channel Expansion

Future connection to all marketing platforms

**bol.**

Read the docs

Upload template exports & settings

Drag and drop files here  
Limit: 2MB per file

Browse files

- updated\_bannerset\_sett... X
- uploaded\_Kopie van banne... X
- uploaded\_Kopie van banne... X

Select background color

Softgroen

Select vormtaal

Aanult

Select vormtaal color

Pastelgroen

Select callaction

Bekijk Nu

Insert primary text ("btn" for newline)

Tot 100,- korting

Insert secondary text ("btn" for newline)

op duurzaam AEG assortiment

**WARNING: you are overuling the guidelines!**  
Used 44/36 characters. You are 8 characters over limit.

**WARNING: "duurzaam" is a forbidden word.**  
Do you mean "duurzaam"?

Insert optional disclaimer ("btn" for newline)

\*op de adviesprijs

**Download**


Please wait a few seconds for the app to finish running (especially after updates in the ui). You can check the status in the top right corner

DOWNLOAD BANNERSET

## Campaign details

Insert BC number	Insert brand name	Insert Advertis description	Insert
BC123456	ieg	duurzaam assortiment	1.0

### 160x600 banner settings




Advertentie

Select product image

- uploaded\_Kopie van bannertool\_wide (4).png
- uploaded\_Kopie van bannertool\_skycraper (0).png
- uploaded\_Kopie van bannertool\_medium (4).png

Logo size	0 - 60 - 200	Logo horizontal position
Vertical size	0 - 146 - 200	Vertical horizontal position
Product size	0 - 55 - 200	Product horizontal position

### 214x230\_MHP banner settings




Advertentie

Select product image

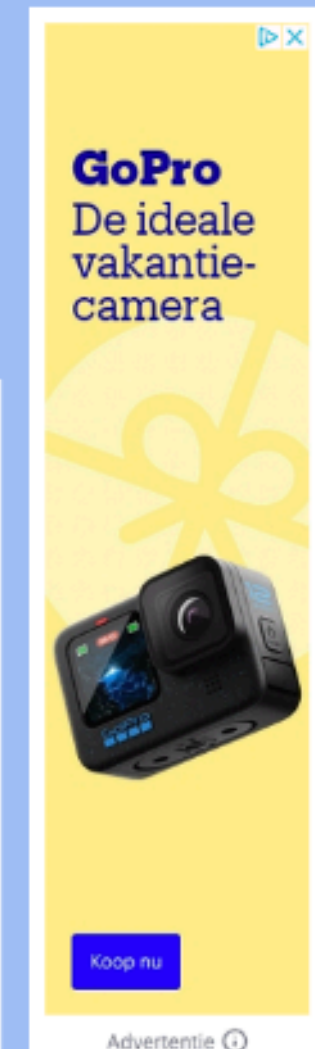
- uploaded\_Kopie van bannertool\_wide (4).png
- uploaded\_Kopie van bannertool\_skycraper (0).png
- uploaded\_Kopie van bannertool\_medium (4).png

Logo size	0 - 25 - 200	Logo horizontal position
Vertical size	0 - 105 - 200	Vertical horizontal position
Product size	0 - 65 - 200	Product horizontal position

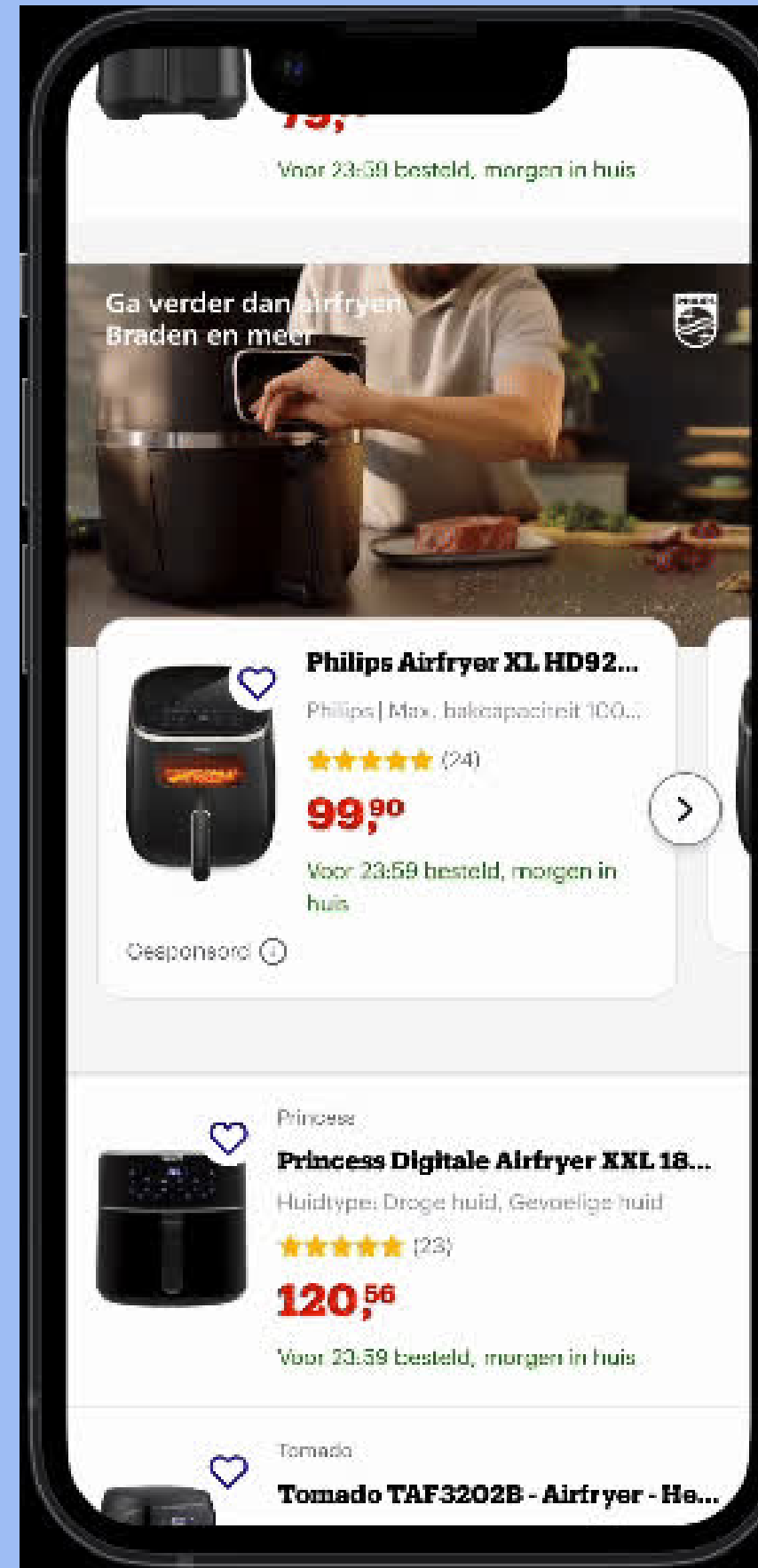
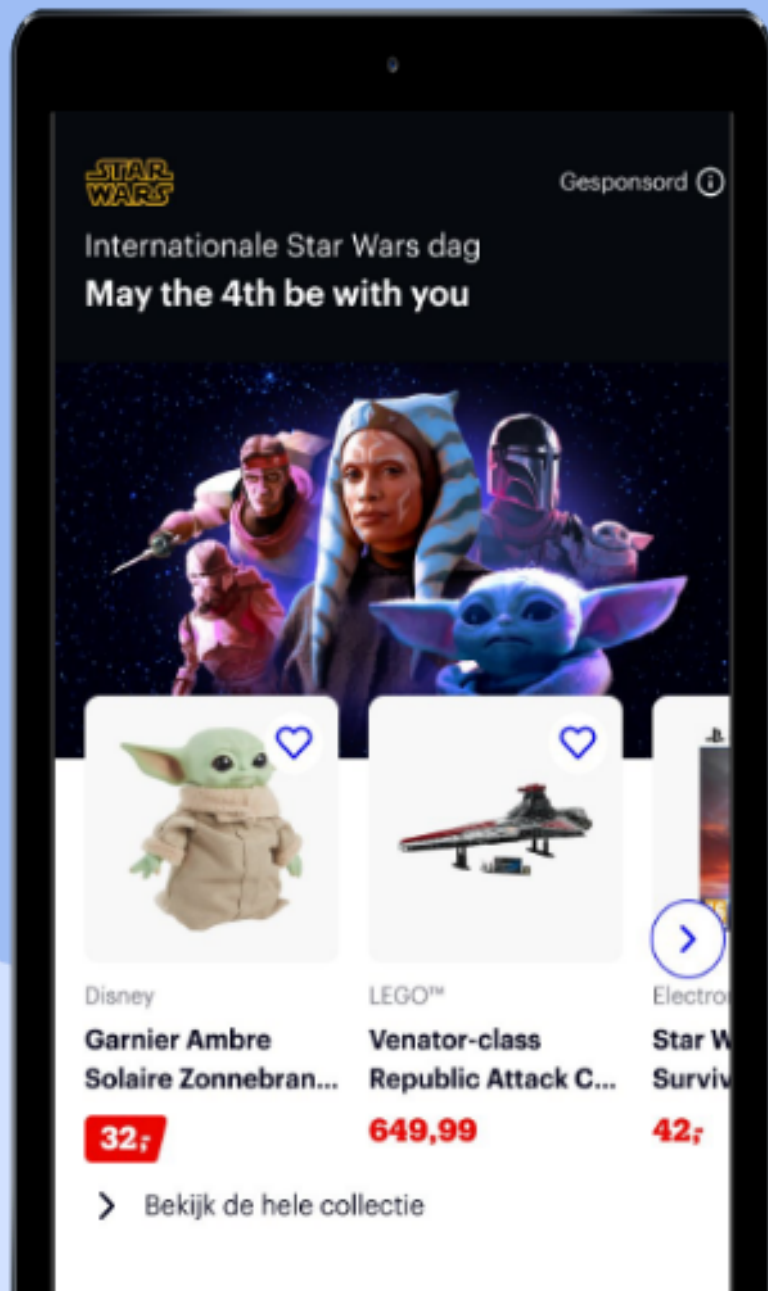
### 214x230\_MHP\_Retina banner settings



Advertentie



**bol.**



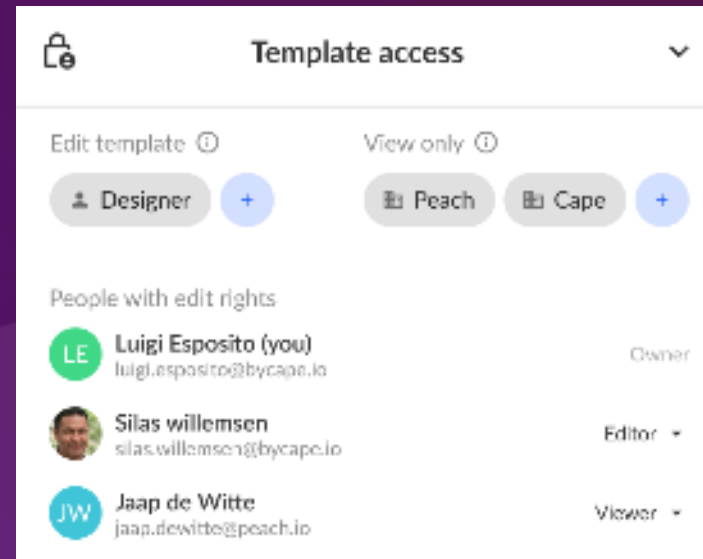
**bol.**

The background is a dark blue gradient with several circular icons in various colors (purple, blue, green, brown, red) scattered around. The icons include a lightbulb, a hand pointing, a folder, a document with a Wi-Fi symbol, a bar chart, a hand holding a pen, a cloud with an arrow, and a document with a magnifying glass.

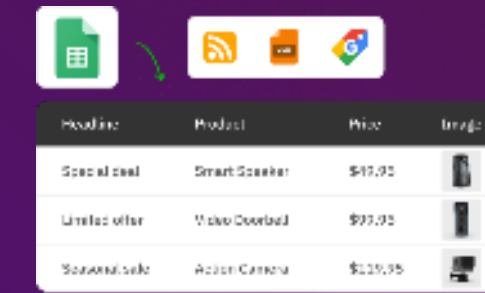
cape /  
a **Peach** company



Templates can be created for any digital channel in Template Designer

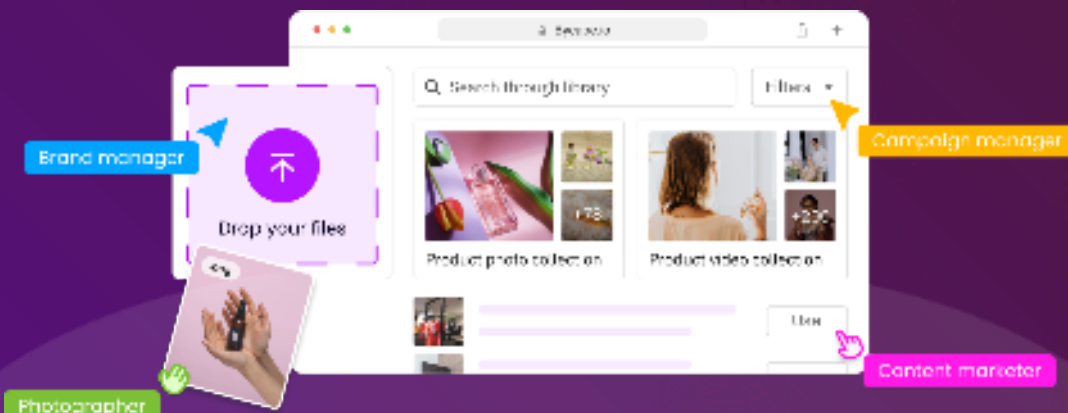


Effortless asset reviews with advanced approval options, all-in-one streamlined setup



Automate feed-driven creative production

Automate the publishing of your ads including budget, targeting and ad sets



Streamline and enhance your creative workflow with smart Digital Asset Management

## cape/ studio NEW

text-to-speech

object remover

upscaling

image-inpaint

text generation (GPT)

background remover

image-expander

text-to-image

text-to-video

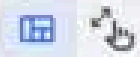


Variant A



★ Variant B

Easy A/B testing



Branded Shelf Final 970×250 60%

Makita RP333DSAP  
12V Li-Ion accu kle...

Makita E-08458 Ger  
eedochapeet is...

Makita DMP1802 Lx  
chtgomp - 18V - ...

Makita SP  
12V Li-Ion accu...

Branded Shelf Final 320×4...85%

Makita RP333DSAP  
12V Li-Ion accu kle...

Makita E-08458 Ger  
eedochapeet is...

Makita DMP1802 Lx  
chtgomp - 18V - ...

Makita SP  
12V Li-Ion accu...

Branded Shelf Final 336×280

Makita RP333DSAP  
12V Li-Ion accu kle...

Makita E-08458 Ger  
eedochapeet is...

Makita DMP1802 Lx  
chtgomp - 18V - ...

Makita SP  
12V Li-Ion accu...

Background

Theme color

Brand impression image 🌐

+  
Click to add a jpg, jpeg, png, svg, gif, image

Ad copy

Headline

29

Subline

Type here to overwrite design 35

Click-out URL

Click-out URL

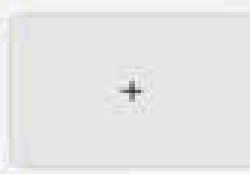
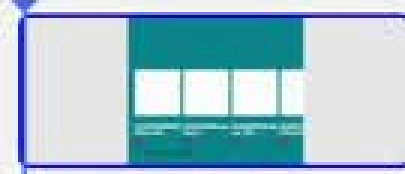
Type here to overwrite design 50

Click-out URL text color

Click-out URL icon color

+  
Click to add a jpg, jpeg, png, svg, gif, image

Brand logo



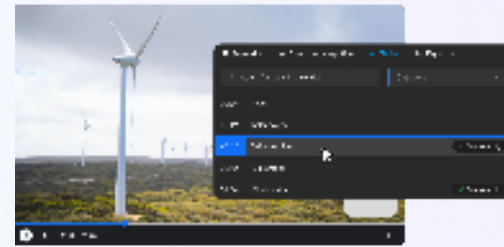
# cape studio



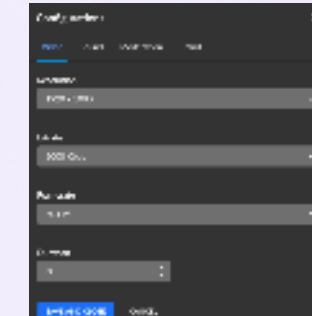
Visual analysis



Requirement checks



Explore topics



Customizable Recommendations



Background remover  
(Stable Diffusion / Clipdrop API)



Object remover  
(Stable Diffusion / Clipdrop API)



Image editor (inpaint)  
(Stable Diffusion / Clipdrop API)



Image upscaler  
(Stable Diffusion / Clipdrop API)

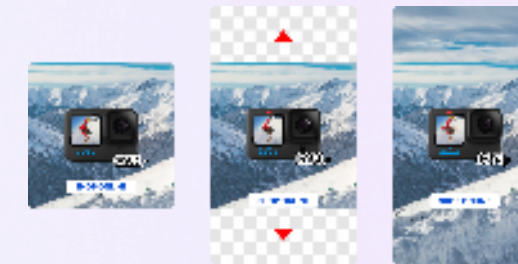


Image expander  
(Stable Diffusion / Clipdrop API)



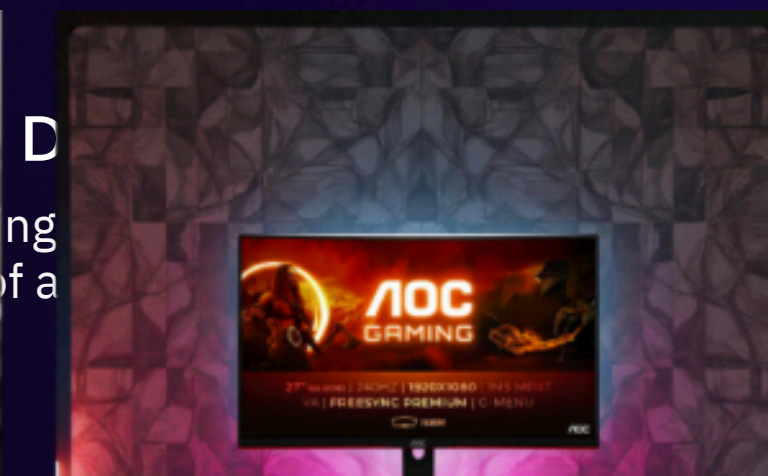
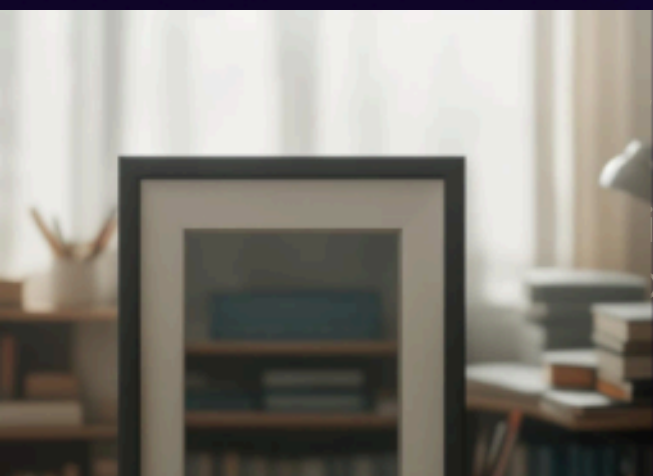
Voiceover generator  
(ChatGPT 4o, Elevenlabs API)

# Create stunning product visuals automatically

Meet Productshot.AI: the AI that turns your product URL into stunning, custom visuals.  
Tailored content, effortlessly generated!

↔ e.g. <https://webshop.io/product-name>

Try it out

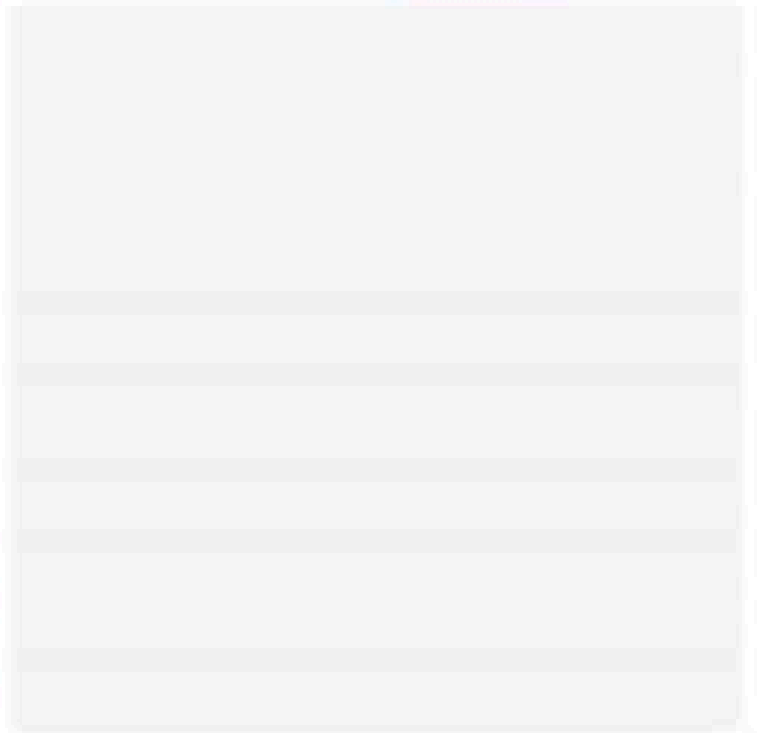


D  
ng  
of a





Handgemaakte miniatuur gitaar van hout.  
Formaat is: 25 cm Zeer gedetailleerd en fraai afgewerkt. Deze worden geleverd inclusief...

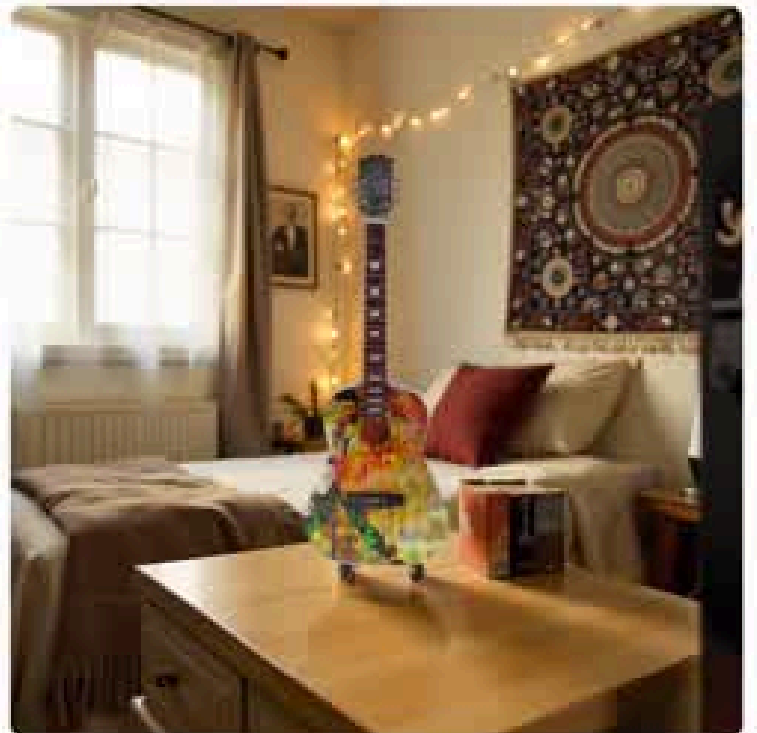
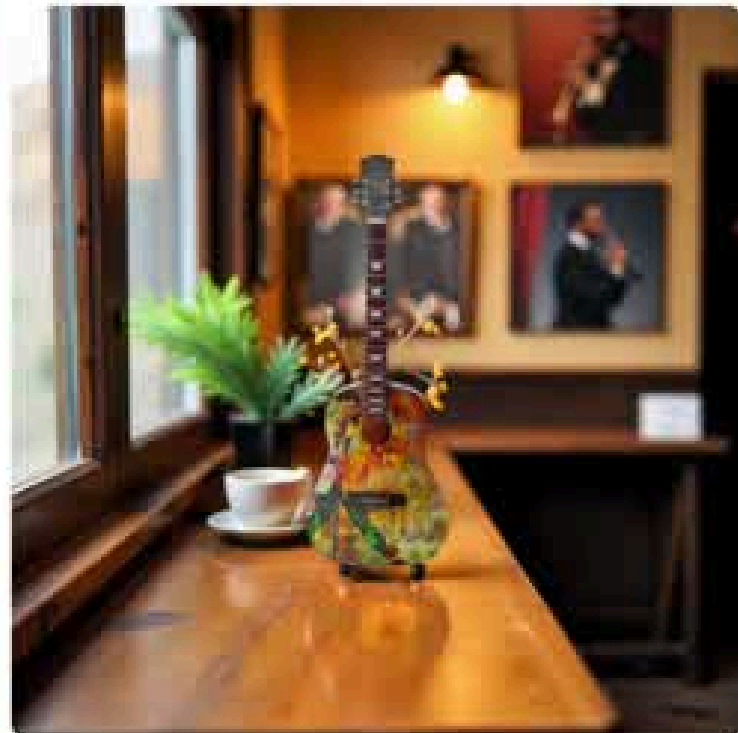
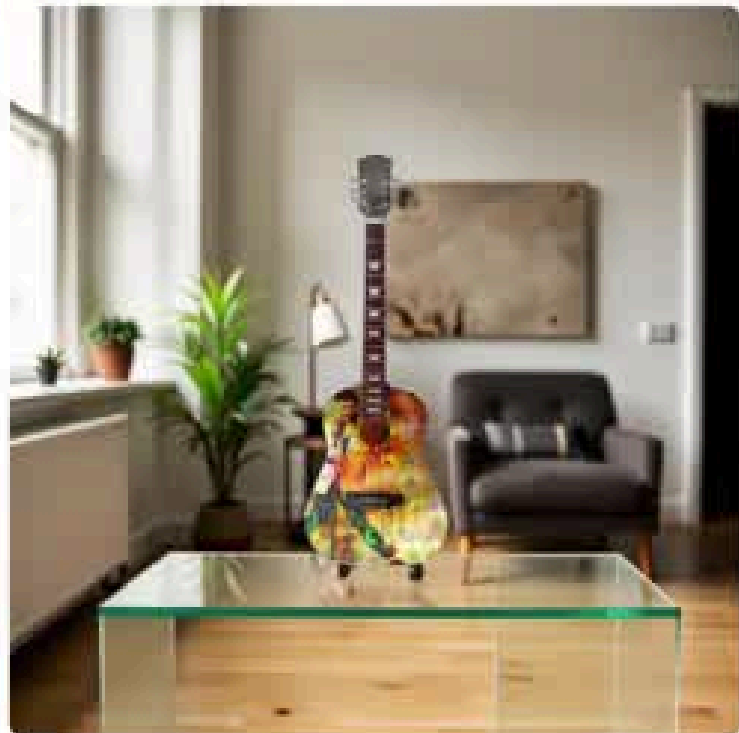


Regenerate ⌵

Mini gitaar Elvis Presley lichte kleuren Miniature- Guitar-Mini -Guitar- Collectables-decoratie -gitaar-Gift--Kado- miniatuur- instrument-Cadeau-verjaardag  
<https://www.bol.com/nl/nl/p/mini-gitaar-elvis-presley-lichte-kleuren-miniature-guitar-min...>



Handgemaakte miniatuur gitaar van hout.  
Formaat is: 25 cm Zeer gedetailleerd en fraai afgewerkt. Deze worden geleverd inclusief...



# Don't Be Like Emperor Tokugawa Keep Exploring Creative Tech





# Transforming Retail Media: Bol.com's Journey to Native Campaign Creation