

PRODUCTS

Display ads with automatically scraped website content

MAXI
ICA STORMARKNAD



GOAL

ICA wanted an easier way for their local MAXI stores to advertise their weekly products. Currently, each store needs new images for the current weekly offers, which is time-consuming and impossible for stores to create themselves.



SOLUTION

ACM was setup to automatically fetch local ICA MAXI stores weekly offers and create a feed Catalogue in ACM out of them. Updates made on their website would also reflect in their Catalogue. When creating an ad the catalogue is automatically connected and will always display the current offers.



OUTCOME

Production time decreased immensely!

ICA has gone from producing 10-20 images as week for multiple ad sizes, to only creating ONE ad in ACM that handles both ad sizes and the weekly product offerings automatically, have drastically changed production time. Now ICA can put focus on other things and automatically get beautiful and local cross-screen advertising at the same time.

