

DCO

What is DCO?

DCO, or Dynamic Creative Optimisation, is a feature that enables the dynamic fetching and updating of components within a banner.

For example, we have a banner advertising a product that is currently on sale.



This banner can consist of multiple parts:

- Title
- Product description
- Order button
- CTA
- Pricing information
- Special offer information
- Product Image(s)
- Company Image

With a regular banner, if any part needs to be changed, it must be done manually. This can be achieved by either creating a new banner or accessing the creative and updating it.

With DCO, these fields can be linked to a feed, enabling automatic updates. For example, the price of a product changes. This change is implemented in the feed, which then updates the banner automatically.

If the title of the advertisement is changed, it can also be updated via the feed without requiring manual intervention.

Changes can also be made based on contextual or audience information. Let's say a user sees this banner in Europe. They do not need American financing options. Since we know that this user is from a European country, we can automatically update the banner they see with information from the feed.

A simple example of DCO is the automatic rotation of multiple product banners on a single position, which creates a product carousel:

DCO is used to change banner content based on context, audience and up-to-date product information. It enables the automatic assembly and updating of various banner elements, such as images, headlines, and calls to action, to create and deliver personalised ad creatives in real time.

This can significantly reduce the workload for AdOps by decreasing the number of manual actions required to keep banners up to date and reducing the number of banners that need to be set up in the first place.

Targeting can also be taken into account. If a user has shown interest in a specific product category, the feed can assemble banners based on that category, even if the user is viewing other products (provided the user has granted consent or is logged in). This means that all products and information can be bundled into one feed and displayed to the user based on either known audience information or contextual page information.

Furthermore, feeds can take external information into account. For example, if you want to display a banner advertising barbecues in the summer, but only when it's relatively sunny, you can connect the feed to a weather service to ensure that BBQ-related banners are only displayed when the conditions are right.

Information about stores, such as their location and stock levels, can also be connected to the feed. This ensures that products that aren't available at a particular store aren't shown.

How does DCO work?

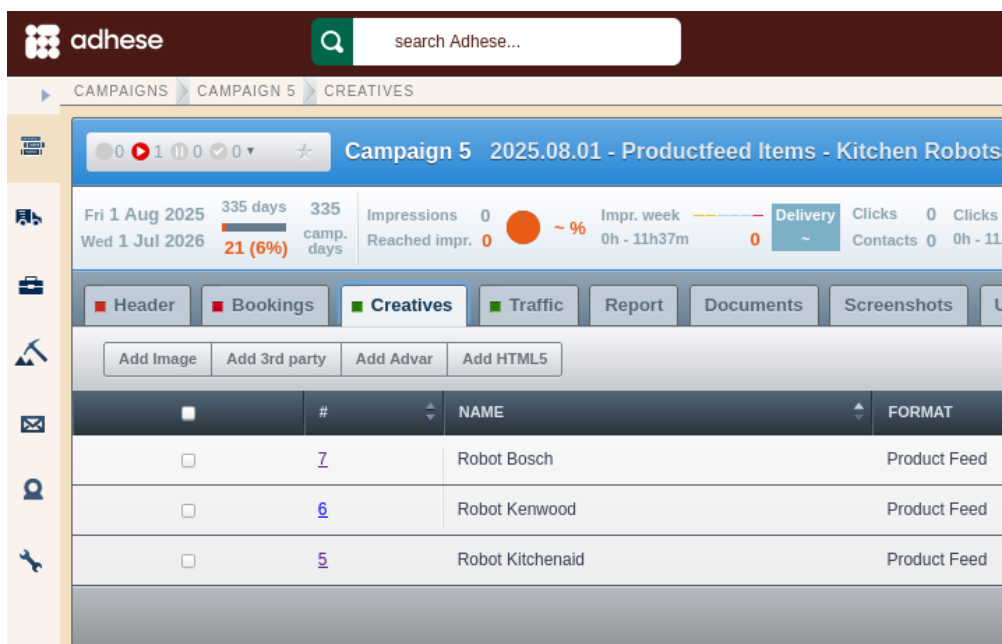
A DCO setup consists of two parts:

- One or more product feeds
- An HTML5 or an Advar creative

Advertisers can administer the feed either by syncing a custom feed to Adhese locally every time it is updated or by hosting files directly on Adhese.

When someone visits a site with inventory connected to a DCO campaign, our Content Delivery Network (CDN) system will display banners based on up-to-date information synced from the advertiser's feed.

To give an example setup related to the feed shown above, we have three items in a Product Feed format:



The screenshot shows the Adhese interface for 'Campaign 5'. The campaign is titled '2025.08.01 - Productfeed Items - Kitchen Robots'. It shows a timeline from Fri 1 Aug 2025 to Wed 1 Jul 2026, with 335 days remaining. The campaign is currently in the 'Creatives' tab, showing three items: Robot Bosch, Robot Kenwood, and Robot Kitchenaid, all in 'Product Feed' format. The interface includes a search bar, navigation tabs, and a table of creatives.

#	NAME	FORMAT
7	Robot Bosch	Product Feed
6	Robot Kenwood	Product Feed
5	Robot Kitchenaid	Product Feed

These creatives are defined by an Advar template that contains elements such as the image, call to action (CTA) and price.

Options

Creative 7 Robot Bosch

Fri 1 Aug 2025

335 days

335 creative days

Reached impr. 0

Impr/week 0h - 11h39m

Clicks 0

Clicks/week 0h - 11h39m

ctr 0,000%

ecpm 0,00

Contacts 0

ctr/cont. 0,000%

ecpc 0,00

Header

Traffic

Report

Screenshots

User logs

General

ID 7

Name Robot Bosch

Format Product Feed - 0 x 0 px [ID 9]

Last updated Thu 14 Aug 2025 12:36

SKU

SKU

Advar form

Template feed_item.json

Title Bosch

Subtitle MUM58359

CTA Buy now!

Price 359

Text Color -- Select a color --

URL https://www.coolblue.be/nl/product/957449/bosch-mum58359.html

Upload files

Web JPG image - 700 x 410 px. - 58KB

Product image web

Mobile JPG image - 700 x 410 px. - 58KB

Product image mobile

Ignore errors (only for me)

Additional creatives...

In a second campaign, we have a product carousel creative that links to these three feed items:

Campaign 6 2025.08.06 - Product carousel - Kitchen Robots									
Wed 6 Aug 2025		17 days	17 camp. days	Impressions 0	Reached impr. 161	Impr. week 0h - 11h45m	Delivery 6	Clicks 0	Clicks week 0h - 11h45m
Fri 22 Aug 2025		16 (94%)						Contacts 0	
Header	Bookings	Creatives		Traffic	Report	Documents	Screenshots	User log	
Add Image	Add 3rd party	Add Advar	Add HTML5						
	#	NAME		FORMAT					
	17	Carousel kitchen robots		Medium Rectangle					

Options

Creative 17

Carousel kitchen robots

Wed 6 Aug 2025

Fri 22 Aug 2025

17 days

16 (94%)

17 creative days

Reached impr. 161

Impr/week 0h - 11h40m 6

Clicks 0

Clicks/week 0h - 11h40m 0

ctr 0,000%

ecpm 0,00

Contacts 0

ctr/cont. 0,000%

ecpc 0,00

Header

Traffic

Report

Screenshots

User logs

General

ID 17

Name Carousel kitchen robots

Format Medium Rectangle - 300 x 250 px [ID 5]

Last updated Thu 14 Aug 2025 11:04

SKU

SKU

Advar form

Template product_carrousel.zip

URL to JSON feed https://ads-demo.adhese.com/m/stack/sl_kitchen_robots_-feed/?max_ads=6

Feed

Upload files

Atbeelding

SECOND FILE

Ignore errors (only for me)

☐

[Additional creatives...](#)

And this carousel is what's displayed on the actual position. Every time one of the feed items is updated, the carousel will change accordingly.

If you would like to implement a DCO banner either on Adhese or on your own CDN, please [contact support](#).

Reporting

As always, the default reporting on campaign, booking and creative levels is available in Adhese. For more granular reporting on DCO banners, custom reporting with custom trackers can be set up using BQ/Looker Studio. With this, we can take into account information such as:

- Product ID
- Pricing
- Codes
- Etc...

Revision #10

Created 2024-12-11 13:32:28 UTC by Casper Steuperaert

Updated 2026-07-15 07:47:35 UTC by Casper Steuperaert