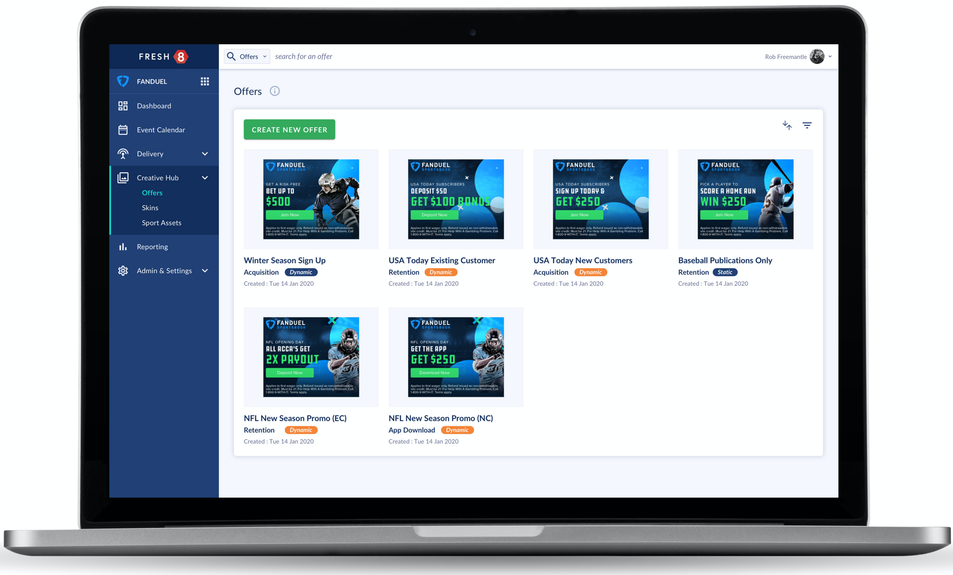
Creative Hub - Offer Home

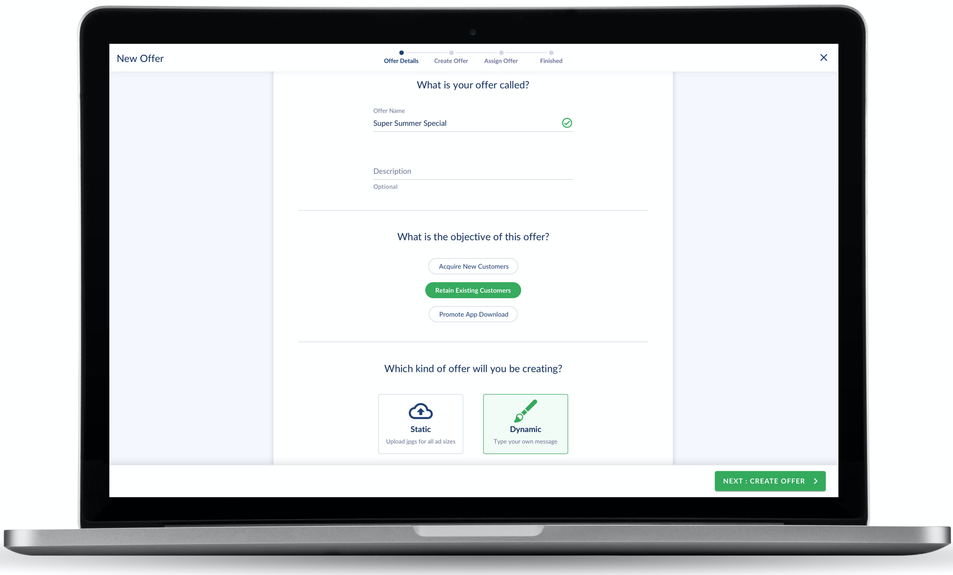
The area of the platform in which the user can CRUD their special customer offers.



Previously to this, the offer section was a table list with no visualisation or separation between a static offer (images based) or a dynamci offer (editable text).

Creating an Offer (Step 1)

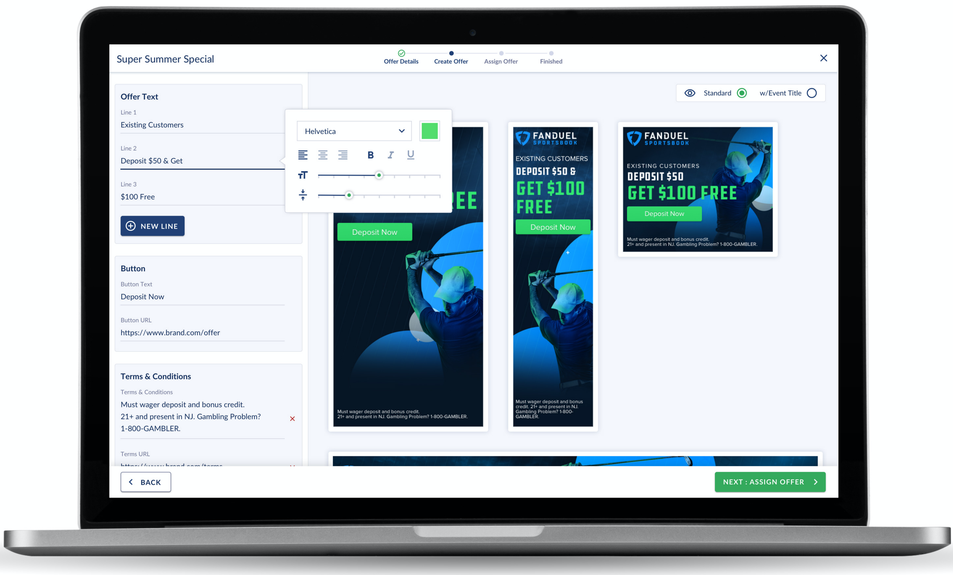
Prior to this workflow layout, the creation of an Offer was a very long form with no visualistions of the offer at all.



We wanted to split the creation flow into steps that could then also take on a different layout where needed, as can be seen below.

Creating an Offer (Step 2)

This was the game-changer step, an early foray into an “ad editor” as opposed to a long-form without visuals.



The introduction of the visualisations to the right meant people were able to see what they typed and how it affected the layout of their ad, this meant we could also begin to introduce editing features such as text formatting to improve the appearance of the ads.