

Why Your Platform Needs a Creative API — and 8 Questions to Ask Before Choosing One



When your users see an “upload media” button, they should be on the brink of creating something incredible — but too often, they see that button and get stuck. What if they don’t have the perfect photo for an ad campaign, the right clip for a video, or the right illustration for their new website?

The best way to keep your users moving is to give them easy access to content right within your platform.

That’s where a creative API comes in. Rather than starting from scratch, you can use an application programming interface, or API, to provide new, frictionless access to stunning visual content — without too much development work.

Check out Shutterstock’s new guide, [Why Your Platform Needs a Creative API — and 8 Questions to Ask Before Choosing One](#).

You’ll learn:

- Why top martech platforms are integrating with creative APIs
- How a creative API can improve user experience and drive ROI for your customers
- Key questions to help you find the right creative API for your users