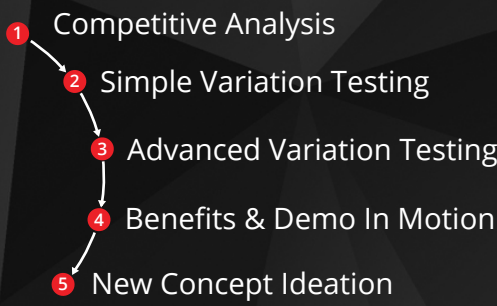
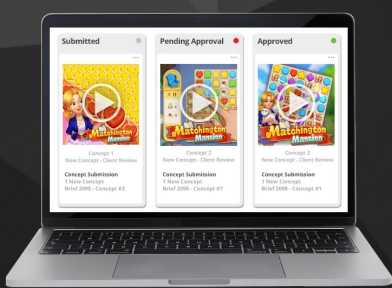


Creative Testing Phases



Optimize Your Best Ads:

Leverage Best Existing Media, Limit Non-Converting Spend, Prototype Ads Quickly & Iterate:

PHASE: 1

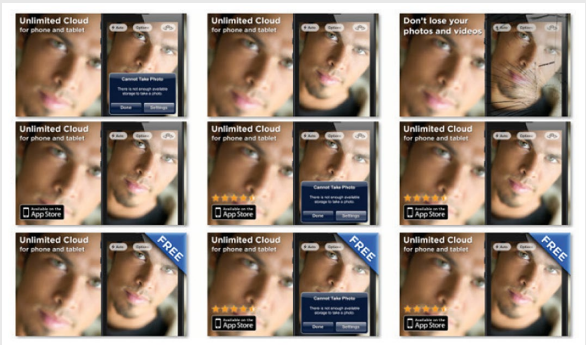
Competitive Analysis

Identify top 10 competitors and conduct a creative audit from their Facebook page (Info & Ads).
Goal is to review the creative their testing in search for new ideas.

PHASE: 2

Simple Variation Testing

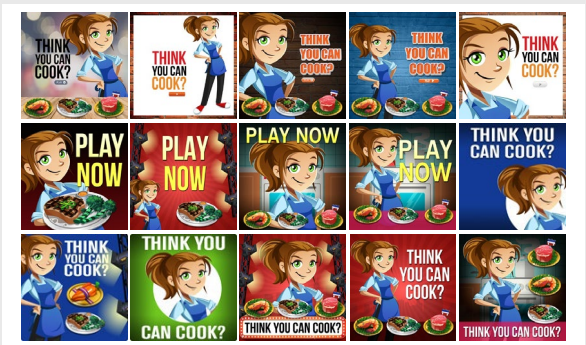
- Minimize financial risk by a/b testing your existing best creative. Testing removal of elements to understand what drives performance.
- Text Headers: Call-To-Actions & Placement, Short/Long, Color, Font.
- Image Format (Square, Horizontal, Vertical, Stories)
- Video Length tests 6, 10, 15 seconds, etc.
- Demo of how phase 1 and 2 work in practice:
<https://www.youtube.com/watch?v=RIX1nnXalms&feature=youtu.be>



PHASE: 3

Advanced Variation Testing

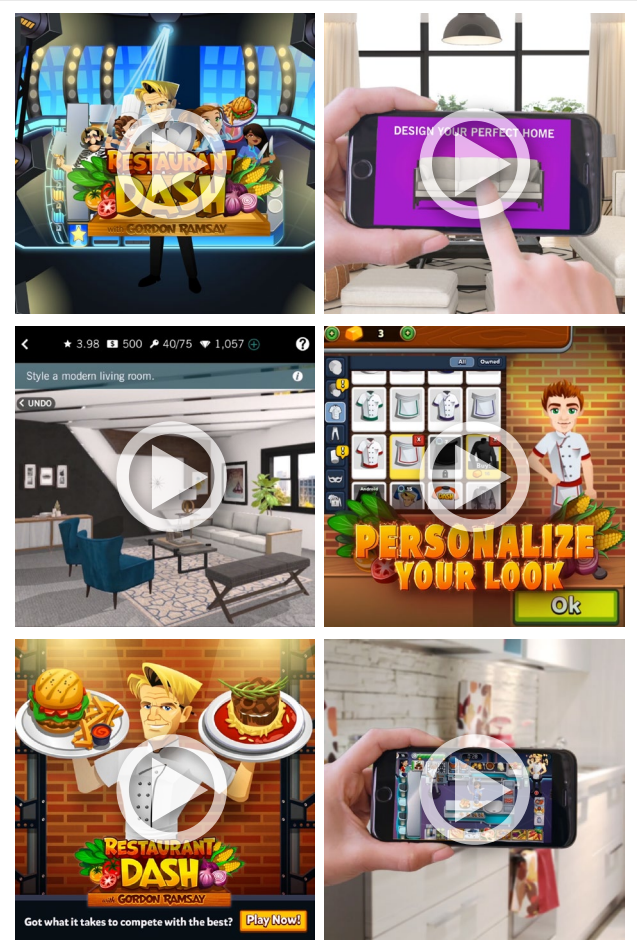
- Start & End Cards: Test CTAs, Colors, etc.
- Use of Primary Colors
- Mobile Device vs. No Mobile Device
- Text in Image/Video (non-header)
- Background Images
- Image Layout (Split Screen, Grid, Horizontal, Vertical)
- Types of Images (User Generated vs. Stock Photos)
- One Product vs. Multiple Products
- Include / Exclude: AppStore / Google Play Badges
- Logos & Brand Placement (top / bottom / left / right)



PHASE: 4

Benefits & Demo In Motion

- Facebook's Creative Shop reviewed top performing ads and identified they fall into two categories: Benefits in Motion & Demo in Motion.
- Benefits in Motion:**
 - Tell user what to expect and why play.
 - Can be achieved quickly showing characters, levels, action, etc.
 - Short ad copy to highlight benefits.
 - Facebook best practice: test 2-3 benefits vs AppLovin best practice: test only one benefit
 - Example: Benefit: Message to focus on emphasize. It can be product's feature, benefit, unique positioning, etc.
 - Concept 1:** Safety & Trust, Concept 2: Cost Savings, Concept 3: Control, Concept 4: Convenience
 - Concept 2:** ** Read user reviews in the AppStore to understand user-feedback
- Demo in Motion:**
 - Screen capture gameplay in a phone.
 - Demonstrate app can be downloaded.
- Demo of how phase 3 works in practice:**
<https://www.consumeracquisition.com/creating-effective-videos-for-facebook-mobile-app-install-campaigns/>



New Concepts:

Based on the above learnings, create new concepts educated by quantitative-creative testing:

PHASE: 5

New Concept Ideation

- New concepts from competitive ad concepts
- Expand on Phase 1-3 winners with new concepts
- Custom creative concepts with storytelling (like before/after concept)
- Character animation & fresh concepts from new assets
- Variations of client's new ads
- Request new assets from advertiser's design team

