

2018
EDITION



CONSUMER
ACQUISITION
MOBILE APP ADVERTISING

CREATIVE
IDEAS
FOR FACEBOOK
ADVERTISERS



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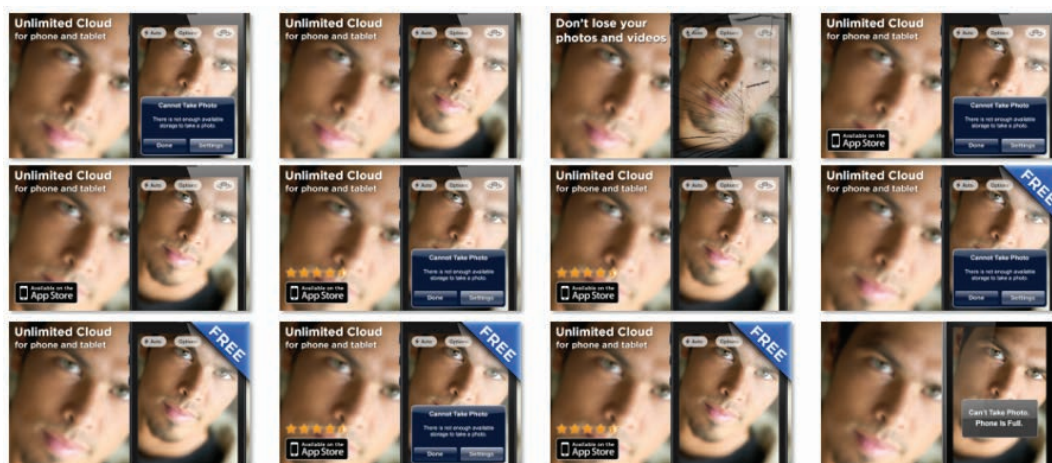
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About Us

ConsumerAcquisition.com is a badged Facebook & Instagram Marketing Partner that offers the world's first user acquisition lifecycle platform, offering both a Creative Marketplace and AI-powered platform to scale Facebook advertising.

To help advertisers drive successful creative innovation at scale, we offer a pay-for-per-formance Creative Marketplace for Facebook and Instagram. Are we experienced? We've produced 250,000 ads and spent \$200,000,000 million in Facebook advertising.

In our creative marketplace, advertisers receive fresh images and videos from our global network of designers and editors and they only pay for the creatives they run. To save time, we offer a free concierge service to help with creative brief writing and designer feedback. Advertisers also get access to a free reporting tool for automatic ad launch recommendations.



Creative Marketplace

How It Works

Advertiser

Do you want creative innovation at scale?

We'll provide fresh images and videos for your advertising needs. You pick your winner and pay for performance.

Brief: Write your own creative brief or collaborate with our team of UA experts and we'll write it for you.

Review: Review creatives submitted by our network of freelance designers, or we'll help you save time by reviewing them for you.

Publish: Select as many creatives as you like, launch on Facebook with one button click & pay for performance.

Automate: Define your metrics and we'll flag under-performing ads and alert you when to refresh creatives.

Designer

Do you love designing Facebook and Instagram ads?

We'll deliver world-class, advertising projects right to you. No bidding for work and no contests.

Brief: Advertisers submit detailed creative briefs and share visual examples for what has performed well in the past.

Choose: You choose the briefs you want to work on, and submit work for advertisers to review.

Pick: Advertisers review your creative and pick which ads to launch on Facebook.

Earn: The longer your ads run on Facebook, the more money you make!



Benefits

- Alleviate your internal design team's tunnel vision
- External creative talent drive fresh ideas at scale
- High volume of new concepts delivered for testing
- Internal teams create variations based on new winners

Why Creative Matters?

There are several variables to successful Facebook advertising. You can change and test budgets, bids, audiences, creative, creative placement, formats, copy and more. Identifying the most important variable for the success of your Facebook campaigns would seem complex. However, Facebook's optimization capabilities have dramatically improved in recent years shifting the weight of your campaigns' success to one variable: creative.

Just a few years ago all optimization in Facebook such as adjusting bids or budgets had to be done manually. Today, advancements in AI and machine learning have allowed Facebook to drive better performance by making those important intraday decisions on its own. Budgets, bidding, audiences and placement decisions can now be automated on Facebook by setting rules helping reduce waste and maximize results.

Feb 2005

Click Optimization

Facebook shows ads to people most likely to click on your ads.

Aug 2005

Conversion Optimization

Facebook shows ads to people most likely to convert or take a desired action in your app/website.

Oct 2016

7 day conversion Optimization

Facebook needs a minimum of 15-25 conversions for its algorithm to optimize which can be challenging with small budgets in a 1-day window. The 7-day window allows more time for the minimum of conversions to be completed and the algorithm to start working.

Dec 2016

App Install Optimization

Facebook shows ads to people most likely to install your app.

Feb 2017

Dynamic Creative Optimization

DCO helps advertisers determine which creative assets perform best for their audiences by testing up to up to 10 images/videos, and 5 of each copy asset.

2017

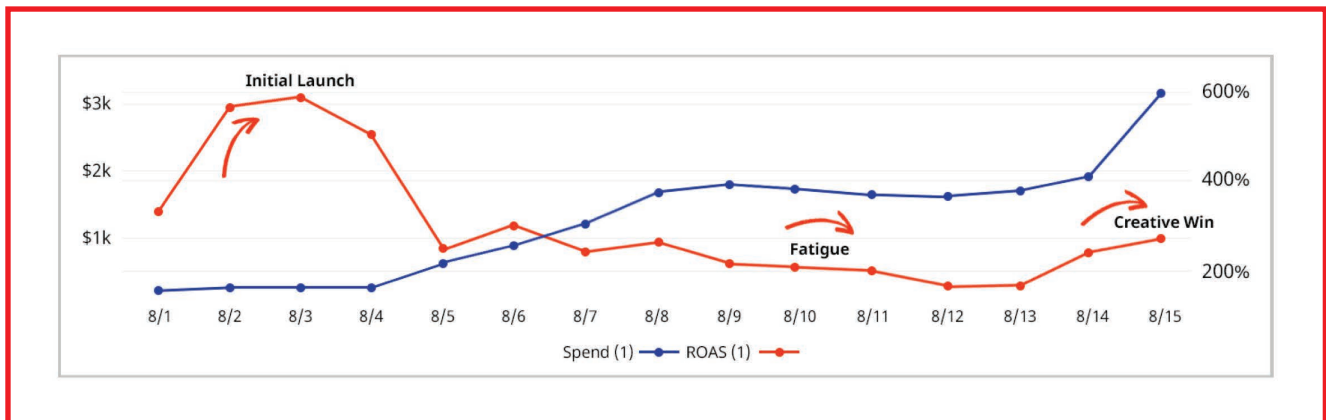
ROAS value optimization

Facebook shows ads to people most likely to spend money on your app/website. It uses the purchase values sent from the Facebook pixel to estimate how much a person may spend with your business over a seven-day period.

Facebook and Google's auto-bidding sets and adjusts bids as needed to maximize results. Budgets also modify in real-time based on performance. Facebook's value-bidding allows advertisers to increase their customers' LTV, while lookalikes audiences help advertisers find audiences more likely to take a desired action. DCO or Dynamic Creative Optimization lets advertisers run multivariate creative tests and thus identify winning combinations.

These advancements are driving better performance for advertisers because important decisions and adjustments about budgets and bids are made in real-time and based on real-time data. As Facebook helps advertisers make profitable decisions on bidding, budgets and audiences, there is still one important variable that Facebook can't help with yet: creatives.

Creative becomes the differentiator for performance and financial success. Constant creative testing - copy, video, images - becomes imperative to an organization's objectives. A large volume of creative is needed not only to achieve but also to sustain Roas (Return on Ad Spend) because creative rapidly fatigues with increased spend and audience reach. Moreover, 95% of creative fail to outperform your portfolio's best, so even when have a high-performing creative, you need to think about replacing it. See graph below to understand the need and results of successful creative testing.



Our team at Consumer Acquisition has created and tested over 250,000 ads spending over \$200 million dollars for clients across several verticals. We have created this white paper to provide ideas and guidelines on creative testing.

Before You Start Testing

Creative Questions to Consider

– Direct Response vs Branding

Making Data-Driven Decisions in a Brand-Driven Company

Move quickly from testing to scaling

- Most ads get less than 10,000 impressions.
- 75% of brand compliance is ok for testing.
- Find winners before ads fatigue.
- Limit non-converting spend.
- When you find winners, clean up brand compliance, and re-test!

– Creative Elements to Consider



Brand Assets

Brand guidelines with dos & don'ts, logos, fonts, colors, styling & layout, sounds, etc.



Who you Are

Brand guidelines with dos & don'ts, logos, fonts, colors, styling & layout, sounds, etc.



Likes and Dislikes

Preferred color pallets, simple vs stylized, subtle, elegant vs dramatic.



Brand Mode

Elements to recreate your look (backgrounds, textures, icons, graphics...).



Inspiration

Share videos that worked well, ones you love, some that bombed.



Campaign References

Examples of successful assets and their results, why did they work.

Testing Best Practices



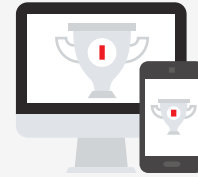
Before Testing

- Test 1 variable
- Know KPIs
- Avoid data contamination & reduce overlap
- Ensure test geo is representative



During Test

- If slow pace, increase bids by same percentage
- If under-delivery make same changes to all ads
- Pause & re-run test to get clean data



Post Testing

- Consider lift & results to determine winner
- Multiple KPIs used to determine winner
- Test and iterate further (continuous improvement)

– Forming Hypothesis



Video Duration

- 05 seconds
- 10 seconds
- 20 seconds
- 30 seconds



Branding

- Brand first 3 seconds vs end
- Brand north vs south
- Brand include vs exclude



Creative Refresh

- Refresh creative on time or \$
- Identify creative fatigue
- Use winners from testing



Gameplay

- Gameplay vs Trailers
- Characters or no
- Text overlay vs no text overlay
- Fast action sequences

Creative Testing & Best Practices

Agile Best Practices for Videos

The first
0:03
really matter



**Open
Strong**

Don't rely
on
sound



**If sound is
important,
emphasize it**

Text can help
support the
message



**Use clear
& concise copy**

Make it only
as long as it
needs to be



**Shorten the
message**

If you have
great characters,
use them



**Lean into your
art & story**

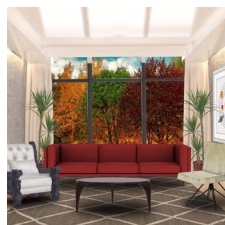
Creating Effective Videos with Limited Assets

A group of brand marketers, strategists and creative directors at Facebook's Creative Shop, reviewed hundreds of top performing ads, identified four different categories in which all of these ads fell into: basic in motion, brand in motion, benefit in motion and demo in motion, and provided tips and best practices on how to improve videos to increase your ad's user value.

These videos can be created with limited assets as they consist of still images and simple animations of different elements.

Basics in Motion

A simple video or an animation. You can start from a still image and animate 1 – 2 elements of the image such as a character. You can also use music to add excitement. See samples.



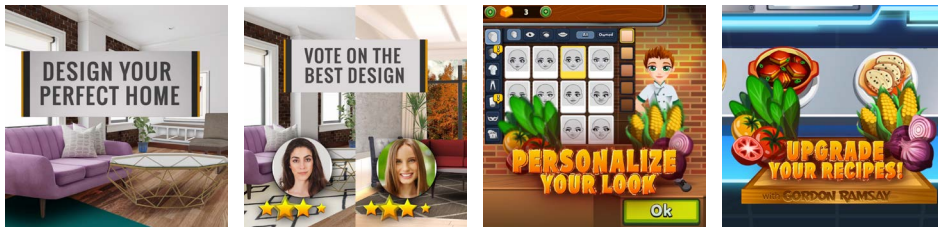
Brand in Motion

A video with an emphasis on your brand. Start with a still, and add excitement by animating an aspect of your brand like your logo. See samples.



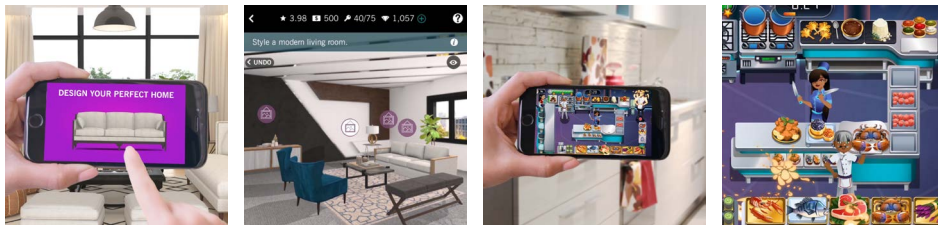
Benefit In Motion

A video with an emphasis on your products' benefits. Start with a still, and add excitement by animating your product's benefits with typography. Use short copy to make your video effective. See samples.



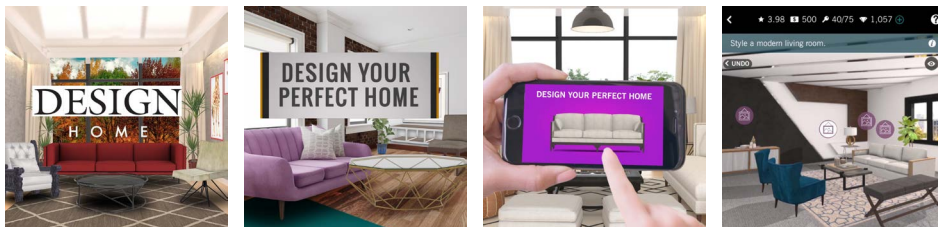
Demo In Motion

A video with an emphasis on how your product works. For mobile games, you can screen capture gameplay and place it inside a phone. Not a mobile game? Show a demonstration of your product. See samples.



Basics, Brand & Demo In Motion

A combination of your basics, brand, benefits, and demo in motion videos.



[Click here to visit our blog and watch our videos and much more](#)