CONSUMER ACQUISITION

MOBILE APP ADVERTISING

CREATIVE IDEAS FOR FACEBOOK ADVERTISERS

250K
FACEBOOK ADS
PRODUCED

CREATIVE IDEAS FOR FACEBOOK & INSTAGRAM ADVERTISERS • CREATIVE IDEAS FOR FACEBOOK & INSTAGRAM ADVERTISERS •

Table of Content

About Us

- **Facebook Partner.** Founded in 2013, San Francisco.
- **Solution:** End-to-end solution for user acquisition offering a Creative Marketplace, Managed Services & Self-Service Platform.
- **Focus:** Direct Response Acquisition for Mobile Apps & Lead Gen.

Creative Marketplace

What Is A Creative Marketplace?

- Advertiser writes a short creative brief.
- Editors and designers submit creatives.
- Advertiser selects, makes revisions, or approves.
- Ads can be launched directly into FB or Google.
- Advanced reporting enables automatic detection and swapping of underperforming ads.
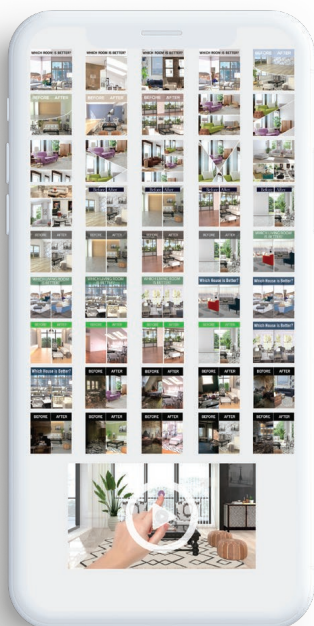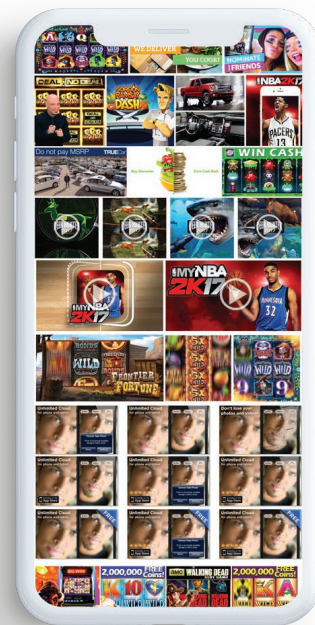
Creative Marketplace Benefits

- Alleviate 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 off of 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 desire 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.

Why Creative Matters?

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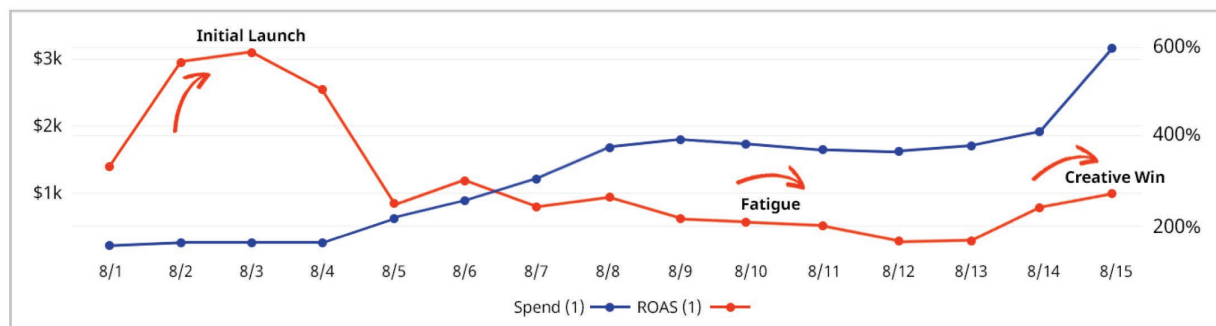
Our team at Consumer Acquisition has created and tested over 250,000 ads spending over $200 million dollars for clients across several verticals. We have created this white paper to provide ideas and guidelines on creative testing.

Before You Start Testing
Creative Elements to Prepare

Most large companies have developed a strong brand image accompanied by strict brand guidelines used to represent companies in a consistent manner. Brand-driven organizations take in consideration elements such as color palette, font treatment, logo placements, voice and tone to be used in copy, and more to develop brand-compliant creatives.

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.

But, when dealing with direct response advertising, what happens if brand-driven creative does not perform? Should advertisers drop their brand rules and test different creative that will drive performance? Our team at Consumer Acquisition has developed creative testing guidelines to help brand-driven organization succeed with direct response advertising.

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!

Before You Start Testing

Testing Best Practices

Creative testing is imperative to find a winning creative – a high-performing video or image that would allow your organization to scale and reach your financial objectives. However, creative testing can also produce financial waste, because about 95% of creatives will fail at outperforming your current winner or at becoming a winner. Our team at User Acquisition has developed guidelines to help advertisers test creatives efficiently.
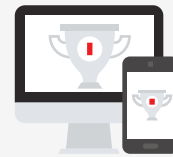
Before Testing

- 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)

Creative should be born from something. Before you start testing, you should brainstorm what you think would resonate with your audience and start forming hypothesis around different variables. Forming hypothesis will later help you understand more about what works and what doesn't.

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
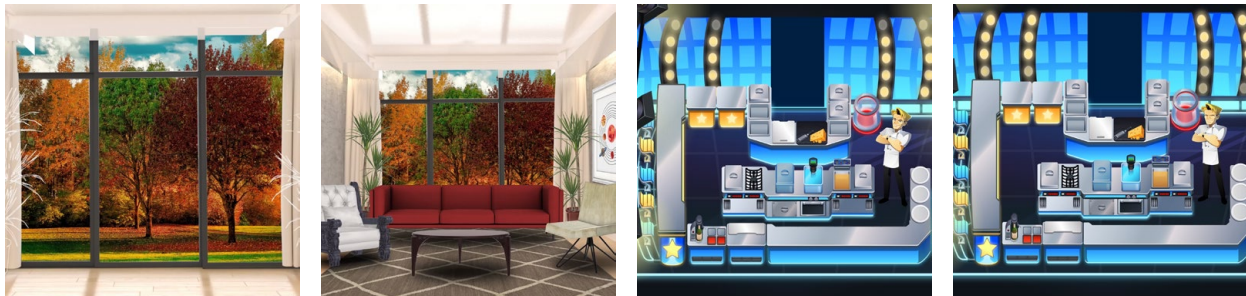
Creative Ideas for Advertisers
Creating Effective Videos with Limited Assets

A group of brand marketers, strategists and creative directors at Facebook' 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.

Creative Ideas for Advertisers
Creating Effective Videos with Limited Assets

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.
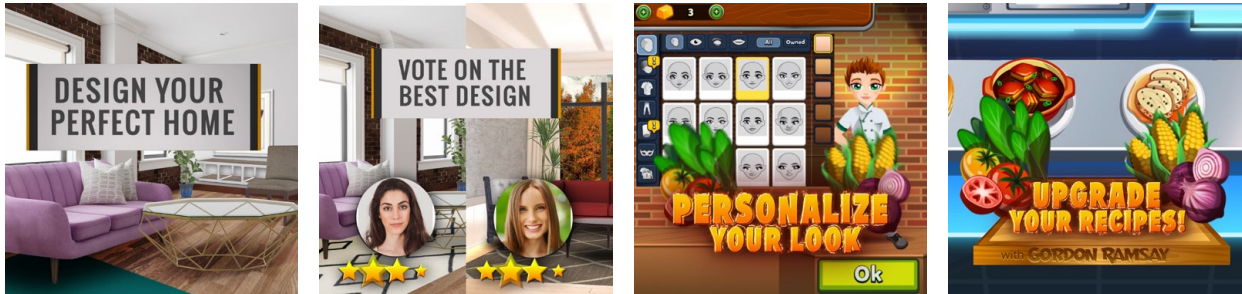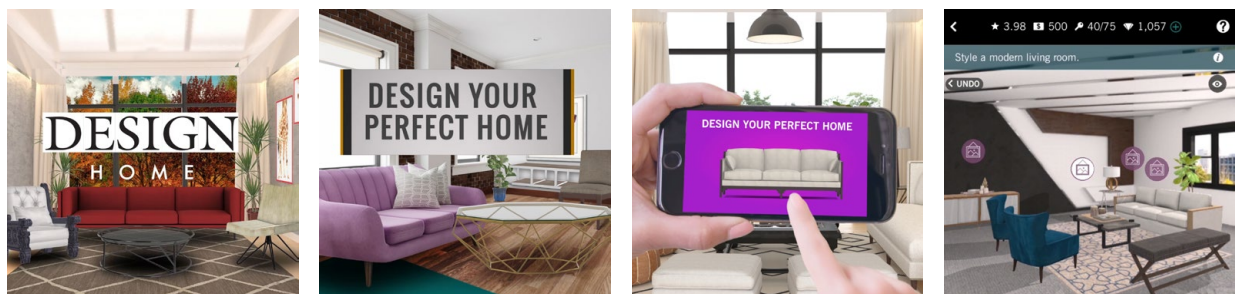

Demo In Motion
A video with an emphasis on how your product works. For mobile games, you can screen capture gameplay and place it inside a phone. Not a mobile game? Show a demonstration of your product. See samples.
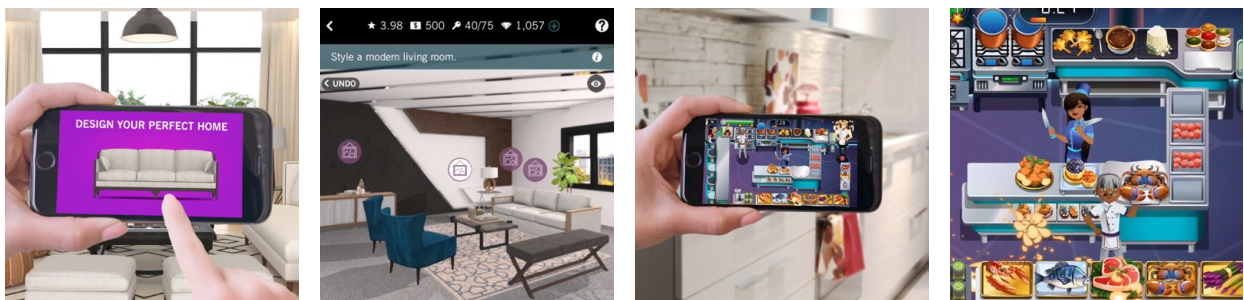
Basics, Brand & Demo In Motion
A combination of your basics, brand, benefits, and demo in motion videos.

Click here to visit our blog and watch our videos and much more

Creative Ideas for Advertisers

Agile Best Practices for Videos

The first 0:03 really matter	Don't rely on sound	Text can help support the message	Make it only as long as it needs to be	If you have great characters, use them
Open Strong	**If sound is important, emphasize it**	**Use clear & concise copy**	**Shorten the message**	**Lean into your art & story**
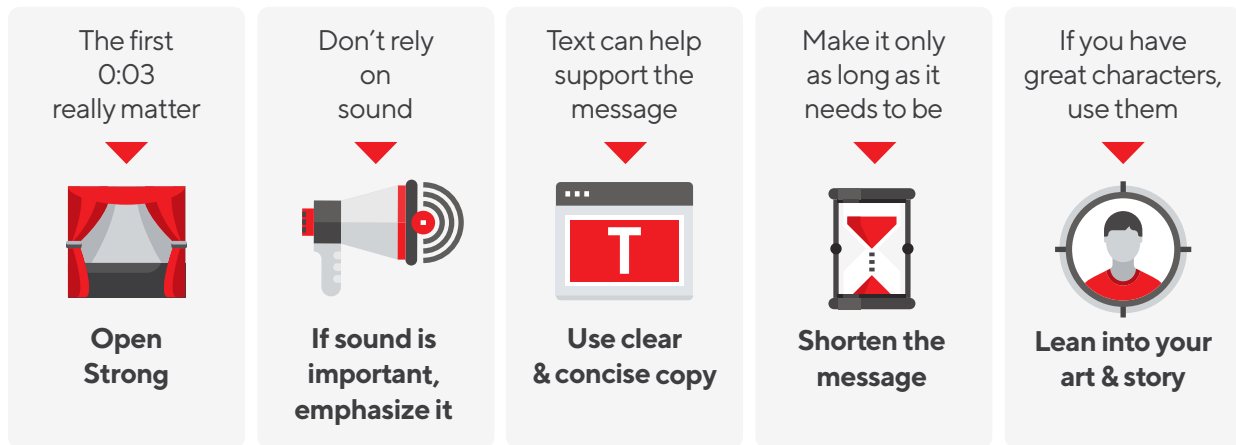
Creative Elements to test

Concepts Vs Variations

focus on what drives results and minimizes financial waste

Concepts

Concepts are new designs not based on winning composition or elements, and are the driver of success with Facebook

Vs

Variations

Variations leverage pieces of winning images and ads. They reposition existing elements to create something similar but new

Creative Elements to Test

Image Layout

The easiest way to create new concepts is to change image/video layout

here are some examples to inspire you

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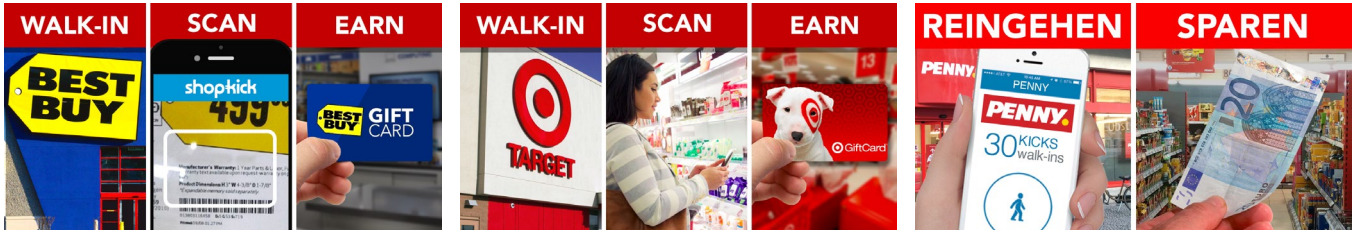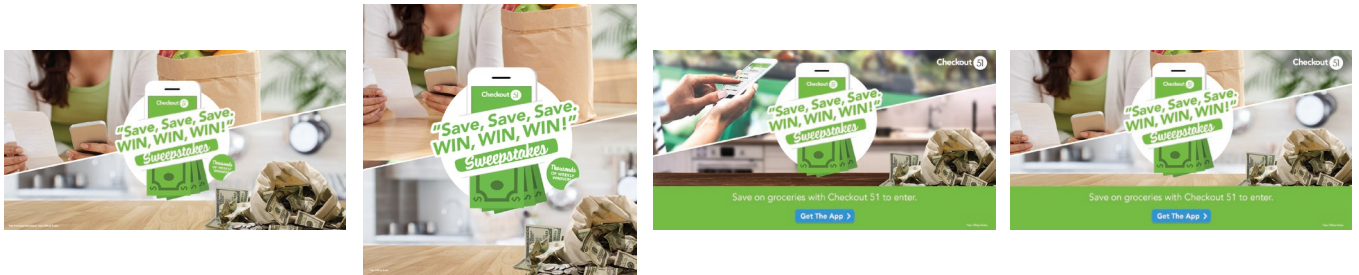image/video layout

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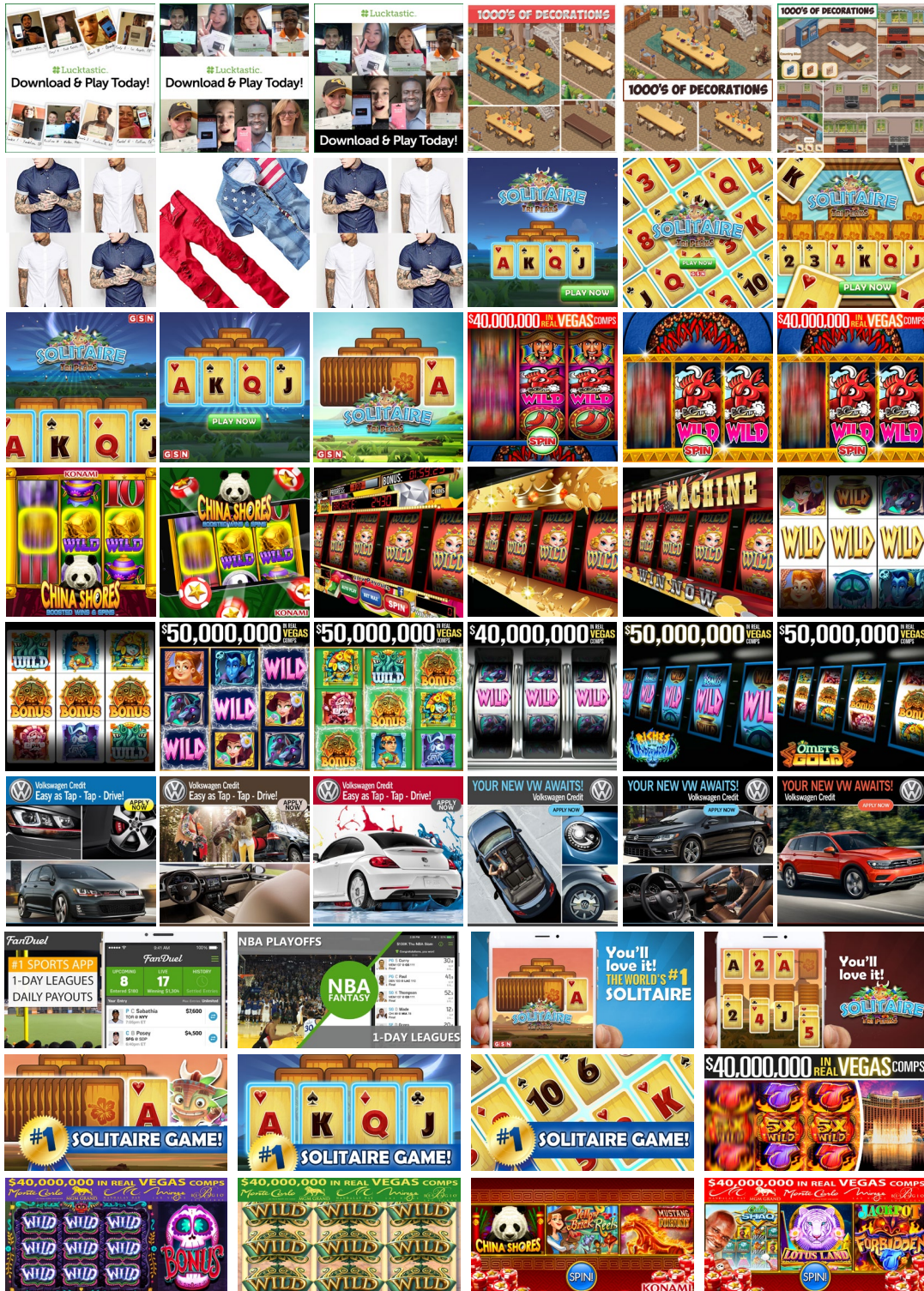
Creative Elements to Test

Grid Layout

A simple way to create new concepts is to showcase your product orservice in several layouts like side-by-side, split-screen, grid (2x2, 3x3, 4x4), split screen (½ & ½), split screen variation ⅓ or ¼
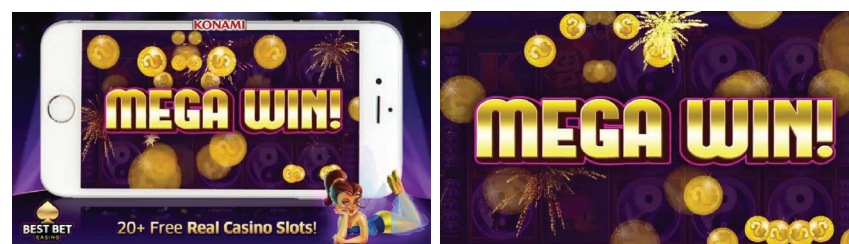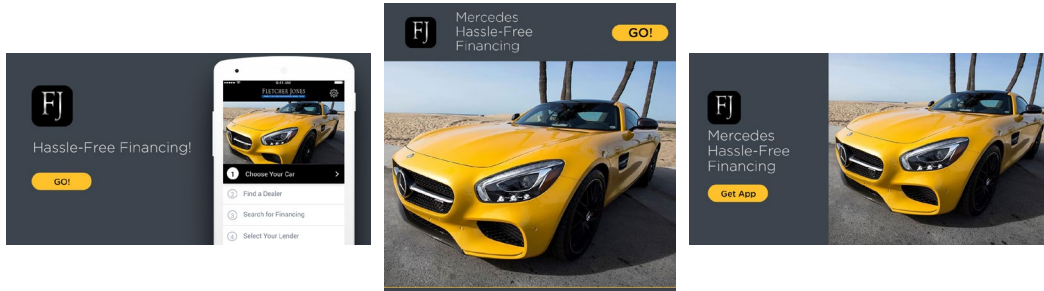
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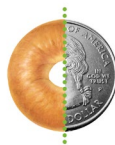
Buy Groceries	**Buy Groceries**	**Buy Groceries**	**Buy Groceries**	**Buy Groceries**
Earn Cash Back	**Earn Cash Back**	**Earn Cash Back**	**Earn Cash Back**	**Earn Cash Back**
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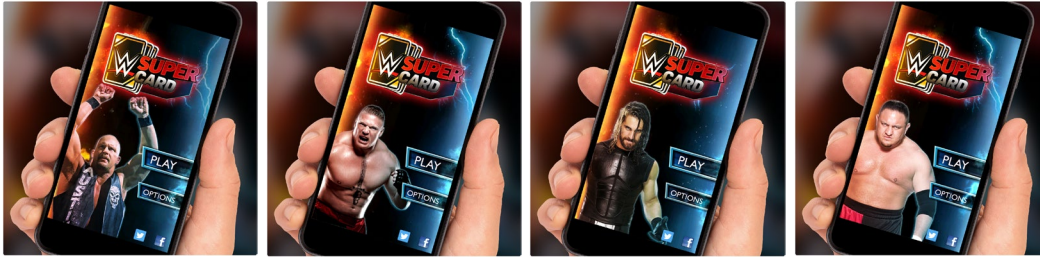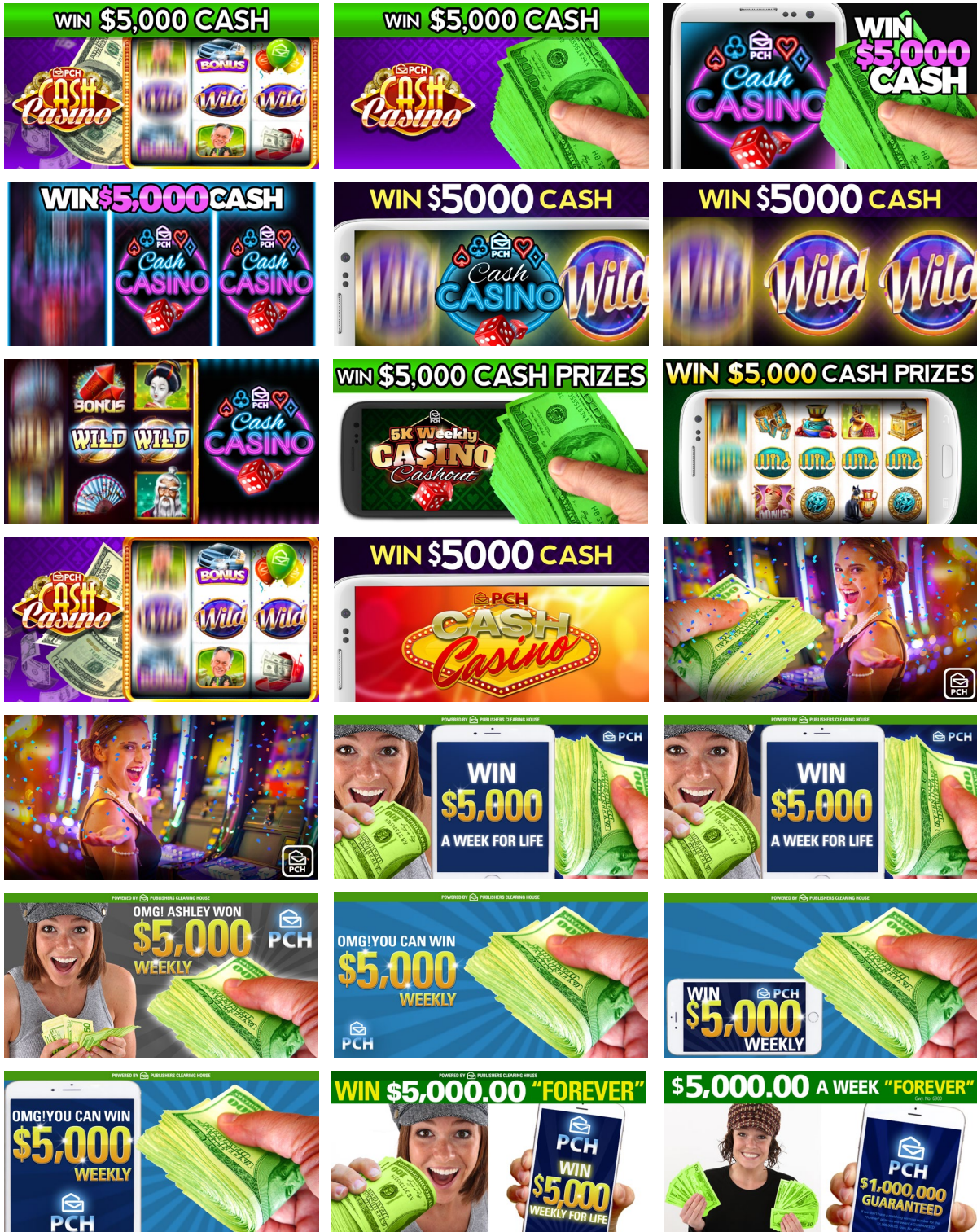
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Creative Elements to Test
Mobile Device vs. No Mobile Device

Include a mobile device in the ad to show the user that you're advertisinga mobile app. try including / excluding the mobile app, hand holdinga mobile device vs no hand, etc.

here are some examples to inspire you

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Creative Elements to Test

Text in Image

Text is one of the most powerful ways to communicate your app/product/service benefits and features.
Consider testing: strong calls to action, short/long adcopy, placement upper, middle, lower, left, right, color, font, size, etc.

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User Generated Vs. Stock Photos

The vast majority of the pictures and videos you see on facebook are user-generated. They are shared by your family and friends. Professional photos or stock photography look tooperfect and tend to stick out. Try taking your own photos or degrading the quality of theimages / videos to make them look more user-generated.
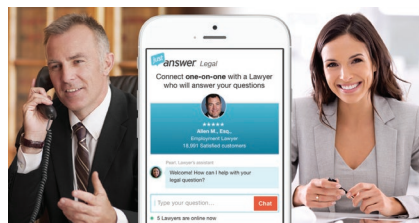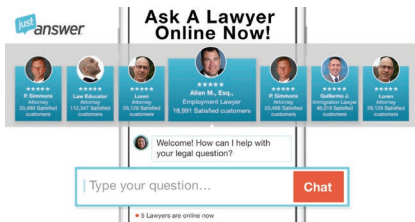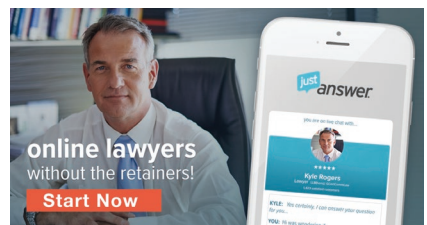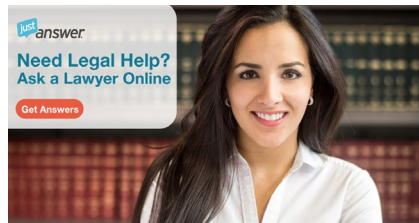
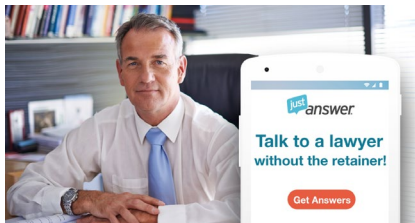here are some examples to inspire you

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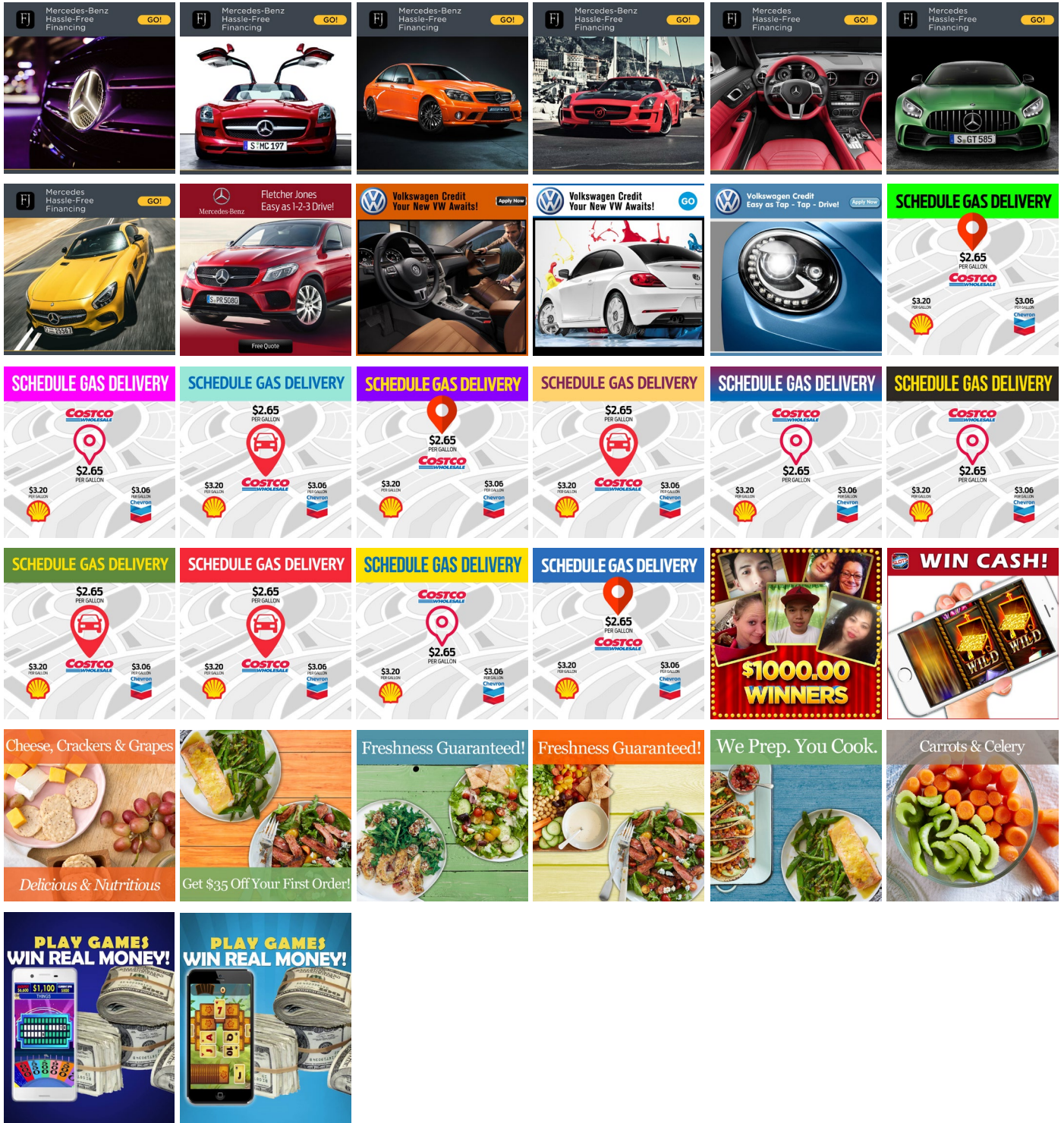here are some examples to inspire you

Creative Elements to Test
Colors (Saturated & Background)

Test simple / plain backgrounds with soft / blurred out colors or gradients. Allow users' eyes to focus on bright vibrant foreground colors. Test softbackground colors vs bold colors, strong texture vs muted texture, and simple / clean vs busy / cluttered backgrounds.

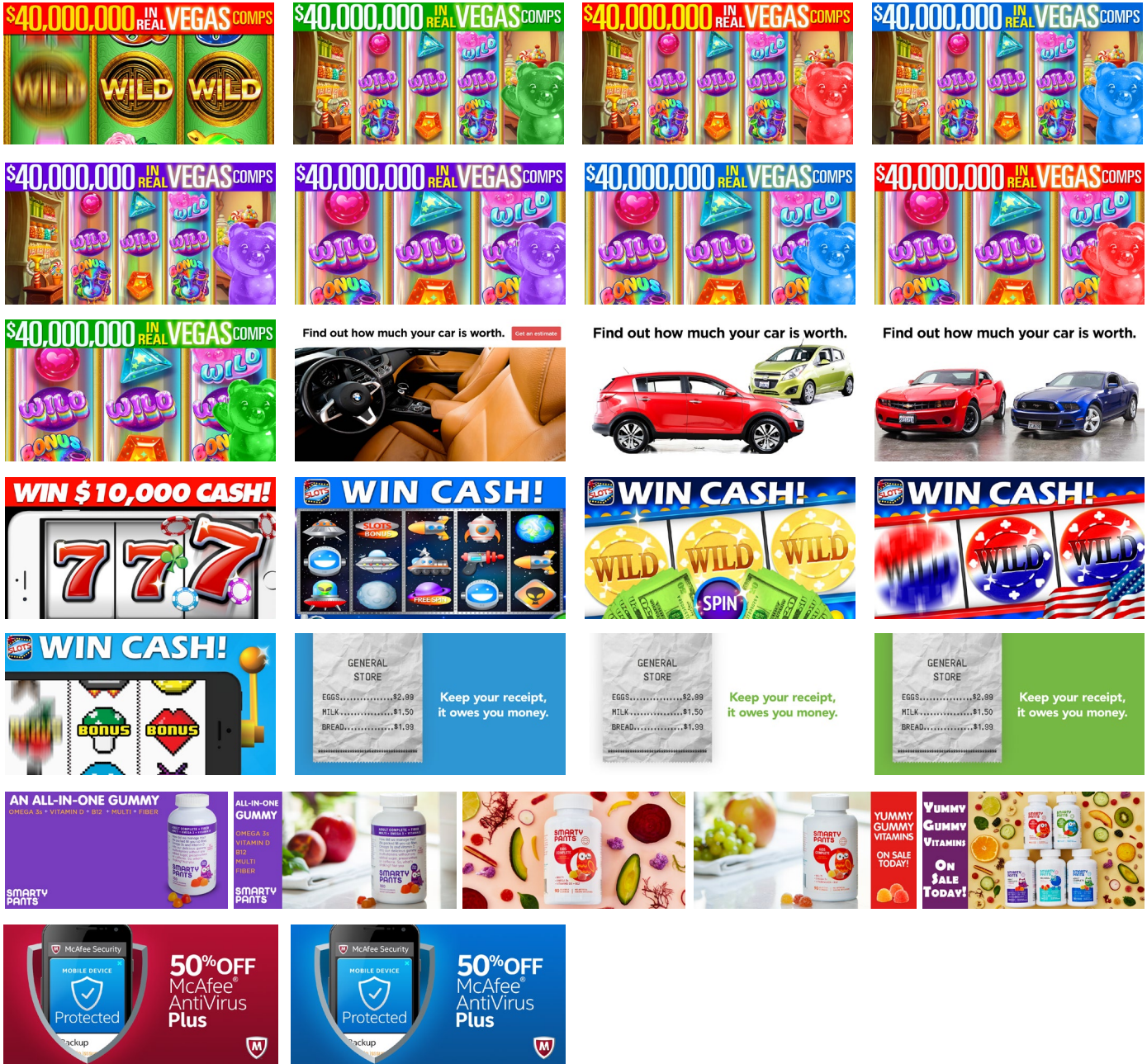here are some examples to inspire you

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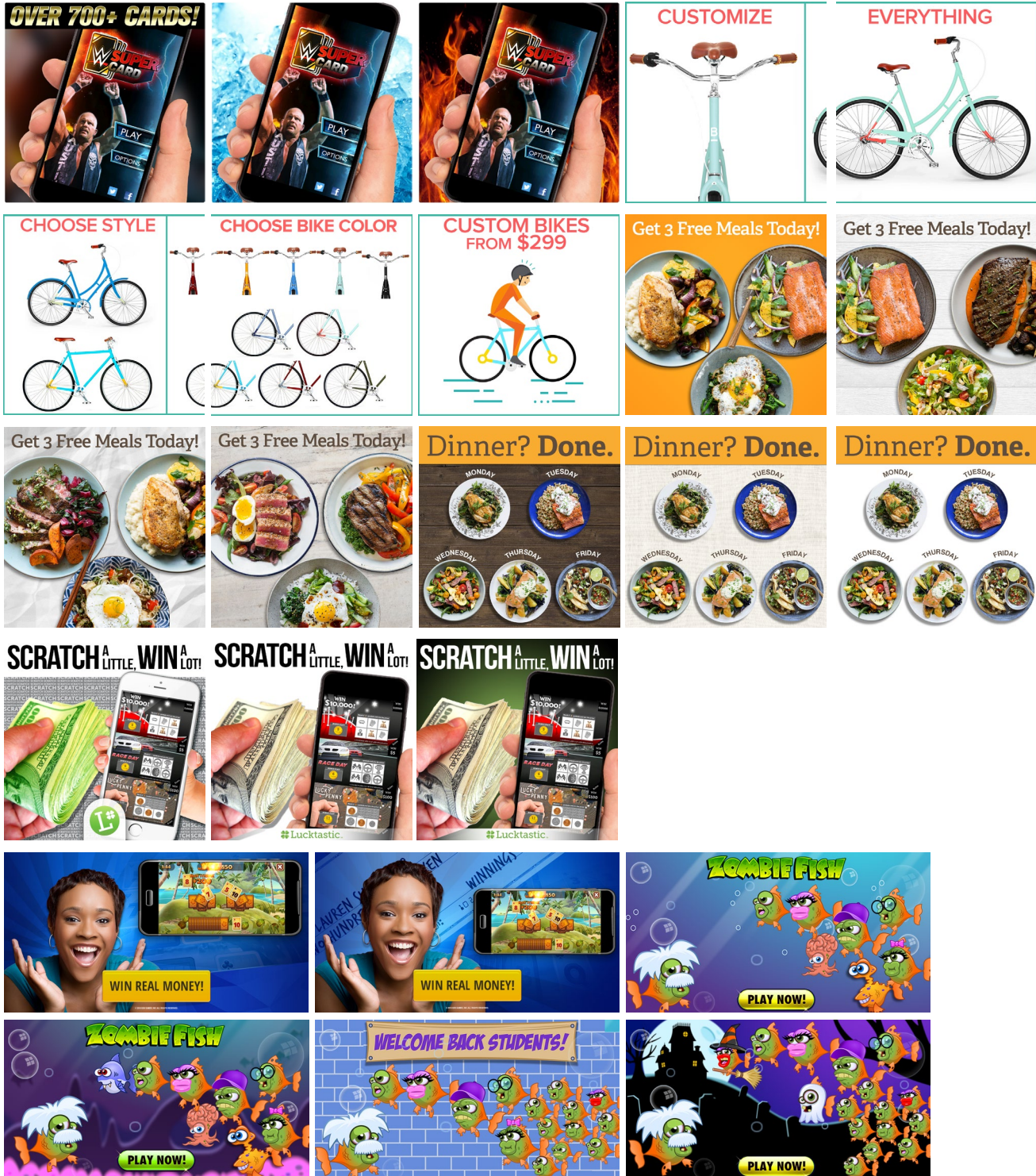here are some examples to inspire you

Creative Elements to Test

Background Images

Draw users' attention away from friends' and family's posts and into your ad by testing vibrant, eye-catching colors like orange, red, yellow, and bright green. Compare performance of vibrant colors vs complementary colors, soft colors or perhaps even your brand's colors.

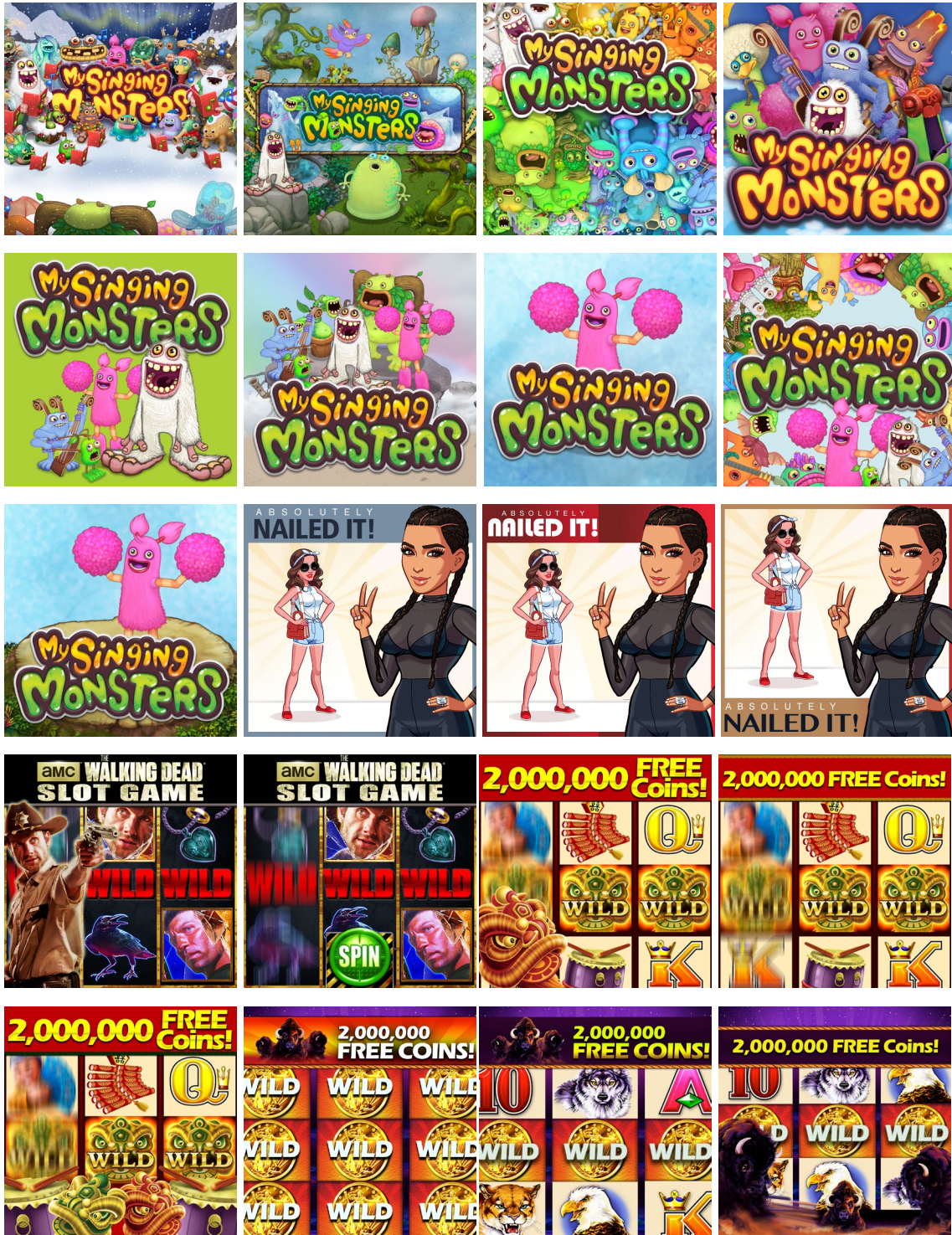here are some examples to inspire you

Creative Elements to Test

Characters or No Characters

Are characters a primary representation of your product, brand or service? if not,test removing all characters vs using them. we've found that unless charactersare well known, they are often a visual distraction and decrease performance.however, you should still test yourself to validate.
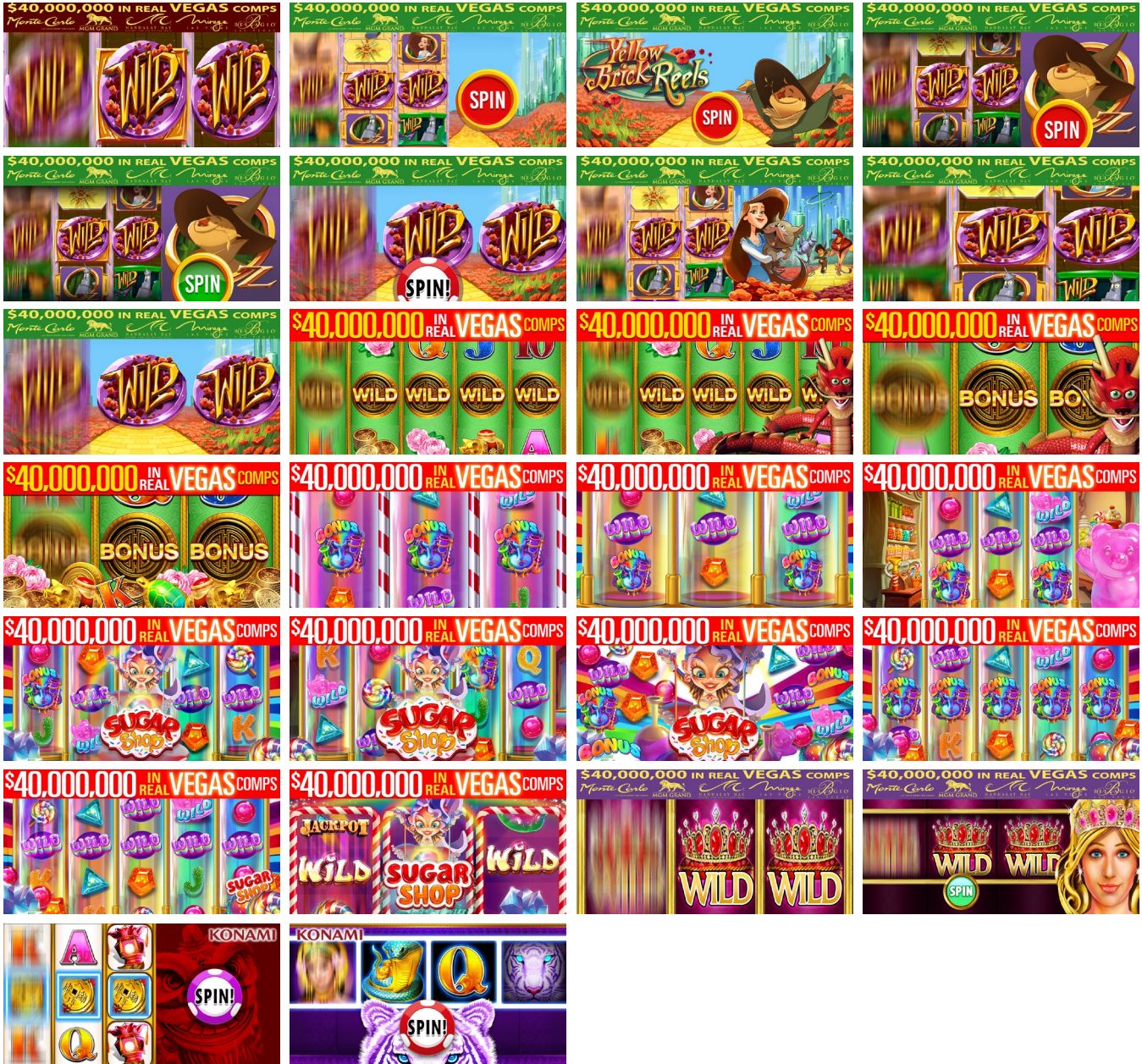
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Logo

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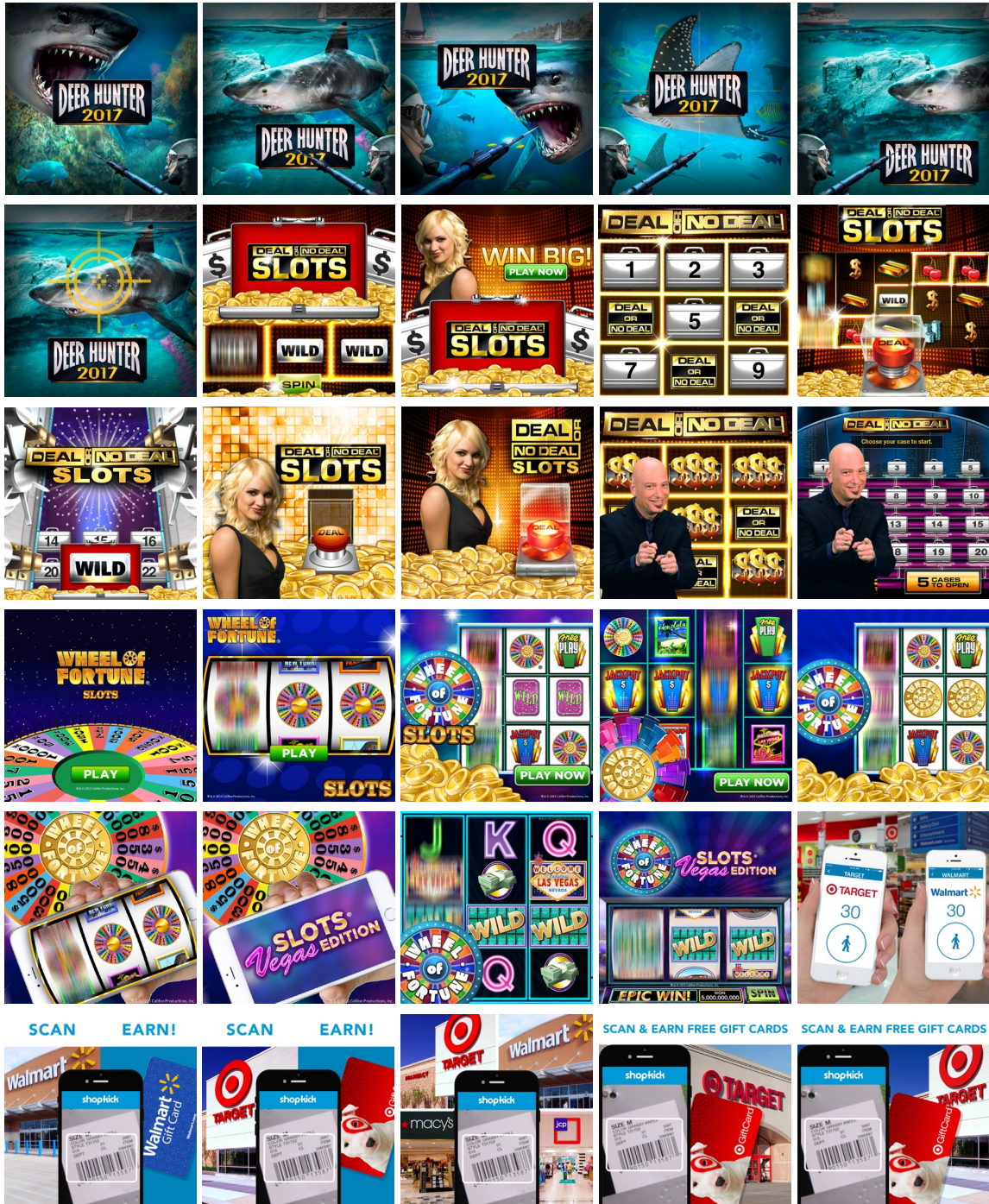
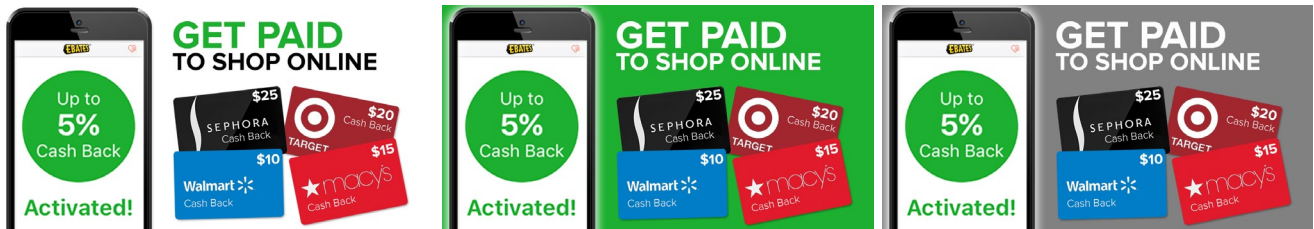here are some examples to inspire you

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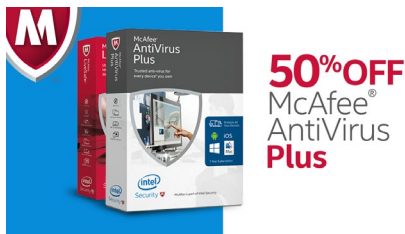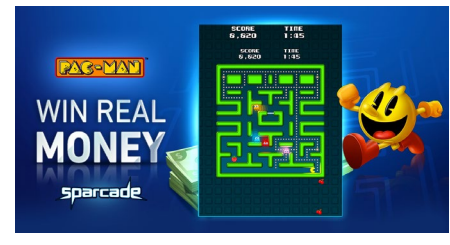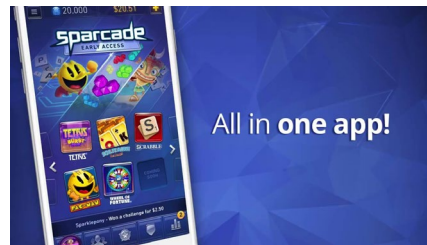here are some examples to inspire you

Creative Elements to Test

One Product vs. Multiple Products

Test displaying one product versus multiple products.
Does adding more products help or hurt performance?

here are some examples to inspire you

Creative Marketplace
Testimonials

John Parides
GLU
Head of User Acquisition

"Consumer Acquisition ramped up within the first severaldays and capped out our daily budget while delivering CPIs 20% below targets and beating ROAS goals. They continue to test creative (images and videos), messaging, and targeting and have further reduced CPIs by 60% and increased ROAS 25%. This team knows Facebook and how to fight off creative and audience fatigue."

Jason
MACHINGTON MANSIONS
Vp Consumer Marketing

"Having worked with ConsumerAcquisition.com before, we trusted them to launch our game in the most profitable way possible. They hit the ground sprinting and quickly scaled creative testing. They eliminated poor performing creative, audiences and countries and aligned budget to the most scalable regions. They consistently deliver scale, profit and high quality creative. We highly recommend them for anyone looking to grow their Facebook user acquisition."

Kate Palmer
JUMP RAMP GAMES
Acquisition Manager

"We struggled getting Facebook to work on our own. After only a month, ConsumerAcquisition scaled our volume and lowered our cost per registration -59%. Their creative marketplace cranked out fresh new ads which reduced fatigue and improved our KPIs. If you're looking to profitably scale Facebook advertising, we highly recommend this team."

Eric White
EBATES
Director of Mobile Marketing

"I previously worked with ConsumerAcquisition.com and they consistently delivered strong results for mobile app user acquisition for our shopping app. When I joined Ebates, I knew they would be a good fit to help drive our mobile app user acquisition strategy. Once again, they quickly optimized our business and reduced CPI 31% and reduced cost per app registration 56% and that allowed us to scale. I would highly recommend Consumer Acquisition to any mobile app advertiser that's looking for strong results on Facebook."

Rich Chew
PLAYSTUDIOS, INC.
Sr. Director Growth

"We have worked with ConsumerAcquisition.com since April 2015. They bring a rigorous, a/b testing approach to maximizing volume and ROAS. They systematically work through hundreds of quantitative tests to deliver high-paying, quality users. They have been a consistently high performer with our Facebook media buys."

Adam Zbar
SUN BASKET
CEO

"ConsumerAcquisition is an absolute world-class organization that brought tremendous growth and efficiency to our paid acquisition efforts. They work with us across both mobile and paid search user acquisition, significantly outperforming all our previous Ad agencies. They learned our business quickly and massively scaled both business lines. As if that wasn't sufficient, they continue to impress us with their deep analytical approach at increasing ROI, incredible attention to detail, and last but not least — 24/7 responsiveness."

Serge Vartanov
AUTOGRAVITY
Chief Marketing Officer

"ConsumerAcquisition's nonstop approach to creative testing and automotive experience lowered cost per applicant 40% while scaling volume 60%. By leveraging their creative market-place, they produced dozens of creative concepts and developed hundreds of variants to drive new insights and conversions. If you're looking for fresh creative that meets your financial goals, look no further."

Aayush Sakya
GSN
GM Mobile & VP Products

"We engaged with ConsumerAquisition to drive mobile app install ads on Instagram while delivering ROAS targets. Through vigorous creative testing and an effective approach to intradray optimization, ConsumerAcquisition was able to quick hit our ROAS targets and earned additional budget as a result. I'm very happy with the services provided by ConsumerAcqui-sition and would strongly recommend them to other mobile app advertisers."