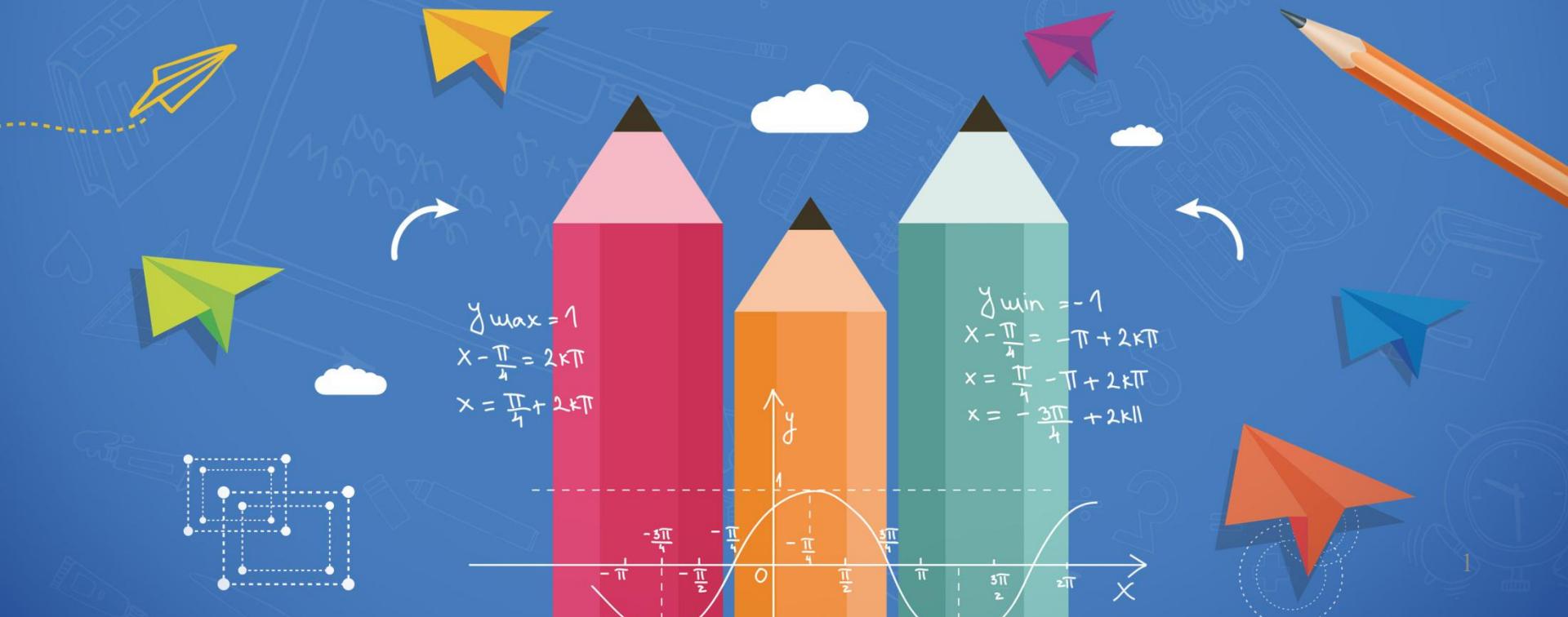


300个Facebook广告案例赏析

含独家分析点评



目录

1. 独立站电商
2. 平台电商
3. 品牌
4. 数字产品
5. 其他产品
6. 游戏

主打Unicorn的细分人群，短链接植入文案



Talk To The Horn

Sponsored

Like Page

The Prettiest Unicorns Are Born In October Get yours here: <https://goo.gl/VKUoDY> TAG Someone You Want To Buy This (Tshirt, Mug, ...See More



facebook

586

28 Comments 0 Shares 0 Views

折扣写进图片，链接太长



Kitten D'Amour

Sponsored

Like Page

20% Off all 'Oodles of Poodles' designs..including shoes, lamps, dresses and accessories!
<https://www.kittendamour.com/oodles-of-p...> See More



facebook

419

10 Comments 1 Shares 0 Views

抽奖活动，背景颜色艳丽，标题使用“Free”

KEEP CALM AND START PREPPING

Survival Kit Giveaway
Sponsored

Like Page

Enter to Win this awesome Bug Out Bag.

ENTR FOR A CH SUR BUG facebook

Win a FREE Survival Bug Out Bag!

Bug Out Bag - This handy backpack is loaded up and ready with the tools you need to handle any emergency. Enter to Win Now.

CRISISSURVIVALGUIDES.COM Learn More

CC 241 22 Comments 0 Shares 0 Views

使用多种Alt code，图片的文案可以定位1月生日的男性

I ❤️ SHOPPING T-Shirt Shopping Online
Sponsored

Like Page

♥ ♥ ♥ Would you love this? * Click link and order ==><https://goo.gl/ZbwZUs> ★ Tag and share with your friends who love this. Store ...See More

facebook

CC 1.2K 84 Comments 0 Shares 0 Views

强调美国制造



Like Page

The Worlds Most Beautiful Fine Jewelry Proudly
Crafted in the USA!



Allurez

Jewelry/Watches

ALLUREZ.COM

Learn More

突出“FREE”，图片加了Logo，描述使用Social Proof



Like Page

We're sure you don't want to miss this! It's Buy 1 Get 2 FREE on India's most stylish App! Get started.



CC 206

0 Comments 0 Shares 0 Views

卖点产品本身&COD

Mango People
Sponsored

Enter into a whole new world of imagination, fun and creativity with Mango People!



facebook

Reach New Heights with Giraffe Onesie!
COD Available

अभी खरीदें

This is a sponsored Facebook ad for Mango People. It features a woman wearing a giraffe onesie, with the brand name 'Mango People' and 'Sponsored' at the top. The ad copy encourages users to enter a world of imagination and creativity. A large image of the woman in the onesie is the central visual, followed by a 'facebook' logo. Below the image, the text 'Reach New Heights with Giraffe Onesie!' and 'COD Available' are displayed, along with a button labeled 'अभी खरीदें'.

链接植入文案，但太长

L George Designs
Sponsored

Our "Lou" Cross simply stands alone . Check out our 2 day flash sale here □□
<https://lgeorgedesigns.com/collections/lg-everyday/>
...See More



facebook

CC 59
2 Comments 0 Shares 0 Views

This is a sponsored Facebook ad for L George Designs. It features a woman with blonde hair wearing a black top and a cross necklace. The ad copy includes a link to a 2-day flash sale and ends with '...See More'. A 'facebook' logo is present at the bottom. Below the image, there are engagement metrics: 59 likes, 2 comments, 0 shares, and 0 views.

价格和Logo可以做进图片

 **Shop Stop Now**
Sponsored



Home, Car, Office Electrical Infrared 3D U Shape Shiatsu Back Neck Shoulder Body Massager
\$67.56
RELAX while you drive, or while
[...See More](#)



facebook

CC 12

1 Comments 0 Shares 0 Views

正反两面展示商品，最好标注商品价格

 **Romwe**
Sponsored



New Styles For Women! Free Shipping on Orders US\$59+ Get US\$3 off no Minimum



Contrast Striped High Low Drawstring Hooded Pocket Sweatshirt

Casually Unique Styles!

US.ROMWE.COM

Shop Now

CC 80

0 Comments 1 Shares 0 Views

疑问句开场，短链接植入文案

Berry&Blossoms
Sponsored

Like Page

Have you seen our soft knitted hooded jackets?
Available in pink, grey, white & blue ->
<https://goo.gl/ypvfhe>



facebook

6.0K 315 Comments 0 Shares 0 Views

图片质量不错，链接太长

Sophisticated Gentlemen
Sponsored

Like Page

Do you like our NEW " BLUE SKY XL TIE "?
Check this link - <https://www.sophgent.com/.../blue-sky-xl-tie-and-handkerchief...>

Tag a
...See More



Sophi facebook

12.0K 317 Comments 1.5K Shares 0 Views

链接太长，Page的Logo需要优化



Midwest Freeze Dry Ltd

Sponsored

Like Page

Keep your imported textiles bug free with our innovative technology. Visit <http://www.midwestfreezedry.com/textile-sterilization/>
...See More



CC 5

0 Comments 0 Shares 0 Views

正反两面展示商品，用衣服吸引人参加赛跑？可能对某些国家适用



Kona Chocolate Run

Sponsored

Like Page

New 2017 Kona Chocolate Run embroidered Jacket w/hoodie, 2 zipper pockets & mesh lining!
Registration is limited to first 5,000 pa ...See More



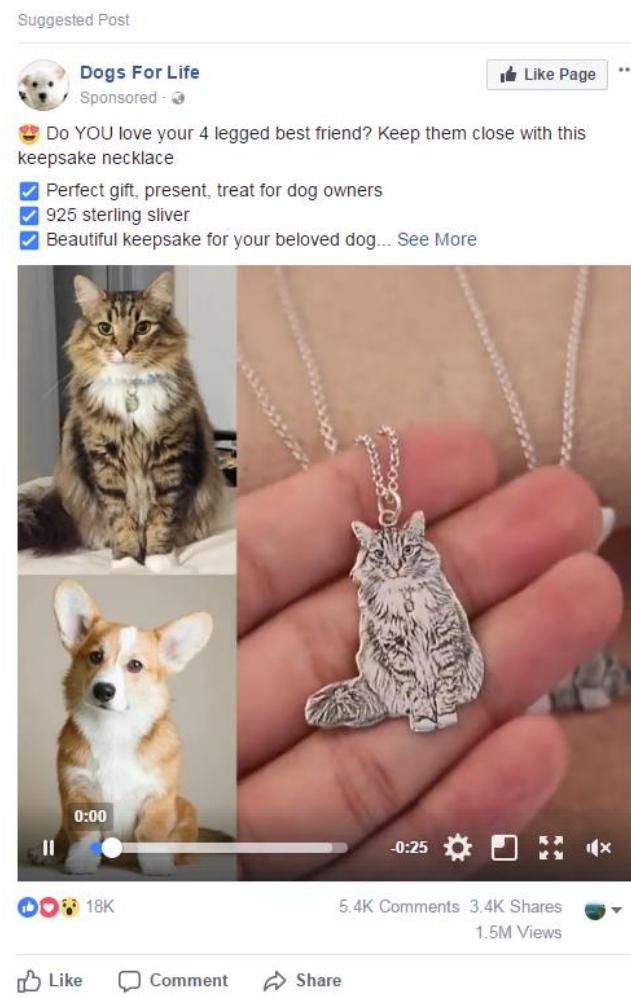
CC 300

50 Comments 46 Shares 0 Views

Page的Logo和名称都很符合主题，文案已疑问句开场，产品特点用项目符号标示



产品本身有特点，Social Proof的数据积累得比较好



2017流行色单品，突出价格优势和免邮



Sponsored · 0

【Free shipping】 2017 Hot Sale Women's Clothing! Up to 70% OFF!
Which One is Your Style?

ZAFUL



Free Shipping & From \$8.99

Quality Warranty & Fast Delivery

ZAFUL.COM

Shop Now



291

8 Comments



短链接植入文案，back in stock的文案套路，
Social Proof数据积累很多



LbShopin

Sponsored · 0

Like Page

...

Our best-seller dress is back! ⭐

Get it here >> <https://goo.gl/4cyMjn>

30% OFF! 😍



Paola Pallete and 50K others

1.4K Comments 359 Shares



网红合作，图片比较真实，具有感染力，贴近信息流真实post，关键链接植入文案



Galia Lahav House of Couture
Sponsored · 1K

We are so excited that Cassey Ho from blogilates chose us to design her CUSTOM MADE wedding dress.

Be sure to register for one of our upcoming trunk shows and you too can find the dress of your dreams. <https://www.galialahav.com/events/>

Like Page

5 Comments 17 Shares

疑问句开场，短链接植入文案



StoryV Travel & Lifestyle
Sponsored · 3K

Have you seen these hoodies yet?

Our BEST SELLING Kangaroo Baby Carrier Hoodies are perfect for mums, dads and bubs on the go and they're 20% OFF as part of our Pre-Chrissy Sale! 🎉

Get One as a Gift Here >> <https://goo.gl/n5jZtr>

Click for details

StoryV Travel & Lifestyle
Local & Travel Website

Products shown:

 THE KANGAROO TEE - Men's Baby Carrier Hoodie StoryV Travel & Lifestyle \$29.99 (was \$45.99)	 THE KANGAROO HOODIE - Women's Baby Carrier Hoodie StoryV Travel & Lifestyle \$49.95 (was \$64.95)
---	--

Shop Now

3.4K

34 Comments 28 Shares

中文文案，英文商品详情，强调直营，充分发挥品牌效应，突出价格优势

图片素材对目标人群有吸引力，短连接植入，Social Proof数据积累不错

iHerb.com Chinese
赞助内容 · 0

直采直营直邮，包裹快速全程跟单。美国海淘，iHerb直邮全球！

Nurture Inc. (Happy Baby) Gentle Teethers, Organic Teething Wafers... 去逛逛
¥30.37

NUK Grins & Giggles, Infant Sided Fingerbrush Set, 3+ M
¥ 38.68



N1style
Sponsored · 0
OMG 😍
this is so sweet ❤️
Free Shipping 🔥
Buy here👉 http://bit.ly/2hArDlI ❤️😍

Like Page



8.3K

189 Comments 108 Shares

右边栏广告，4张图一组，风格统一，颜色相近，
视觉效果好

同左，突出优惠



2017A/W NEW ARRIVALS ALL FOR USD ...

airspace.com.tw

AIR SPACE X浪漫婚禮白色精選 ♥♥ 溫柔典雅
的白色系 讓你在婚禮上成為矚目焦點 < 全館
白色單品 > <https://goo.gl/iwo97w> < 全館白色
單品 > ...

Sponsored



Create Ad

ALL FOR 21 % OFF 1111 is COMING

airspace.com.tw

1111 SHOPPING FESTIVAL BONUS
1. ALL FOR 21% OFF BONUS 2. over NT\$2222
get free sli...

产品图片加Logo，每张图的标题展示不同的卖点

SHEIN Sponsored Like Page

Fast Delivery!
Fashion Everyday Clothing!
Top Quality & Big Discount!

SHEIN

10000+ Women Fashion Choices! Shop Now

Multiple Choices!

4 Comments

623

Sponsored Create Ad

Beads.How-DIY Jewelry
wbeads.com

FREE SHIPPING. Only \$5 to get Turquoise Gemstone Handmade Necklace .No maximum for wholesal...

自己用alt code打五星

Sponsored

Create Ad

ZAFUL



2017 New Arrival Sweaters

zaful.com

High Quality & Low Price #Freeshipping
Starting at \$11.99! Don't Miss.



Novashe

Sponsored

...

Hot Sales! 2017 New Trends, Style For Women's Fashion Up To 80% OFF!
#Novashe #Jumpsuit

👉 Shop Now >> <https://goo.gl/mmqavh>

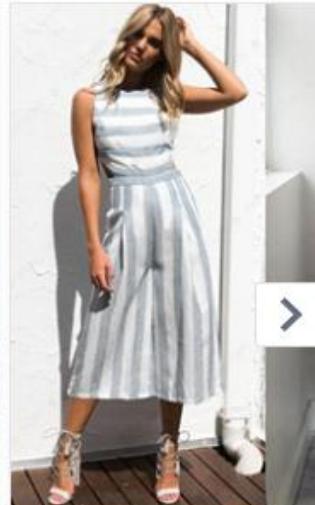
Top Quality & Free Shipping ★★★★☆



Solid V Neck Short Sleeve Jumpsuit

\$20.99 Only!

Shop Now



Strappy Wide Leg Jumpsuit

\$25.99 Only!

3.3K

74 Comments 109 Shares



素材是360度旋转的视频，质量很好，Social Proof数据也很美好，Page的logo和颜色都很搭

视觉效果不错



Gnoce

赞助内容 · 0

Elegant teacup for elegant you:)

GNOCE



Crystal teacup charm

Find your new jewelry style at Gnoce.

GNOCE.COM

去逛逛

1,009

48条评论 136次分享 7.5 万次播放



Wanderlust + Co

赞助内容 · 0

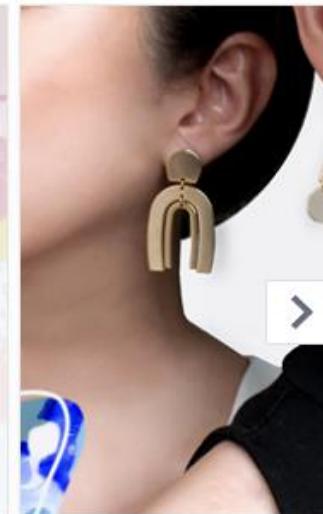
NEW 🌟 Introducing Surrealism - discover our Holiday '17 collection, inspired by the power of our imagination and Surrealist artists.



Sleek Golden Shapes ▾

去逛逛

32



Discover Fluid and Organic Pieces ▾

1条评论





iHerb.com Chinese
iherb.cn

直采直营直邮，包裹快速全程跟单。美国海淘，
iHerb直邮全球！

赞助内容



创建广告

What O Love
whatolove-shop.com
WHAT O LOVE 複合式品牌 提供質感單品，
教你穿出屬於自己的風格 韓國空運直送
設計師品牌 歐美快閃單品

10是一个神奇的数字



10 Brilliant Eyeliner Hacks You'll Wish Y...

beautyofgirls.com

You'll Wish You Knew Yesterday



Makeup Feed added 3 photos and a video.

Sponsored · *

Like Page

...

Glitter eye shadow.

Shop here : <http://goo.gl/eitZJv>



20K

1.3K Comments 9.6K Shares



右边栏的链接无法点击，也无法分享。Target瑞典受众是不错的方法

留白的设计，给人高级感



Swedish World

SWEDISH Girl - Perfect gift for Christmas □
Order here: => <https://goo.gl/TKDicv> SHARE & T...



glasstique

Glasstique

Glasstique精選出Linda Farrow格調新作 - LFL657；茶色鏡片配超大框架，復古前衛，優雅絕倫。立即追蹤Glasstique，緊貼潮流趨勢！

赞主页

Farfetch的高级感配色，符合品牌调性



Morgan Lane
farfetch.com

Meet Morgan Lane, the New York-based lingerie and sleepwear brand whose ultra-comfy silk s...

看不懂，但真实的照片让人感兴趣



Dra. Phi Susana Sandoval
Conectar con Dra. Phi Susana Sandoval

[赞主页](#)

文字占篇幅有点多，但整体视觉不错



LSHY

LSHY Fashion clothing

[赞主页](#)

SINGLES' DAY
11.11

Enjoy 50% Off Sitewide
use code SINGLES DAY

50% Off Sitewide

www.cubavera.com

50% Off Every SINGLE #MensStyle and
#ResortWear, including #MensPants,
#MensSweaters, #Men...

商品颜色统一，文案突出折扣，时间限制，额外
code



Моя мода - MyFashion

Моя мода, My Fashion

Don't be ashamed to check our site, using
filter "all cloths for less than 10\$". You no
ne...

赞主页



Baby Clothing 80% OFF

patpat.com

Super Adorable Baby Dress.□□ Limited time
to 80% OFF.□□ Use Extra Coupon:
CUT10OFF.□□



Esteban Cortazar

estebancortazar.com

Discover the new Esteban Cortazar Fall Winter 17 collection with free worldwide shipping



Pit Bull Jeans

Siga no Instagram @pitbulljeansoficial

Informações: WhatsApp +55 62 99568-5111

[赞主页](#)

疑问句开场，善用emoji，植入2次链接？图片按月份区分，方便target

A Facebook post from 'Madison Audrey' featuring two opal rings. The top ring is a white gold band with a large, round, orange and white opal set in a halo of smaller diamonds. The bottom ring is a dark gold band with a similar design. The post includes the text: "Would you wear this?💍👉 CLICK THIS LINK to Order👉👉👉 <https://madisonaudrey.com/products/oct-opal> ORDER👉👉👉 <https://madisonaudrey.com/products/oct-opal>". It also features the question "Proud to be born in October?".

Madison Audrey
赞助内容 · 0
 赞主页 · ...
Would you wear this?💍👉 CLICK THIS LINK to Order👉👉👉
<https://madisonaudrey.com/products/oct-opal>
ORDER👉👉👉 <https://madisonaudrey.com/products/oct-opal>

Proud to be born in
October?

17 万  1.3 万条评论 2 万次分享 

没人不爱旅游，旅游叠饰品，人群更精准

A Facebook post from 'Love Traveling' featuring a silver globe necklace. A hand is shown holding the necklace, which has a small, round pendant depicting a world map. The post includes the text: "Silver Globe Necklace! 😍 Get Yours Here: <https://goo.gl/f9a539> Tag Someone Who Would Love This!". It also features the caption "没人不爱旅游，旅游叠饰品，人群更精准".

Love Traveling
赞助内容 · 0
 赞主页 · ...
Silver Globe Necklace! 😍
Get Yours Here: <https://goo.gl/f9a539>
Tag Someone Who Would Love This!

没人不爱旅游，旅游叠饰品，人群更精准

7,292条评论 2,316次分享 

文案有点太长，不容易get重点

 The Killing Tree
赞助内容 · 0

DETHRAYS 🕸️ classic style with a wicked twist. Custom made. Black wood. Hand engraved. Limited time only, TKT is offering a generous bundle ! Buy just 1 & we'll ship art print for free! Get Yours Now !!
thekillingtree.co.uk/products/dethrays

Tag someone That'd Love These 😊



DETHRAYS
HAND ENGRAVED WAYFARERS
+ FREE TKT PRINT

点击了解详情

展示的商品：

 DethRays The Killing Tree £29.95 (原价 : £50.00)	 到 The Killing Tree 189,970 次赞
--	--

1.2 万 643条评论 417次分享

三个语种，比较另类的投放

 สร้อยเงินแท้ แหวนเงินแท้ อัญมณีแท้ เครื่องประดับเงินแท้ by RATIA Jewelry
赞助内容 · 0

摩羯座 >> 幸運 🙏
Dragon Heads with 925 Sterling Silver Chains from Thailand. High Grade Quality.

⌚ Price : 2250 THB. (around 450 CNY. that depend on exchange rate)
Length : 24 inch. (you can order other length, price that depend on length.)... 展开



RATIA Jewelry

发消息

高质量的图片，如果Page标题与首饰相关会更容易让人知道这个Page的业务是什么

 Q-pot. International 上传了 8 张新照片。
赞助内容 · 0

Baked Sweets Collection 🍪
All our sweets are baked with love ❤️
Get the one for yourself or bake someone happy as a gift!... 展开



577

2条评论 2次分享

PPE广告，但标题、内容、链接都很到位，图片采用买家秀形式，更有说服力

 Pura Vida Bracelets
赞助内容 · 0

☀ CYBER MONDAY STARTS NOW! ☀
50% Off Sitewide + Free Shipping + a Free Bracelet.
Hurry! Everything WILL sell out! >> <http://bit.ly/2g0Jl8I>



3,430

109条评论 112次分享



Fashion Dresses | JJ'sHouse
jjshouse.com
JJ'sHouse Presents, Up to 65% Off, Shop Now!



Queenfy
queenfy.com
Daily 100+ Fashion Style +Free Shipping To World wide +First Order Extra 10% Off .

记得把Logo加进产品图片，使用背景颜色

ZAFUL **Zaful**
赞助内容 · 0

2017 Thanksgiving Sale! Up to 80%OFF. 12%OFF Code: FBZAFUL!
#FreeShipping

ZAFUL Panda Face Kangaroo Pocket Hoodie \$17.99
去逛逛

ZAFUL Slit Oversized Turtleneck Sweater \$18.99
去逛逛

17条评论 2次分享

1.8万

SHEIN **SHEIN**
赞助内容 · 0

Fast Delivery!
The Best Fashion Looks!
More Fashion Than Exaggeration!

SHEIN Self-tie Front Puff Sleeve Blouse
Excellent Women's Clothing!
去逛逛

SHEIN Printed Lace Up Front Wrap
Quality Never Goes Out Of Style
去逛逛

78条评论 79次分享

包装是卖点就要展示出来，善用项目符号，以及链接

Mike [REDACTED]ski、Jessica [REDACTED]ne 和 Cor [REDACTED]line 赞了 MVMT ...

MVMT MVMT
赞助内容 · 0

The ultimate gift this season:

- Watch
- Extra Strap
- Sunglasses

Shop now → <http://mvmtwatch.co/WomenAll>



1,617

91条评论 54次分享

The Muggle World The Muggle World
赞助内容 · 0

We all know a Harry Potter nerd who'd get these immediately 🎒👠

Check em out 👉 www.thestylelego.com/harry-potter they got an entire collection of sneakers,high tops, backpacks,handbags and a lot more 😍

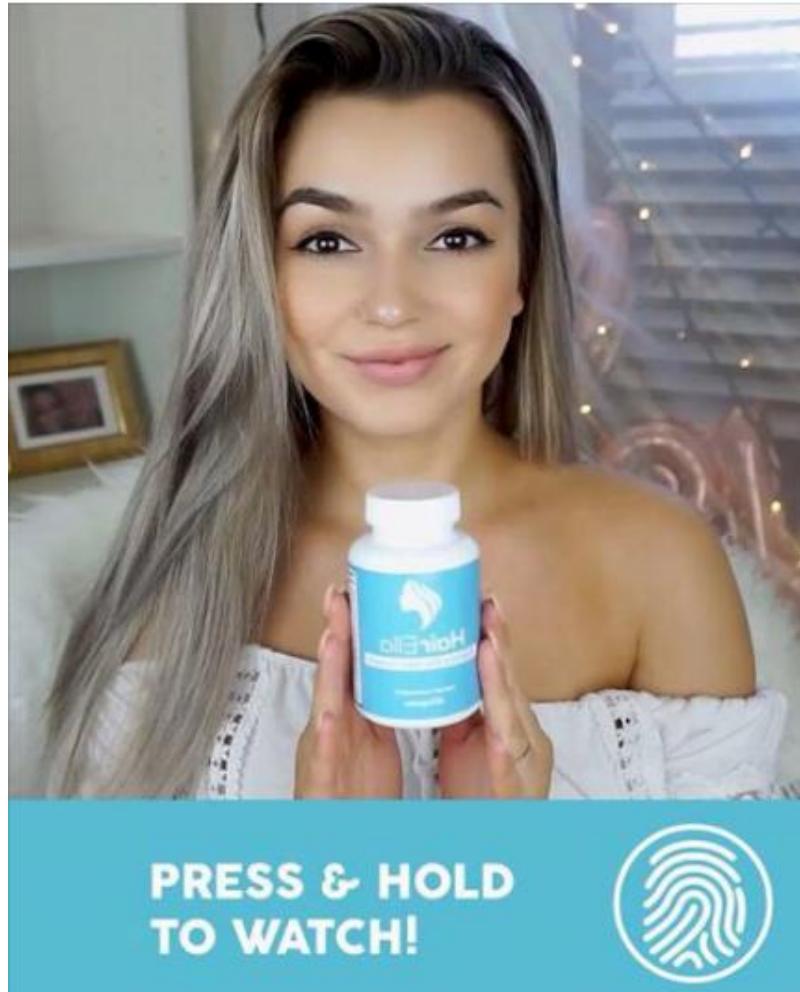
Christmas is just around the corner, so why wait? ... 展开



5,836

987条评论 1,326次分享 9.6 万次播放

指纹



头发



图片很精美

 Secret Wood
赞助内容 · 0

Inspired by the natural beauty of Canada's great outdoors, we create wearable art with forests and landscapes inside!



❤️ Spoil yourself and the loved ones! ❤️
These rings are out of this world!
MYSECRETWOOD.COM

[详细了解](#)

4

 Secret Wood
赞助内容 · 0

Have you seen these beauties yet? 😍😍😍



World Turtle Pendant 

The World Turtle pendant is a hand made interchangeable necklace with durable sterling silver and a geometric wood resin turtle form. Powerful magnets are integrated in the design to connect our shells with the base....

PENDANT.MYSECRETWOOD.COM

[详细了解](#)

2,097

112条评论 213次分享

同一个色系，视觉效果比较统一



ONLY FOR YOU - NEWCHIC

newchic.com

New Arrival & Chic Dress for Dear You.

<http://bit.ly/2huw9CN>



Free Shipping

zaful.com

2017 Halloween Sale! Up to 80%OFF.

12%OFF Code: FBZAFUL!

同系列单品



Queenfy
queenfy.com
Up To 70% Off &Free Shipping, Show Now .



Super Sale! Free Shipping !
zaful.com
2017 Black Friday & Christmas Sale! Up to
85%OFF, 12%OFF Code: FBZAFUL!

同一色系的素材，视觉效果统一

视觉布局有规划，展示多个商品，做再营销是不错的选择



Free shipping over \$35

patpat.com

Lovely Cute Family look Limited time to
80% OFF Now Extra Coupon Code:
CUT10OFF...



SALE | Quality baby clothing

patpat.com

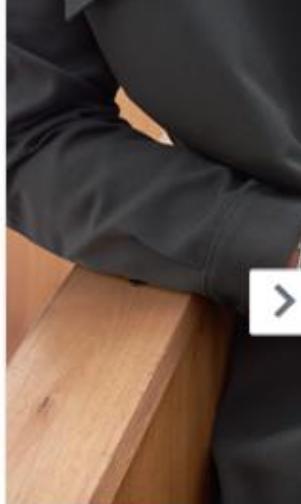
Black Friday Big Sale up to 80% OFF

简约的风格能够保持品牌的调性，但文案不够出色

Larsson & Jennings

赞助内容 · 0

40% off all our Swiss Made watches.
Limited stock available on exclusives styles.
Hurry, don't miss your chance.
Black Friday is now.
Free Shipping Worldwide & 5 Years Warranty.



Sophisticated

去逛逛

Timeless

去逛逛

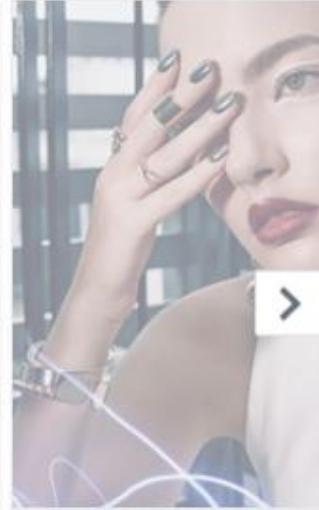
2

视觉效果不错，折扣信息突出，但文案最好再加上链接

Wanderlust + Co

赞助内容 · 0

Cyber Week SALE 🔥 30% OFF selected jewels with code: CYBER.
Step up your stacking game now!



30% OFF
CODE: CYBER

Code: CYBER 去逛逛

New Jewels On Sale 去逛逛

1次转发

12月还在推泳装？

图片质量有待提高和统一风格



2017 Trendy Styles of TOPS_Intimates
zaful.com

Nov. 22-Nov. 29, #BlackFriday Sale! Best
Sellers Buy 3 Get 1 Free! #FreeShipping



Leather Shoes
newchic.com
Discounting Now, Big Saving. Check Out ☺
<http://bit.ly/2A05zlk>

Baby的脸比较抓眼球，突出价格优势

同一产品系列，视觉效果统一

Carter's
赞助内容 · ●

Black Friday going on now! Keep baby cozy all day + night with supersoft fleece 1-pieces (with zips from head to toe for easy changes!) In store + up to size 12 available online. Ends 11/27.



\$8 ALL SIZES newborn-8
1-piece jammies or sleep & play



black friday going on NOW!
shop now at Carter's
WWW.CARTERS.COM

去逛逛

111 67条评论 35次分享



Quality Baby & Toddlers
patpat.com
Lovely Cute Baby Jumpsuit Limited Time Up To 80% Off Extra Coupon Code: CUT10OFF

文案突出紧迫感，图片使用人物出境，代入感更强

可爱风，突出折扣，但右边栏显示太小了

Carter's

赞助内容 · 0

Extended today online only! Mix, match + be merry with this special CYBER deal! Stock up on adorable 4-piece snug fit cotton jammies. Available exclusively online. \$12 and up! Ends 11/28.

exclusive ONLINE DOORBUSTERS \$12^{and} up 4-piece jammies

EXTENDED TODAY ONLINE ONLY
online only

WWW.CARTERS.COM

去逛逛

244 9条评论 3次分享



Baby Clothing 80% OFF
patpat.com
Adorable One Pieces For Your Baby. □□ Cute & Comfy, Up To 80% OFF. □□ Use Extra Coupon: CUT1...



Funsies Factory

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Make this Halloween Spooktacular! Go as your favorite character and amaze everyone!! But wait there's more, all orders
...See More

facebook

Onesies - Funsies Factory

637 2 Comments 1 Shares 0 Views



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FREE SHIPPING Cash on Delivery
Inspired by the look of your favorite celebrities
Heather 23cm Matte only 999php (before 3000p)
...See More

Heather facebook

7.3K 20 Comments 8 Shares 0 Views

文案可以添加展示链接，如左图

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Zaful
zaful.com
【Free shipping】 From \$9.99 & Up to 70%
OFF! 2017 Hot Sale Clothing! Which One is
Your Style?



Siunique

The main style of our brands is holiday style,
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千層底手工布鞋 讓腳部肌肉放鬆 讓腳部皮膚倍軟光滑 讓你走一天都不會覺得累

**布鞋也可以很時尚**
純手工納底布鞋 吸汗耐磨 舒適養腳





呵護◆◆◆的雙腳，我們只賣手工布鞋
布行天下 返璞歸真



 Popcherry
Sponsored

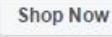


This week's trend: RED
Shop better.
Spend less.


Top \$29.99



\$29.99
Versatile top



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CC 54

9 Comments 4 Shares 0 Views

利用T恤本身的slogan吸引情感认同



Rad.

Rad

Website · 1,064,289 Likes · September 10 ·

[Profile](#)

Plans for the weekend ↗

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153,000 Likes · 5,286 Comments · 13,217 Shares

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文案突出商标，增加信任感，图片突出折扣，展示链接添加星号

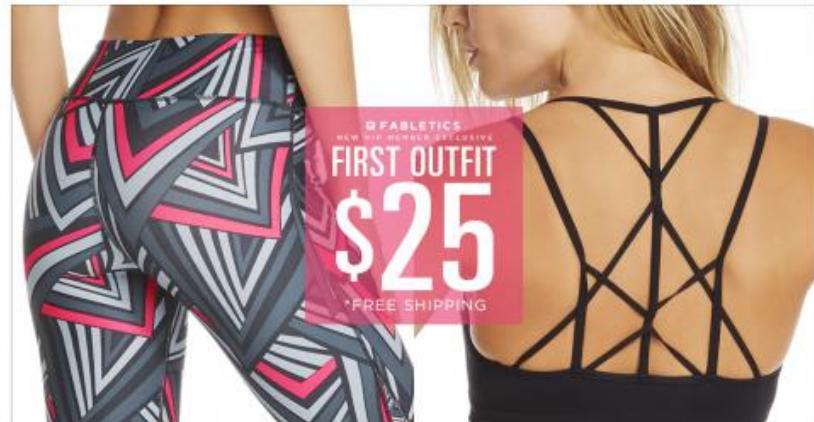


Fabletics

Clothing · 2,259,693 Likes · October 22 at 4:28pm ·

[Profile](#)

Fabletics™ by Kate Hudson. Get Your First 2 Piece Outfit for only \$25 with Free Shipping & Free Exchanges. Take the Lifestyle Quiz to take advantage of this offer ➡<http://bit.ly/445FirstOutFit25>



One Of A Kind Activewear by Kate Hudson

★ WWW.FABLETICS.COM ★

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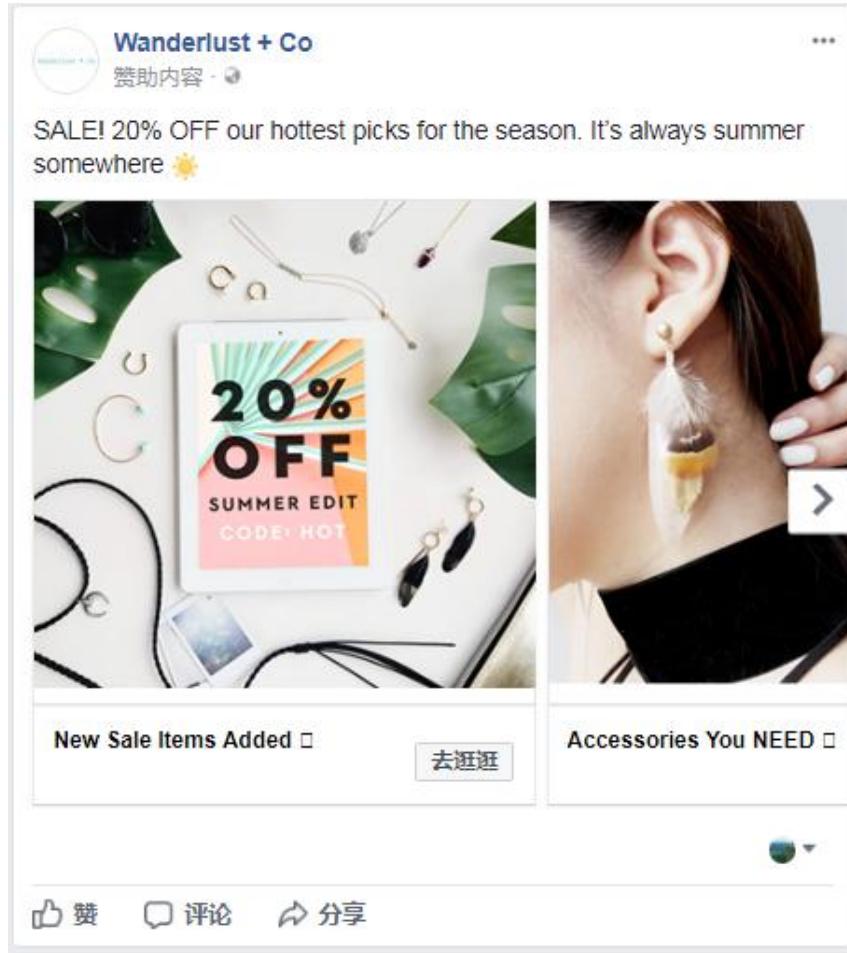
18,349 Likes · 276 Comments · 788 Shares

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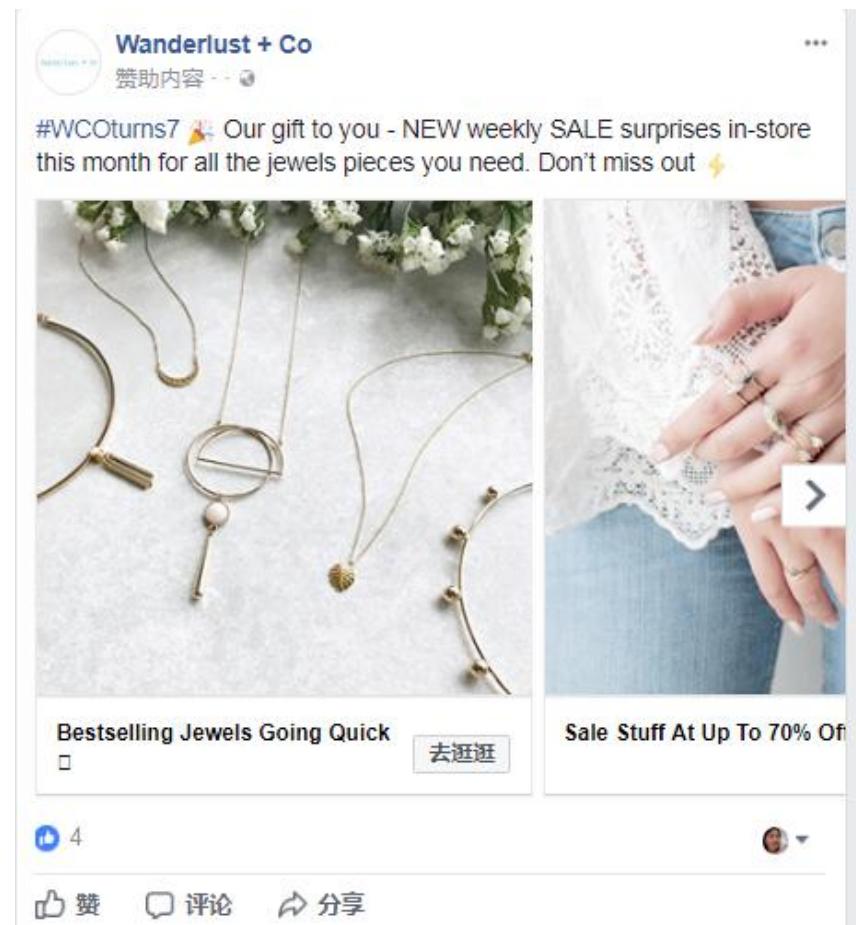
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清新的视觉，突出折扣。文案缺少链接



文案中添加Hashtag，视觉风格统一



文案增加紧迫感

赞助内容

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3 Days Left! Don't Miss Out Biggest & Hottest
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2017 Trendy Styles of BOTTOMS_Skirts
zaful.com
High Quality & Low Price #Freeshipping
#BigSale UP TO 80% OFF NOW!



Fashion Diva Palace(Cosmetics wholesa...
Fashion Diva
Wholesale/Retail brand name cosmetics!
Sugarpill,Dose of Color,Real Techniques,Lime Crime!

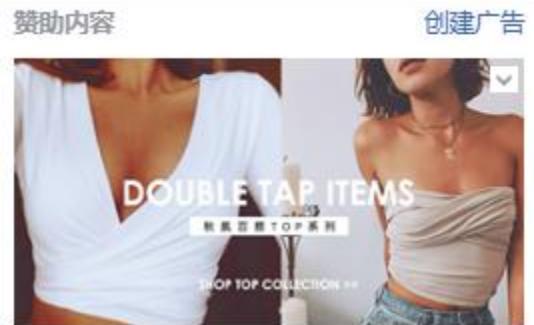
[赞主页](#)

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Beads.us - Milky Way Jewelry
beads.us
Many new arrival products are recommend to our customer .Buy here:<https://goo.gl/QSHUP8>

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秋氛百搭TOP 50系列 □ DOUBLE TAP
ITEMS 當季上衣系列 □

<https://goo.gl/YunMdU> 當季上衣系列 □

<https://goo.gl/Yu...>

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Novashe
novashe.com
How is everything? Getting in a rut is not a good condition. www.novashe.com may help you t...

赞助内容

创建广告



2017 Trendy Styles of DRESSES

zaful.com

#FreeShipping Dress Yourself With Beautiful Items. UP TO 80% OFF!

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Spence

WEAR RICK OWENS Refuse stereotypes.
Reach. Dream. Womenswear.
<http://bit.ly/RICKOSSW...>

大面积留白，给人高级感，标题使用适合的emoji

高饱和度的底色，能够很好地抓眼球



The Clutcher
theclutcher
赞助内容 · 0
Get access to exclusive benefits, receive all the latest information on promotions, coupons and sales preview!
FALL WINTER
2017-18

The Clutcher Newsletter
Discounts, private sales, exclusive benefits, latest information, and much more!
立即注册

3 赞 3 评论 分享



LOFT Clothing · 1,705,404 Likes · December 1 at 11:51am ·
We have a major flirtation with skirts this holiday season.
SKIRTS

Mini, midi, maxi.
The Fairisle Wrap Skirt
LOFT.COM
12 Likes

Like Comment Share

统一的视觉，给人品牌的高级感

图片添加logo，文案标题添加alt code

赞助内容



创建广告

Wanderlust + Co
wanderlustandco.com
Wanderlust + Co turns 7! Our gift to you - All the
jewelry you need, now at 30% off sitewi...

赞助内容



创建广告

HOT SALE ★★★★☆
soufeel.com
Tell your story with a meaningful jewelry Flash
Sale Now & Free Shipping over \$49 Create Y...

展示的商品颜色出挑

 GearBest
Retail and Consumer Merchandise · 645,964 Likes · October 30 at 8:24pm · [Profile](#)

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WWW.GEARBEST.COM [Shop Now](#)

14 Likes · 7 Comments · 1 Share

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 Owatch
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Personalized DIY Your Photo Watches 📸



5,777 922条评论 1,275次分享 59 万次播放

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文案比较无厘头



YYW.com
yyw.com
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when you first bought and would never pur...

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98 3 Shares

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文案突出月份，可以定位10月出生的人

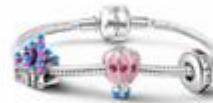


Madison Audrey

Are you the October queen? You gonna <3 this opal crown Ring! Order Today & Save 78% !
*...

赞助内容

Soufeel



Soufeel



创建广告

HOT SALE ★★★★☆

soufeel.com

Tell your story with a meaningful jewelry Flash Sale Now & Free Shipping over \$49 Create Y...

图片颜色很夏天

 **ModCloth**
8 hours ago

f

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ModCloth

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WWW.MODCLOTH.COM

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 **LOFT**
Clothing · 1,705,997 Likes · November 17 at 4:10pm · [Profile](#)

The perfect picks for them and—who are we kidding?—you.



HOLIDAY 2015
W I S H G U I D E

It's time to get gifting.
One for them, two for you.

[LOFT.COM](#)

Shop Now

21 Likes

Like Comment Share

所有广告图都是高饱和度的底色，比较容易突出，
也保持了品牌整体的统一调性

视觉设计简单有表现力

LOFT
Clothing · 1,698,813 Likes · November 6 at 3:41pm · [Profile](#)

Get wrapped up in our new arrivals.



Beat the brr in faux fur.
Shop seasonal essentials. [Shop Now](#)

It's all in the details.
We love a little lace.

4 Likes

[Like](#) [Comment](#) [Share](#)

Bombas [Profile](#)
about 2 months ago

Test your Bombas knowledge and earn 20% off your first order after completing a short quiz.



BOMBAS
**20% OFF
YOUR FIRST
PURCHASE**

Bombas is the Latin word for what insect?
Free shipping plus discounts on packs. Look good, feel good, do good - we donate a pair to th...
[BOMBAS.COM](#)

[Like 16](#) [Comment 1](#) [Share](#)

Best seller重回货架的套路

Wanderlust + Co
赞助内容 · ●

BESTSELLERS re-stocked ✨ Get holiday gifting with 2-3 days global shipping! 🎉

Falling Star □ 详细了解

15% Off First Order - Sign Up

10

This screenshot shows a Facebook ad from Wanderlust + Co. It features two product images: one of a necklace with a crescent moon and stars, and another of a woman wearing a necklace. The ad includes promotional text about restocked bestsellers and a 15% discount for first orders.

针对季节性的礼物交换的广告





Rosewe

rosewe.com

Big Savings, No Waiting, #Xmas 20% OFF
Best Seller & Fashion Style #Dress.



MERIMIES SHOP

merimies.com

Let Enjoy Shopping Now! - International
Brand - Made In Thailand



up to 62% OFF + free shipping

rosegal.com

Black Lace Up Coats, which style will u
choose? >>><http://fshion.me/T4K3GJ>



INCH2

inch2.com

HANDMADE SHOES • Shoes with strong
charismatic personality • Perfectly
handcrafted to the...

能够激发人情绪的图片和best seller重回货架的套路
(Puravida一直爱用这个套路) 文案里添加链接和折扣码



Pura Vida Bracelets

赞助内容 · 0

赞主页

OMGGGG!! Our best-selling Wave Rings are back in stock, available in Gold & Silver! 🌟 Order now and get 20% off with code 'PV20'!

Shop now >> <http://bit.ly/2xWoN0m>



1.4万

710条评论 463次分享

视觉非常美腻！这样就够了！



Teabox

赞助内容 · 0

赞主页

Shop now for unique tea gifts exclusively crafted for Christmas. Now with a little bit more love from us! Get 10% OFF on all Xmas gifts. Use code: CHEER10



Tinsel Cipher

3 Refreshing Green Teas

去逛逛

40



Enchanted Link

4 Sweet and Warm Teas

2条评论





2017 Trendy Styles of SWIMSUITS
zaful.com
□ High Quality & Low Price □ #Freeshipping
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Swimwear&Bodysuit 2017 □ UP TO 90% ...
zaful.com
□ Merry Christmas Sale □ ☺ Deals From \$0.01
+ Free Gift □

统一风格的产品，充分利用1200*628的尺寸

高品质的图片



PatPat

patpat.com

Super cute onesies for your baby. - 50% Off.
Use code "CUT12" to get Extra 12% Off now.



The Glenrothes Speyside Single Malt Sc...

fancycellar.com

The Glenrothes is an award-winning Speyside Single Malt and a pioneer in the whisky indust...

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细节图展示产品卖点



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farfetch.com

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Travel Safe.



TSA Approved
Combination Lock



Ultra Strong Metal
Cross Diamante



Heavy Duty
Adjustable Strap



Cross
with TSA App

19.0K

7 Comments 21 Shares 0 Views

同一家店，同一种风格，social proof数据都很高



Faraday Science Shop

赞助内容 ·

We're in LOVE with this new product ❤️

You might never visit the moon, but with this unique night light, you can bring it home to you 😍

Get it >>> <http://faradayscienceshop.com/luna>



39万

6,741条评论 1万次分享



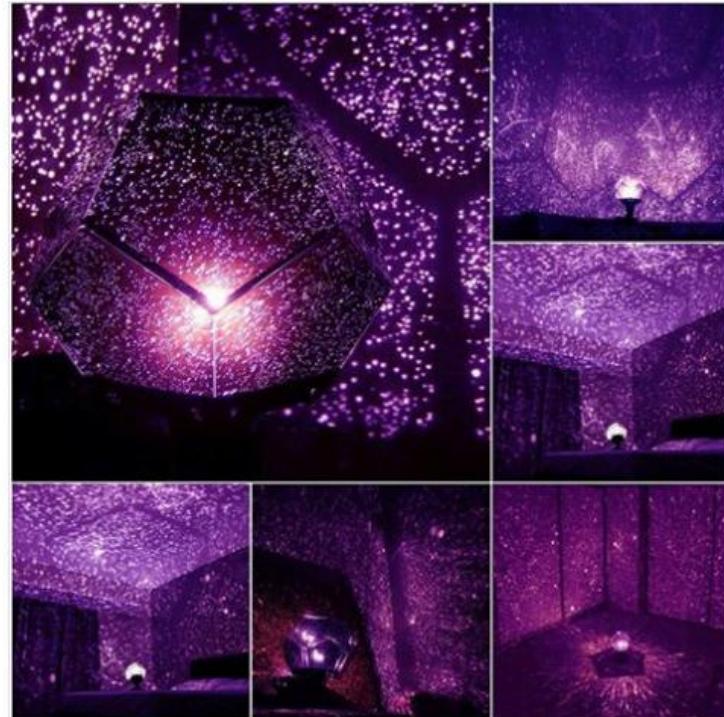
Faraday Science Shop

Sponsored ·

Everyone's going crazy for this Magellan™ star projector - now in purple!

⭐ 75% Off Today ⭐

Get it >>> <http://faradayscienceshop.com/purple>



421K

19K Comments 21K Shares



抠图式素材

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facebook exclusive

30% off
use code: fb30

FB Exclusive - 30% off Sale

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7 3,083次播放

赞 评论 分享

Moda Operandi Moda Operandi
赞助内容 · 0 赞主页

Find your bag, no matter your style, in Moda Operandi's Handbag Edit.

The Handbag Edit

Free US Shipping & Returns

MODAOPERANDI.COM

去逛逛

70 1次转发

赞 评论 分享

35万个赞！Best seller重回货架的老套路

猜你喜欢

Pura Vida Bracelets

赞助内容 · 0

OMGGGG!! Our best-selling Wave Rings are back in stock! 🌊🌊
Order now and get 20% off with code 'PV20' plus a FREE bracelet!
Shop now >> <http://bit.ly/2jX3Mf7>



35万

2,982条评论 3,816次分享

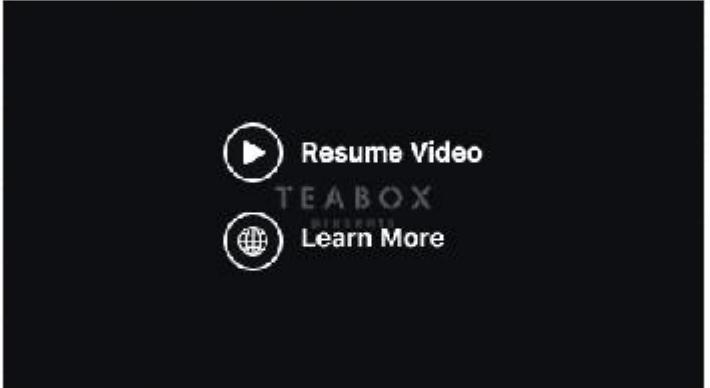
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看不到视频，但Save the date会激发人的好奇心

Teabox

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Awesomeness Alert!
Teabox's best ever - for you. Watch video to know more.



Save The Date

Learn More

30

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Suggested Post

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You must have been doing something awesome for this to happen and we are here for you! If you are out on a crazy adventure and destroy your shades – we will replace them for \$15 bucks for life.



I Broke My Shades!

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NECTARSUNGGLASSES.COM

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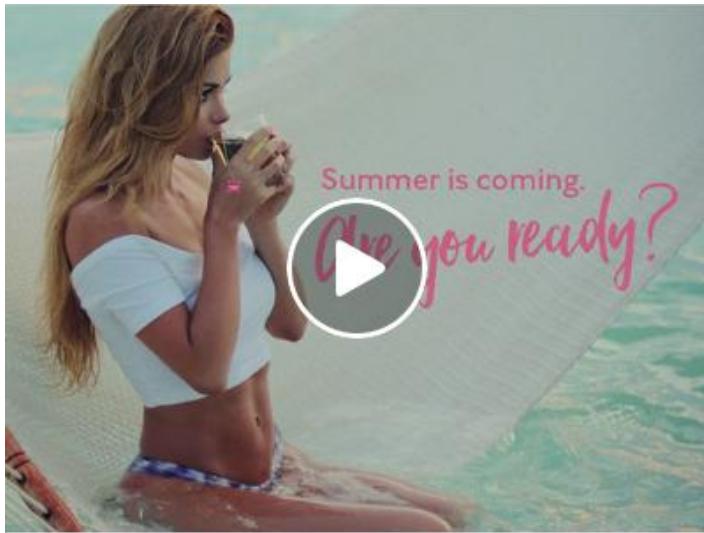


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让人向往的画面，激发人的兴趣



 **SkinnyMint** 
last Thursday



Shine inside out this summer 😊 with SkinnyMint
TheOriginalTeatox!
[►www.skinnymint.com](http://www.skinnymint.com)

It is expertly formulated with all natural, high-performing ingredients such as guarana, green tea and orange, designed to reduce bloating and simply look and feel your best!... [See More](#)

14 346 47 26

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 **Soylent** 
about 2 weeks ago



- ✓ Each flavor has 20% daily nutrition
- ✓ 3 delicious flavors
- ✓ Keep your tongue happy



Available at 

Mix Up Your Meals
Now in 3 Delicious Flavors

[SOYLENT.COM](#) 

14 10 16 1

强调定制可以很简单

 **Fiverr**
Website · 585,583 Likes · November 8 at 1:00am · ⓘ

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Fiverr - Your custom designed T-shirt is just 3 clicks away!

LP.FIVERR.COM

10 Likes · 1 Share

 Like  Comment  Share

卖点是产品本身

 **DressLily**
last Thursday



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50% OFF Fishtail Blanket
\$10 Off On \$100+ Coupon Code: FB2016

WWW.DRESSLILY.COM



 546  67  200

一白到底

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Axel Arigato

Restocked now: Clean 90 in white leather for men. Handcrafted from smooth Italian leather...

赞助内容



Few Moda

fewmoda.com

Back to School ! Final Clearance ONLY 1 Few Days Left!

创建广告



DressLily
22 hours ago

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Free Shipping + Up To 60% Off
\$10 Off On \$100+ Coupon Code: FB2016. Shop Now!
WWW.DRESSLILY.COM

2 likes · Comment · Share



ROSE Rosewholesale
Company · 2,935,641 Likes · October 5 at 10:51pm · [Link](#)

Slimming Stand Collar Long Sleeves Peacoat
Price: \$18.87
Link: <http://fshion.me/8xdViN>

206 Likes · 22 Comments · 49 Shares

Like · Comment · Share

 **Sport&Fashion Shop**
on Wednesday

f

Veliki izbor muških trenerki možete pronaći u našoj ponudi!

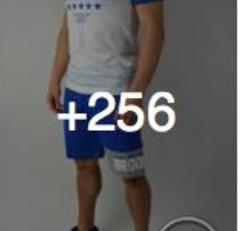


136 Comment Share

 **Sport&Fashion Shop**
on Tuesday

f

*** NOVA KOLEKCIJA ***
"Proljeće Leto 2016"



292 Comment Share

DressLily
last Tuesday

【Free shipping】 Men's Must-Have Styles, Up to 70% OFF, fast delivery, Shop Now!



Cotton Blend Hoodie
70% OFF

Shop Now



Personality T-Shirt
\$6.37

15 6 Share



DressLily
about a month ago

FreeShipping: 80% OFF Trendy T-shirt
Shop Now-> <http://fshion.me/QaUC0T>
Special Offer Sale Up to 80% OFF!
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288 34 57

 ROSE Rosewholesale shared a link.
Company · 3,813,361 Likes · December 22 at 12:56am · [View on Facebook](#)



Men's Hoodie \$11
Year-end Big Promotion ,Various Styles, Shop Now !
WWW.ROSEWHOLESALE.COM

138 Likes · 7 Comments · 2 Shares

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 Deal Man
Just For Fun · 1,939,891 Likes · October 29 at 12:40pm · [View on Facebook](#)

Become a legend. Meet our Legendary Collection today!


The Urban Knight Jacket [Shop Now](#)


Venom Assassins Hoodie

6,594 Likes · 224 Comments · 619 Shares

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Upkeepyoga

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These Beautiful Hand-made Chakra Volcanic Stone Obsidian Bracelets are for YOU! We Want As Many People To Experience These Bracelets so Get Them at 60% OFF for 1 Week Only!



Chakra Volcanic Obsidian Stone
Bracelets Flash Sale! *Offer vali...
upkeepyoga.com

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1 2 3 501

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Very limited stock, Claim yours here -
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Suprella Pro

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⚡ -60\$ OFF for 9 more hours ⚡

⚡ ONLY AS LONG AS STOCK LASTS:

➡ <https://goo.gl/PL605U>



World's most amazing Invention

World's most AMAZING re-invention of...

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Zombie Survival Stuff
September 1 at 12:43pm -

It always pays to be prepared. Check out our range of survival and outdoor gear at zombiesurvivalstuff.com

FREE Shipping on orders above \$50



EDC Outdoor Multi-function Quickdraw Carabiner Key Chain [Shop Now](#)

LIMITED EDITION

246 1 Comment 18 Shares

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T Treasury of Candles
August 23 at 4:15pm -

PRELAUNCH PRIZE! We're about to launch our range of evocatively scented ring candles, which each contain a special treasure inside! To celebrate we're giving you the chance to enter to be in to win a candle containing a high ticket ring!



Sign up to be in to WIN a \$7,500 ring!
Be in to win a \$7,500 ring!
[ENTER FOR YOUR CHANCE >>](#)

1 Like 1 Comment 1 Share

视觉文案都赞

Suggested Post

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Order some teas, gifts or teaware and we'll cover the shipping!

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TEABOX

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11 [Like](#) [Comment](#) [Share](#) [Buffer](#)

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10 Comments 24K Views [Like Page](#)

谁不爱多肉？

Seed World
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succulent seeds - 50% Off !
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365 EVERYDAY IS A NEW DAY

1,195 people saved this offer

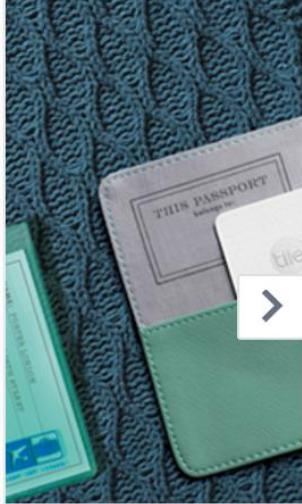
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1.4K Comments 1.3K Shares

用轮播详细介绍产品的功能和使用场景

tile Tile
Sponsored · 3 hours ago

Introducing Tile Slim, the world's thinnest Bluetooth tracker. Attach anything and ring it from your phone.



Never lose your wallet again

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Worry less while you travel

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335

74 Comments 63 Shares

Paul Veiga and Will Stephen like JackThreads.



JackThreads

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Like Page

[NEW DROP] Tear up your weekend with Woolf. New summer threads.



Woolf Originals NYC | Just For You

Join now and gain access to Woolf NYC Originals at JackThreads - your #1 online menswear shop that offers a curated selection of guy gear & gadgets.

WWW.JACKTHREADS.COM

Shop Now

Like · Comment · Share · 348 29 19



Yoga on Gaia

Sponsored

What happens on the mat, happens off the mat.



Find Calm in the Chaos

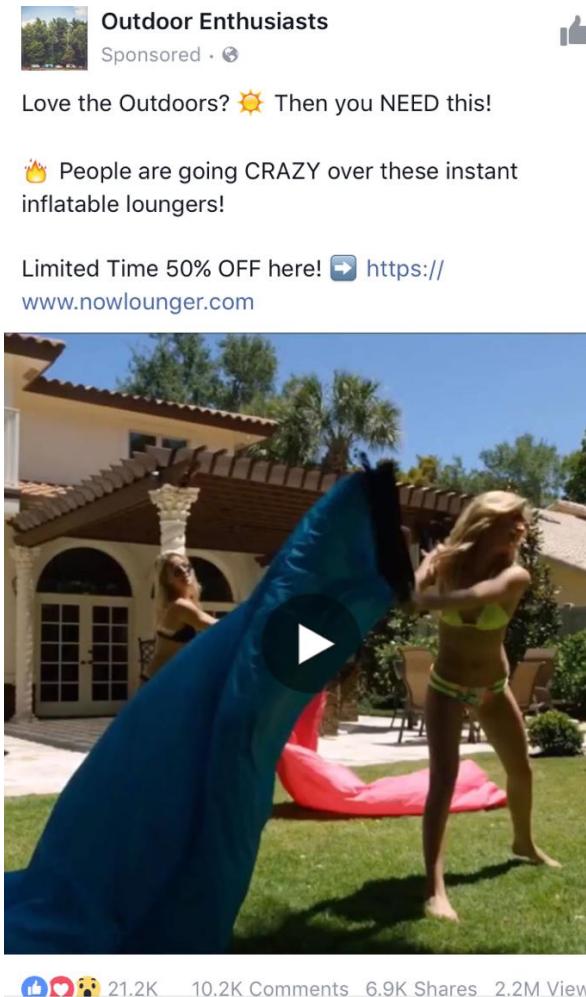
Practice your kind of yoga on Gaia
GAIA.COM/YOGA

Watch More

看不到视频，但感觉应该蛮有趣的。单词全部小写也是一种品牌主张？可能是为了突出FB10和FREE两个词。。。。



视频很不错，展示使用场景，还有美女。。。220万的观看量



这张图就赢了！链接能不能缩短一下？

 Upkeepyoga
Sponsored • 

Mandala Lotus Flower Shape Yoga & Beach Blanket.
Grab yours now and get 60% off with Free Shipping.
Hurry offer ends soon -> <https://upkeepyoga.com/collections/pilates/products/mandala-lotus-flower-shape-beach-blanket>



 News Feed  Requests  Messenger  Notifications  More

吃货应该还是很感兴趣

Suggested Post

 Edible Blooms
Sponsored • 

Come back and complete your order for an additional 10% off. Use coupon COMPLETEMYORDER at checkout.



Use coupon COMPLETEMYORDER
for 10% off
www.edibleblooms.com.au 

  32 4 Comments 3 Shares

 Like  Comment  Share

Bridal美就好

保持统一设计风格

 **Magbridal.com**
12 hours ago

Find the Best Dress for Your Dear Mom in ur Wedding!



Gorgeous Mother of the Bride Dress
Discount Mother of the Bride Dresses with low price. magbridal.com provides a gr...
WWW.MAGBRIDAL.COM

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14 Comment Share

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about 2 weeks ago

Shop India's premier designerwear destination. Made to order with duty free shipping and easy returns.



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184 1 Share

视频素材展示多款商品

MAM Originals
赞助内容 · 0

Designed for people whom details do matter ·
free shipping, exchange and returns
2 years warranty and MAM Care service



Minimalist timepieces

去逛逛

5,704 289条评论 224次分享 189 万次播放

GIF/视频制作霓虹灯效果的Sale字样

The Modist
赞助内容 · 0

Shop The Sale – Now With Up To 50%



Up to 50% Sale

The first global destination where leading fashion brands are curated for the woman who dresses to express her style in a contemporary, feminine and modest way.

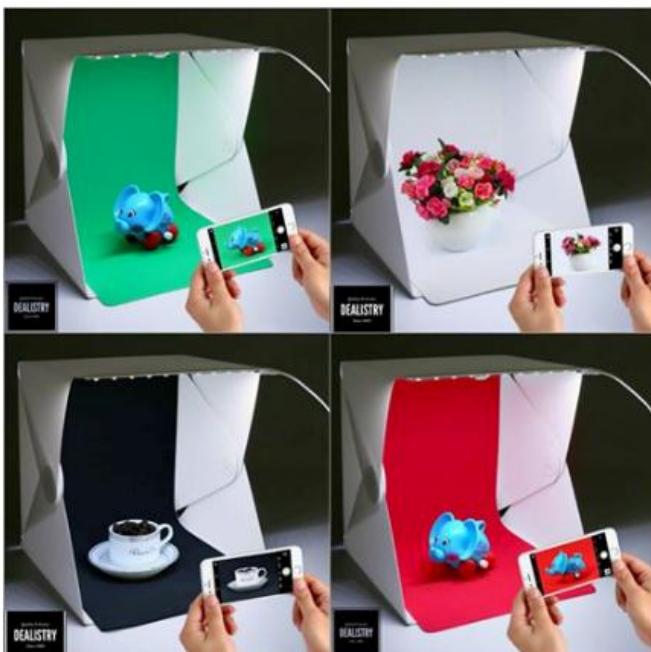
THEMODIST.COM 去逛逛

13 1条评论 2.1 万次播放

展示使用场景

Dealistry 赞助内容 · 0

Take Beautiful Product Photographs With This Portable and Durable Mini Studio Photo Box!
NOW WITH 4 DIFFERENT BACKDROPS!
It's On Sale Now => <http://bit.ly/2jPQdjo...> 展开



Dealistry
网站

1,627

386条评论 224次分享

Dealistry 赞助内容 · 0

Take Beautiful Product Photographs With This Portable and Durable Mini Studio Photo Box!
It's On Sale Now => <https://goo.gl/adnQMg>
Tag and Share With Someone Who Can Use This!



Dealistry
网站

3,684

390条评论 208次分享

品牌

文案和标题写不下品牌，所以展示链接里也要放上去



Avery Crossbody Bag

rebeccaminkoff.com

Ready for the next phase in this relationship.
Let's go home together.

Suggested Page



Chantecaille Beaute Hong Kong

Sponsored

CHANTECAILLE以法國科西嘉島的壯麗景色作為今夏彩妝的創作靈感，用繽紛溫暖的色彩作主調，勾勒絕美輪廓，讓您完美展現魅力光芒。



Chantecaille Beaute Hong Kong

Product/Service

19,451 people like this.

Like Page

视觉很赞

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Sponsored - 0

Your destination for the world's most desirable jewelry. From exquisite earrings to timeless necklaces, shop the Fine Jewelry Collection! Available Now at Moda Operandi.



Shop Fine Jewelry | Moda Operandi
Free US & UK Shipping & Returns
MODAOPERANDI.COM

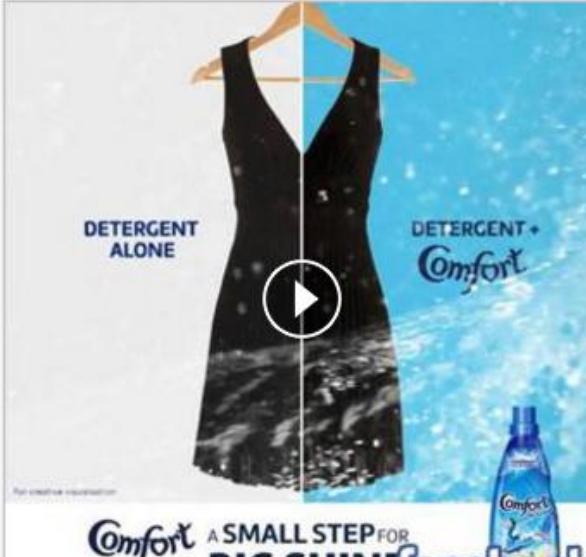
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1 Like 7

对比式图片

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DETERGENT ALONE DETERGENT + Comfort

Comfort After Wash A SMALL STEP FOR BIG SHINE [facebook](#)

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CC 1 0 Comments 0 Shares 0 Views

非常colourful的图片素材

Suggested Post

 Happy Socks
Sponsored · 0



This sale is HOT HOT HOT 😊
Right now get 30% OFF + free shipping on www.HappySocks.com



Now: -30% + Free Shipping
Enjoy the Sale!
HAPPYSOCKS.COM



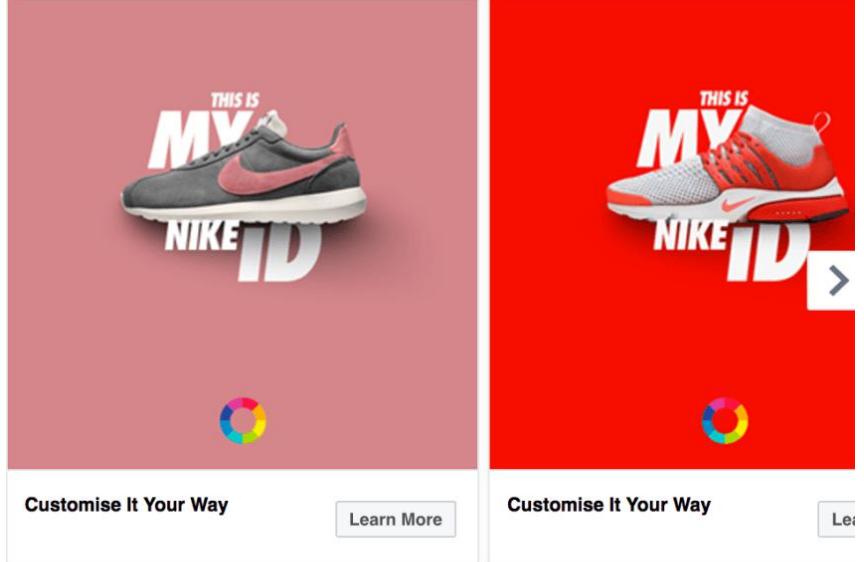
138    138
14 Comments 
 Share 

同样很多颜色，刚好匹配了定制的卖点

 Nike 
about 9 months ago



The best of Nike will now be delivered to your doorstep. Customise yours at www.nike.com



14 Comments 
20K  194  297 

街头风，视觉和产品的设计理念结合

 Nike ✓
about 2 months ago

This track-inspired collection is reimagined for the streets. Now Available on [Nike.com](#)



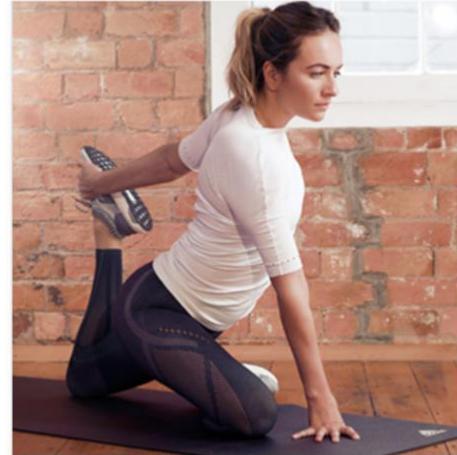
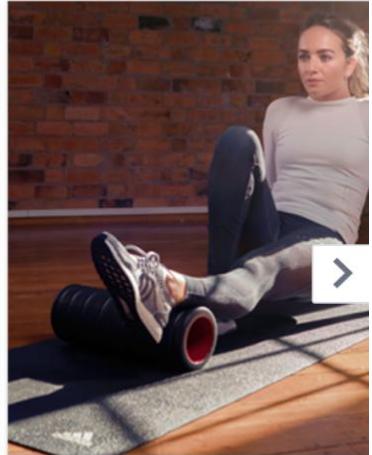

Introducing the Fast Pack
Available Now at [Nike.com](#)
[STORE.NIKE.COM](#)

5.1K 81 103

同样是卖运动产品，可以用不同的素材

 adidas ✓
about 2 months ago

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Latest women's collection | [adidas Training NZ](#) [Shop Now](#)

246 18 1

Latest women's collection | [adidas Training NZ](#) [Shop Now](#)

90

图片和文案调性很搭，小白鞋搭配最简单的文案

ASOS Sponsored

What? It's treat day (we called it).

£33.50

£60.00

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明星加特定城市，但是为什么纽约的见面会用的是.co.uk后缀？

adidas about 2 months ago

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Meet Pharrell Williams

A unique trip awaits you

ADIDAS.CO.UK/MEETPHARRELLWILLIAMS

Like 3 Comment 2 Share

要事优先，先说折扣，再展示商品

 ALLSAINTS 
about 2 months ago

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EXTRA 20% OFF
ALL SALE STYLES

ONLINE & IN STORE

[Shop further reductions](#) [Shop Now](#)



Casual Shirts [Shop](#)

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简单、留白，可能男生比较喜欢

 Topman 
about 2 months ago

In honor of July 4th, take 20% off everything!



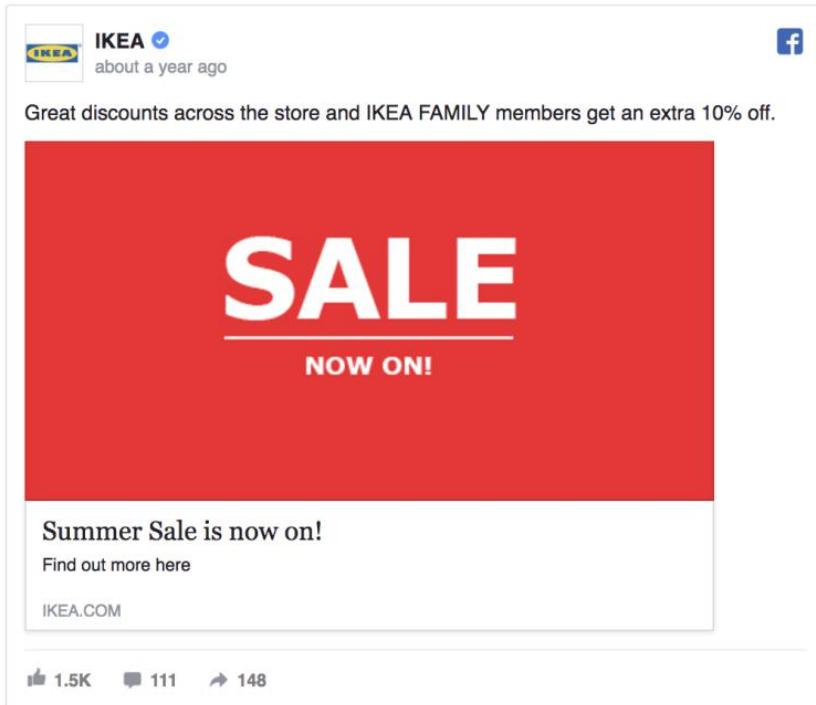
4TH JULY SPECIAL
20% OFF
EVERYTHING
ONE DAY ONLY

24 Hours Only!

US.TOPMAN.COM

[Like 26](#) [Comment 7](#) [Share](#)

不能再直白



瑞典品牌可能都比较爱红白



视觉很赞，颜色饱和度对比度都刚好

维密说邀请你了，你还不去？

Vivi So 和 Elizabeth Wu 赞了 THINX



赞助内容 ·

赞主页

Earth to Trump! Stop comin' for our bodies and our !!! Here's an easy first step to make *the planet* great again.



Buy THINX and reduce waste caused by disposable menstrual products.

Sustainability for your V and the planet.

SHETHINX.COM

[详细了解](#)



338

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赞

评论

分享



Victoria's Secret

about a week ago

You're totally invited.



Panty Party! 7/\$27.50

RSVP in the hottest new styles.

[VICTORIASSECRET.COM](#)

[Shop Now](#)

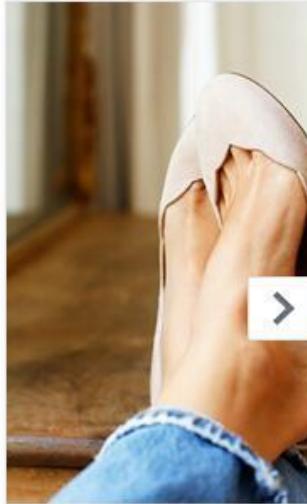
167 20 17

品牌调性统一，文案都不变。。。右上也是同一个广告主

Suggested Post

Sézane
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Gaby, Elis, Scarlett, Palermo, Alice...Discover our must-have pieces from the Summer Collection ! ☀️

Elis Dress - \$170
Available in navy, coral and nude [Shop Now](#)

Palermo Babies - \$180
Available in nude or coral

81 [Like](#) [Comment](#) [Share](#)

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Sézane
sezane.com
Gaby, Elis, Scarlett, Palermo, Alice...Discover our must-have pieces from the Summer Colle...



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图片能够抓眼球，先被吸引，然后慢慢看文案

Madewell on Wednesday

More fun than funny: Enjoy 20% off a purchase of \$100+ or 30% off a purchase of \$200+. Use code NOJOKE. In stores & online.
<http://shoo.ly/Madewell/1al6cFw>



WE'RE NOT FOOLING

30% Off Madewell®

Discover effortlessly cool styles and enjoy free shipping on all orders. See site for details.

WWW.MADEWELL.COM

21 3 Share

品牌定位决定风格，无功过

Target on Friday

It's time for a major wardrobe update with this awesome clearance sale on clothes for the whole crew.



**clearance
on apparel**



Save on Clothes

Free shipping on orders \$25 or more, plus free returns on everything.

TARGET.COM

267 8 Share

品牌广告就是稳



Dell

about a month ago

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Screen images simulated

Shop Dell Inspiron 3000 Series All-in-One Desktops

Powered by Intel® Core™ processors.

DELL.CA

Shop Now

17 1 2

稳稳的



Marvel

about 2 months ago



There are over 1,000 Spider-Man titles on Marvel Unlimited right now. The best part? You have the next thirty days to read them all for free! Sign up today with code HOME.



Marvel Unlimited Sale

Cancel Anytime. Offer expires 7/12/17. Valid on monthly memberships only. Auto-Renewal an...

MARVEL.COM

169 18 30

很稳

 Virgin America blue checkmark
about a year ago



These numbers fly. Crazy low fares up to 25% off (restrictions apply).
<http://bit.ly/2b49vN3> Book by August 20. Fly September 7 - October 31.



Sweet Deals

Fares Up to 25% Off. Book Now.

[VIRGINAMERICA.COM](#)

11 2 Share

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赞助内容 · ●

赞主页



[redplanethotels.com](#) Japan • Indonesia • Thailand • Philippines
Where to stay? At a Red Planet Hotel!

Great locations!

立即预订

[redplanethotels.com](#) Japan
Snooze with our super com beds!
Quality beds!

32

赞 评论 分享

任性的一抹红，抓住你的眼球就算赢

 **Topshop** 
about 2 years ago

Don't miss out, get an extra 10% off sale. Ends Thursday midnight PST.



SUMMER SALE FINAL CLEARANCE
GET AN EXTRA 10% OFF

10% OFF SALE
Discount applied at checkout.
WWW.TOPSHOP.COM

 2  Comment  Share

 **The Clutcher**
赞助内容 · 0

 赞主页

SS17 Sale up to ►60% OFF◄!
Clothing, bags, sneakers, shirts. Fast Delivery & Easy Return. Shop Now!



SS17 COLLECTION
SALE
UP TO 60% OFF

Spring Summer Collection on SALE - Shop Now!
OVER 13000 PRODUCTS & 470 DESIGNERS, A NEW SHOPPING EXP...
THECLUTCHER.COM

 2 

 赞  评论  分享

Ray-Ban只需要展示一下Logo就赢了

 **Ray-Ban**
Eyewear · 13,049,259 Likes · 22 hrs · 

Up close and personal with the new Aviator Havana Collection.



Happy Havanamas
Check out the entire Havana Collection @ ray-ban.com.
RAY-BAN.COM | BY WCS (DESKTOP)

7,606 Likes · 75 Comments · 219 Shares

 Like  Comment  Share

 **Ray-Ban**
Eyewear · 13,065,680 Likes · 21 hrs · 

The iconic Aviator with a touch of tortoise.



The New Aviator Havana Collection
Check out the Havana Collection @ ray-ban.com.
RAY-BAN.COM | BY WCS (DESKTOP)

9,840 Likes · 67 Comments · 261 Shares

 Like  Comment  Share

这么小的手表上看不到47颗美钻

推荐主页

 RADO
赞助内容

RADO瑞士雷达表腕表新品发布，钻霸钻石系列腕表，打破常规的对称布局，49颗美钻环绕的内表盘焕发灵动光采，期待你为新品腕表点赞



RADO
SWITZERLAND
RADO DIAMASTER DIAMONDS
PLASMA HIGH-TECH CERAMIC

RADO
珠宝/手表
876,502 次赞

赞主页

耳钉和手一样抓眼球

 APM Monaco
赞助内容 - 0

Discover the contemporary fashion jewellery Brand from Monaco. Shop online: <http://bit.ly/2vhesc> #apmmonaco



APM Monaco – Fashion Jewellery Brand from Monaco
Influenced by Monaco and the joie de vivre of the South of France, APM Monaco is a much loved contemporary fashion jewellery brand with a...
APM.MC

去逛逛

你和其他 45 位用户

赞 评论 分享

看起来很轻松的品牌广告，msg统一，传递到位
就ok

Hashtag是Hungary，域名后缀是.it?

New Yorker

Clothing · 3,055,358 Likes · 12 hrs ·

Our knitwear special: www.newyorker.fashion

12,752 Likes · 6 Comments · 22 Shares

Like Comment Share

ZARA

on Tuesday

Dear Hungary I SHOP ONLINE
dearhungary

SHOP ONLINE

ZARA.COM I BY ZARA IT

Shop Now

March 17, 2016 9:09 pm

平台电商

突然从品牌广告回落到平台电商，
可能会有较大心理落差，
请做好心理准备。

这个文案。。。

这个标题？

Sponsored



Create Ad



Guanqin store

aliexpress.com

It is very beautiful, very elegant, and quite wonderful!

Sponsored



Create Ad



Eva gift LifeBetter Store

aliexpress.com

终于能看见美钻了

Sponsored



Create Ad

Find Rado in your area
rado.com

The new Rado DiaMaster Diamonds: Discover it
in person at your nearest Rado boutique.

第二张图的logo ?



Guanqin store

Sponsored

Like Page

...

You can easily have time, but you can not easily have Ochstin! Big sales for last 3 days!



OCHSTIN



OCHSTIN
奥古斯登



Женские часы марки ochstin
модные кварц-часы Для женщин..
p.11,874.50 [Shop Now](#)

Ochstin Limited Часы 2017,
женская обувь кварцевые ча
p.4,513.38

好像是同一家广告主，但2个logo

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Create Ad

Guanqin store
aliexpress.com

GUANQIN



GUANQIN



Eva gift LifeBetter Store
aliexpress.com

任性的Amazon



Amazon.com ✓

about a year ago

Our recommendation for you.

amazon

Earth's biggest selection
is a click away.



Ikea KRAMIG 902.213.18 Panda, Soft Toy, White, Black, 11.75 ...

Click. Shop. Save.

WWW.AMAZON.COM

1 like 2 comments Share

This image shows two circular product images of black hair extensions against a colorful background. Below each image is a price tag: US \$130.10 and US \$47.08, with a 57% OFF discount applied. The text "Aliexpress.com : Buy Satai Brazilian Straig..." and the URL "aliexpress.com" are visible, along with the promotional message "UP TO 57% OFF! ONLY ON 11.11!".

Wish
Sponsored



Se você pode esperar 15 dias para a entrega
Descontos atuais de 50% a 90%

A sponsored ad from Wish featuring a pair of men's casual canvas sneakers. The shoes are white with black stripes and a black sole. A large orange diagonal banner across the top left corner displays the price "4,00 €". To the right of the banner, the text "Super light" and "Breathable" is written. The "facebook" logo is located in the bottom right corner of the ad box.

Wish

Casual Canvas Sneakers - Men's Summer Fashion
Casual Canvas Sneaker Shoes Ultralight Flattie
Breathable Shoes

[Shop Now](#)

Wish
App Page · 1,746,601 Likes · November 27 at 8:51am ·

We waited all year...
can you wait 12 days? save 60-90% OFF this Black Friday!

New Fashion Extendable Handheld Self-Pole Tripod Monopod Stick F... [Shop Now](#)

11 Likes

Like Comment Share

Wish
App Page · 1,724,156 Likes · November 13 at 8:56pm ·

40-90% Cheaper than any Department Store!
Check out today's trending sales.

Women's Fashion Winter Outwear Casual Warm Coat [Shop Now](#)

12 left!

Shirley Stuffed Soft Plush Toy Shaun The Sheep Character V

784 Likes · 28 Comments · 104 Shares

Like Comment Share

109

 Wish
App Page · 1,714,562 Likes · November 16 at 5:51am · [Link](#)

[f Profile](#)

Find out what else is on sale under \$5 today?
Always 40-90% Cheaper than any Store!



\$6

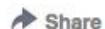
\$6

30 left!

Wish
Shopping Made Fun. Join over 30 million others that have made their shopping more smart, fun, and rewarding.
WWW.WISH.COM

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200 Likes · 40 Comments · 163 Shares

 Like  Comment  Share

 Wish
App Page · 1,676,947 Likes · November 16 at 4:11am · [Link](#)

[f Profile](#)

Find out what else is on sale under \$5 today?
Always 40-90% Cheaper than any Store!



\$2

\$54

\$1

\$1

\$1

\$2

\$2

\$2

30 left!

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Shopping Made Fun. Join over 30 million others that have made their shopping more smart, fun, and rewarding.
WWW.WISH.COM

[Shop Now](#)

31 Likes · 1 Comment · 2 Shares

 Like  Comment  Share

Wish
App Page · 1,667,753 Likes · November 17 at 1:16am · [Comment](#)

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Check out today's trending sales.

Shop Now

202 Likes · 10 Comments · 1 Share

[Like](#) [Comment](#) [Share](#)

Women Faux Fur Vest Winter Warm Coat Outwear Sleeveless Jacket... [Shop Now](#)

new fashion women clothing · korean style punk sexy tops t

Wish
App Page · 1,713,760 Likes · November 16 at 3:45am · [Comment](#)

Find out what else is on sale under \$5 today?
Always 40-90% Cheaper than any Store!

Shop Now

are 40-90% lower t

red wine windproof rain tight creative umbrella for sale rain... [Shop Now](#)

Fashion Korean Girl Cool Lac Hollow Ball Of Yarn Double-S

Page的名称和logo不错

疯狂的Prime Day用了高级、冷静的静谧蓝，品牌为了保持调性，大概也很为难吧

Amazon Prime Now
about 10 months ago

Save up to 50% on select items on www.primenow.com. Limited time offer. While supplies last.

PrimeNow WEEKLY AD
Save up to 50%

Amazon Prime Now Sale
FREE 2-Hour Delivery. Exclusively for Amazon Prime Members.

AMAZON PRIME NOW SALE [Shop Now](#)

18 likes, 5 comments, 1 share

Amazon.com ✅
about 9 months ago

Today is Prime Day! The deals are everywhere. Come check them out.

prime day

Today is Prime Day!
Not Prime? Start your 30-day Prime free trial.

WWW.AMAZON.COM [Shop Now](#)

843 likes, 68 comments, 170 shares

数字产品

数字产品大部分是营销产品，
制作广告的人都是人精，
这部分广告非常精彩，
值得学习。

激发人购买兴趣的橙黄色，直接用标题增加紧迫感

用图片说明一切

Ableton
about 3 months ago

Head to the Ableton shop before Tuesday, June 13th to save 25% on all software

Save 25% on
Live 9, Upgrades
and Packs

Ableton.com

Only until June 13th
Buy Live 9, Push, Max for Live or Ableton merchandise from the Ableton webshop. You can do..
ABLETON.COM

16 Comment 3

Wix about 2 months ago

This is what the 'smart' in 'smartphone' actually stands for

Photo Apps

WIX.com

Best Photo Apps For Your Smartphone
Turn your smartphone into a personal photography assistant!
WIX.COM

48 2 18

差异化用图示展示，描述精准到位，长度刚刚好

Drift
Sponsored · 2 hours ago

'our best leads are already right in front of you. You just need to reach out and let them know you're there.'

This isn't your traditional live chat.

Patrick Campbell Online Now 10:50AM Hey I have a question about your pricing strategy plan.

Hey there! 10:50AM Sure, I'd be happy to help. What's your question?

This breakdown sounds great! Would you be able to explain more of the specifics though? 10:50AM Sure.

Absolutely. Let's start off with Week 1 of the plan.

Generating More Leads and Closing Deals Faster

Drift is a messaging app that makes it easy for businesses to talk to their website visitors and customers in real-time, from anywhere.

[HTTPS://WWW.DRIFT.COM/](https://www.drift.com/)

Subscribe

32 1 Comment

针对广告主的广告，素材突出Tribe的社交属性

TRIBE · about 2 months ago

Spark the conversation.

court_ Ice creams that are green AND healthy? Say whaa! @sal_g #yum 💯 🍦

Get People Craving Your Brand

See how TRIBE Influencers can do this for you.

TRIBEGROUP.CO/BRANDS

1 Like 4 Comment Share

用轮播展示产品使用场景和过程

Plated about 8 months ago

Start your Plated trial with this special offer and get all you need to make better dinners at home. Get \$24 off your first Plated delivery!



Build a custom box to your tastes [Sign Up](#)

Get \$24 Off

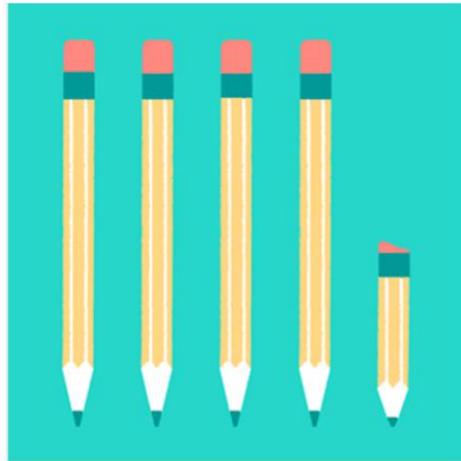
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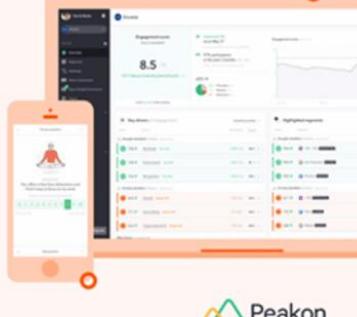
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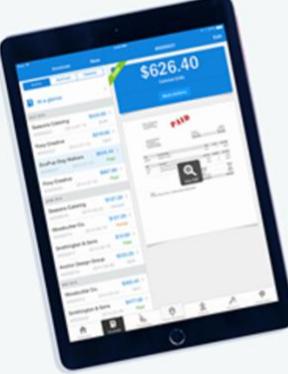
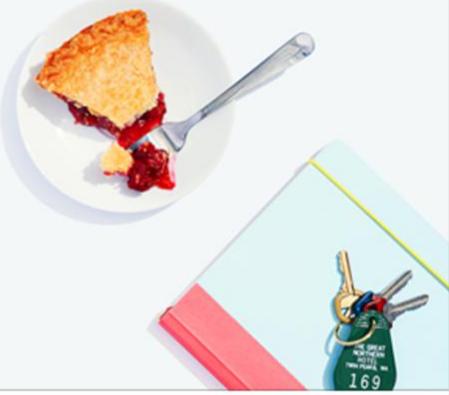
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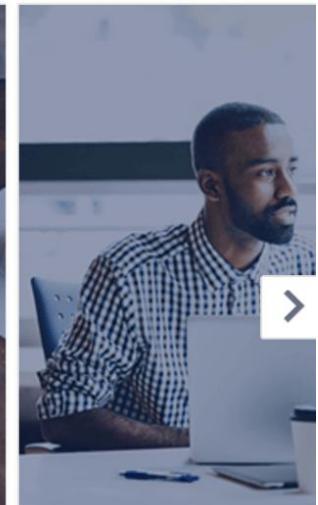
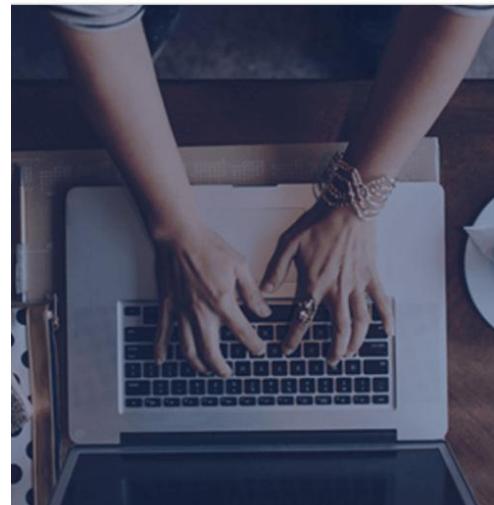
79 1 1

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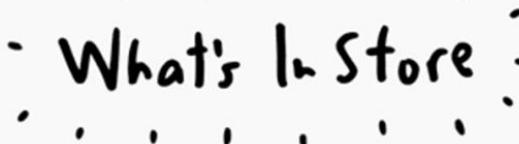
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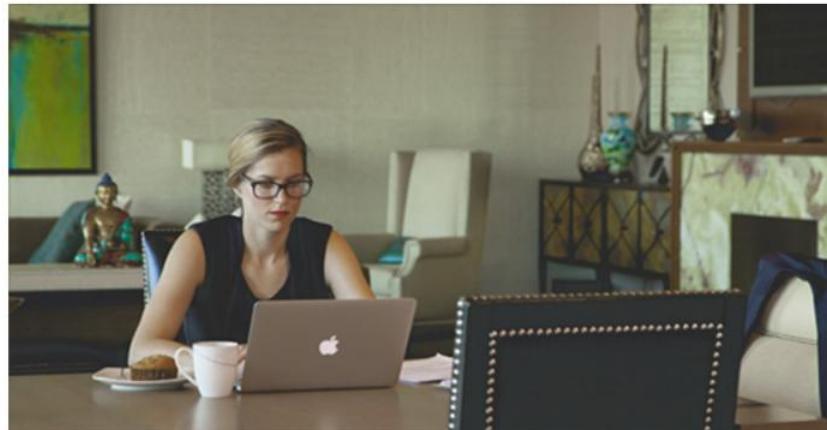


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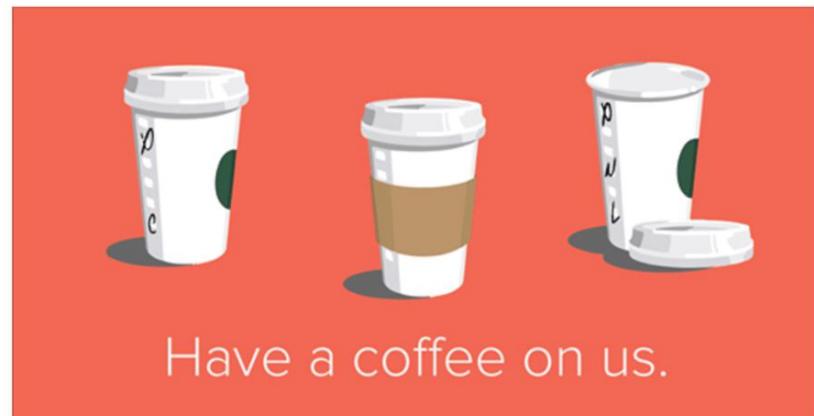


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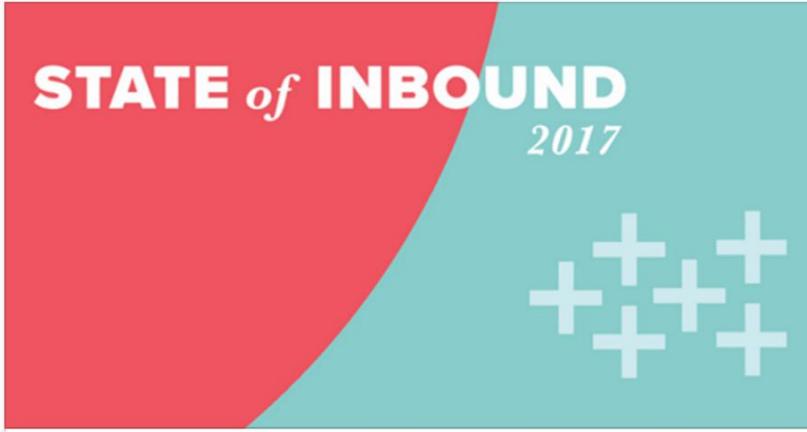
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last Wednesday

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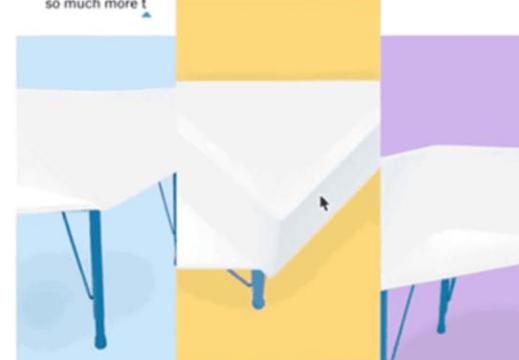
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about a month ago

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Power users can get even more out of Paper using a few extra tools.
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(右图则是正面例子)



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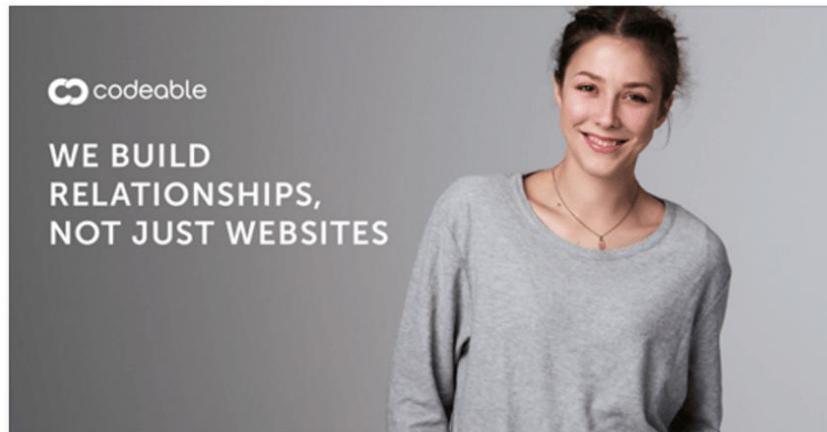
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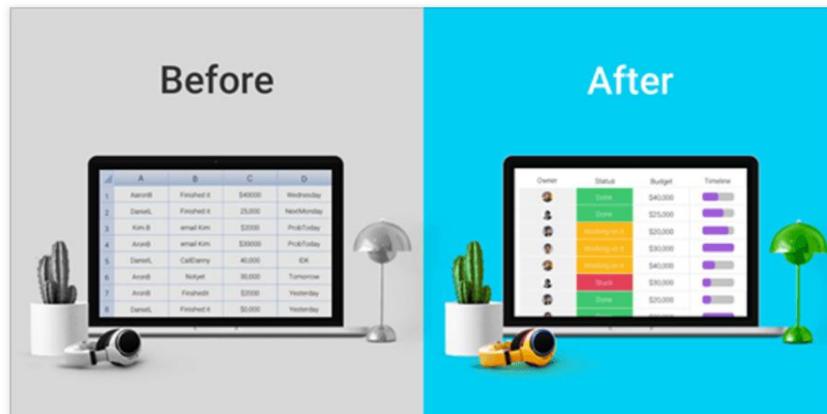
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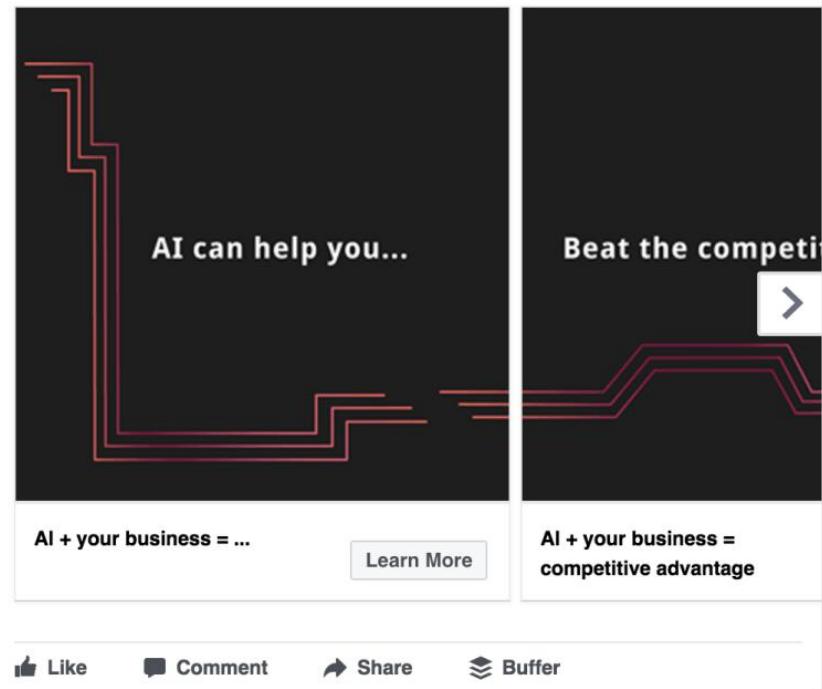
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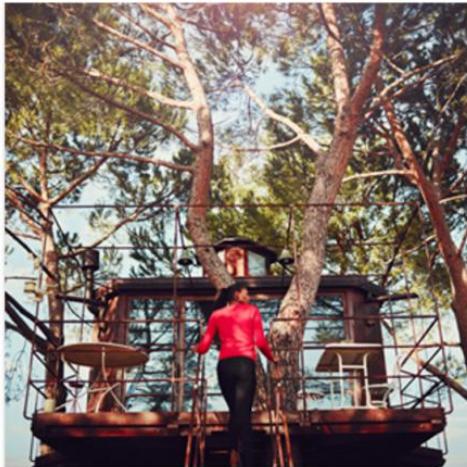
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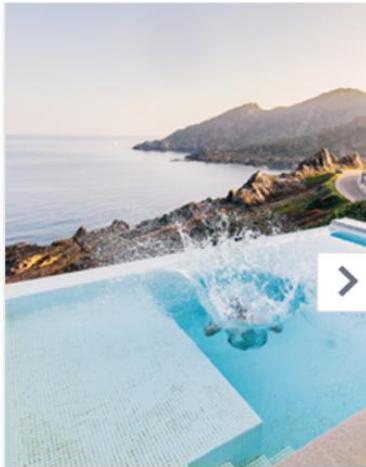


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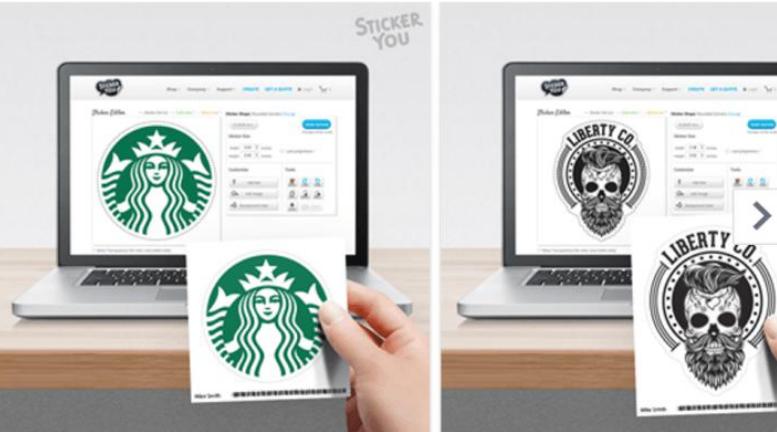
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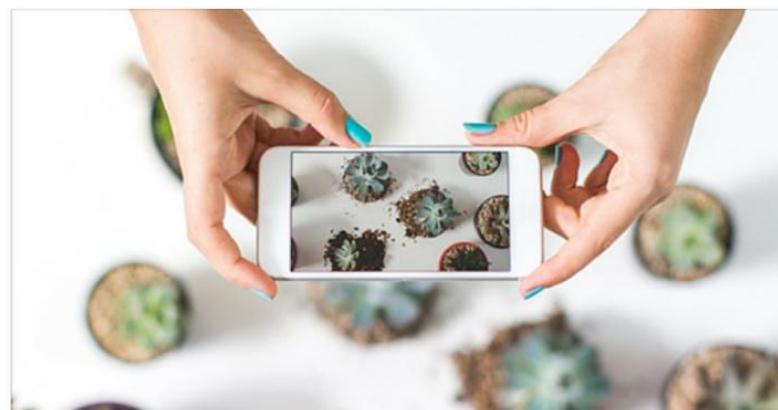
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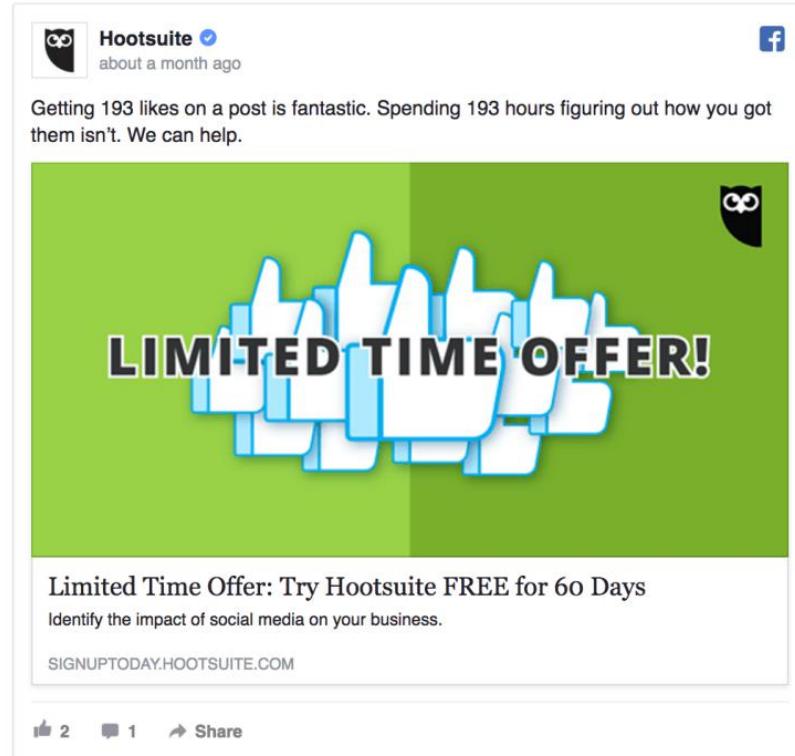


The Beginner's Guide to Advertising on Instagram
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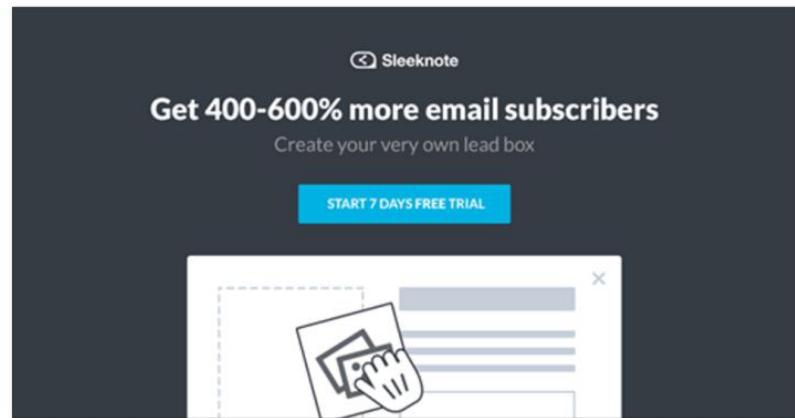


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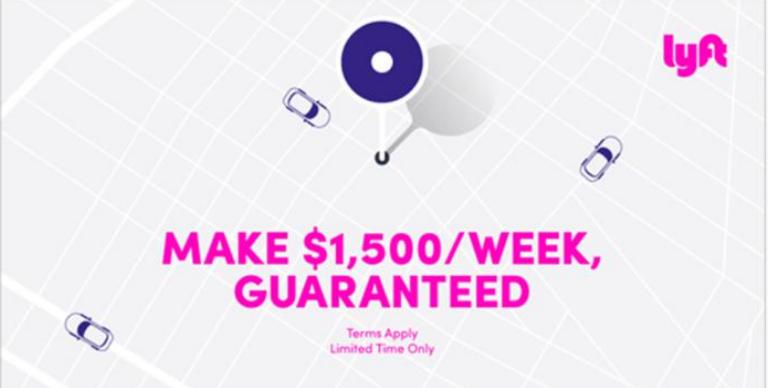
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about 2 months ago

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Thistle

about 10 months ago



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about a year ago

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Drip from Leadpages
about 3 weeks ago

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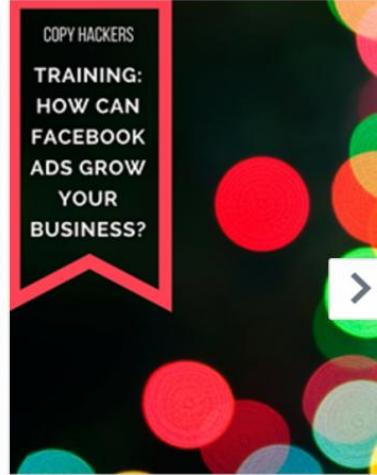
Copy Hackers
about 9 months ago

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CONVERTING
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INC.COM

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 Harry's 
about 11 months ago

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Why Harry's Decided To Offer A Shave Trial

It was this insight that led the two co-founders to introduce a Trial to the Shave Plan experienc...

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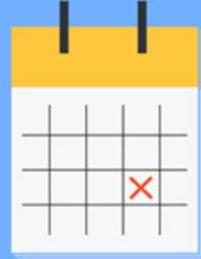
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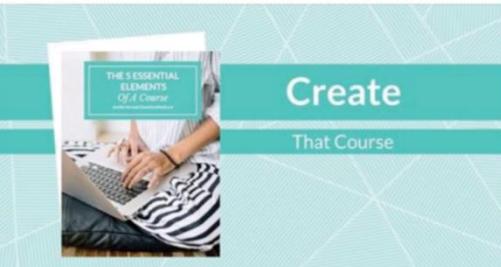
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文案虽长，但易读易懂

针对细分人群的优惠，比推广整站优惠更容易找到精准人群

Teach Good Stuff
Written by Jennifer Kennedy [?] · March 4 at 2:58pm · ⓘ

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Education · 643,265 Likes · June 24, 2014 · ⓘ [Profile](#)

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游戏

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App Page · 589,248 Likes · September 29 ·

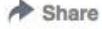
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Imperia Online
★★★★★ 813 ratings

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仰视视角

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last Monday

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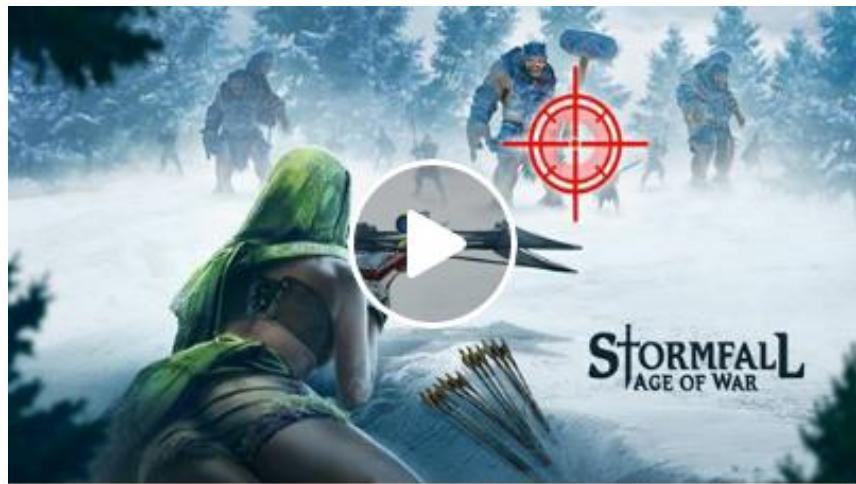
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Video Game · 28,308 Likes · December 10 at 12:54am · [View](#)

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App Page · 1,030,137 Likes · January 7 at 4:50am · ⓘ [Profile](#)

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Entertainment Website · 1,274,640 Likes · December 14 at 4:29pm · 🎄

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Product/Service · 2,096,725 Likes · December 11 at 6:31am ·

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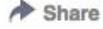


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App Page · 68,734 Likes · November 24 at 1:22am · ⓘ

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App Page · 3,193 Likes · September 29 · ⓘ

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Games

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Video Game · 1,219,845 Likes · 18 hrs · ⓘ

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