

What We Do
Case Studies
Blog

Who We Are
Careers

Contact Us
Paid Social

Testing Facebook's Standard Creative Enhancements for Better Ad Performance

To examine the effect of Facebook's algorithm on ad performance when using built-in creative enhancements, we conducted a test featuring four ads, each with identical images and copy, but with different creative enhancements. Here's what we found.

Carson Britt, Senior Associate Growth Manager
5 min read
3/11/2024

Testing Facebook's Standard Creative Enhancements

In October, I ran a test to see whether Facebook's algorithm would favor ads using its built-in creative enhancements. I launched four separate ads, each using the same image/creative and copy but varying in which type of enhancement was applied.

Here are the variants I tested:

No enhancements
Standard enhancements
Music enhancements
All available enhancements Facebook had to offer

Typically, Facebook suggests advertisers use, at minimum, the standard enhancements.

The Results

The ad with no enhancements received the most spend and produced the most leads. That being said, the ad using standard enhancements received a significant amount of spend and a cheaper average cost per lead. The music-enhanced ad only resulted in the fewest leads among those tested at a higher amount of spend, making its CPL the highest. The ad that combined all enhancements had a moderate overall performance.

Findings

My hypothesis that Facebook would favor ads using its own features, resulting in cheaper advertising and CPLs, was partially supported. While the standard enhancements offered the cheapest overall CPL, the creatives without any enhancements received the most spend and largest overall lead flow. While we optimize towards the cheapest leads we can get, the client places a large focus on maintaining a large lead flow. With this being said, we decided to abandon Facebook's enhancements, allowing our ads to maintain their spend levels while also remaining cost-effective.

The addition of a music enhancement seems to do more harm than good, yet it is difficult to tell whether this is because music, in general, does not pair well with these ads or the specific music Facebook used does

not pair well.

While Facebook's enhancements may result in cheaper CPLs, they may not necessarily lead to the largest overall lead flow. It's important to strike a balance between maintaining a high number of leads while also keeping advertising costs under control.

Overall, the decision to use or not use Facebook's enhancements should be based on specific campaign goals.

Get in touch

Blog home

Get performance marketing insights directly in your inbox.

Subscribe to the BMG360 blog.

Work Email*

Related Posts

Paid Social

Creative

Mastering UGC: Best Practices for Successful TikTok Campaigns

Nikki Henning, Senior Director of Performance Marketing at BMG3607 min read4/29/2024

Paid Social

Paid Search

Mixed Media Modeling vs. Multi-Touch Attribution: Which is Right for You?

Ron Rosano, Senior Director, Paid Search8 min read3/27/2024

Paid Social

Testing Facebook's Standard Creative Enhancements for Better Ad Performance

Carson Britt, Senior Associate Growth Manager5 min read3/11/2024

Services

Performance Creative

CTV/OTT

Television

Radio

Digital Audio

Programmatic

Paid Search

Paid Social

Direct Mail

Sponsored Content

CRO

Out of Home

SEO

Data powered by OneSource™

Company

Case Studies

Blog

Who We Are

Careers

Contact Us

Resources

Privacy Policy

Terms and Conditions

Accessibility

©BMG360 2024

Work Email*