

STRATEGY “How to test ads at scale”



Ideas:

- Competitive analysis:
 - Direct competitors
 - Indirect competitors
- Other genres or verticals
- Brainstorming



**Banners or simple
video ads**

100\$/creative test
min 10 ads monthly

Silver bullets
ideas that
meet kpi

**Ads of the best
quality**

Scaling

Variation 1

Variation 2

Variation 3

Where to find?

Use Facebook Ad library, spy tools for ad networks. Connect with teammates from other departments to generate ideas (results can be unexpected ^_^)

How to create?

Use photo/video editors, stock materials etc. main goal is to create a concept in 1-2 days

How to test?

Use your existing audience, just test creatives in 3-5 days

Your concepts are ready

Check your CTR, CPI, CPA and find the best concepts

How to create?

Use your in-house production or outsource services to perfect the video

Why variations?

Check if the colors, characters and other elements can improve your metrics