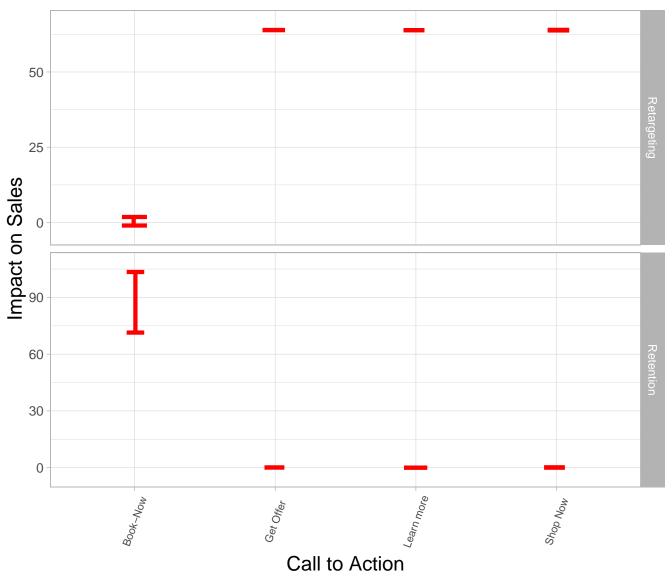
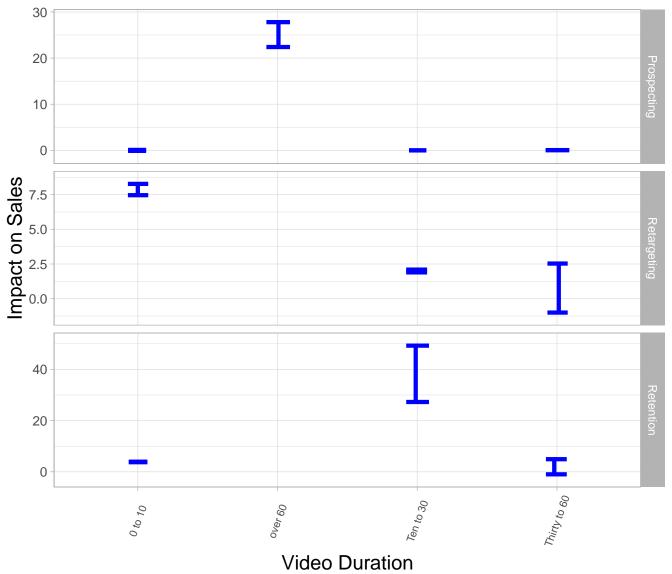
Choices Within Call to Action



Universal

Choices Within Video Type 80 60 40 20 0 Impact on Sales 75 I 50 0 50 40 30 20 10 0 Script Video Benefit Education Script Video - Testimonial Script Video Script Video Live Action/ Humans Video of Slideshow Gif/ Ultrashort Video Type

Choices Within Video Duration

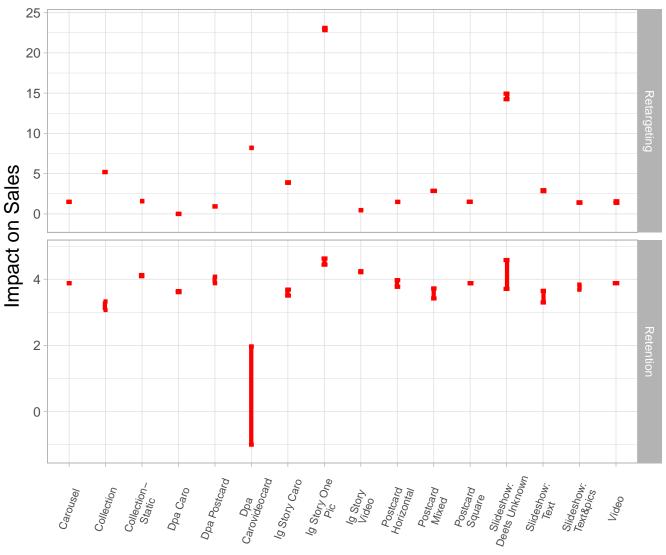


Video

Choices Within Video Shape Impact on Sales Video Shape

Video

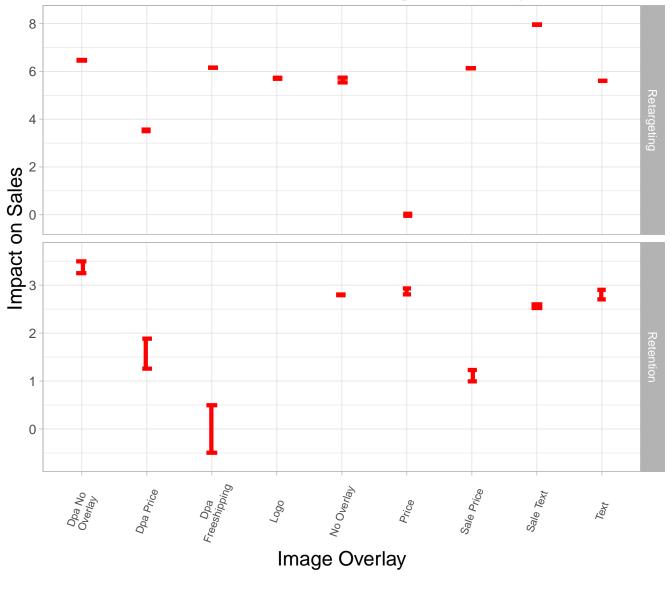
Choices Within Format



Format

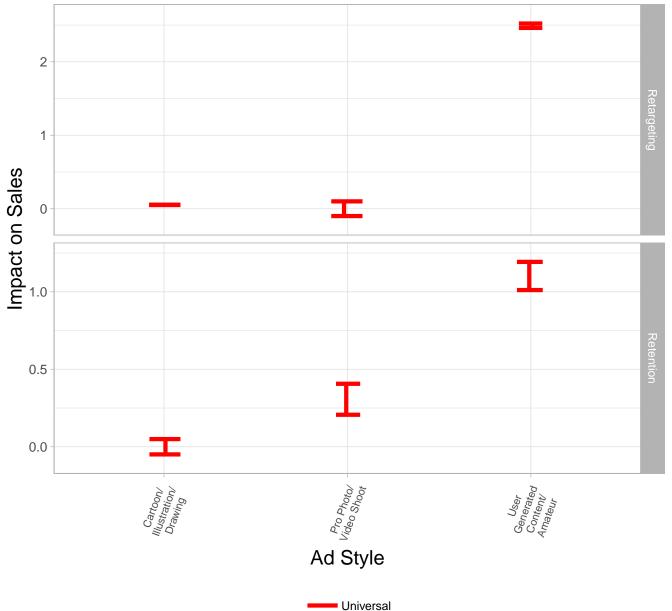
Universal

Choices Within Image Overlay

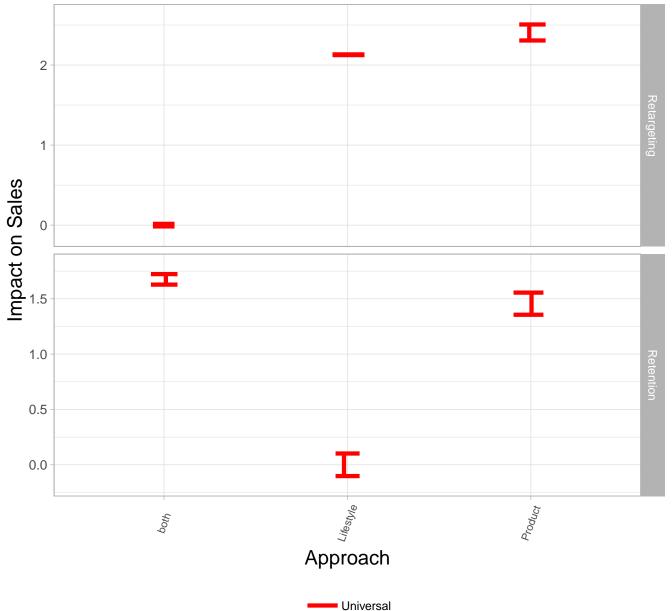


Universal

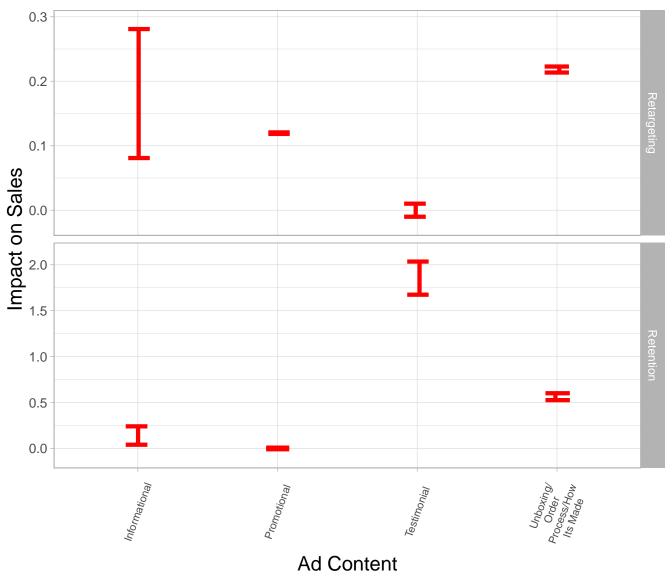
Choices Within Ad Style



Choices Within Approach

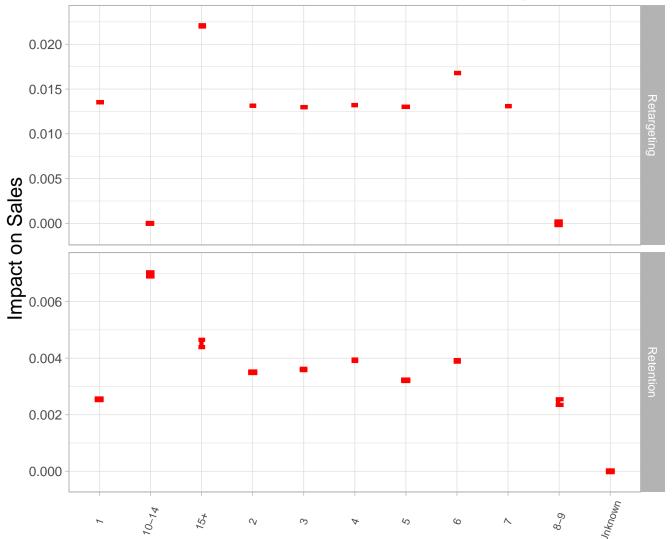


Choices Within Ad Content



—— Universal

Choices Within Num Active Ads by Adset



Num Active Ads by Adset

