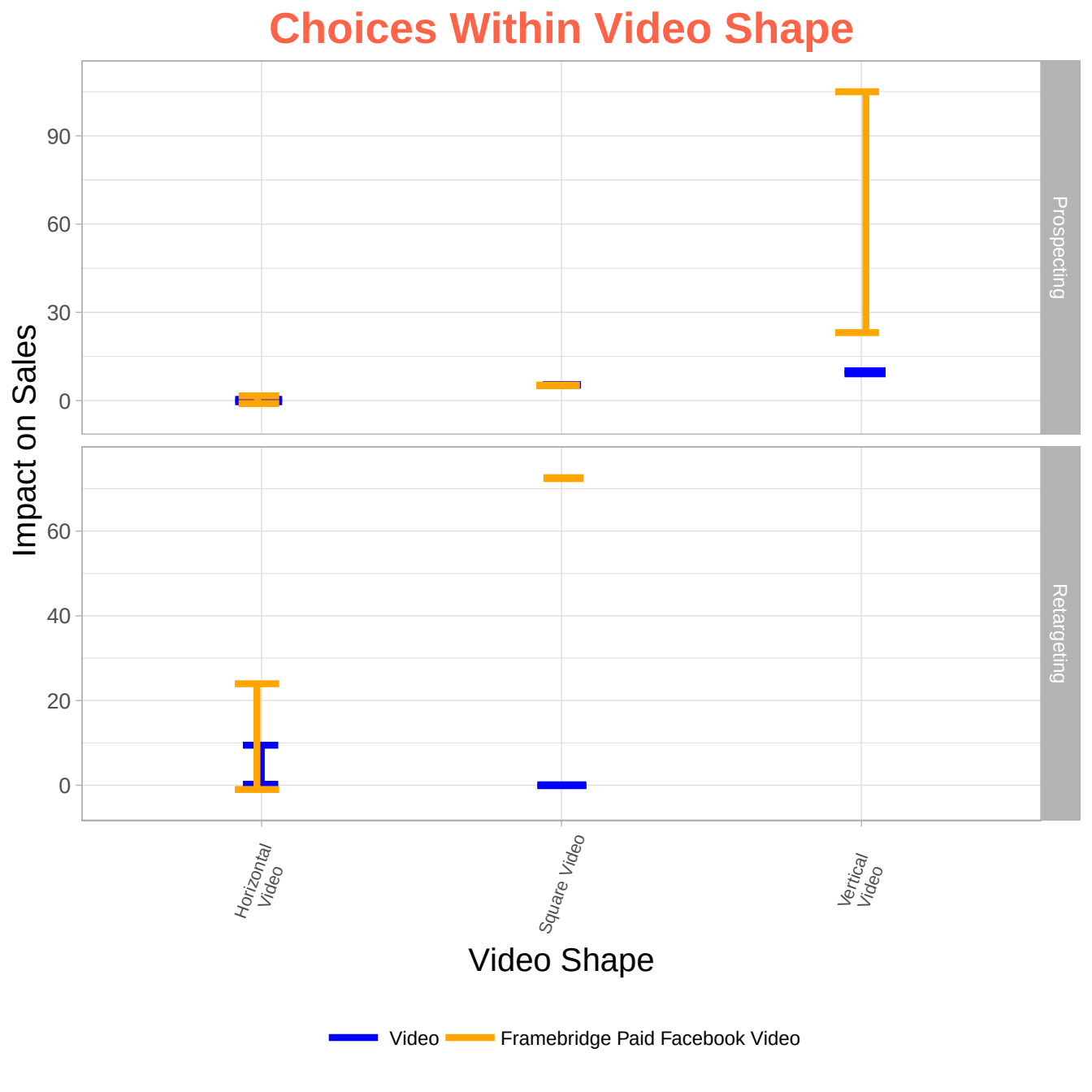
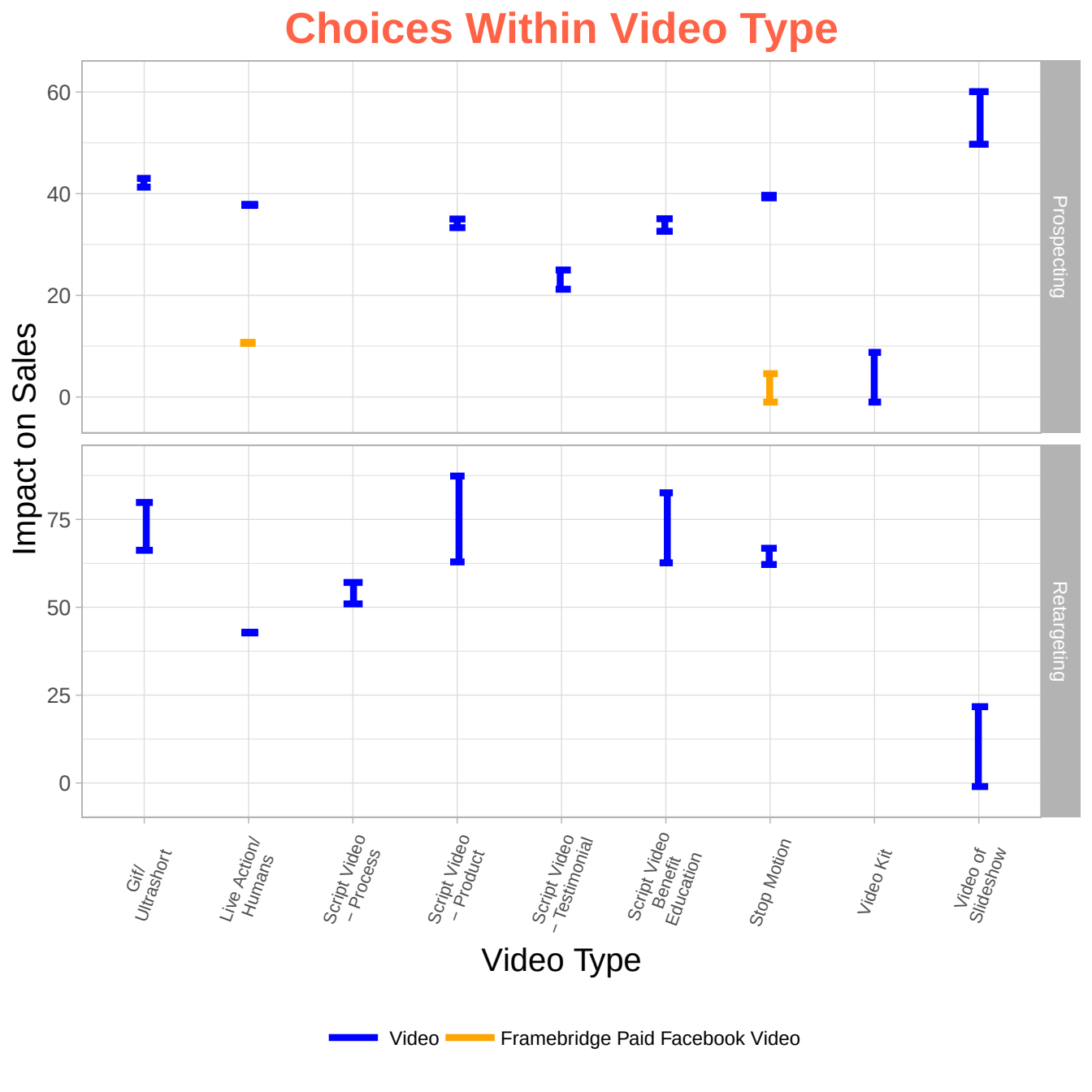
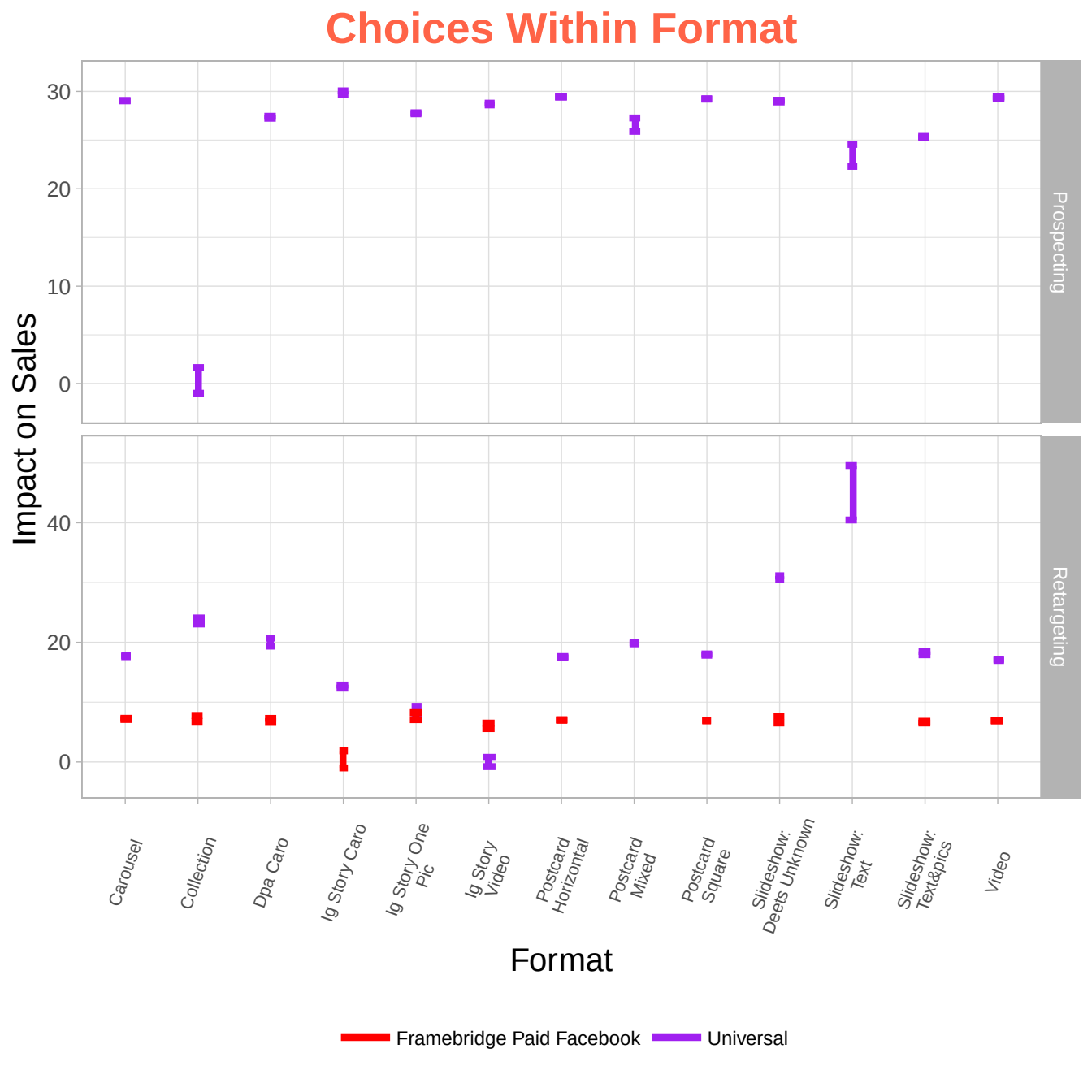
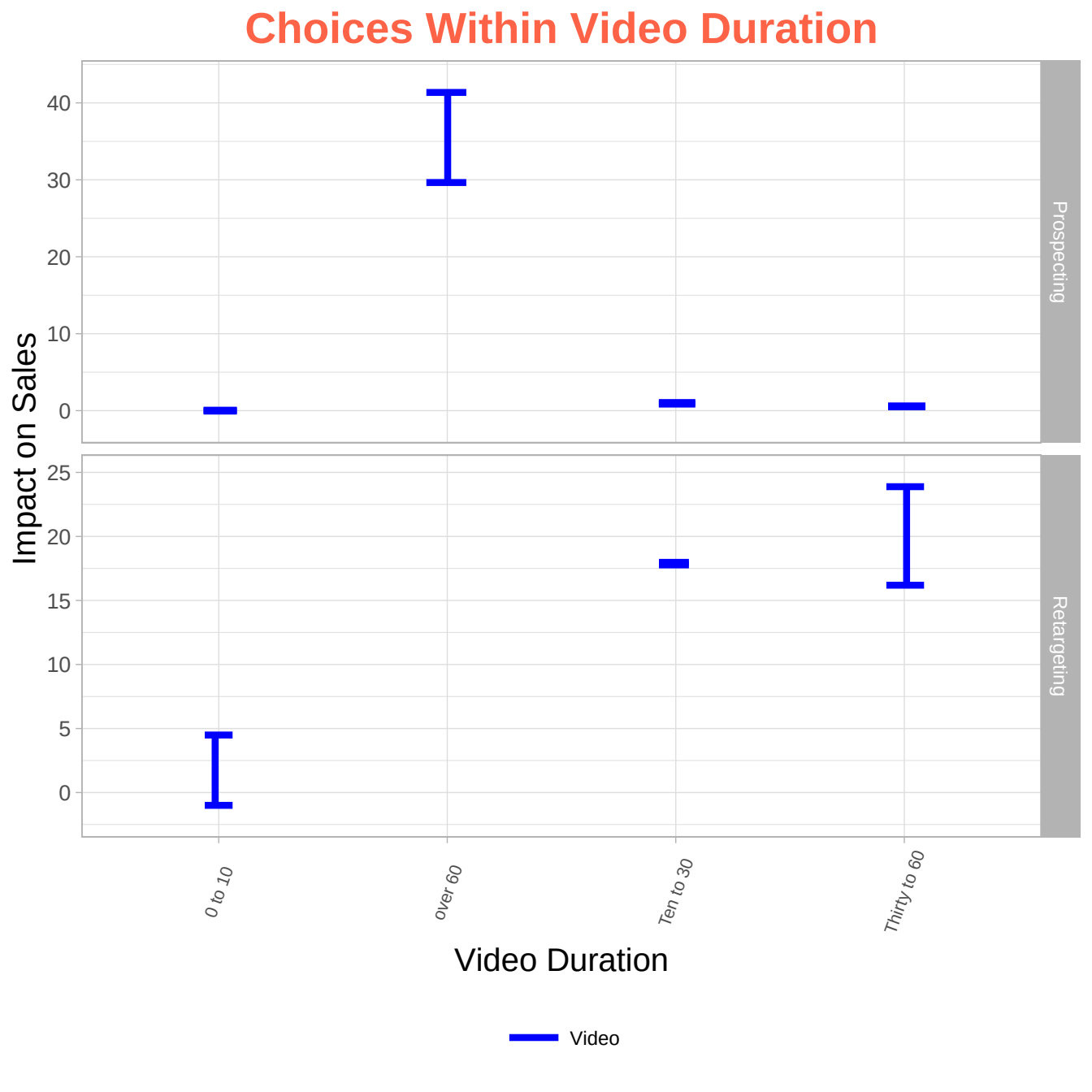
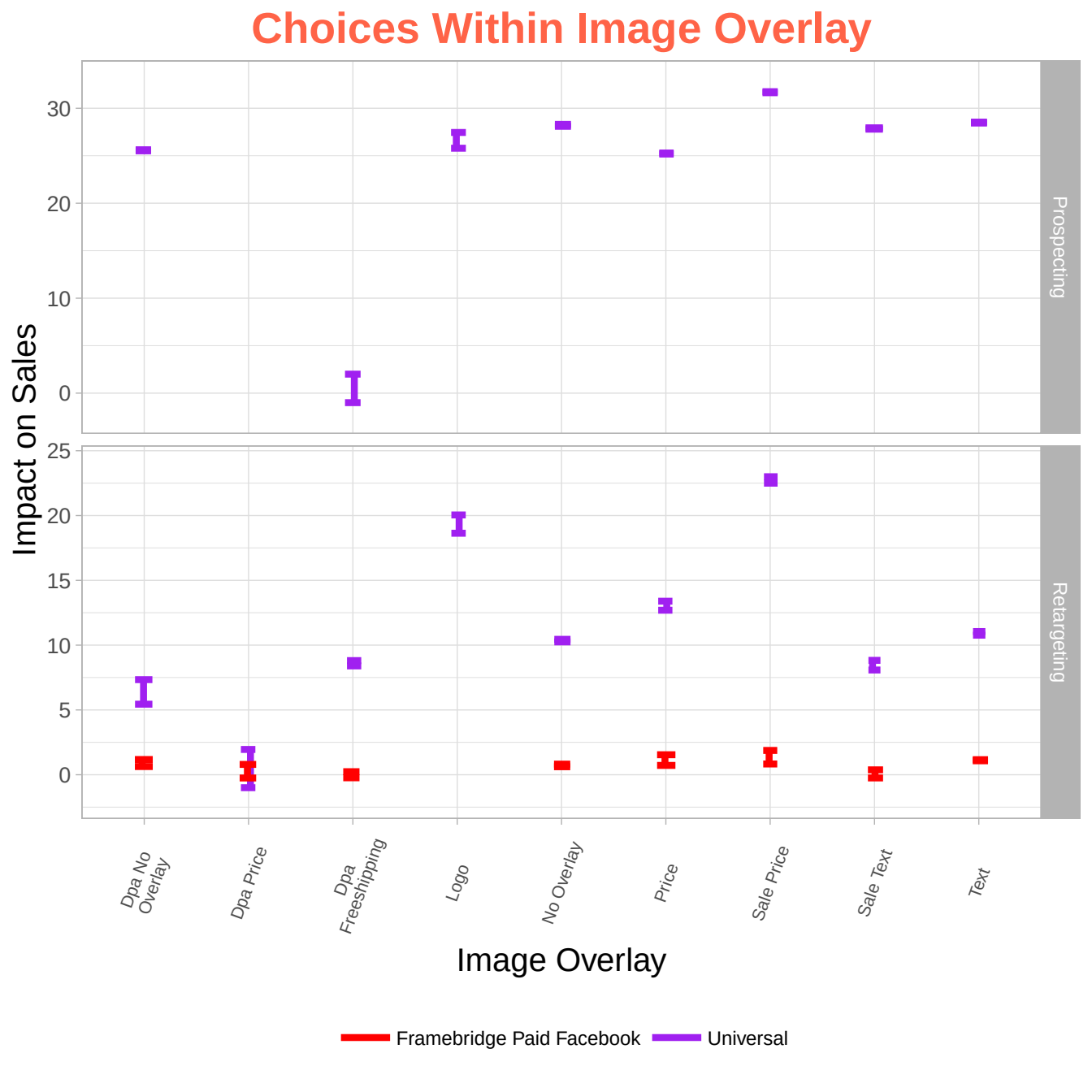
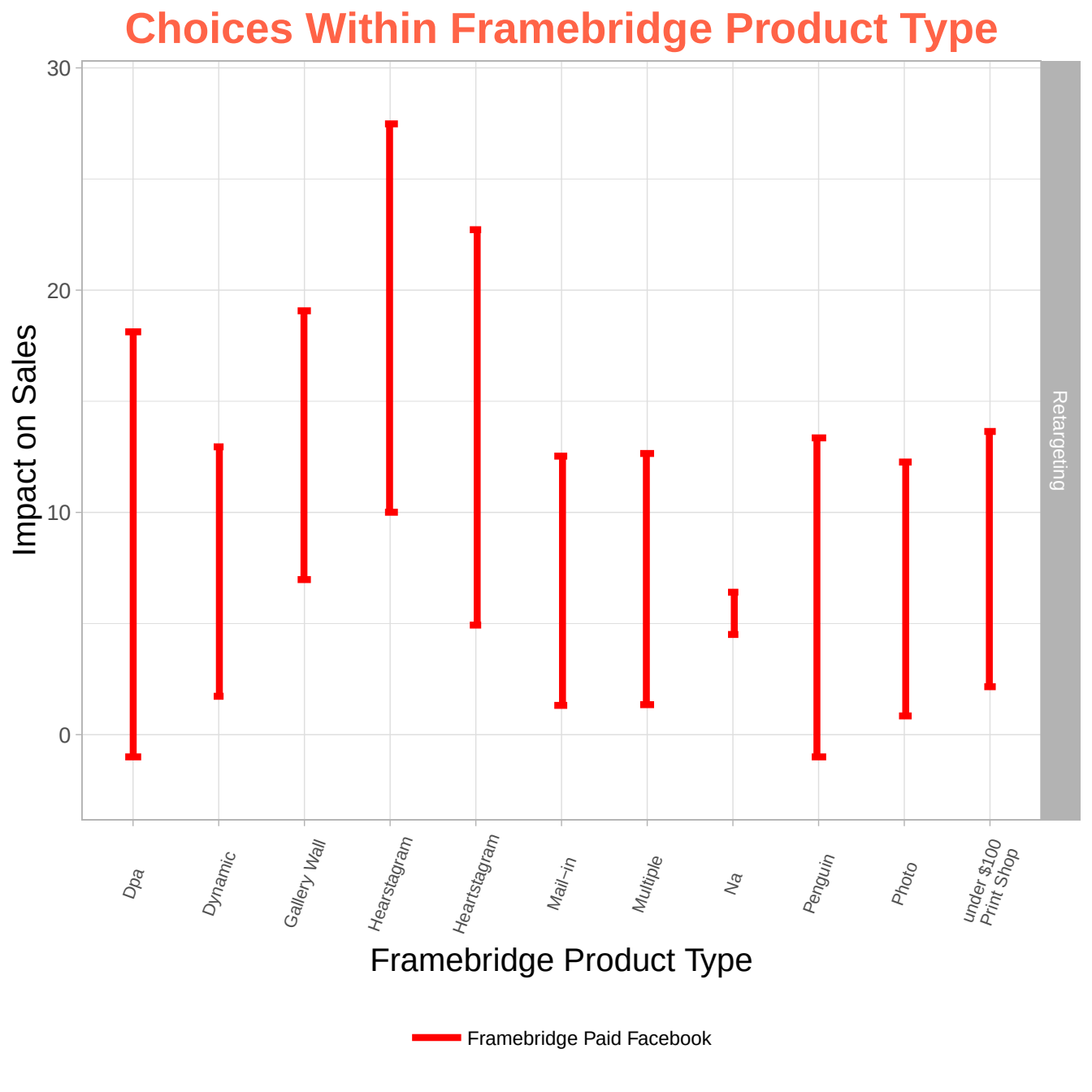

Choices Within Video Shape
Impact on Sales
90
60
30
0
Prospecting
60
40
20
0
Retargeting
Horizontal Video
Square Video
Vertical Video
Video Shape
Video
Framebridge Paid Facebook Video


Choices Within Video Type
Impact on Sales
60
40
20
0
75
50
25
0
Prospecting
Retargeting
Gif/ Ultrashort
Live Action/ Humans
Script Video - Process
Script Video - Product
Script Video - Testimonial
Script Video Benefit Education
Stop Motion
Video Kit
Video of Slideshow
Video Type
Video
Framebridge Paid Facebook Video

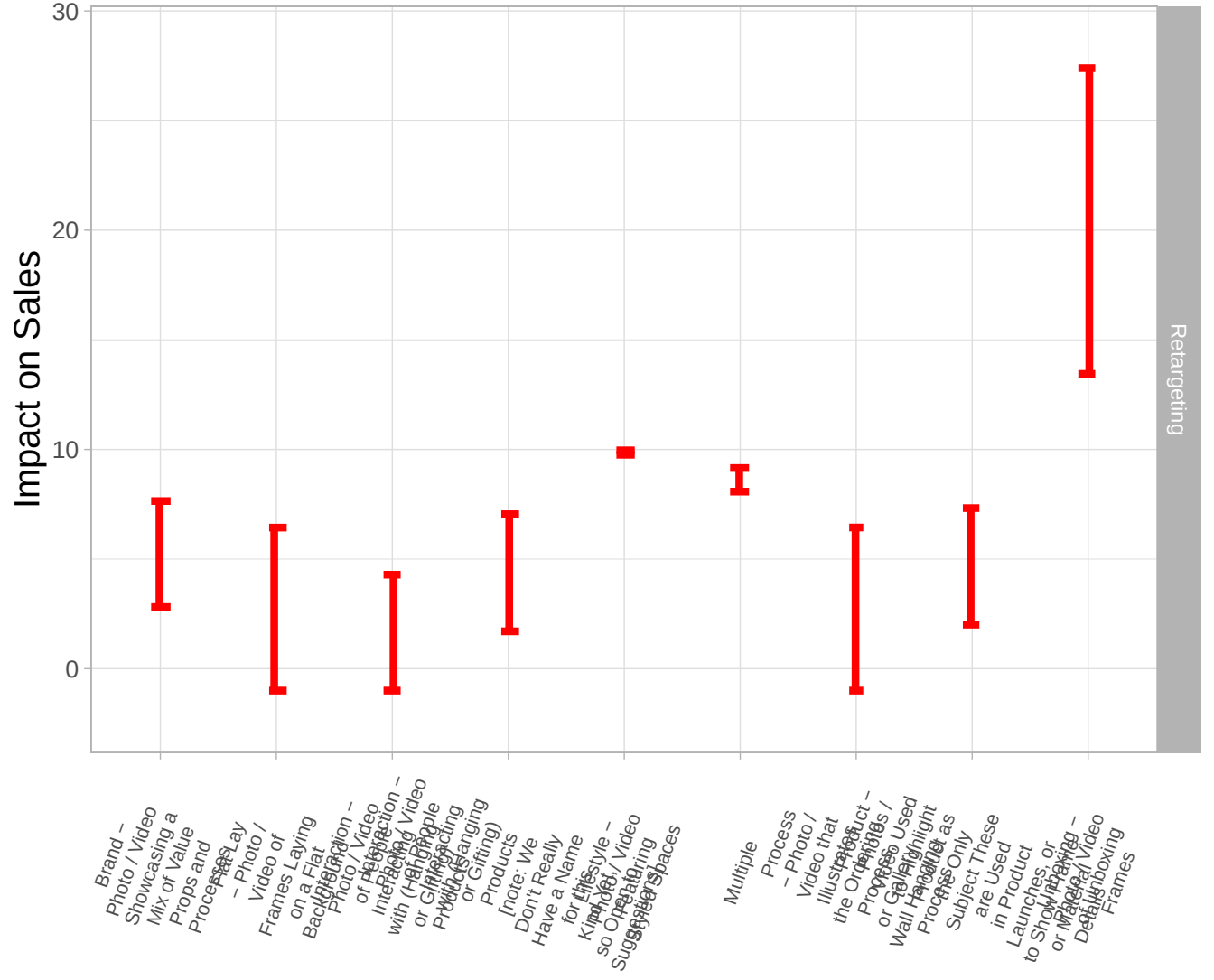

Choices Within Format
Impact on Sales
30
20
10
0
40
20
0
Prospecting
Retargeting
Carousel
Collection
Dpa Caro
Ig Story Caro
Ig Story One Pic
Ig Story Video
Postcard Horizontal
Postcard Mixed
Postcard Square
Slideshow: Deets Unknown
Slideshow: Text
Slideshow: Text&pics
Video
Format
Framebridge Paid Facebook
Universal

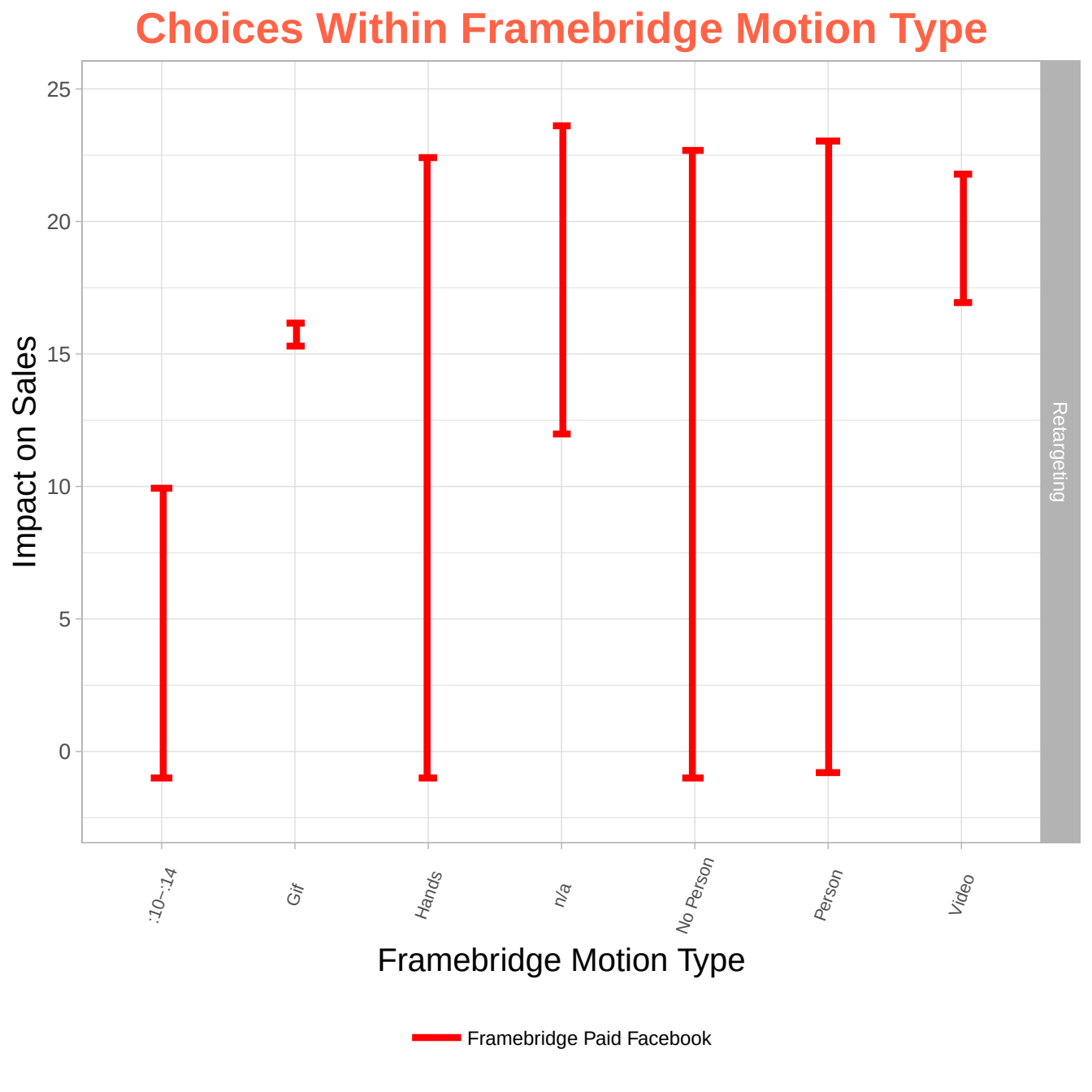

Choices Within Video Duration
Impact on Sales
40
30
20
10
0
Prospecting
25
20
15
10
5
0
Retargeting
0 to 10
over 60
Ten to 30
Thirty to 60
Video Duration
Video

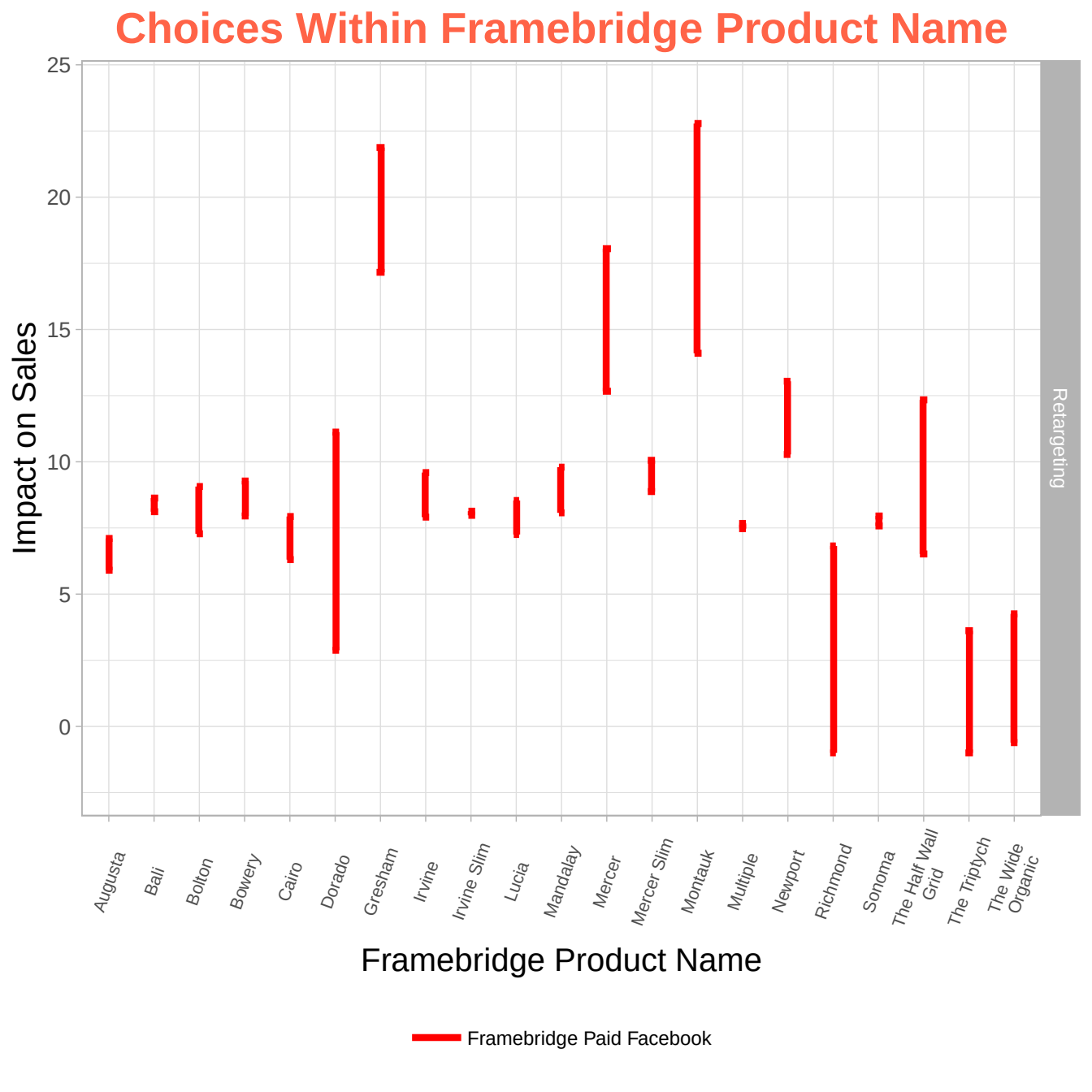

Choices Within Image Overlay
Impact on Sales
30
20
10
0
25
20
15
10
5
0
Prospecting
Retargeting
Dpa No Overlay
Dpa Price
Dpa Freeshipping
Logo
No Overlay
Price
Sale Price
Sale Text
Text
Image Overlay
Framebridge Paid Facebook
Universal

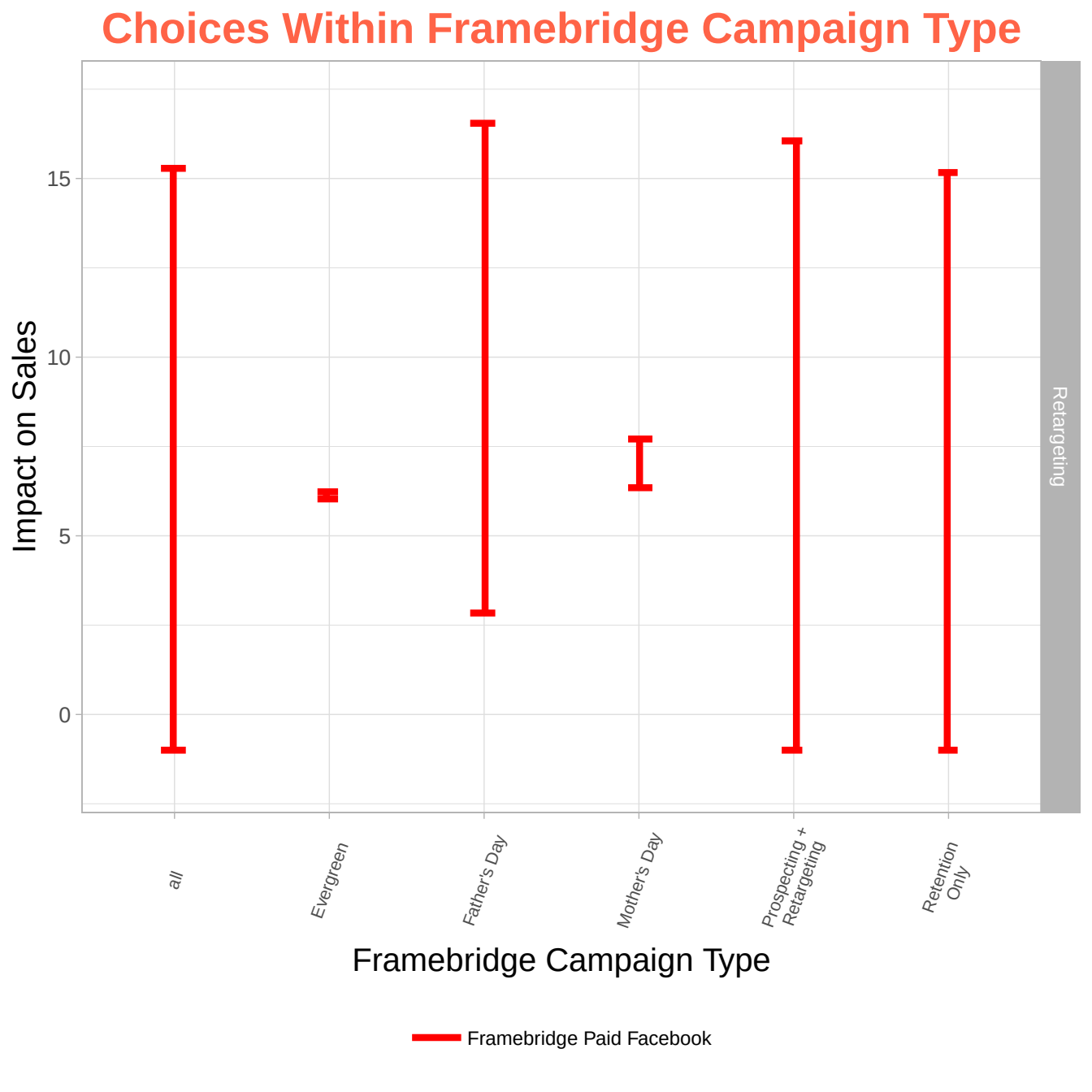

Choices Within Framebridge Product Type
30
20
10
0
Impact on Sales
Retargeting
Dpa
Dynamic
Gallery Wall
Hearstagram
Heartstagram
Mail-in
Multiple
Na
Penguin
Photo
under $100 Print Shop
Framebridge Product Type
Framebridge Paid Facebook

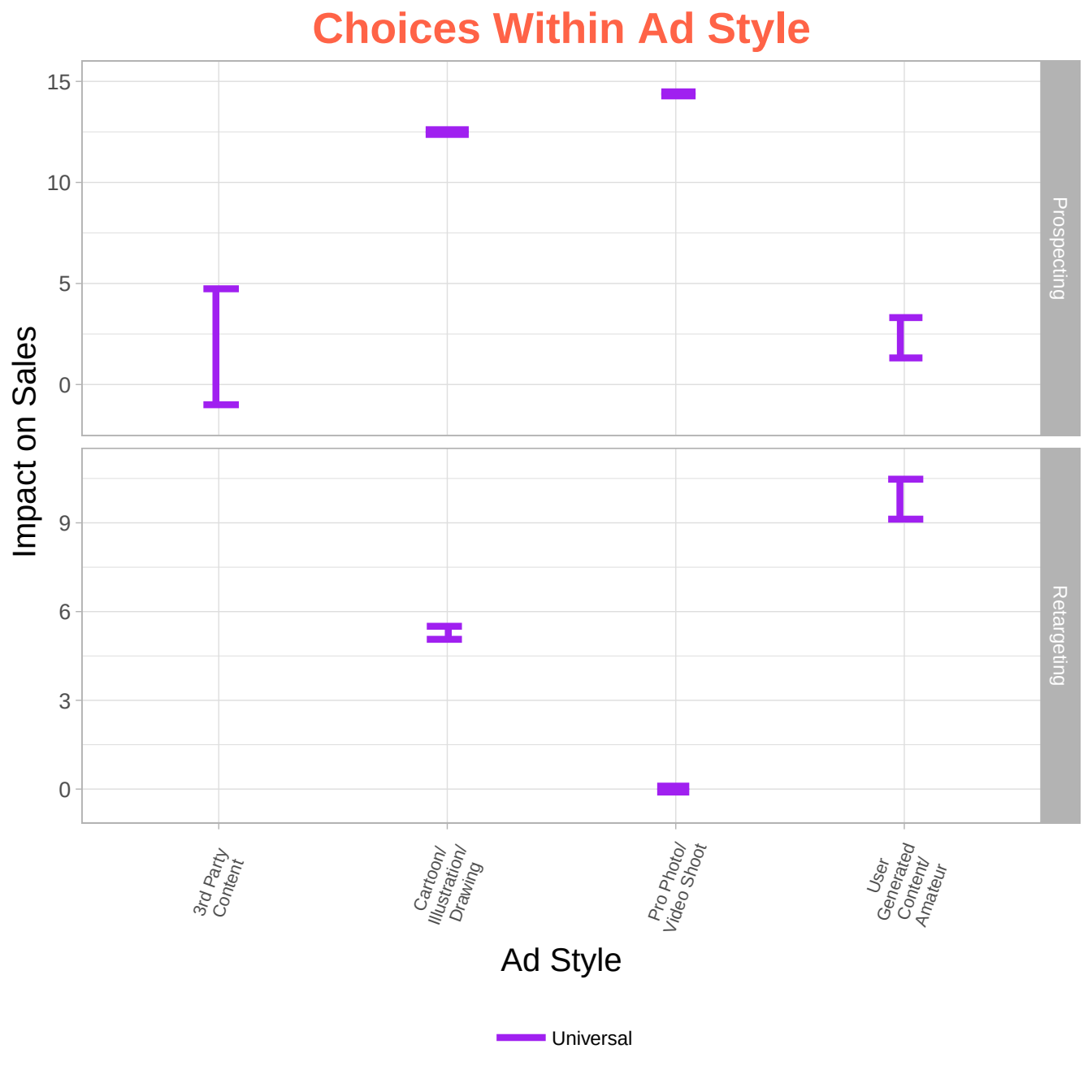
Choices Within Framebridge Asset Environment



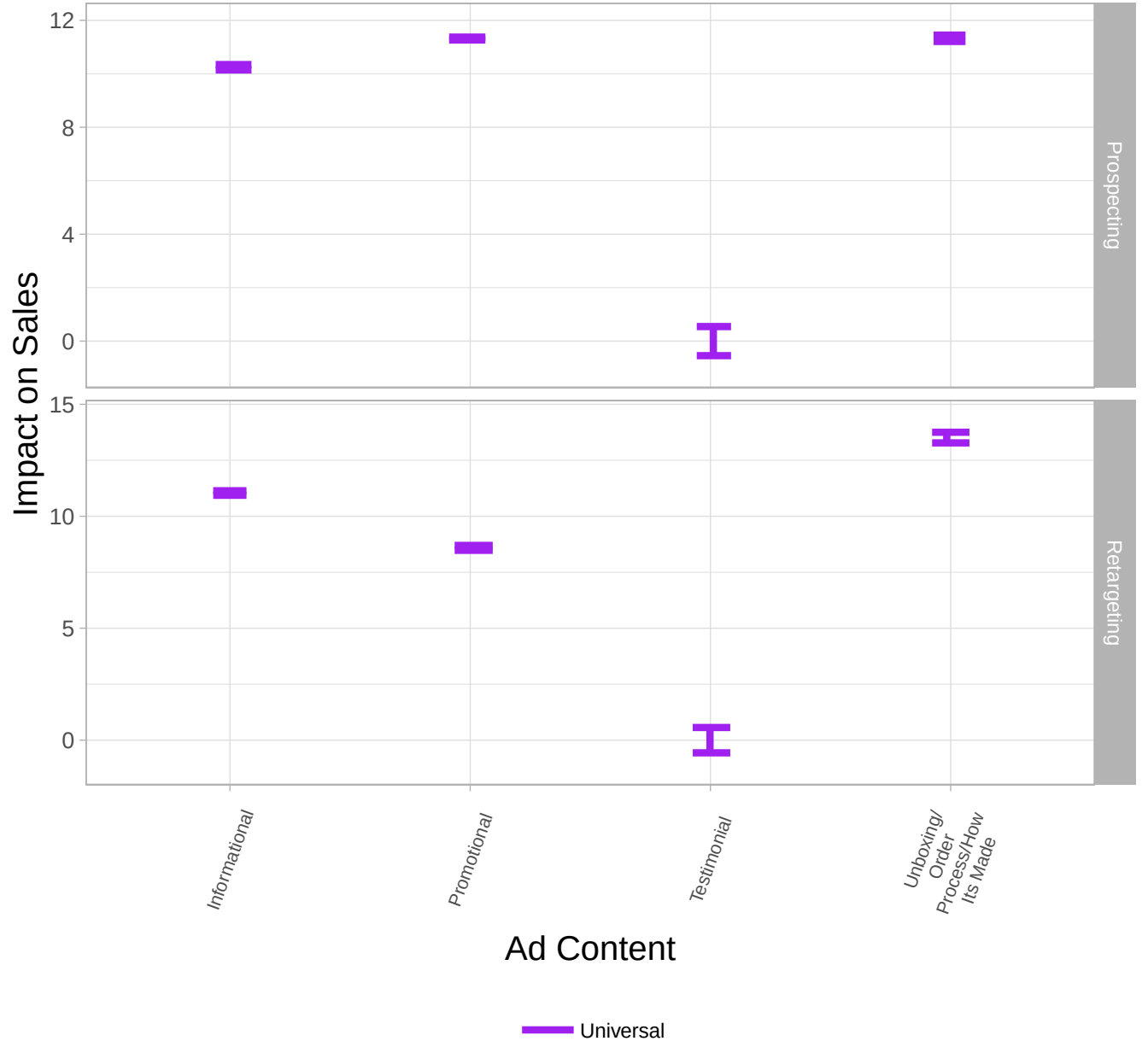

Choices Within Framebridge Motion Type
Impact on Sales
25
20
15
10
5
0
Retargeting
:10–:14
Gif
Hands
n/a
No Person
Person
Video
Framebridge Motion Type
Framebridge Paid Facebook

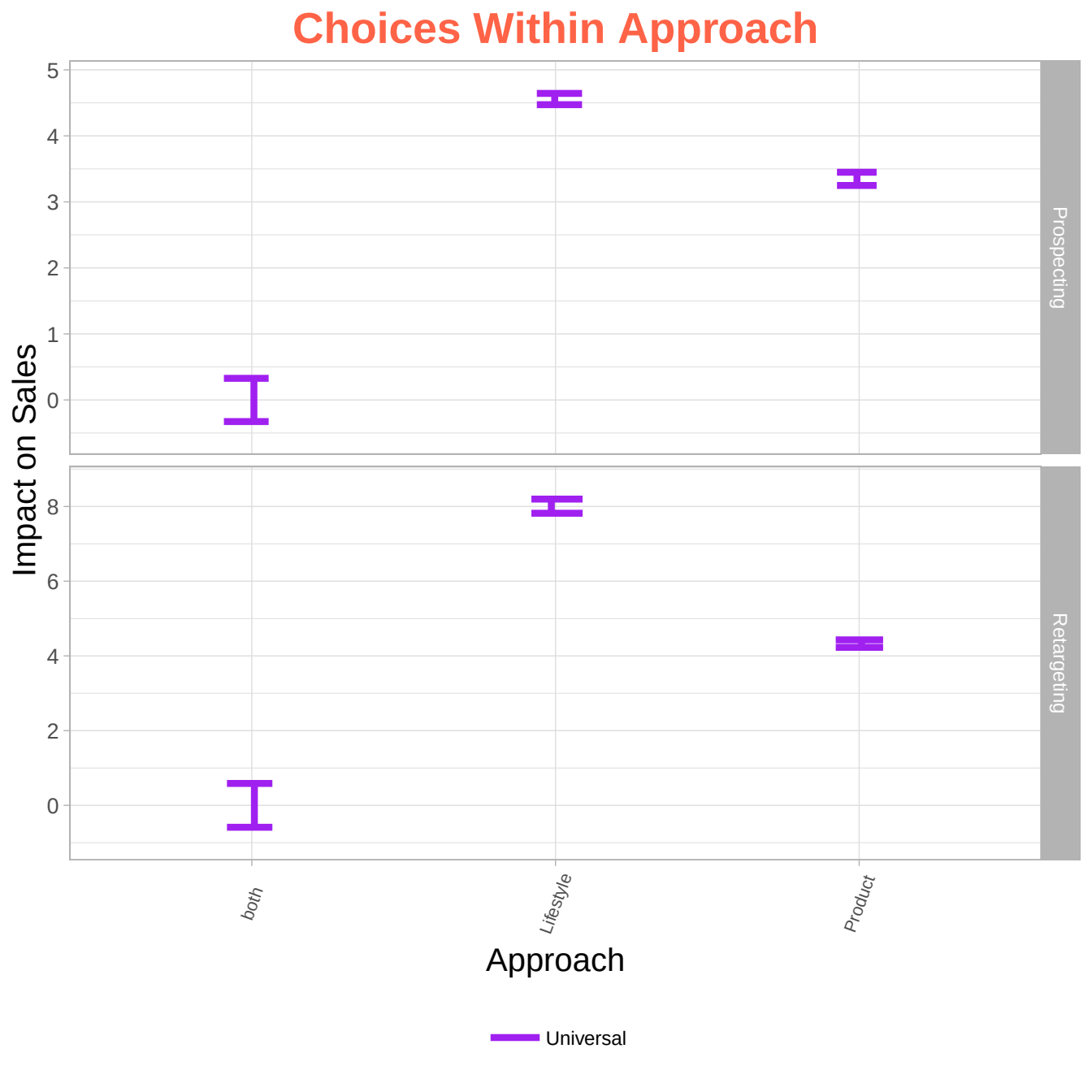

Choices Within Framebridge Product Name
Impact on Sales
25
20
15
10
5
0
Retargeting
Augusta
Bali
Bolton
Bowery
Cairo
Dorado
Gresham
Irvine
Irvine Slim
Lucia
Mandalay
Mercer
Mercer Slim
Montauk
Multiple
Newport
Richmond
Sonoma
The Half Wall Grid
The Triptych
The Wide Organic
Framebridge Product Name
Framebridge Paid Facebook


Choices Within Framebridge Campaign Type
Impact on Sales
15
10
5
0
Retargeting
all
Evergreen
Father's Day
Mother's Day
Prospecting + Retargeting
Retention Only
Framebridge Campaign Type
Framebridge Paid Facebook

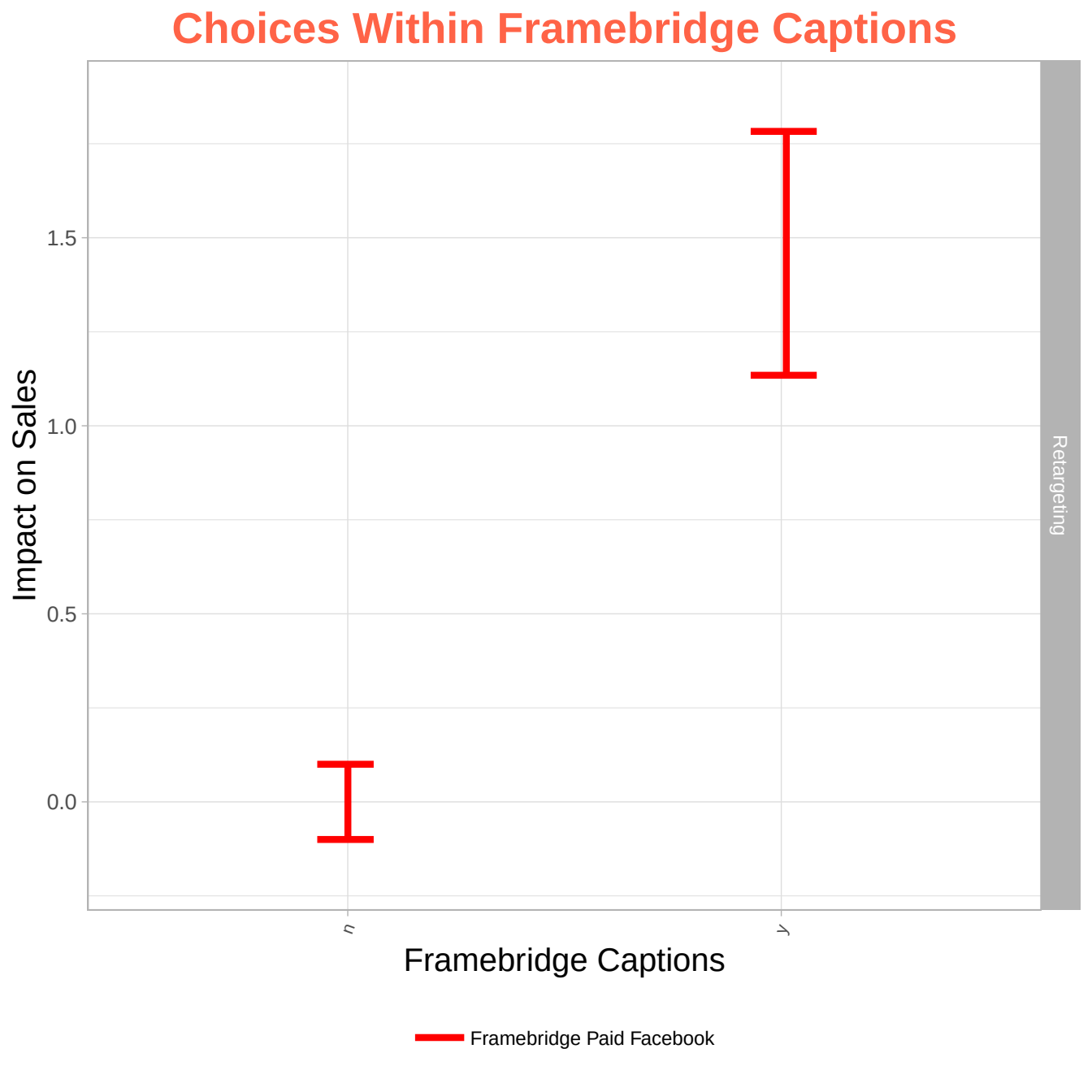

Choices Within Ad Style
Impact on Sales
15
10
5
0
9
6
3
0
Prospecting
Retargeting
3rd Party Content
Cartoon/ Illustration/ Drawing
Pro Photo/ Video Shoot
User Generated Content/ Amateur
Ad Style
Universal

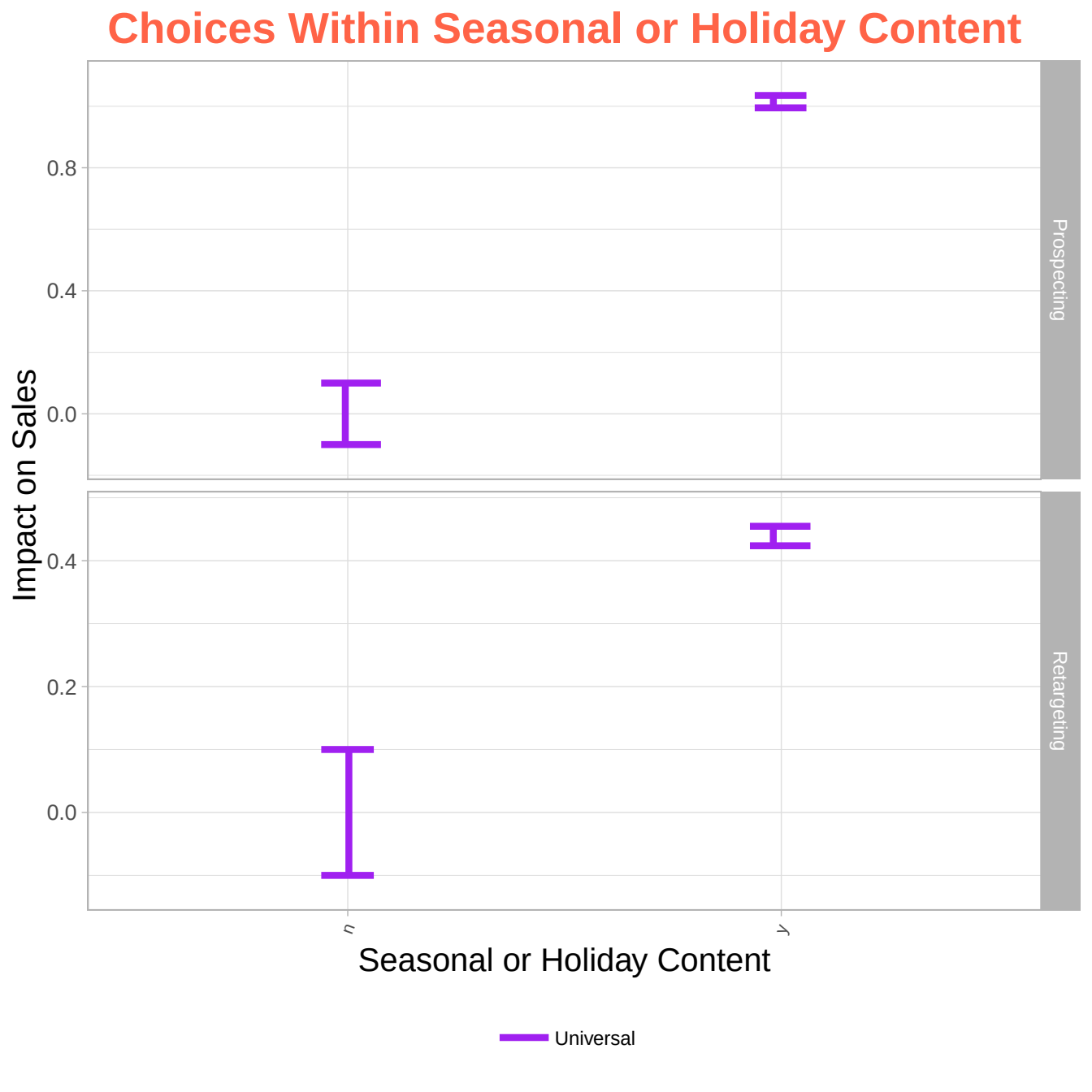
Choices Within Ad Content

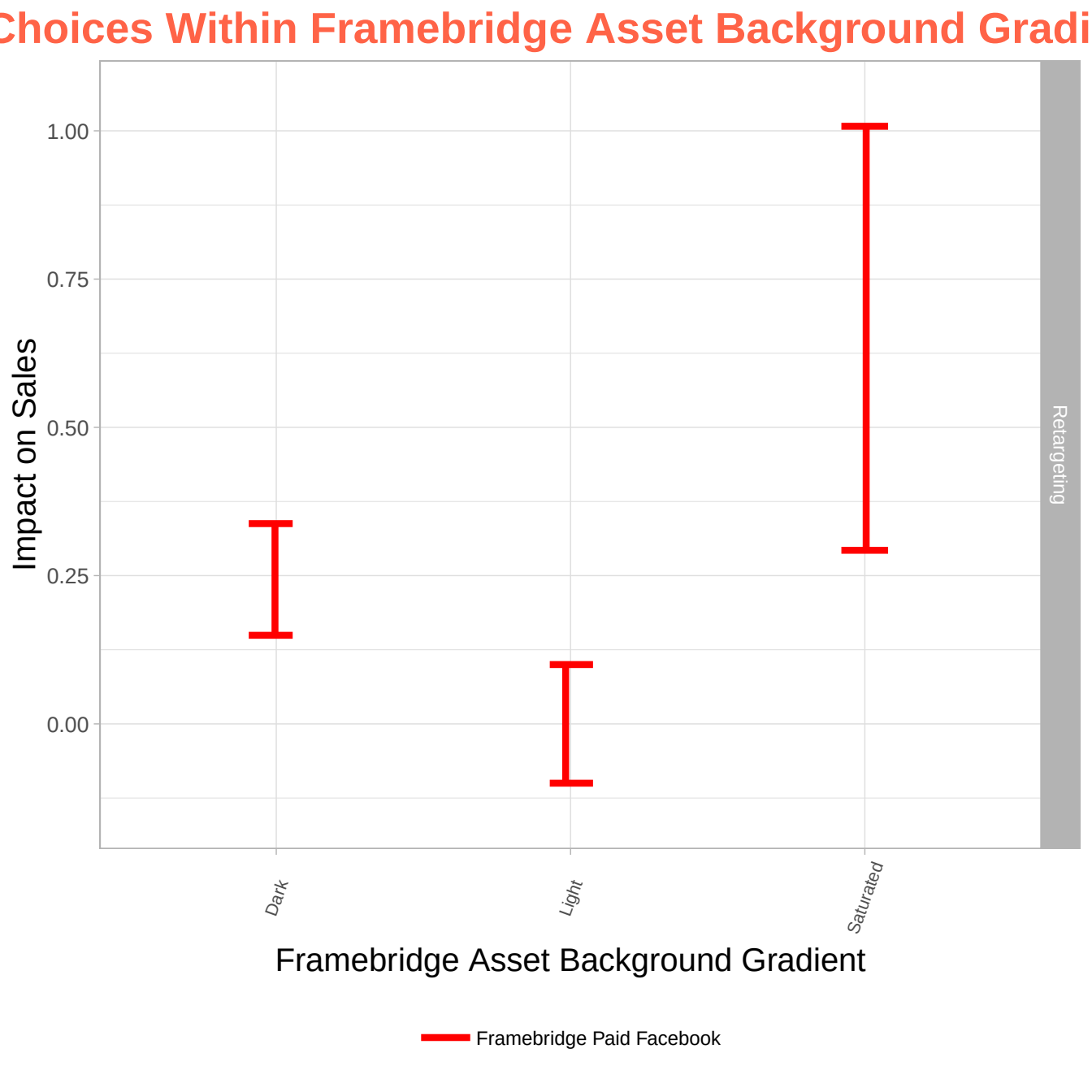


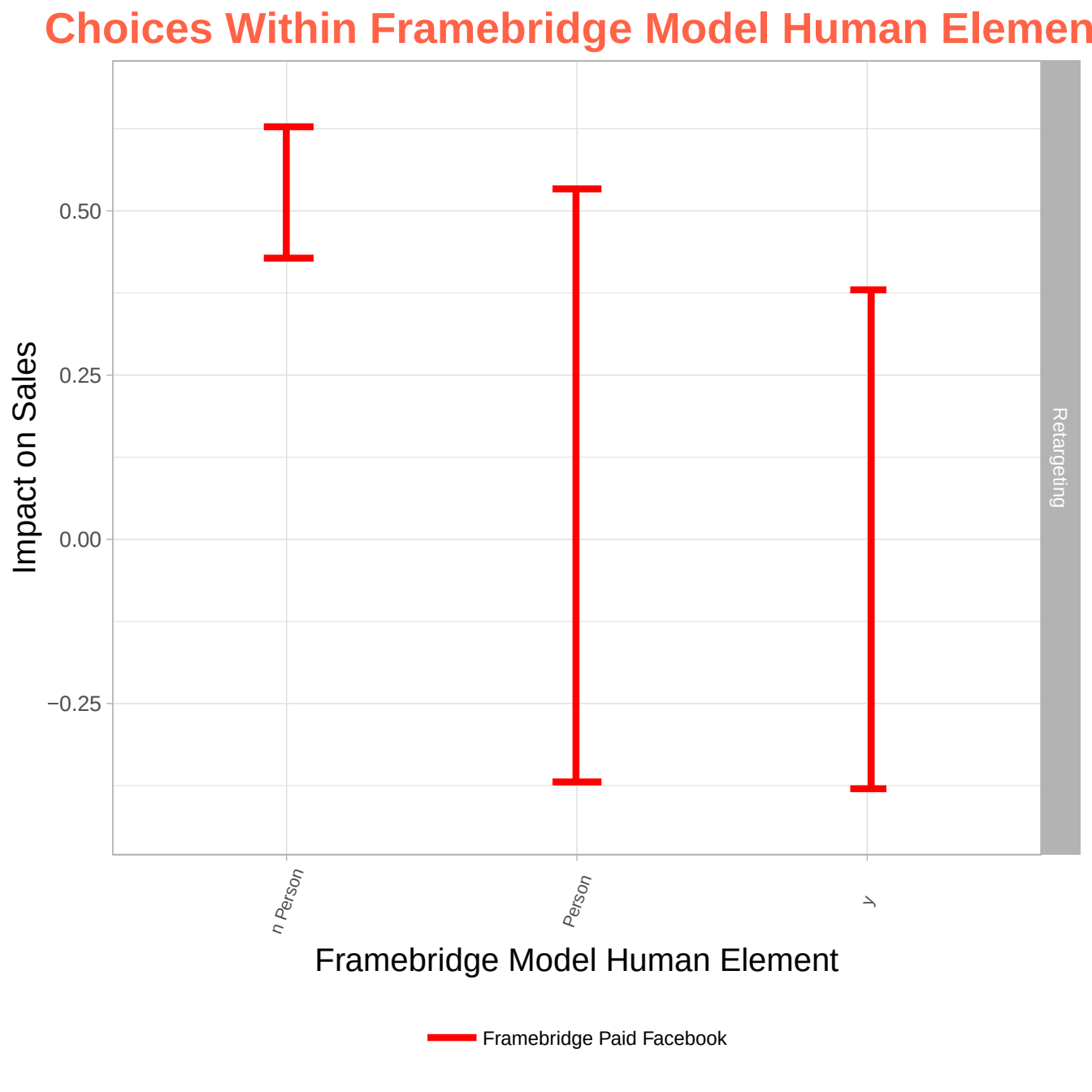

Choices Within Approach
Impact on Sales
5
4
3
2
1
0
Prospecting
8
6
4
2
0
Retargeting
both
Lifestyle
Product
Approach
Universal

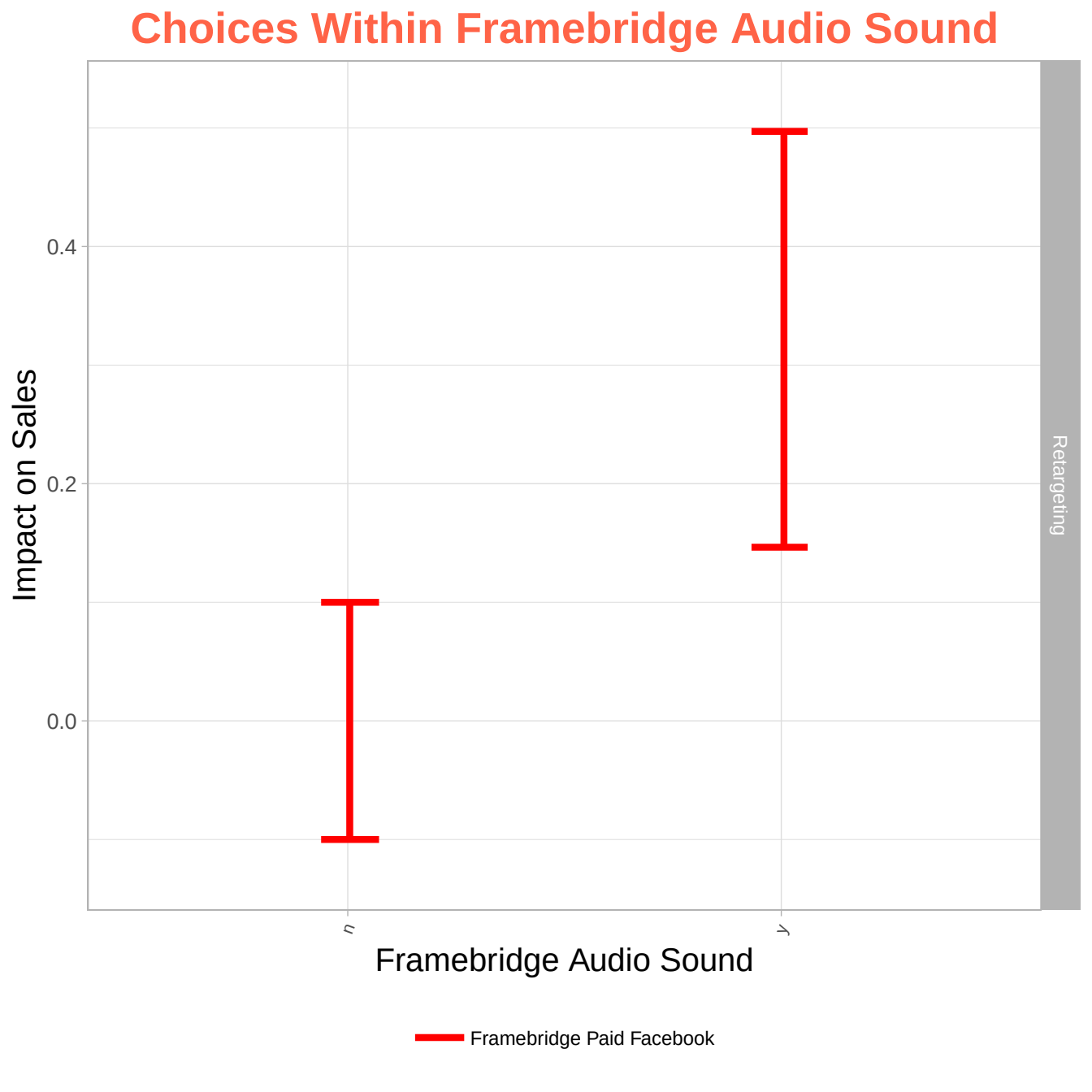
Choices Within Call to Action
Impact on Sales
6
4
2
0
0.5
0.4
0.3
0.2
0.1
0.0
Prospecting
Retargeting
Get Offer
Learn more
Shop Now
Call to Action
Framebridge Paid Facebook
Universal


Choices Within Framebridge Captions
Impact on Sales
1.5
1.0
0.5
0.0
Retargeting
n
y
Framebridge Captions
Framebridge Paid Facebook

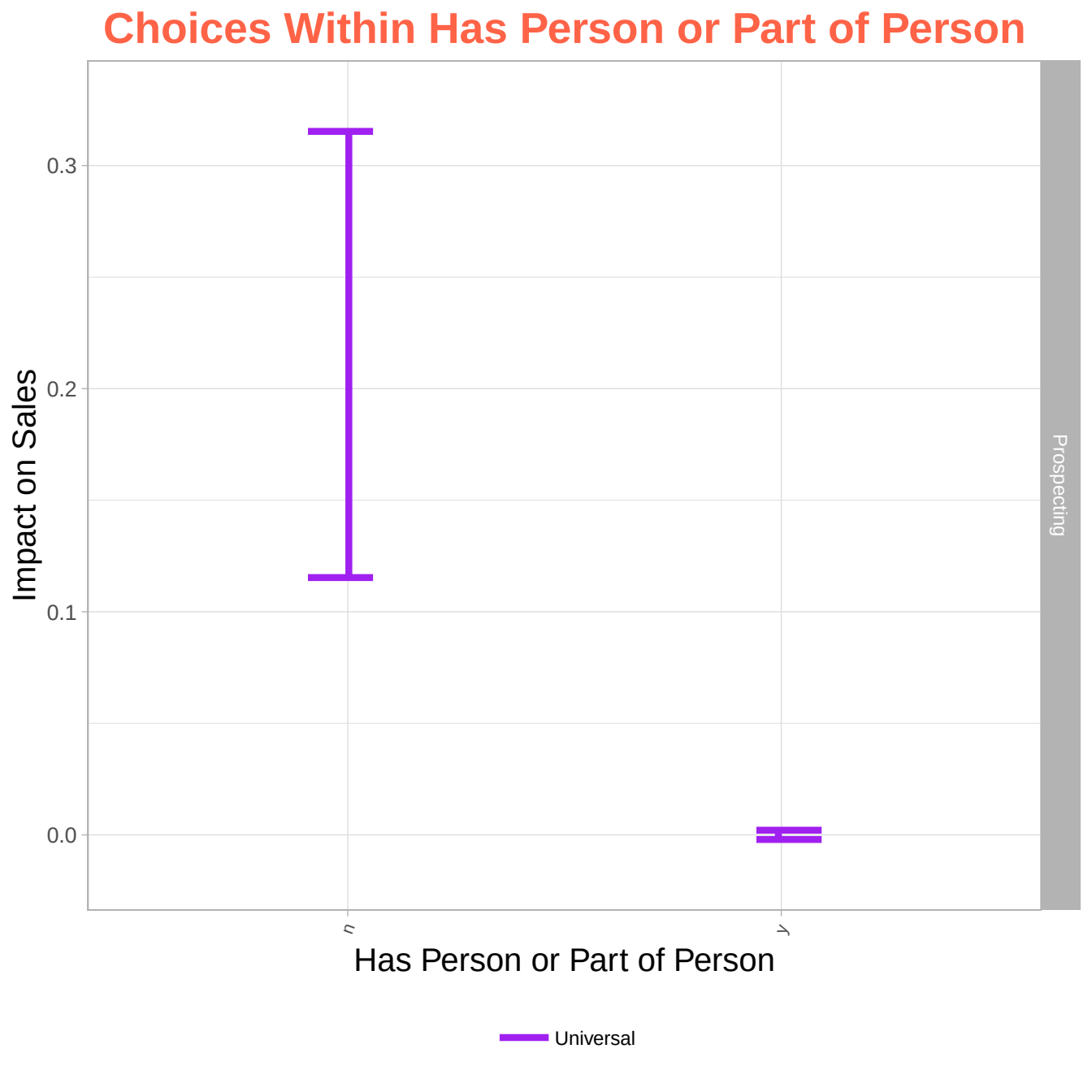

Choices Within Seasonal or Holiday Content
Impact on Sales
0.8
0.4
0.0
0.4
0.2
0.0
Prospecting
Retargeting
n
y
Seasonal or Holiday Content
Universal


Choices Within Framebridge Asset Background Gradi
1.00
0.75
0.50
0.25
0.00
Impact on Sales
Retargeting
Dark
Light
Saturated
Framebridge Asset Background Gradient
Framebridge Paid Facebook


Choices Within Framebridge Model Human Elemen
Impact on Sales
0.50
0.25
0.00
−0.25
Retargeting
n Person
Person
y
Framebridge Model Human Element
Framebridge Paid Facebook


Choices Within Framebridge Audio Sound
Impact on Sales
0.4
0.2
0.0
Retargeting
n
y
Framebridge Audio Sound
Framebridge Paid Facebook

Choices Within Camera Angle
Impact on Sales
0.4
0.2
0.0
Prospecting
Downwards/
from above
Horizontal/
Across
Camera Angle
Universal


Choices Within Has Person or Part of Person
Impact on Sales
0.3
0.2
0.1
0.0
Prospecting
n
y
Has Person or Part of Person
Universal