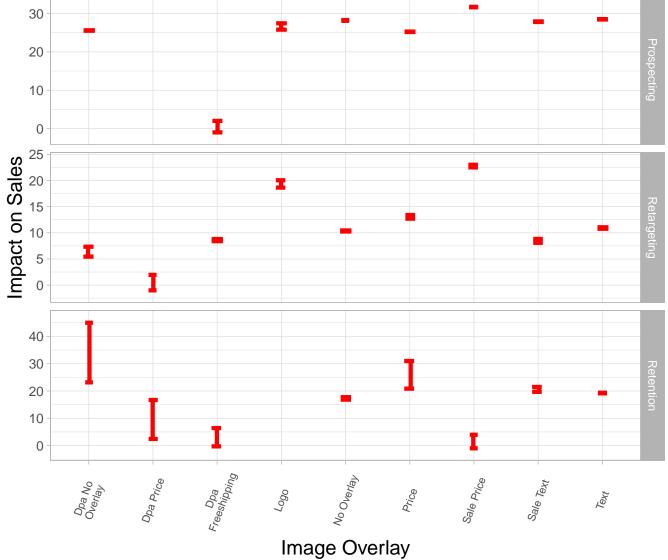


#### **Choices Within Format** 30 20 10 0 Impact on Sales 20 40 30 20 10 0 Slideshow: Deets Unknown <sup>Ig</sup> Story Caro <sup>Ig Story</sup> One Pic One Slideshow: Text Slideshow: Text&pics Dpa Caro Postcard Horizontal Collection Postcard Square Carouse/ lg Story Video Postcard Mixed $V_i de_0$

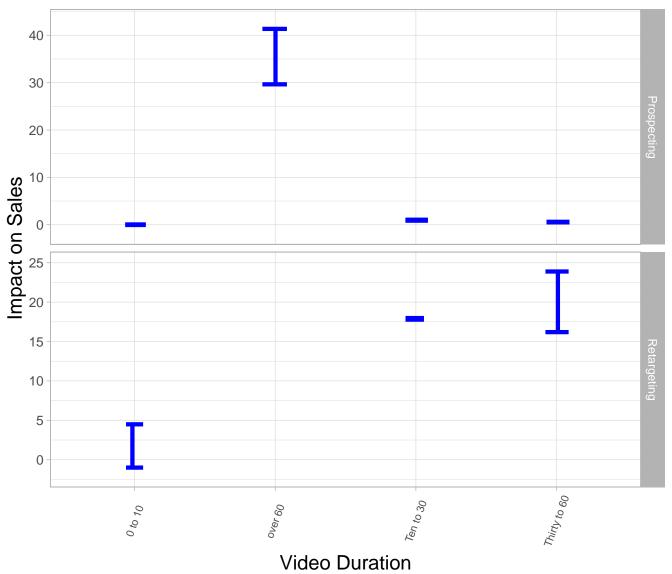
#### **Format**



**Choices Within Image Overlay** 

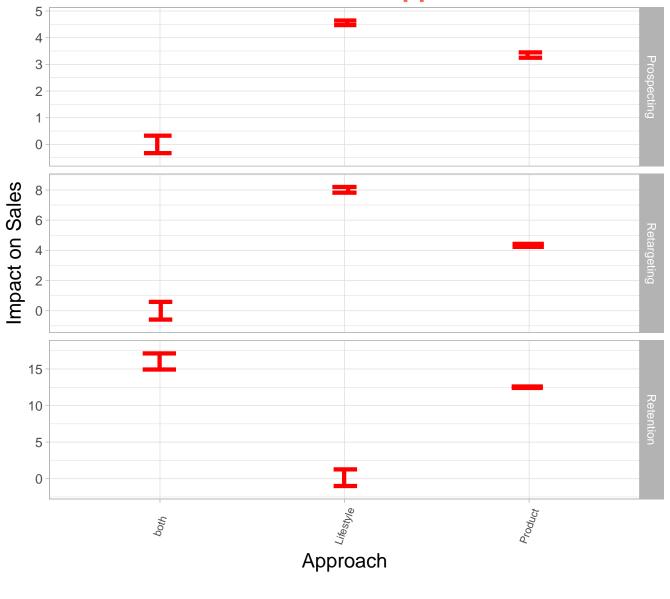


## **Choices Within Video Duration**



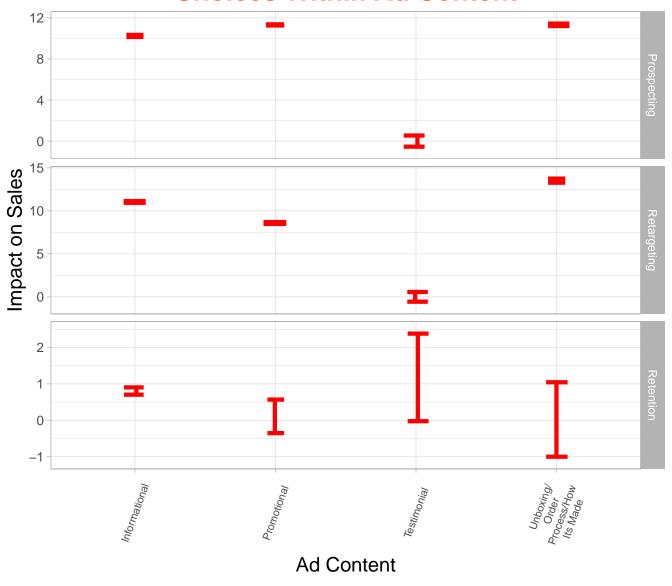
Video

**Choices Within Approach** 

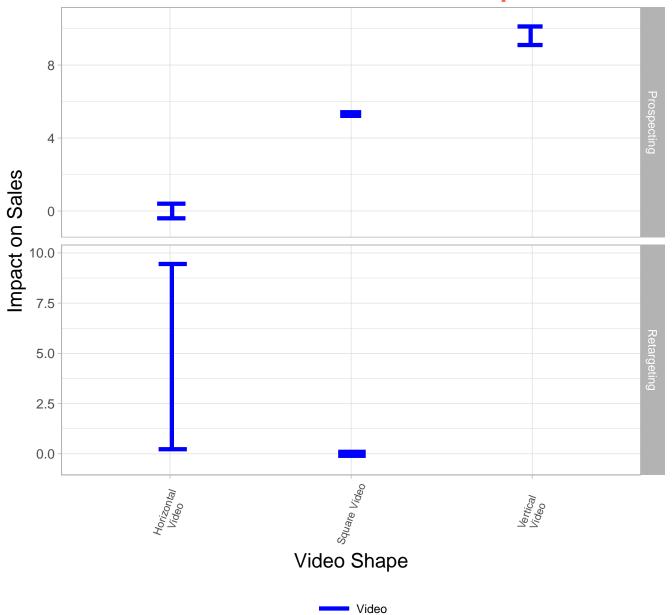


**Choices Within Ad Style** 15 10 5 0 Impact on Sales 6 3 0 8 6 4 2 0 Pro Photo/ + Video Shoot Cartoon/ Illustration/ Drawing 3rd Party Content User Generated Content Amateur Ad Style

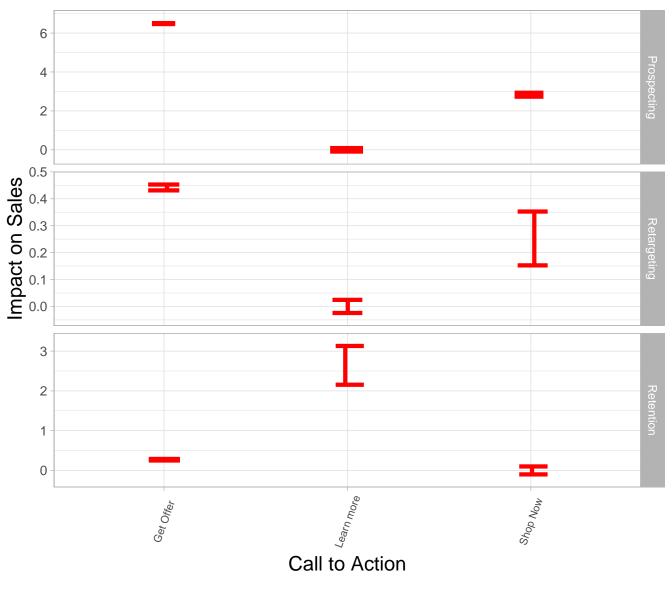
## **Choices Within Ad Content**



# **Choices Within Video Shape**



## **Choices Within Call to Action**

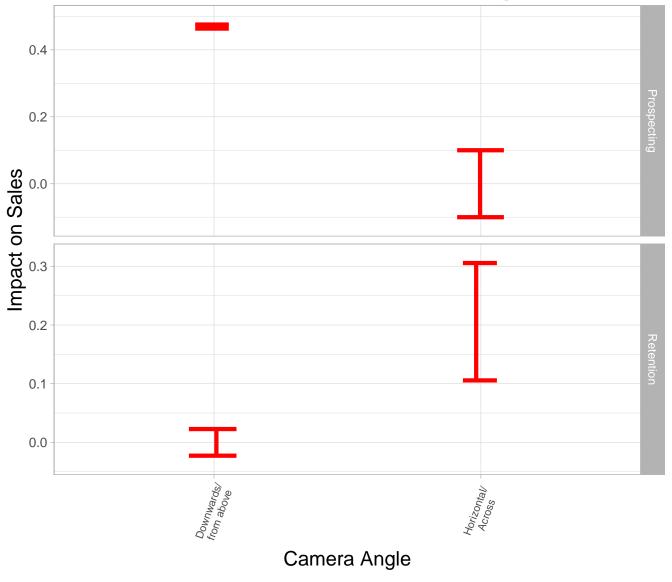


# **Choices Within Seasonal or Holiday Content**



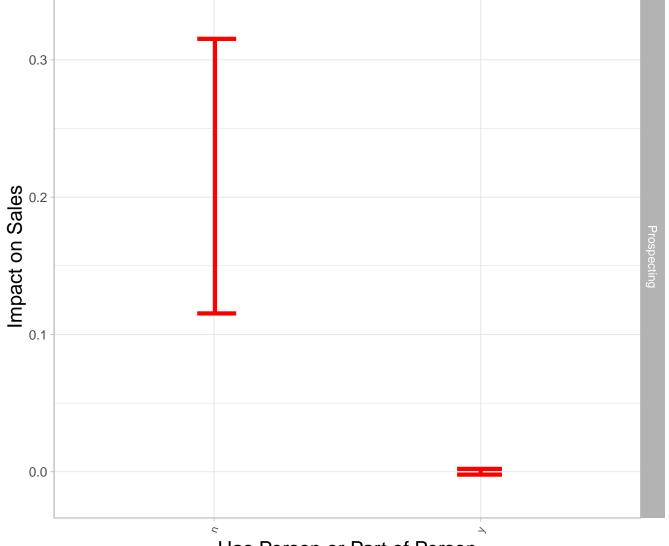
Seasonal or Holiday Content

# **Choices Within Camera Angle**



—— Universal

#### **Choices Within Has Person or Part of Person**



Has Person or Part of Person

