

Overview of Available Ad Formats

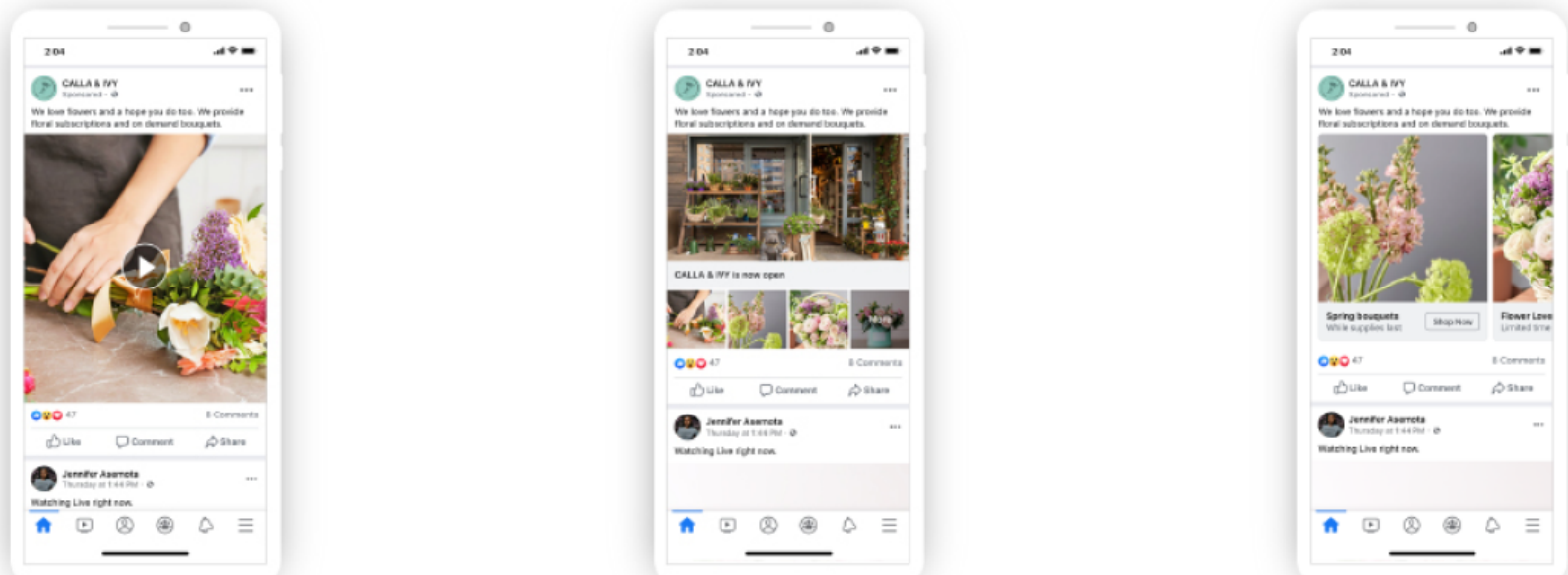
Ads Manager offers a wide range of ad formats for you to choose from. When you select the type of creative to choose for your ad, it is a great idea to try different formats, and review how they will appear on all of the placements you have selected.

Here is a visual for you that gives an overview of the different ad formats available in Ads Manager that we touched on earlier.

Select ad formats

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Available ad formats:

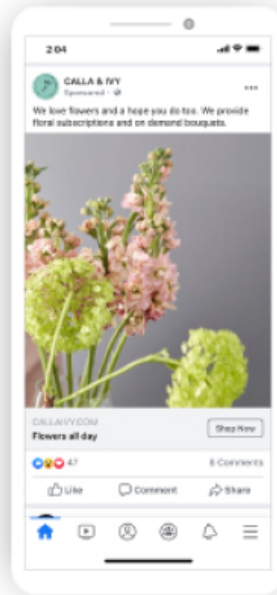


Videos are a great way to grab attention using motion and sound. Use either short, feed-based ads or tell a story with longer videos.



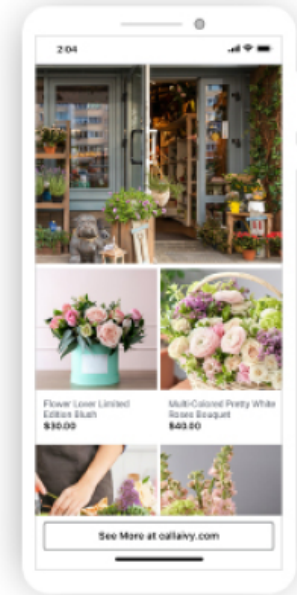
Image ads are an effective way to showcase your business or product.

Collection ads pair an image, video or slideshow with product images taken from your catalog to create a single experience.



Slideshow ads are groups of images combined with text and sound that create a short video.

Carousels let you place up to 10 images or videos in a single ad so that viewers can click or swipe forward and backward through the set.



Instant Experience is a fullscreen landing page that's designed to showcase products or highlight a brand on mobile.