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English

Custom Product Pages best practices

Use the following information to configure your Custom Product Pages according to the recommended best practices.

Avoid duplicate creative content

When you use Custom Product Pages, avoid using the same creative content in multiple campaigns of the same type. When duplicate creatives run simultaneously in two or more of the same kind of campaign, the ads might compete for exposure.

To maintain fair delivery while using Custom Product Pages, ensure that:

- Live ads don't contain the same combination of creative content (for example, the same video and the same end card).
- Any ads with the same combination of creatives aren't placed in more than one campaign of the same type.
- Only one campaign containing a duplicate creative goes live at once.

If you upload duplicate creatives or creative packs to campaigns using Custom Product Pages, you will receive an error message identifying the duplicate campaigns and creatives. Use the links in the error message to replace the duplicate content in one of the affected campaigns.

Test Custom Product Pages with creative testing campaigns

If you want to test how different Custom Product Pages perform compared to one another, you can test them with a creative testing campaign. [Creative testing campaigns](#) deliver all ads on an equal-opportunity basis. Equal opportunity exploration enables you to compare the performance of creatives directly.

Because of this unique function of creative testing campaigns, you can test Custom Product Pages with all combinations of creatives. Unlike in other campaigns, you can use duplicates to test how unique product pages affect your creative packs' effectiveness.

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