

DYNAMIC CREATIVE TESTING



BEST PRACTICES FOR CREATING A DCT

BEST PRACTICES |

- Choose assets that make sense together when combined: You can choose up to 30 assets for your dynamic creative ad. However, we recommend that you prioritize quality over quantity. It's better to combine 2 strong assets than several assets you're not as confident about. If you don't have a lot of image and video assets yet, you can also combine multiple text assets as an easy way to get started.
- Use multiple call-to-action buttons: What do you want people to do after they see your ad? Try a few different buttons to find out which are effective.
- Reach the right people: Combine dynamic creative with Facebook Pixel so you can track the results of your ads and understand who's visiting your website.
- Keep text short, clear and to the point: People scan Facebook and Instagram Feed and stories very quickly.
- Draw attention to your image: Create ads with a single point of focus. Check out our design tips to get started.
- Make images more noticeable with movement: Add time-lapse, looping and animation with free and easy-to-use apps like Hyperlapse,

Boomerang, Legend, Videoshop, Adobe PhotoShop Express and Adobe Spark.

- Avoid text on top of images: Use the text, headline and link description fields instead. You can also add a text overlay.
- Put the most captivating elements of your video in the first few seconds: Showcase your brand identity right away so people see and remember it, then bookend with your brand at the end. Trim your video to 15 seconds or less.
- Design video for sound off but delight with sound on: People choose to watch videos with sound off in many situations, such as in public places. To design for sound off, use text and graphics, tell your story visually and use captions where you can.
- Choose the best aspect ratio for the placement: Most people hold their phones vertically so choose a vertical aspect ratio for Facebook and Instagram Feed and stories to cover more screen area.

TIPS & TRICKS |

- Be purposeful with testing, don't just dump all your assets into a test.
- Control variables so it's easier to know what you're testing

Ex. Have 1 copy and headline variation and test multiple creative options.

- If any of the variables have spent 1x AOV with no purchases, pause the entire DCT, duplicate with new variables.
- We don't recommend deleting variables from live DCTs.

➤ Let the DCT learn, don't prematurely pause a DCT if it hasn't spent at least 1-2x of your AOV towards creative, copy or headline without a purchase.

➤ Don't stop testing audiences

➤ Test Examples:

- Emoji vs. No Emoji
- Long form copy vs. Short form
- Review Copy vs. Value Prop copy

➤ Make sure all your variables make sense together! Do all the copy variables match all the creatives?