Best Ad Copies and Practices

Topics Covered

- Good Ad Copy Practices
- Some Comparisons
- Some Technicals
- Helpful Links

Difference a Great Ad copy can Make

- Great first impressions
- More conversions
- Increased ROI
- Add credibility to Brand
- Increase loyal follower growth

Good Ad Copy Practices

Tie your text to your visual

Create different ads for different people

Speak to your audience

Good Ad Copy Practices

Be recognizable

Keep it short and sweet

Include a Timeframe

Good Ad Copy Practices

Mention price

Try the multiple text optimization feature

Use Compelling Statistics and Data

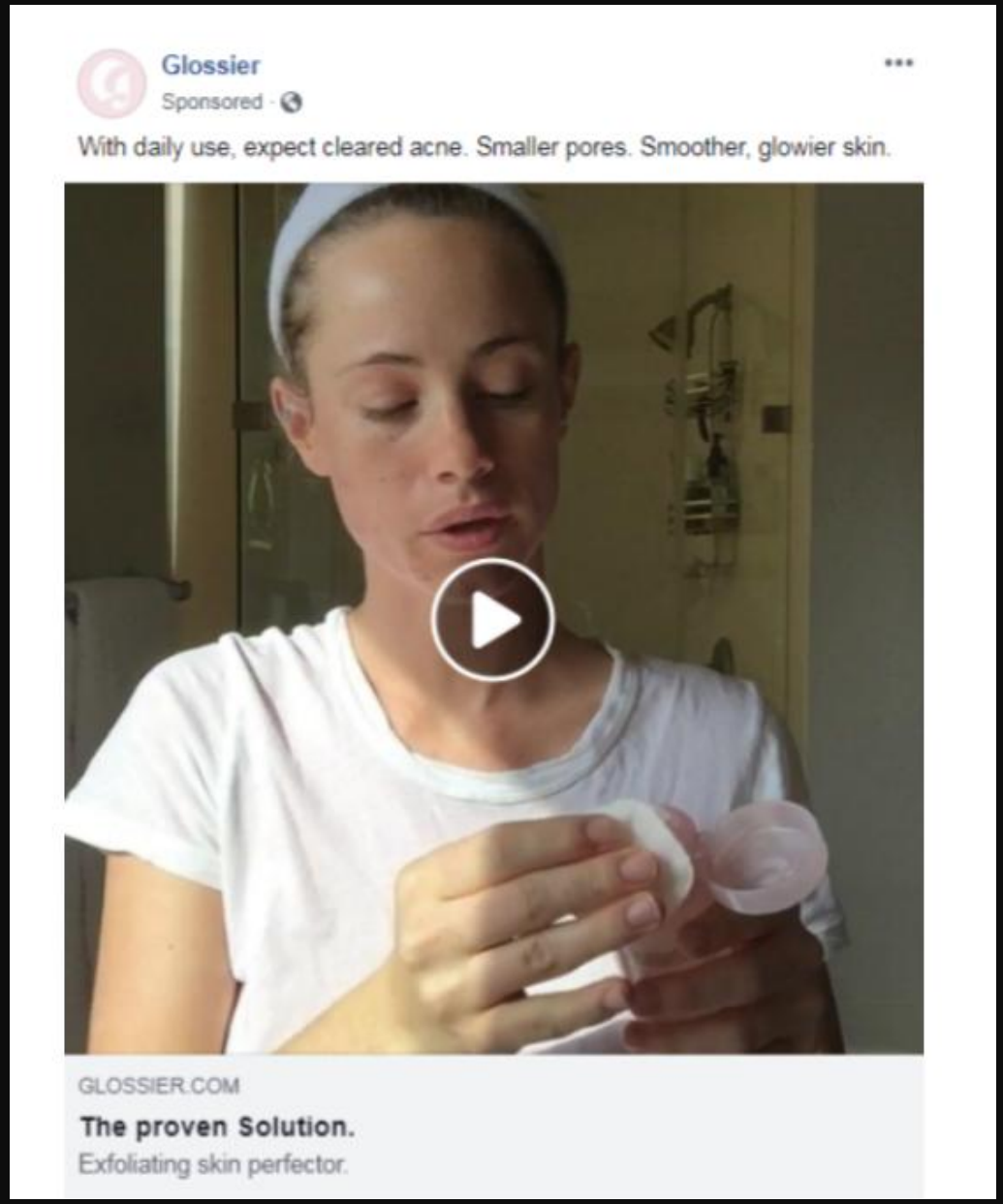
Good Ad Copy Practices

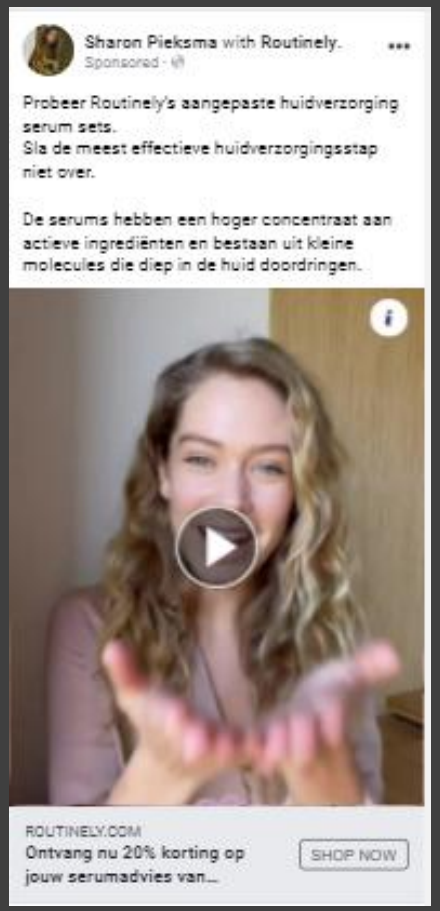
Offer the Customers' Objective

Use asset customization

Similar To Routinely

- Video ad to show how to use the product
- Short and to the point Headline, Primary text, and description.



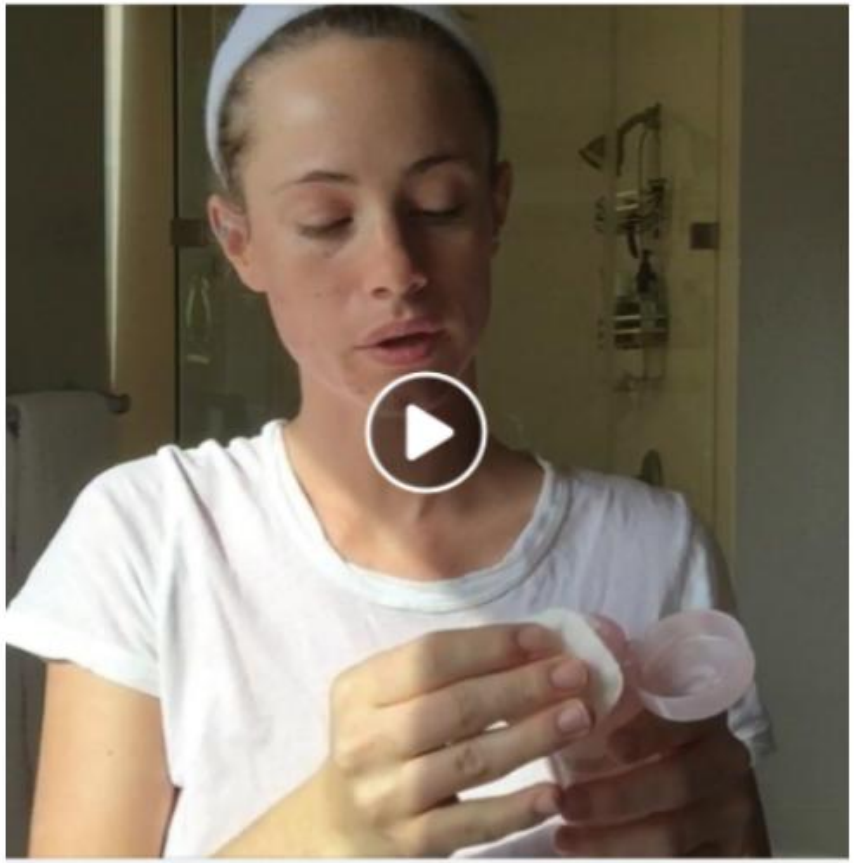


Headline	Sum of Impressions	Sum of Link clicks	Sum of Website purchases	Average of CPC (cost per link click)	Average of CTR (all)	Average of CPM (cost per 1,000 impressions)
Ontvang nu 20% korting op jouw serumadvies van Routinely (Receive a 20% discount on your serum advice from Routinely)	38854	236	5	2.17	1.38	10.43

Routinely Best Performing Ad

Glossier
Sponsored ·

With daily use, expect cleared acne. Smaller pores. Smoother, glowier skin.



GLOSSIER.COM

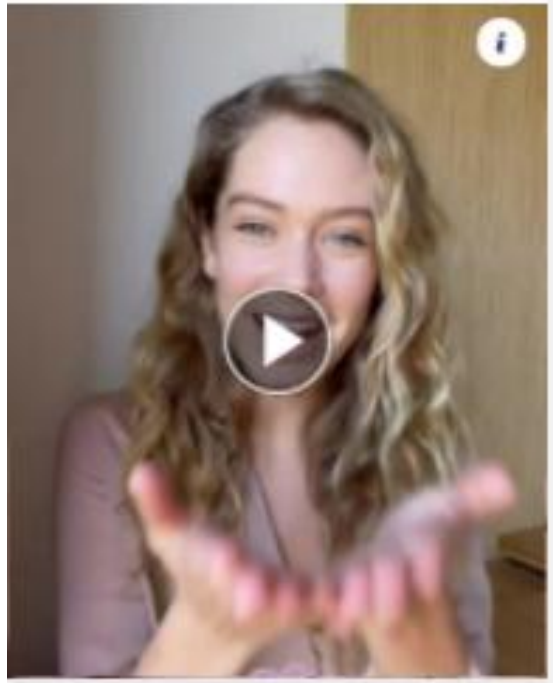
The proven Solution.

Exfoliating skin perfector.

Sharon Pieksma with Routinely.
Sponsored ·

Probeer Routinely's aangepaste huidverzorging serum sets.
Sla de meest effectieve huidverzorgingsstap niet over.

De serums hebben een hoger concentraat aan actieve ingrediënten en bestaan uit kleine molecules die diep in de huid doordringen.



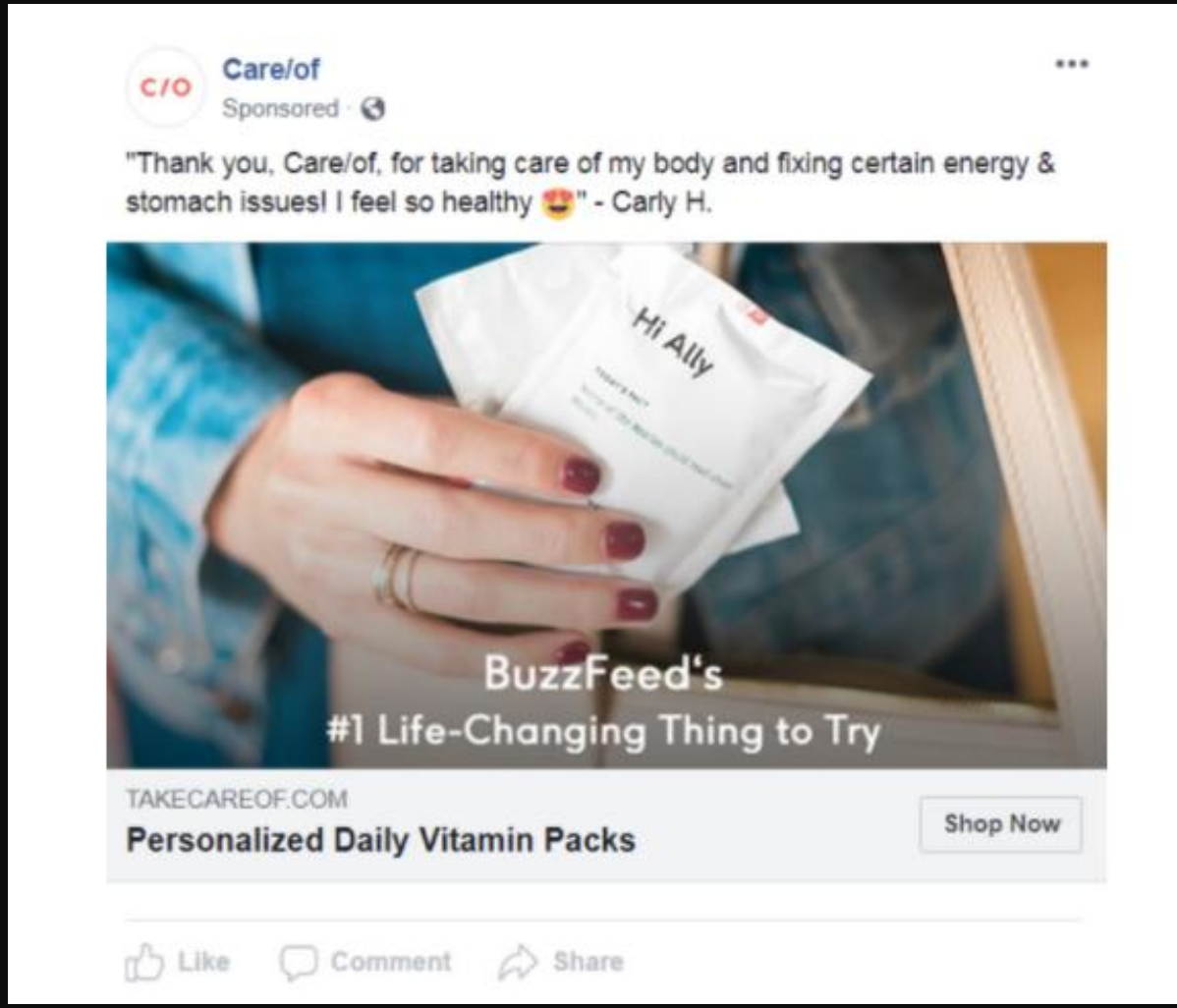
ROUTINELY.COM

Ontvang nu 20% korting op jouw serumadvies van...

SHOP NOW

Similar to Atida

- This ad from Care/of is an example of using a customer's quote to market a product.
- Short to the point Headline, with a clear CTA





Row Labels	Sum of Website purchases	Sum of Impressions	Sum of Link clicks	Sum of Amount spent (EUR)	Average of CPM (cost per 1,000 impressions)	Average of CPC (All)	Average of CTR (all)
Get 50% off your first order with: Barbora50	9	1261	2	18.62874498	15.21910688	1.99911743	0.51550912

Atidas Best Performing Ad

Care/of
Sponsored

"Thank you, Care/of, for taking care of my body and fixing certain energy & stomach issues! I feel so healthy 😍" - Carly H.

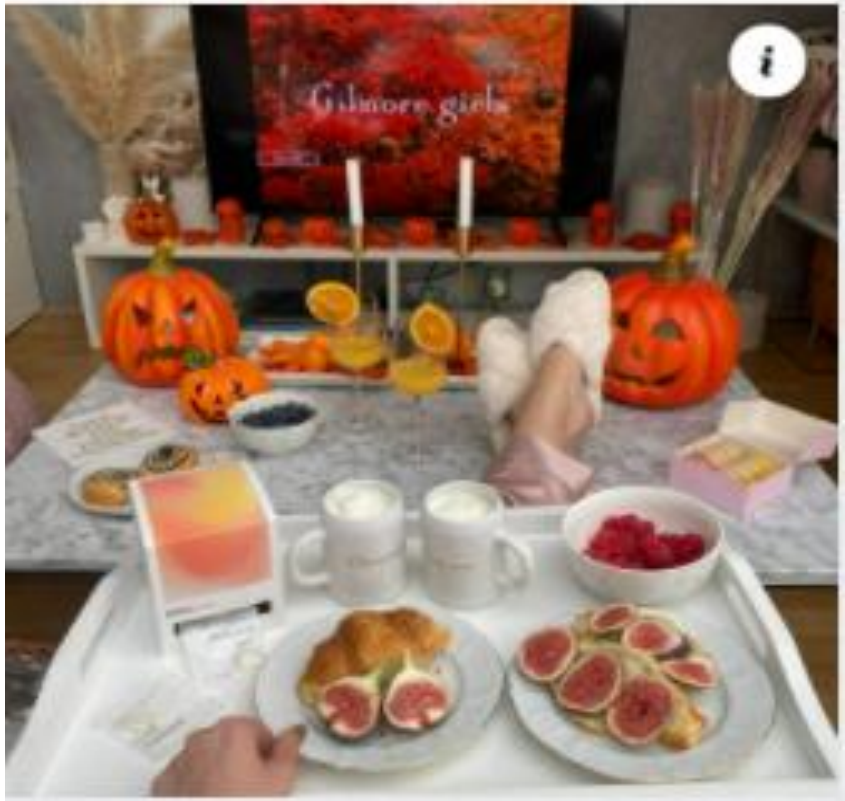


TAKECAREOF.COM
Personalized Daily Vitamin Packs
Shop No

Like Comment Share

Fashioninmysoul/Voguehaus with Atida Pure NL.
Sponsored

Get 50% off your first order with: Barbora50

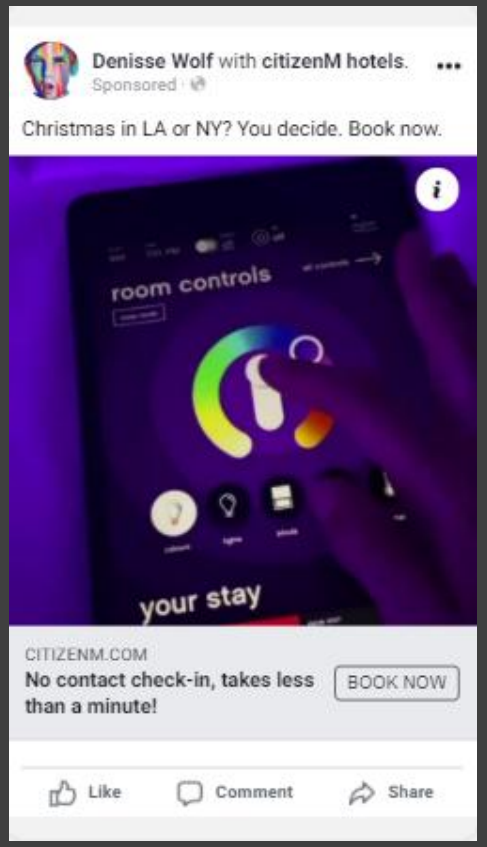


ATIDAPURE.COM/NL
use code GetHealthy50 for 50% now!
SHOP NOW

Similar to Citizen M

- The influencers were asked to show food joints and other great attractions within walking distance of a Hilton hotel.
- Populated hashtags #SevenUrbanWonders and #RightHere.
- Hilton received over 110,000 brand likes, over 1,800 positive comments about the brand, and an average engagement rate of 4.62% throughout the campaign.

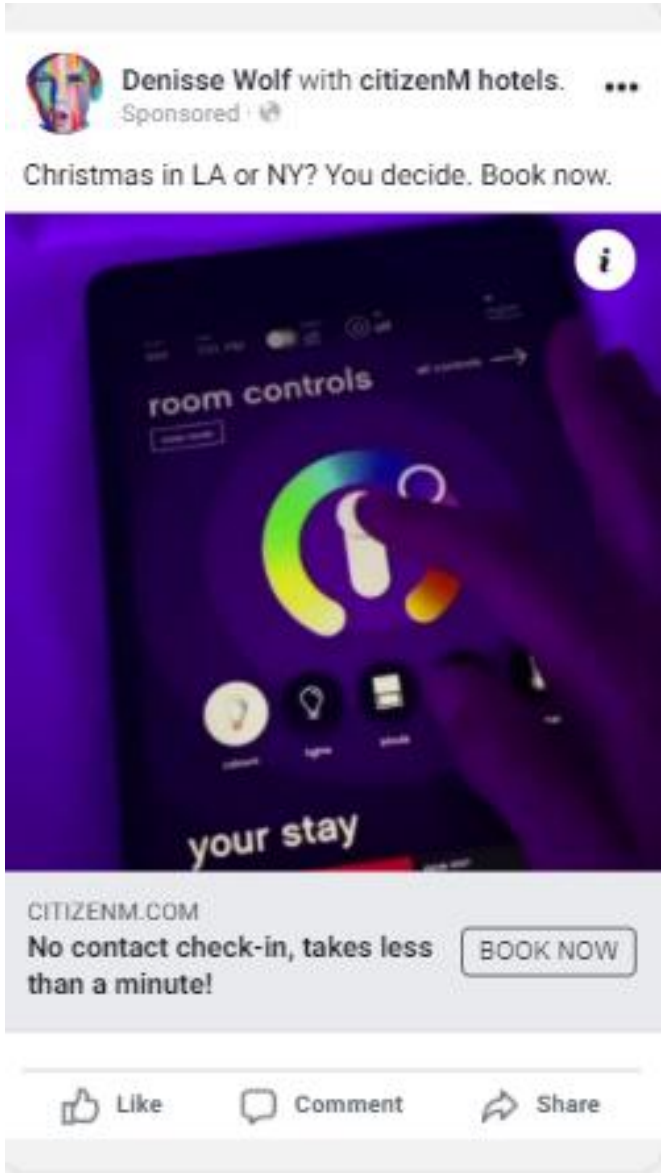




Row Labels	Sum of Website purchases	Sum of Impressions	Sum of Link clicks	Sum of Amount spent (EUR)	Average of CPM (cost per 1,000 impressions)	Average of CPC (All)	Average of CTR (all)
No contact check-in, takes less than a minute!	15	23606	70	504.63145	21.37725367	3.68344124	0.58036093

Best Performing Citizen M Ad

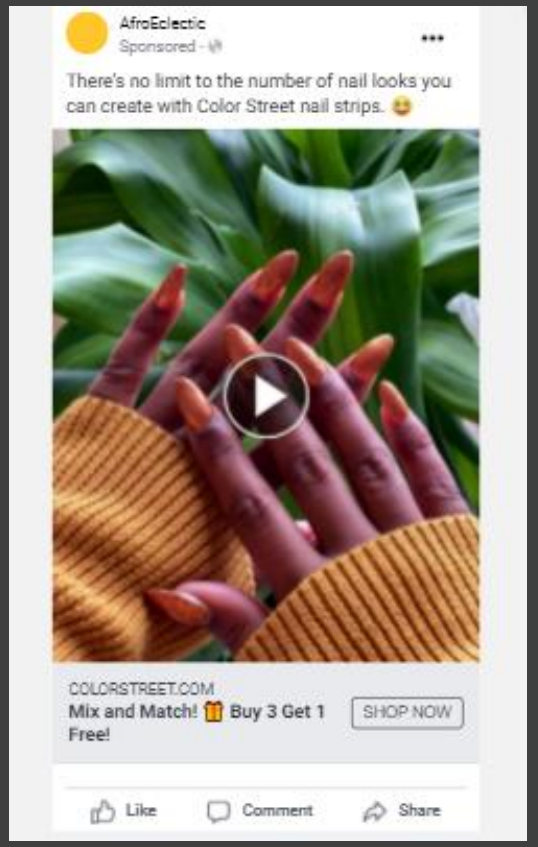

heymemozam • Follow
Abu Dhabi, United Arab Emirates
heymemozam Every angle counts, the breath-taking views of the Sheikh Zayed Mosque in Abu Dhabi – a real urban modern wonder, just steps away from my home away from home. Hilton Capital Grand Abu Dhabi @hiltonhotels @hiltoncapitalgrand #righthere #sevenurbanwonders #ad
111w
1,555 likes
NOVEMBER 29, 2018
Add a comment...
Post


Denisse Wolf with citizenM hotels.
Sponsored
Christmas in LA or NY? You decide. Book now.
room controls
your stay
CITIZENM.COM
No contact check-in, takes less than a minute!
BOOK NOW
Like
Comment
Share

General Example

- The picture is captivating, and the writing space is well utilized.
- Creatively shows your product
- Optimize your font size
- Show the essence of your brand

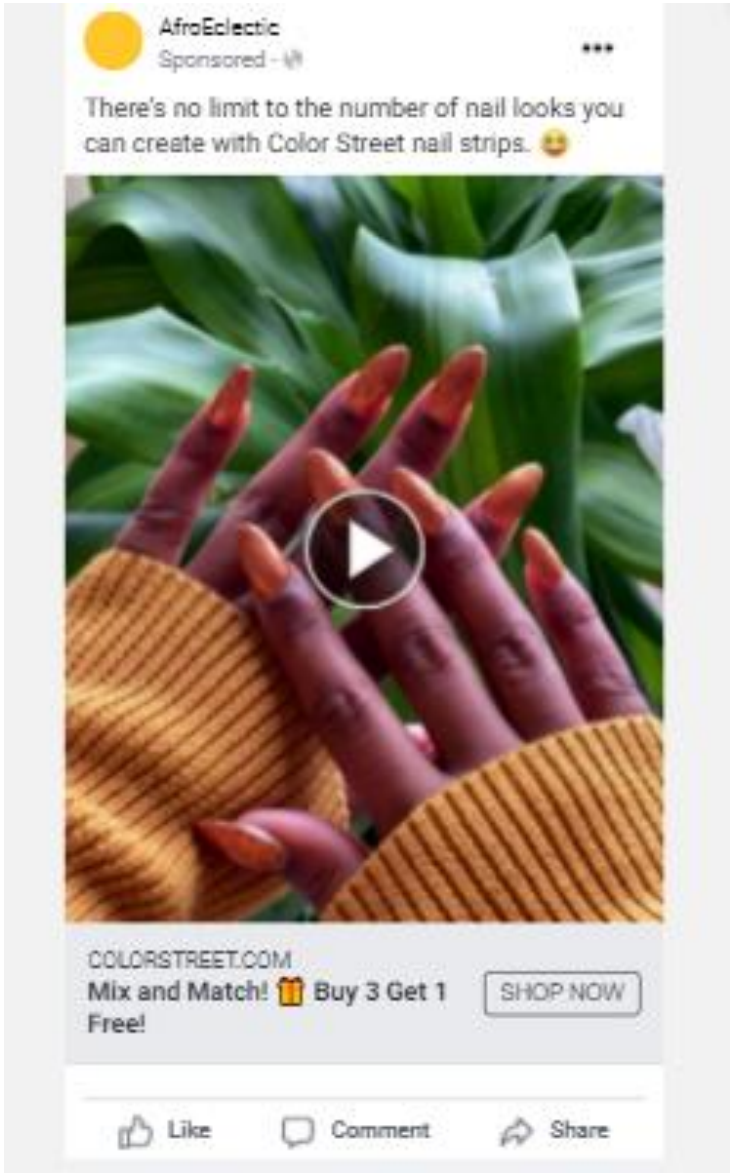




Row Labels	Sum of Website purchases	Sum of Impressions	Sum of Link clicks	Sum of Amount spent (EUR)	Average of CPM (cost per 1,000 impressions)	Average of CPC (All)	Average of CTR (all)
Mix and Match! Buy 3 Get 1 Free!	742	44329	626	1241.780634	27.80344416	0.791312825	3.700132695

Best Performing Colorstreet Ad


Pura Vida Bracelets
Sponsored
ID: 437228380293820
Cyber Monday Starts Now!
50% OFF
+ Free Shipping
+ FREE Gift With Purchase
✨Swipe up for access!✨
Pura Vida Bracelets EU | Pura Vida Bracelets EU
Get a pretty pair of Pura Vida jewelry each month for just $19.95! All the styles are super exclusive (think earrings, cuffs,...
Shop Now
PURAVIDABRACELETS.EU


AfroEclectic
Sponsored
There's no limit to the number of nail looks you can create with Color Street nail strips. 🤩
COLORSTREET.COM
Mix and Match! 🎁 Buy 3 Get 1 Free!
SHOP NOW
Like
Comment
Share

Some Technicals

To look at your own pace :)

Design Recommendations Before a campaign

- Ratio: 1.91:1 to 1:1 (Facebook Feed/Instant Article)
- Ratio: 1:1 (Facebook/Insta Feed)
- Ratio: 9:16 (Facebook/Instagram Story/Insta Explore)

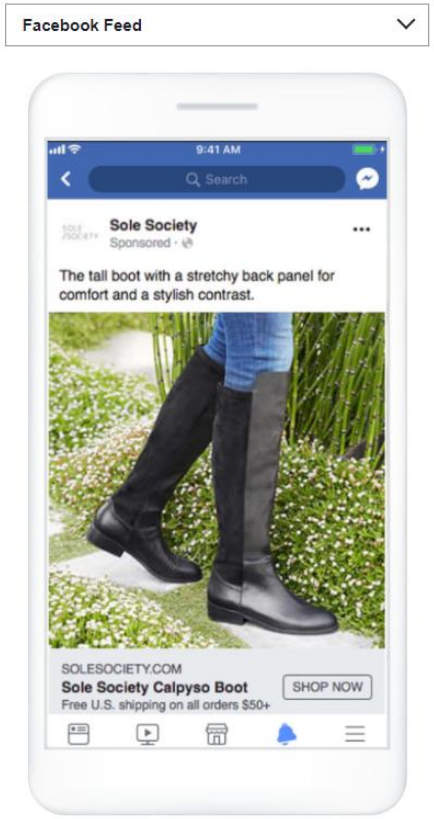
Text Recommendations Before a campaign

- Primary Text: 125 characters (Facebook and Insta Feed/Instant Article/Facebook and Insta Story/Insta Explore)
- Headline: 40 characters (Facebook and Insta Feed/Right Column/Instant Article/Story)
- Description: 30 characters (Facebook Feed/Instant Article)
- Maximum Number of Hashtags: 30 (Instagram Feed)

Technical Recommendations Before a campaign

- Minimum Width: 600 pixels (Facebook Feed)
- Minimum Height: 600 pixels (Facebook Feed)
- Minimum Width: 254 pixels (Facebook Right Column)
- Minimum Height: 133 pixels (Facebook Right Column)
- Minimum Width: 500 pixels (Facebook/Insta Story/Insta Feed/Insta Explore)
- Maximum Aspect Ratio: 191 x 100 (Insta Feed)

Facebook Feed



Design Recommendations

- File Type: JPG or PNG
- Ratio: 1.91:1 to 1:1
- Resolution: At least 1080 x 1080 pixels

Text Recommendations

- Primary Text: 125 characters
- Headline: 40 characters
- Description: 30 characters

Technical Requirements

- Maximum File Size: 30MB
- Minimum Width: 600 pixels
- Minimum Height: 600 pixels
- Aspect Ratio Tolerance: 3%

Instagram Feed

Instagram Feed



Design Recommendations

- Image File Type: JPG or PNG
- Ratio: 1:1
- Resolution: At least 1080 x 1080 pixels

Text Recommendations

- Primary Text: 125 characters
- Headline: 40 characters
- Maximum Number of Hashtags: 30

Technical Requirements

- Maximum File Size: 30MB
- Minimum Width: 500 pixels
- Minimum Aspect Ratio: 400 x 500
- Maximum Aspect Ratio: 191 x 100
- Aspect Ratio Tolerance: 1%

Facebook Right Column

Facebook Right Column



Try Jasper's Market Today and receive 20% off your entire order!

www.jaspersmarket.com

Design Recommendations

- File Type: JPG or PNG
- Ratio: 1:1
- Resolution: At least 1080 x 1080 pixels

Due to the small image size, we recommend not adding text on images.

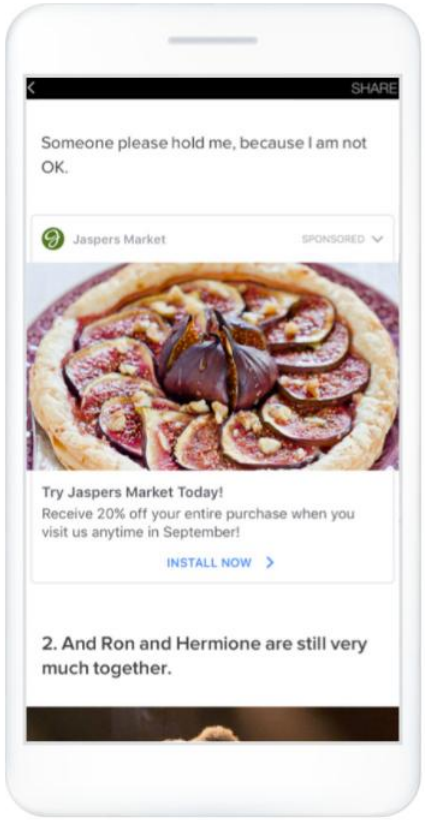
Text Recommendations

- Headline: 40 characters

Technical Requirements

- Minimum Width: 254 pixels
- Minimum Height: 133 pixels

Facebook Instant Article



Design Recommendations

- File Type: JPG or PNG
- Ratio: 1.91:1 to 1:1
- Resolution: At least 1080 x 1080 pixels

Text Recommendations

- Primary Text: 125 characters
- Headline: 40 characters
- Description: 30 characters

Technical Requirements

- Maximum File Size: 30MB

Facebook Stories



Design Recommendations

- File Type: JPG or PNG
- Ratio: 9:16
- Resolution: At least 1080 x 1080 pixels

Consider leaving roughly 14% (250 pixels) of the top and bottom of the image free from text and logos to avoid covering these key elements with the call-to-action.

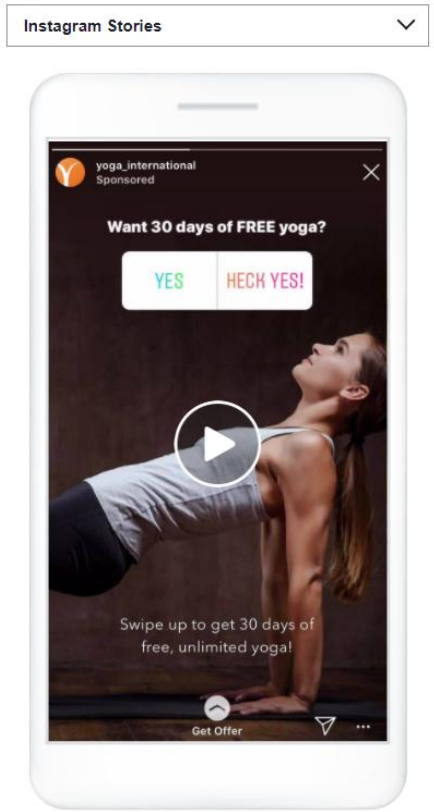
Text Recommendations

- Primary Text: 125 characters
- Headline: 40 characters

Technical Requirements

- Maximum File Size: 30 MB
- Minimum Width: 500 pixels
- Aspect Ratio Tolerance: 1%

Instagram Stories



Design Recommendations

- Image File Type: JPG or PNG
- Ratio: 9:16
- Resolution: At least 1080 x 1080 pixels

Consider leaving roughly 14% (250 pixels) of the top and bottom of the image free from text, logos, or other key creative elements to avoid covering them with the profile icon or call-to-action.

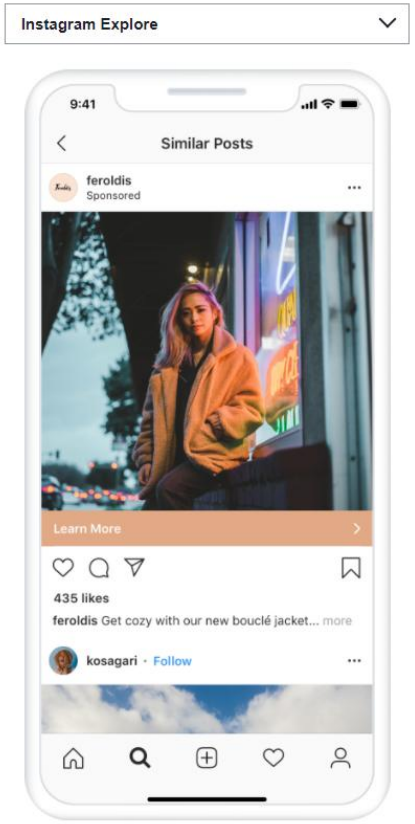
Text Recommendations

- Primary Text: 125 characters

Technical Requirements

- Maximum File Size: 30MB
- Minimum Width: 500 pixels
- Aspect Ratio Tolerance: 1%

Instagram Explore



Design Recommendations

- Image File Type: JPG or PNG
- Ratio: 9:16
- Resolution: At least 1080 x 1080 pixels

Text Recommendations

- Primary Text: 125 characters

Technical Requirements

- Maximum File Size: 30MB
- Minimum Width: 500 pixels
- Aspect Ratio Tolerance: 1%

Ad Relevance Diagnostics			Causes	Recommendations
Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking		
Average or above	Average or above	Average or above	You're all good!	Optimize for your advertising objective.
Below Average	*Not eligible*		The ad is perceived as low quality.	Improve the quality of your creative assets or target an audience more likely to perceive the ad as high quality. Avoid low-quality attributes from your creative.
Average or above	Average or above	Below Average	The ad isn't producing conversions.	Improve the call-to-action of your ad or post-click experience, or target a higher-intent audience. Some products and services naturally exhibit lower conversion rates than others. If your conversions meet your expectations you may not need to adjust your ad.
Average or above	Below Average	Average or above	This ad isn't spurring interest.	Improve your ad's relevance to your audience (For example, by making it more engaging, interesting or eye-catching) or target an audience more likely to interact with this ad.
Below Average	Average or above	Average or above	The ad is perceived as low quality.	Improve the quality of your creative assets or target an audience more likely to perceive the ad as high quality. Avoid low-quality attributes from your creative.
Average or above	Below Average	Below Average	The ad isn't spurring interest or producing conversions.	Improve both the ad's relevance to your audience (For example, by making it more eye-engaging, interesting or eye-catching) and the call-to-action of your ad or post-click experience. Alternatively, target an audience more likely to interact with and convert from your ad.
Below Average	Below Average	Average or above	This ad is perceived as low quality and isn't spurring interest.	Improve the quality of your creative assets while also making it more relevant to your audience (For example, by making it more engaging, interesting or eye-catching). Alternatively, target an audience more likely to perceive the ad as high quality and relevant. Avoid low-quality attributes from your creative.
Below Average	Average or above	Below Average	This ad is click-baity or controversial.	Adjust your ad to more clearly represent the product or service you are advertising. Some products and services naturally exhibit lower conversion rates than others. Avoid low-quality attributes from your creative.
Below Average	Below Average	Below Average	There's room for improvement across the board.	Try testing different targeting strategies, creative, optimization goals, post-click experiences, and so on.

Helpful Links

- Create Ad Mock-ups for Visual Representation
- Photo Resizer Tools
- Facebook Technical Ads Guide
- Ad Relevance Diagnostics
- Boomerang - Loop videos
- Adobe Photoshop Express (Phone) - Edit photos
- Adobe Spark - Build videos from templates with text, images, photos, and narration