



# The ultimate guide to creativity in digital advertising

How to boost performance  
through ad creatives

  
makemereach



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A

# INTRODUCTION



A

# INTRODUCTION

*“Creativity is seeing something new  
when you look at something old;  
it is the heart of civilization  
and the driving force of revolution.”*

*David Ogilvy*

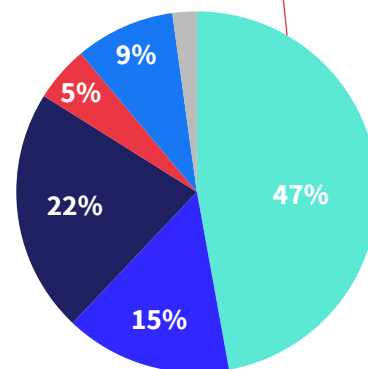
**Creative has always been a central pillar of advertising,** even before the age of digital. Creative is what tells your **brand’s story**. It’s what creates an **emotional response** in the people seeing your ads and makes them **remember** who your brand is and what it stands for.

Creative has not become any less important as advertising has moved online, still playing all the roles we mention above. In fact, in these days when consumers see ads no matter where they navigate online, it’s more important than ever for brands to have impactful creatives that create memorable experiences and stand out in the crowd.





Statistically speaking, creative is key when it comes to the performance of your online ads. **According to a Nielsen study, 47% of sales contribution comes from ad creative.** It's becoming even more essential as platforms become increasingly visual. Networks like **Instagram** and **Snapchat** place an emphasis on images and video above all else. **Pinterest** acts as a visual online catalog for its users. Visual content earns more user interaction on **Facebook**. And even networks that have more traditionally been associated with text-based content are introducing features for visual ad content. **Google** announced **gallery ads for search** in 2019. And **Twitter** has recently rolled out more video advertising features.



Percent sales contribution by advertising element

- Creative
- Brand
- Reach
- Regency
- Targeting
- Context

The goal of this guide is to help you both understand the impact that creative has on your online advertising, and **build great ad creatives for better performance across networks.** In this guide, you'll learn:

- How to define creativity in advertising
- How creativity impacts performance
- How to build a great creatives strategy, along with some best practices and expert tips
- Creative ad formats across networks, plus creative best practices for each
- How to measure creative performance

Let's get creative!



B

# DEFINING ADVERTISING CREATIVITY



B

# DEFINING ADVERTISING CREATIVITY

**Creativity is something we hear about all the time in the world of advertising. It's how we as advertisers tell our brands' and products' stories.**

But let's take a step back. What do we actually mean when we talk about creativity? There are many ways to describe the concept, but one of the pioneering psychologists in defining the concept of creativity was **Ellis Paul Torrance**. He established the [Torrance Test of Creative Thinking](#) (TTCT), a structure used to assess individuals' capacity for divergent thinking and problem-solving skills in the business world and in education. The TTCT is scored on four scales: **fluency**, **flexibility**, **originality**, and **elaboration**.







In the early 2000s, the Indiana University communications researcher Robert Smith and his colleagues adapted the [TTCT for advertising](#). They defined **5 dimensions of creativity** most relevant to an advertising context.

Those dimensions are:

## Originality

An original ad comprises elements that are rare or surprising, or that move away from the obvious and commonplace.

## Elaboration

Many ads contain unexpected details or extend simple ideas so that they become more intricate and complicated.

## Artistic value

Ads with artistic value can be defined as having aesthetically appealing verbal, visual, or sound elements. Their production quality is high, their dialogue is clever, their color palette is original, or their music is memorable. The artistic value really brings ads to life.

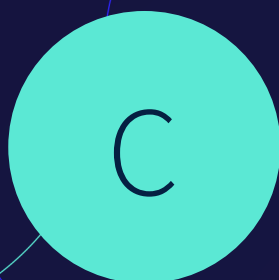
## Flexibility

Flexibility is about the ideas behind your ad. An ad scoring high on flexibility smoothly links the product to a range of different uses or ideas.

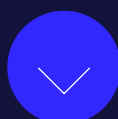
## Synthesis

In advertising, this is blending objects or ideas that are unrelated. The effect of synthesis in advertising is surprising the viewer, which in turn creates a memorable ad experience.

These 5 dimensions are a good place to start when analyzing the creative quality of your ads and when considering how to make your ad creatives more memorable and effective.



# WHY DOES CREATIVITY MATTER IN ADVERTISING?



C

## WHY DOES CREATIVITY MATTER IN ADVERTISING?

**The success of your online ads depends on many factors, from ad placement, to objectives, to audiences and more.**

And while all of these aspects play into your online advertising success, your creatives are what draw people in and convey the message you're trying to communicate. They're also what differentiate your brand from all the others out there. They are the heart of your advertising, and they are key to ad performance across networks. According to a study by the Google Media Lab, approximately **70% of the success of a brand campaign is driven by creative**. And **high-quality creative increases ad viewing time by six, and nearly doubles purchase intent when compared to low-quality creative**.

**70%**

OF THE SUCCESS OF  
A BRAND CAMPAIGN IS  
DRIVEN BY CREATIVE

NEARLY

**x2**

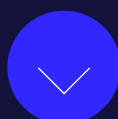
PURCHASE INTENT  
WHEN COMPARED TO  
LOW-QUALITY CREATIVE



Quality creative also has a high return on investment. The Harvard Business Review **found in their research** that a euro invested in a highly creative ad campaign had, on average, **double the sales impact of a euro spent** on a non-creative campaign. And especially creative brands see better results overall. McKinsey's Award Creativity Score, which measures the number of Cannes Lions awards won for great ad creatives, found that **67% of companies scoring in the top quartile have above-average organic revenue growth, suggesting that their superior quality creatives have a real impact on company performance**.

D

# BUILDING A WINNING CREATIVE STRATEGY





D

# BUILDING A WINNING CREATIVE STRATEGY

What can you do to make sure your ad creatives are contributing to your return on investment?

A [Forrester report](#) on trends coming in 2020 predicts that marketers will focus more on **customer experience** and delivering more value to customers. This includes focusing on creatives as an important part of differentiated branding. But concretely, what does it mean to focus on creatives, and what can you do to make sure your ad creatives are contributing to your **return on investment**?

Like with anything in advertising, it's important to take a **strategic approach**. The most beautiful image or video will only be so useful if you haven't first defined your **advertising goals**. Having clear goals and laying out specific KPIs from the outset will also help you **measure** the success of your creatives and **improve** on them for the future.







The first step is **identifying your business's priorities** and **what you're trying to communicate to customers** through your ads. Some questions to consider when developing your creative strategy are:

**What is the story of your business? What does your business stand for?**

**Who are your customers? What audience will you target with your ads?**

**What do your customers care about, and what are they looking for?**

**On which channels will your ads appear?**

**What is the objective of your ads?**

**What calls to action will you use?**

**What story do you want your ads to tell?**

Answering these questions will help inform your creative ad strategy: what your central **creative idea** should be, what **type of ads** you should run, **what audience** you should have in mind when developing your creatives, etc.

The next steps are to **adapt and test** your creatives. Adapting is an important step, since the creatives you use for Google display ads, for example, simply won't work for your Pinterest ads. It's important to understand the constraints of each platform and design your ads for each network accordingly to **make sure they appear correctly** and that the content works for the medium. Stories ads, for example, need to be in a vertical format, and should have a spontaneous look to help them better blend in with stories from users' friends.

Testing is also a key step in building and refining your creative strategy. You should **always keep an eye on your metrics** to know which creatives are **performing** best and which ones are resonating with which **audience**. It's important to limit testing to select components each time in order to gather meaningful insights and **make the right changes when necessary**.

[→ See the last chapter in this guide to learn more about measuring creative performance.](#)





## D1. 9 tips for top-performing ad creatives

### 1. Know your audience

Who are your ads speaking to? Knowing exactly who you are targeting and understanding what matters to them will help you define your creative direction to capture the attention of the specific audience you are trying to reach. This means your **creatives may need to vary depending on who you are targeting.**

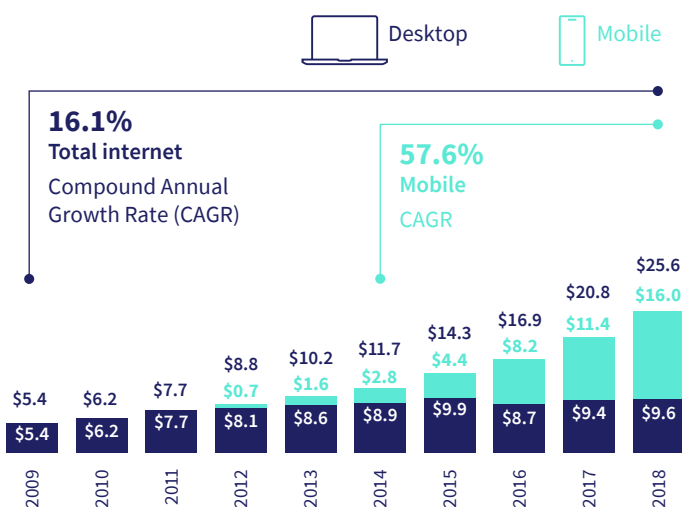
### 2. Have a strong concept and stick with it

Even when you're personalizing your online ads to different audiences, a strong central concept is important. Identify the core elements of your brand and build messages throughout your ads that stick to these. Don't flip-flop from one wildly different message to another across ad campaigns, but **focus on building a brand narrative that your customers and prospects can buy into.** This helps build a brand identity.

### 3. Think mobile

People are viewing more and more content on their smartphones and advertisers are investing more of their ad spend on mobile: mobile ad spend actually **overtook desktop spending in 2017**, and the gap only continues to increase. So it's essential to make sure your ad creatives will work well on mobile devices. Do your images and videos appear correctly when viewed on mobile? Does your ad text get cut off?

**Ensuring your creatives look great on mobile will help ensure you don't miss out on any opportunities.**

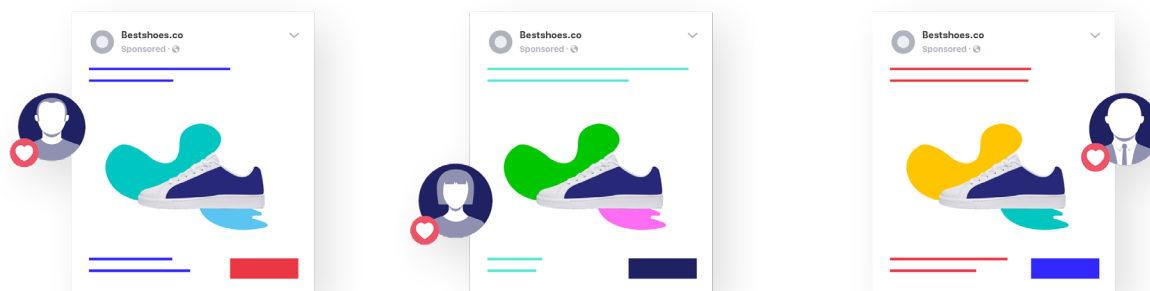


### 4. For video, think audio off

**85% of videos on Facebook are seen without sound. Make sure your video makes sense with or without audio**, and use **captions** so viewers will get the message no matter what. (Note that Snapchat is an exception: **audio is on by default** on the network).

### 5. Leverage dynamic creative

On **Facebook**, you can leverage **Dynamic Creative Optimization (DCO)** to deliver the creative that resonates best with your audiences. This feature will **automatically test each combination of creative** (image, video, title, description, etc.) and **optimize delivery based on what is having the greatest success**. This is an especially efficient tool for advertisers with many assets. **Google** also offers a dynamic creative solution, with **Smart Display campaigns**, which automatically generate ads from the building blocks you provide, like headlines, descriptions, logos, and images. **Snapchat** also announced in late 2019 that dynamic ads were **coming to their platform**.







## 6. Test and iterate

**Try different concepts and formats to see what will resonate with your audience.** Maybe images or videos with people work better than without. Or maybe illustration resonates better. Building on the concepts that work will help improve performance over time.

## 7. Dare to be daring

Don't be afraid to **try some ideas that might feel a little outside of the box**: they could provide the breakthrough you've been looking for, helping you to more effectively reach your most valuable audience.

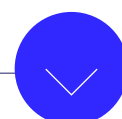
## 8. Renew your creatives regularly

If people see the same ads from your company over and over again, they'll effectively stop seeing them, since they'll no longer grab their attention. By renewing your ad creatives on a regular basis, **you'll improve your chances of attracting attention and seeing more customers engaged with your ads.**

## 9. You don't need to spend a lot on creative to get great results

Some businesses are put off from the outset by the idea that producing great ad creatives requires a high budget. **Sometimes the videos or images that speak most to your audience will be something that looks organic and blends in with the things in their friends' feeds.**

**Our case study with Birchbox the next page proves it!**



# Birchbox tests self-recorded content in Stories ads

# BIRCHBOX

One trend that has changed social media in the last few years is the rise of the **Stories format**. Pioneered by Snapchat, and now present and widely adopted on networks like Instagram, **Facebook**, **WhatsApp**, and even **YouTube**, Stories have brought a new kind of spontaneity and authenticity to sharing on social. They have facilitated a new way to **share content more regularly** than in the feed, and reduced pressure since on many networks they **disappear after 24 hours**.

## SO HOW HAVE BRANDS RESPONDED?

They have flocked to Stories formats across social networks, using them to **build regular connection and interaction with audiences** both from organic and advertising approaches.

The **immersive, full-screen** nature of Stories means creative is of central importance. The format relies on engaging, thumb-stopping creative which makes the most of the uniqueness of the **vertical and highly personal space**.



< STUDIO-RECORDED VIDEO

SELF-RECORDED VIDEO



This means that for brands using stories and ads in stories, a major question has lingered: is performance better using highly polished, studio-edited videos and images or could “self-recorded” creative be the key for brands to better connect with users and unlock this format’s full potential?

Together with Facebook, the online monthly beauty box subscription service and MakeMeReach client Birchbox recently ran a test to answer this specific question.

The **studio-recorded video** was filmed with a professional camera and used professionally crafted overlays (i.e. typography). The **self-recorded video** was filmed with a device camera (like the one on an iPhone) and used the native overlays available on Instagram stories. Both were filmed with mobile video best-practices.

Both video ads ran on Facebook and Instagram Stories in late July 2019 with the same objectives.

## THE RESULTS?

Both videos had a similar reach. But **the self-recorded Stories ads saw a higher number of subscriptions—58% more**, to be precise. This also meant a **lower cost per subscription**, which dropped by nearly 60% when comparing the studio-recorded ads to the self-recorded ads.

## WHAT CAN WE LEARN FROM THIS EXPERIMENT?

First, **it's possible to produce high-performing creatives on a budget**, and without lots of technical skills. It also shows that on social, **there can be real benefits to using creatives that blend seamlessly with the content users see from the people they follow**.

THE SELF-RECORDED  
STORIES ADS SAW

58%

MORE  
SUBSCRIPTIONS

D2

## AD CREATIVITY IN THE AGE OF DIGITAL: AN INTERVIEW WITH SÉBASTIEN FERNANDES OF CREADS

We spoke with Sébastien Fernandes, director of Commercial and Production at our partner **CREADS**, about the importance of creativity in digital advertising, and how digital ad creativity has evolved.



## Could you introduce yourself and briefly present CREADS?

I'm director of Commercial and Production at CREADS, and one of the board members.

CREADS produces creative content—written, video, and graphic—through a freelance community. We've been operating since 2008, working with specialized creative freelancers who are hand-picked by our team. When a client launches a new project, our team analyzes the briefs, and from there puts a creative team into place to produce the content our client needs. This whole process happens on a collaborative interface that we've developed here at CREADS.

All exchanges happen directly on the platform: briefs, debriefs, the delivery of content, etc. Our platform offers live collaboration between CREADS, the client, and our freelancers, which gives our platform more immediacy and cuts down on the number of emails each collaborator has to see and send.

[→ Read more about the MakeMeReach partnership with CREADS here.](#)

## How have you seen the digital ad market evolve, particularly when it comes to creatives?

The digital ad market has evolved a lot in the last ten years, and even more quickly in the last five. Previously, advertising centered around big campaigns on traditional channels, designed for those channels. Those campaigns were then spun off for digital channels in a way that could sometimes be pretty unrefined. Just being present in the digital space was considered enough. There was no notion of personalization when it came to digital advertising, and little adaptation of content to the platform.

**“On Pinterest you might be targeting the same audience as on Instagram, but the creative you're running on each channel will change.”**

Today, on the other hand, we mainly see campaigns that are designed specifically for digital channels. And campaigns that are designed for digital are created with a central “big idea” in mind, which is then adapted for each network, for each target audience, etc. So on Pinterest you might be targeting the same audience as on Instagram, but the creative you're running on each channel will change. Each media has its particularities, and creativity plays a predominant role in personalizing content.

This was still a bit complicated to do a few years ago. But today we benefit from better, more powerful tools. There is still a cost barrier to personalization, which can keep some clients from personalizing their ads as much as they'd like to, but the costs are becoming more manageable. And that's where CREADS comes in.



**By simplifying creative production, we can keep prices down for our clients, giving them the opportunity to better target and test creatives. And when we work in collaboration with platforms like MakeMeReach, it makes creating a cross-channel ads strategy even easier.**

There's another point that's important when we're talking about digital creation: it's more and more important to have a strong concept. In the past, businesses focused on volume. Just being massively present on digital networks was considered enough. This was a holdover from the days of mass-media television campaigns. But with so many brands focusing on volume, people just stopped paying attention to those ads.

Today, brands are taking more time and care in creating their campaigns, and they're coming up with really original concepts. And they see great results! From what we've seen, the success of a campaign depends about 50 percent on creative, and 50 percent on targeting. Getting that balance right is important.

How should businesses approach new formats and features in the digital advertising space? We hear more and more about AR in advertising, for example. Do you have recommendations for advertisers embarking on a new type of ad creative that their brand hasn't used before?

Formats like AR have existed for a while now. What has changed is that advertisers are now able to more easily access those advertising tools, which wasn't the case before. 10 years ago, Microsoft launched a great program to run ads in video games, but it wasn't a huge success because the market wasn't ready for it. Now, we have more possibilities, since we have lots of tools empowering us to come up with all kinds of creatives. Consumers also have computers and smartphones that are powerful enough to view more diverse types of advertising. So now we are living in a time where there is an enormous potential for a renewal in the type of media formats we're using. And the intelligence of the platforms we have today enables brands to test new things more easily.



A lot is changing, and very quickly. The key for businesses is to be able to follow along with the way things evolve, and to be willing to test things, knowing that when it comes to new formats, brands might not always see success on the first try.

**Now we are living in a time where there is an enormous potential for a renewal in the type of media formats we're using. And the intelligence of the platforms we have today enables brands to test new things more easily.**

## What should brands consider in terms of their creatives when planning out a cross-network ads strategy?

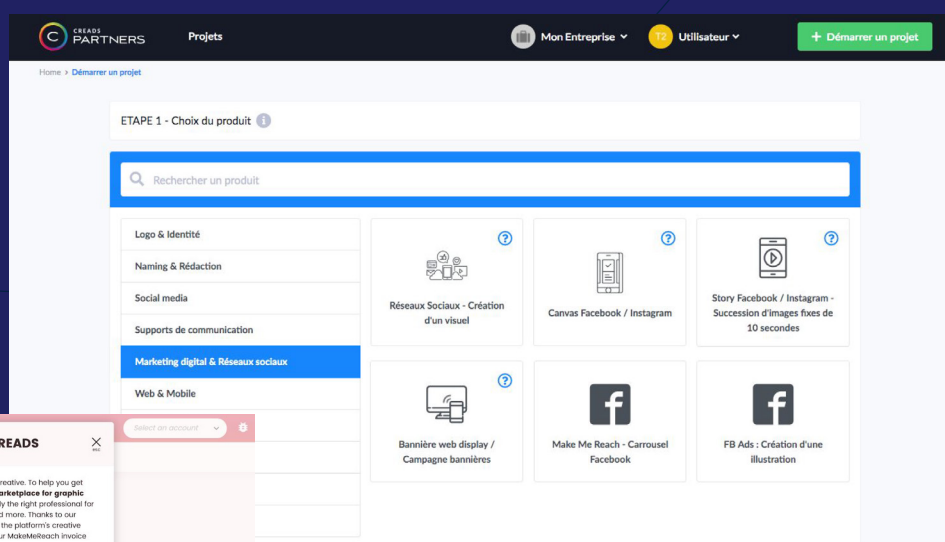
First, it's important to understand your target audiences, what message you're communicating to each, and to lay out your media plan. You'll be using different networks to reach different targets, and the way people use these networks—Pinterest, Snapchat, Amazon, etc.—varies enormously. In addition to media planning, it's important to consider objectives: what do I want to sell, and to whom?

When it comes to creatives, it's important to have a central concept that will be adapted to each network, depending on the different technical specificities, and to each target. An advertisement you'd run on Amazon doesn't look at all like the one you'd run on Instagram. If you fail to adapt your ads to each network, you lose credibility and your ads won't have a big impact. And in digital especially, having an immediate impact is important, since people have low attention spans for online ads.

Creative is important in bringing depth to a campaign across networks. You can have similar creatives to build a coherent brand narrative with multiple touch points, but the creatives will need to be personalized to each network. Brands that succeed in doing this can seem almost more like a movement than a brand, one which is nurtured with great content. Digital ads aren't always directly about selling. Nike is a great example of this. Their ads have succeeded in building a community around their brand. Doing something like this is challenging and requires great knowledge of networks and the types of creatives that work for each one.

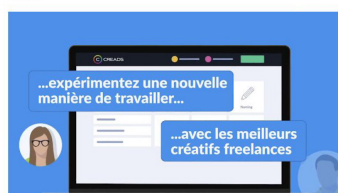
# MakeMeReach partnership: CREADS

It takes a lot of knowledge and skill to come up with **the perfect creative**. To help you get there, MakeMeReach has partnered with **CREADS**, an online marketplace for graphic design and other creative services. It's your hub for **finding exactly the right professional for your project**: ad images, promotional videos, ad copy, and more.



## Request new media on CREADS

It takes a lot of knowledge and skill to come up with the perfect creative. To help you get there, **MakeMeReach has partnered with CREADS**, an online marketplace for graphic design and other creative services. It's your hub for finding exactly the right professional for your project: ad images, stories, promotional videos, ad copy, and more. Thanks to our exclusive partnership offer, MakeMeReach clients have access to the platform's creative experts at a **preferred rate**. All of your orders will be billed on your MakeMeReach invoice monthly.



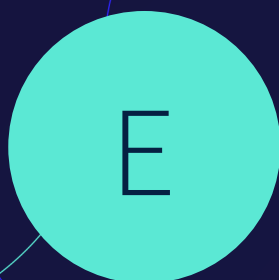
X Cancel [Connect](#)

## THE AD CREATIVES YOU NEED

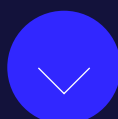
Thanks to our exclusive partnership offer, MakeMeReach clients have access to the platform's creative experts who can produce exactly the ad creatives you need to boost your performance.

## DIRECTLY ON THE MAKEMEREACH PLATFORM

Better yet, CREADS is accessible directly via MakeMeReach, simplifying the creative process even further. Clients will be able to manage their creative requests directly on the platform and see their colleagues' requests. Clients also benefit from a special pricing plan through CREADS' partnership with MakeMeReach.



# AD CREATIVES ACROSS NETWORKS



E

Now that we've covered  
how creatives impact  
ad performance  
and how to build an  
effective creative strategy,  
let's get down to details.



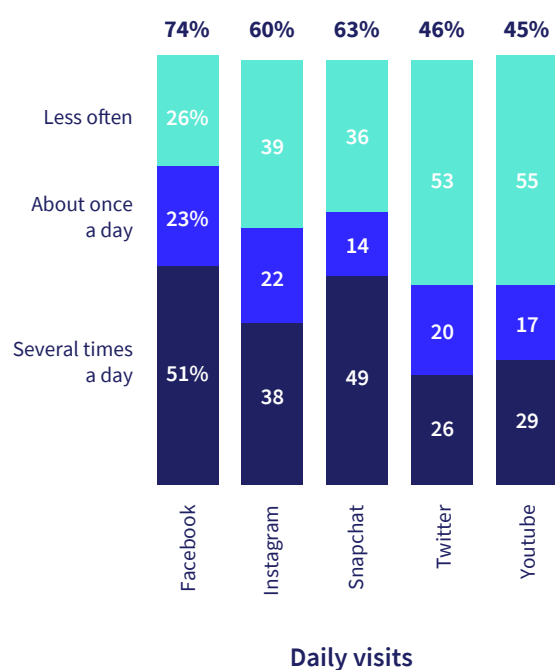
In this chapter, we'll take a look at your options for ad creatives on **the major advertising networks** with the specs for each one so you can get started on the right foot. We'll also take a look at creative **best practices** across networks to help you get more out of your ads and boost performance through top-quality creative adapted to each network.





## E1. Facebook

### Who is on Facebook? Almost everyone.



With over 2.4 billion monthly active users, whatever audience you want to reach probably has a presence on Facebook. To help advertisers fully leverage and engage this audience, Facebook has developed some strong advertising solutions for business in all kinds of industries, including diverse options for creatives, from images to stories to carousel ads. These tools and features help businesses reach the right consumers at the right time.

Who is on Facebook? Almost everyone. Looking at the gender split of users on Facebook, it's reasonably even, with a staggering **74% of female internet users and 62% of male internet users** engaged. In terms of age groups, **the 18-29 bracket is the most dedicated to Facebook, with 80% of internet users** in this age range having a presence on Facebook.

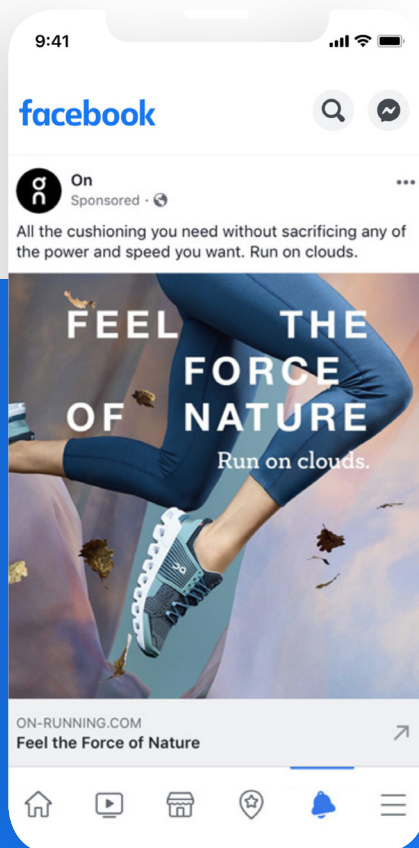
**74% of Facebook users visit the network daily, a higher percentage than any other network.**



# FACEBOOK CREATIVE FORMATS

## Photo ads

**Photo ads** on Facebook provide a clean and simple way of featuring engaging imagery and copy. Convey who your business is and what you do through **high-quality images** or **illustrations**.

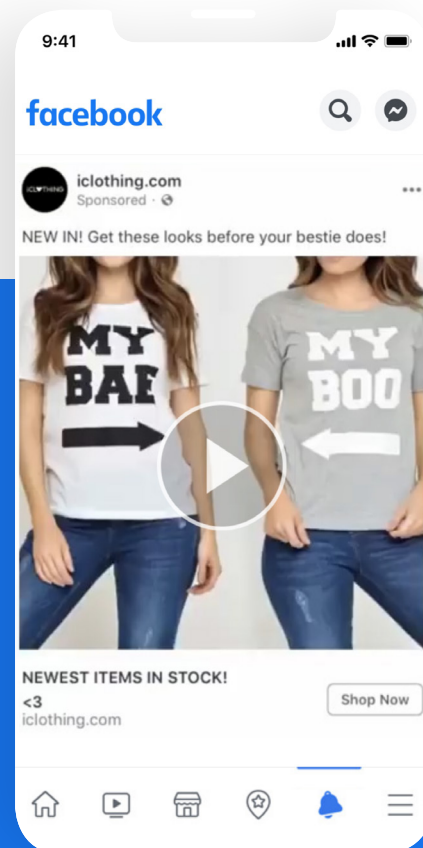


SPECS.

- Recommended image size: 1200 x 628 pixels.
- Minimum width and height: 600 pixels.
- Recommended aspect ratio is between 9:16 to 16:9, but crops to 1.91:1 with a link.
- Recommended image formats are JPG and PNG.
- Images with 20% text or more could increase chances of failed delivery.
- Text: 125 characters.
- Headline: 25 characters.
- Link description: 30 characters.

## Video ads

**Video ads** show off product features, and draw people in with **sound and motion**.



- Recommended to upload the highest resolution video possible.
- Minimum dimensions 600 x 315 (1.9:1 landscape) or 600 x 600 (square).
- Recommended aspect ratio is between 9:16 to 16:9 (Horizontal: 16:9, Square: 1:1, Vertical: 4:5 or 2:3 and Full Portrait: 9:16).
- Recommended video formats are .MP4 and .MOV (see full list here).
- Max video file size is 4GB.
- Video length max is 240 minutes.
- Headline: 25 characters.
- Link description: 30 characters.



## Stories ads

**Stories ads** are a **customizable, edge-to-edge experience** that lets you immerse people in your content. Tap into their passions and inspire them to take action on **mobile**.



### **BUX** sees results with Facebook Stories ads

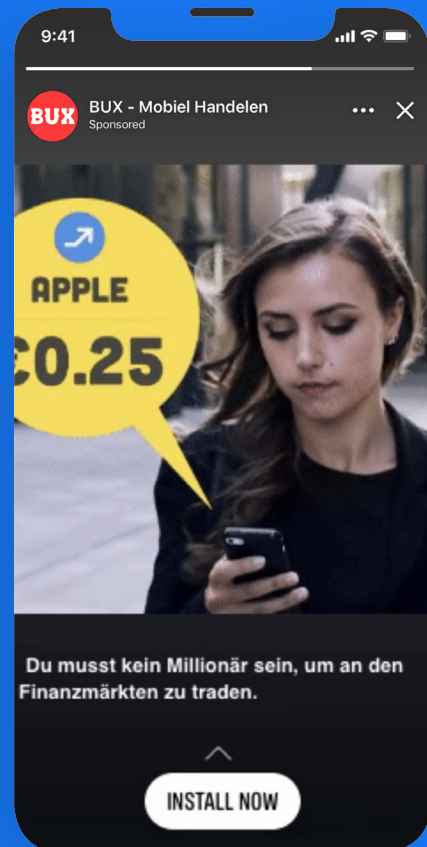
Our client, the financial app BUX, saw success with their Facebook Stories ads, which they tested soon after the format was released. The average **CPI (cost-per-install- for Facebook Stories ads)** was under half that of installs from ads in Facebook and Instagram news feeds.

[→ Read more about their Stories campaign here](#)



SPECS.

- Image ratios: 9:16 and 16:9 to 4:5
- Minimum Width: 500 pixels
- Images that consist of more than 20% text may experience reduced delivery.
- Recommended to leave 14% (250 pixels) of the top and bottom of the image free from text and logos to avoid covering these key elements with the profile icon or call-to-action.

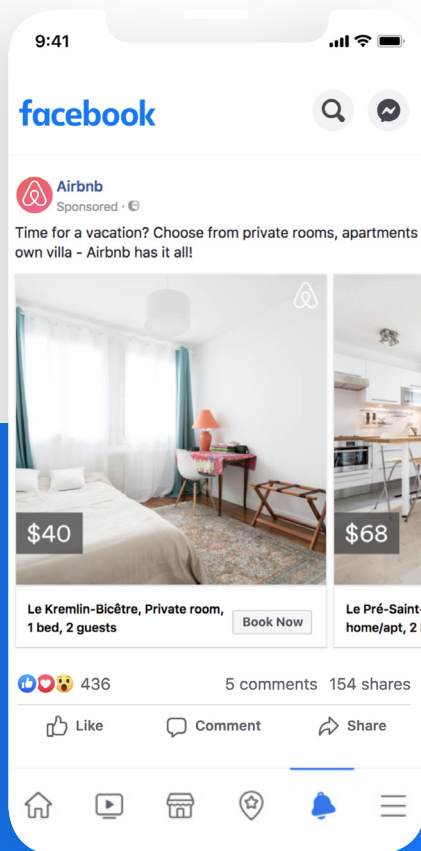






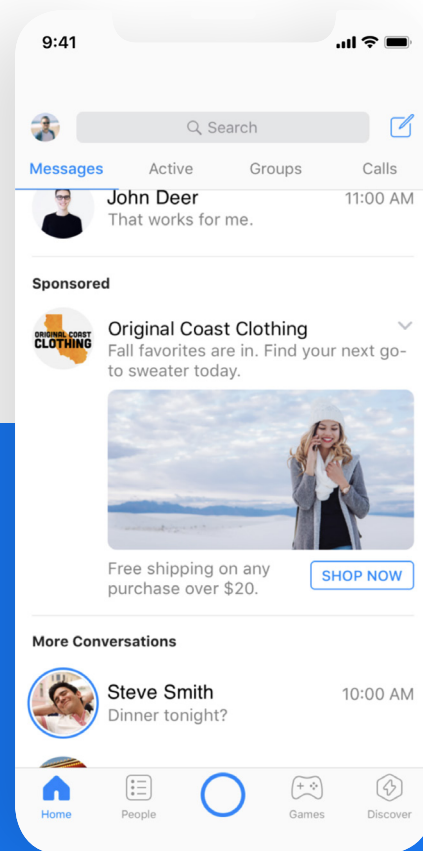
### Carousel ads

**Carousel ads** let you showcase up to **ten images or videos in a single ad**, each with its own **link**. Highlight different products or tell a brand story that develops across each card.



### Messenger ads

**Messenger ads** help people start **conversations with your business**. Get personal with current or potential customers and add interactive or automated features.



SPECS.

#### IMAGE

- Recommended image size: at least 1080 x 1080 pixels
- Minimum width and height of 600 pixels (minimum 254 x 133 pixels for Messenger Home Carousel Ads).
- Minimum 2 cards and max of 10 cards per Carousel Ad.
- Recommended ratio is 1:1.
- Max image size of 30MB.
- Recommended image formats are JPG and PNG.
- Images with 20% text or more could increase chances of failed delivery.

#### VIDEO

- Recommended resolution is minimum of 1080 x 1080.
- Minimum 2 cards and max of 10 cards per Carousel Ad.
- Recommended video formats are .MP4 and .MOV.
- Max video file size is 4GB.
- Video length is 240 minutes.
- Video thumbnails with 20% text or more could increase chances of failed delivery.

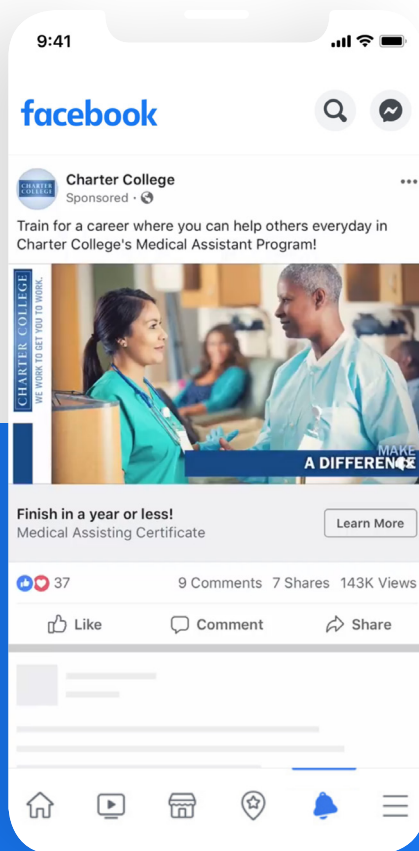
- Recommended image size: 1,200 x 628 pixels.
- Minimum width is 254 pixels and height of 133 pixels.
- Recommended aspect ratio is between 9:16 to 16:9, but crops to 1.91:1 with link.
- Recommended image formats are JPG and PNG.
- Images with 20% text or more could increase chances of failed delivery.
- Text: 125 characters.
- Headline: 25 characters.
- Link description: 30 characters.





## Slideshow ads

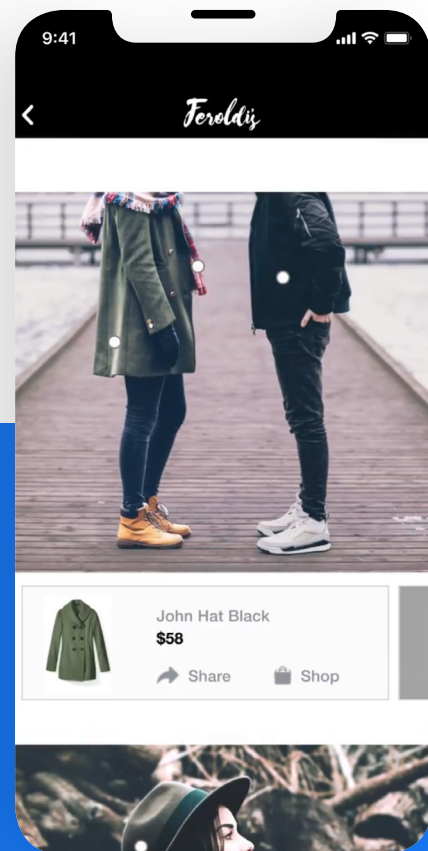
**Slideshow ads** are **video-like** ads made of **motion, sound** and **text**. These lightweight clips help you tell your story beautifully across devices and connection speeds.



- Use high resolution still images or an existing video.
- For video uploads, choose .MOV or .MP4 file types.
- Start with 3-10 images, with recommended image ratio of 16:9, 1:1 or 2:3. Each image should have a similar image ratio.
- Upload your own music or use one of Facebook's free tracks

## Instant experience ads

**Instant Experience ads** are a **full-screen** experience that opens after someone **interacts** with your ad on a **mobile** device.



SPECS.

### IMAGE

- Image size: Minimum width and height of 600 pixels.
- Recommended ratio is 1:1 for square and 16:9 for landscape images.
- Max image size of 30MB.
- Recommended image formats are JPG and PNG.
- Images with 20% text or more could increase chances of failed delivery.

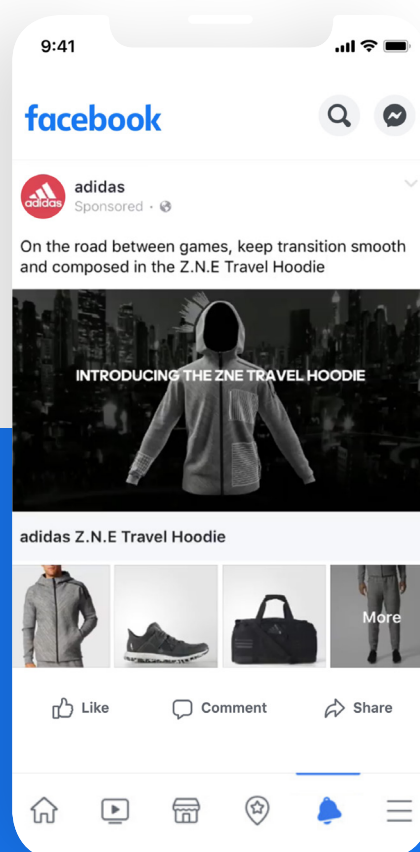
### VIDEO

- Recommended resolution is minimum of 1200 x 628 pixels.
- Recommended video formats are .MP4 and .MOV.
- Max video file size is 4GB.
- Video length is 120 minutes (recommended less than 2 minutes).
- Video thumbnails with 20% text or more could increase chances of failed delivery.



## Collection ads

**Collection ads** let people move from discovery to purchase in a smooth and immersive way. Each collection ad features **a primary video or image with four smaller accompanying images below** in a grid-like layout.



SPECS.

### IMAGE

- Image size: Minimum width and height of 600 pixels.
- Recommended ratio is 1:1 for square and 16:9 for landscape images.
- Max image size of 30MB.
- Recommended image formats are JPG and PNG.
- Images with 20% text or more could increase chances of failed delivery.

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### VIDEO

- Recommended resolution is minimum of 1200 x 628 pixels.
- Recommended video formats are .MP4 and .MOV.
- Max video file size is 4GB.
- Video length is 120 minutes (recommended less than 2 minutes).
- Video thumbnails with 20% text or more could increase chances of failed delivery.



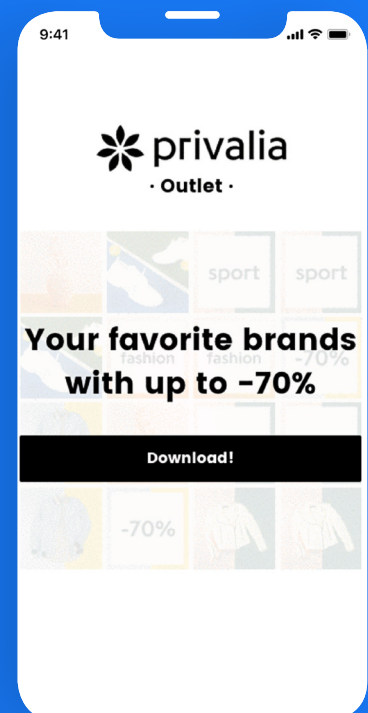
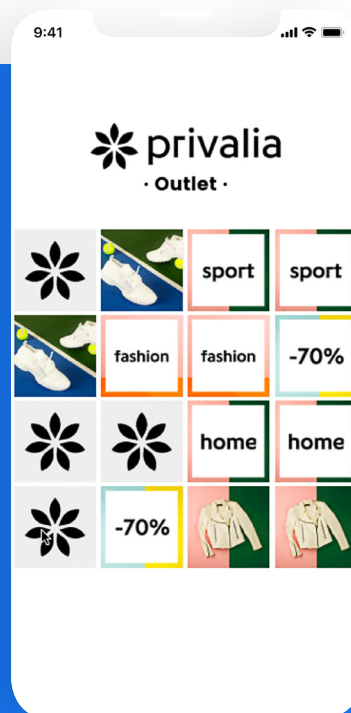
## Playable ads

**Playable ads.** An **interactive video** ad on Facebook, currently for **mobile** app advertisers to drive higher quality and higher intent users to install their apps with a **try-before-you-buy** experience.



**Privalia** is an e-commerce website and app selling **fashion** and **household** products. Using Facebook Playable Ads, they built an innovative and interactive memory game creative to create a compelling experience and **encourage users to click through**. In Brazil, the campaigns leveraging the ad format worked particularly well, resulting in a **cost-per-install 43% lower than the objective** they had set.

[→ Read the full success story here](#)



### SPECS.

Playable Ads specs can get pretty technical.  
[→ See the full specs here](#)

- Playable game should be HTML5 (the extension should be 'html' or 'htm').
- The file size should be less than 2MB.
- Playable should not require mraid.js.
- Playable should not make any HTTP request.
- Playable should be in portrait mode.
- Playable should have a responsive design because it needs to support multiple types of devices which have different resolutions.



## CREATIVE TIPS

### 1.

**Leverage innovative ad formats.** Video is king on Facebook and, more recently, the Stories format has been playing a bigger and bigger role. Another innovative format is Playable ads. Keeping on top of and testing new, and even beta ad formats, will ensure your creatives stand out from the crowd and keep your Facebook advertising fresh.

### 2.

**Limit text.** Facebook used to have a rule that no more than 20% of your ad image or video could be taken up by text. While they are more flexible about this rule, your ads will be more cost-effective and your creatives will look better with minimal text.

### 3.

**When it comes to video on Facebook, focus on grabbing the attention of your audience within the first few seconds.** Catching peoples' attention quickly is more important than having a branded intro.

# MakeMeReach partnership: Create video effortlessly with Wibbitz

**Wibbitz** is an **automated video creation platform** that empowers teams to produce professional short-form videos using automated video production technology. Wibbitz makes it **quick** and **easy** to create videos for social media.



## Creators have access to:

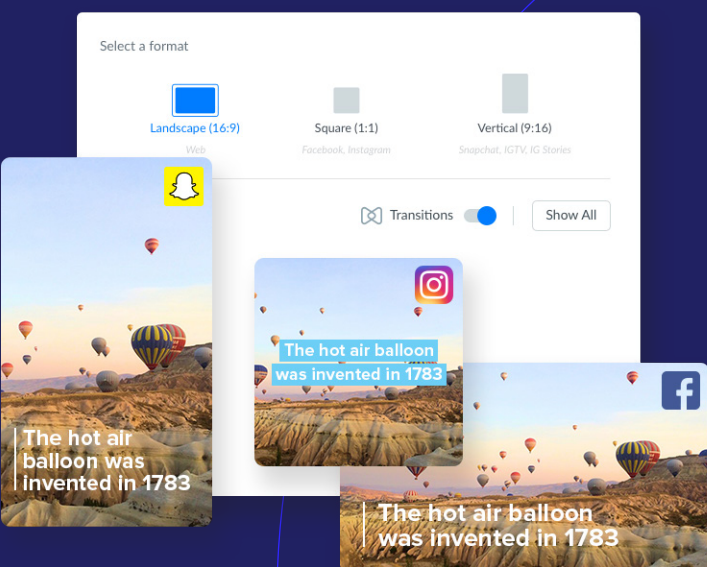
- customizable video templates
- drag-and-drop editing tools
- white-glove support
- millions of licensed photos, videos, and soundtracks.

## CREATE BRANDED PROMOTIONAL VIDEOS IN A FEW CLICKS

- Get access to an easy video creation workflow with customizable templates and storyboards. Create a professional and engaging video in less than 10 minutes!
- Create videos in line with your brand identity: upload custom fonts, colors, transitions, and intros.
- Rebrand ready-made videos about trending topics.

## DUPLICATE TO MULTIPLE FORMATS

- Capture your audience's attention by instantly creating multiple versions for each media site and social network: duplicate to square, vertical, or landscape format.
- Direct sharing on Facebook, Twitter, YouTube, and more.
- Vertical video templates designed for Instagram Stories.
- Caption styles optimized for social engagement.



## FIND INSPIRATION

- Search and add millions of fully licensed photos, videos, and soundtracks from top providers.
- Easily drag and drop popular social posts, quotes, memes, and GIFs into your videos.
- Choose from dozens of dynamic video effects, caption styles, and transition packages.

[→ Learn more about using Wibbitz with MakeMeReach](#)



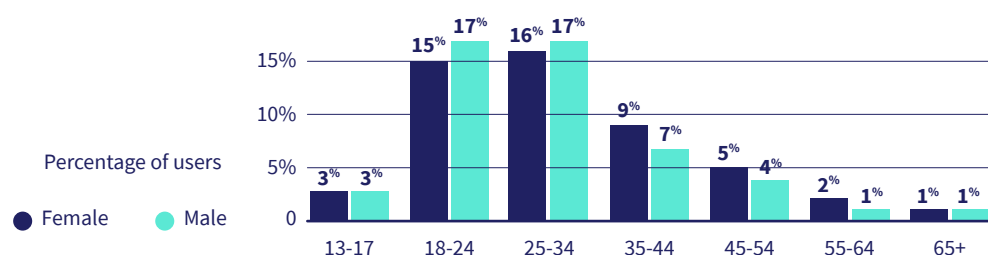
## E2. Instagram

**As an extremely visual social network, creative quality is absolutely critical on Instagram.**

With **1 billion monthly active users**, [Instagram](#) offers a unique opportunity for marketers to reach their target audiences through advertising. As an extremely visual social network, creative quality is absolutely critical here. Instagram's unique offering to advertisers is a blend of inspiration and performance. Instagram advertising offers brands the ability to **inspire and then drive purchases, build communities and deeply engage prospects**.

Over **60% of all users are aged between 18-34**, with **87% younger than 45**. It is a truly global community, with **75% of Instagram users located outside the US**, and this global network is very engaged. In fact, over **60% of users log in daily**, making it the second most engaged network after Facebook.

**It's worth noting that if you're already running ads on Facebook**, you could be making the most of Instagram advertising in no time! Not only do you not require an Instagram for Business account to start running Instagram ads (you only need a Facebook Page), in one click you can also use mixed placement to run the same Facebook ads across Instagram!

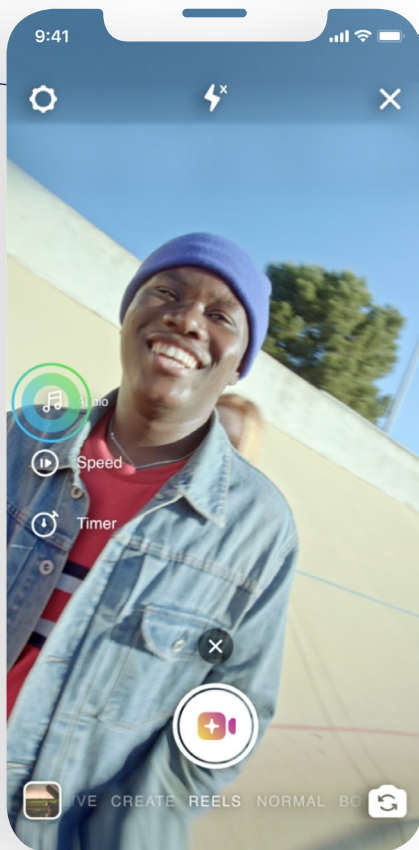






## New on Instagram: Reels

Instagram continues to innovate when it comes to sharing formats for its users. The latest feature announced by Instagram is **Reels**: a **video-music remix feature** built on TikTok's model that lets users edit and remix their own videos using music or audio from other videos. Still only available in a limited number of places, it's **too early** for ads to be available in Reels. But with ads already available in Stories and the Explore tab, **Reels ads are likely to follow soon.**





# INSTAGRAM CREATIVE FORMATS

## Photo ads

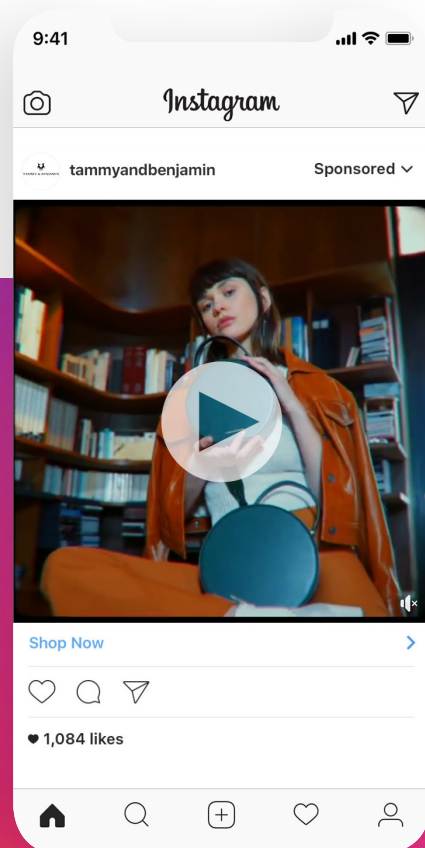
**Photo ads** are the simplest form of advertising on Instagram and appear just like a **regular photo post**, but with a “Sponsored” tag.



- File type: jpg or png
- Maximum file size: 30 MB
- Recommended resolution: Upload the highest-resolution image available that meets ratio requirements.
- Text: Two rows of text will be displayed
- Minimum image width in pixels: 500
- Aspect ratio tolerance: 1%
- Minimum image ratio: 4:5
- Maximum image ratio: 1.91:1
- Maximum text length: 2200
- Maximum number of hashtags in text: 30

## Video ads

**Video ads.** We live in the age of video. With the added power of **sight**, **sound** and **motion**, video ads on Instagram should aim to be visually immersive and drive action.



SPECS.

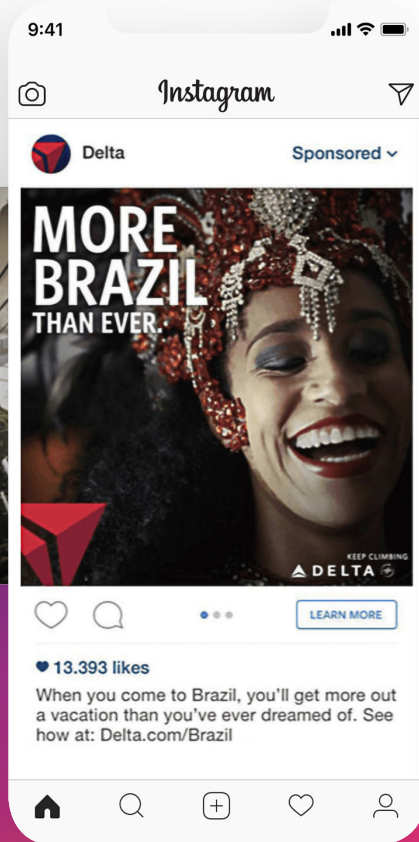
- Video ratio: 9:16 to 16:9
- Recommended resolution: Upload the highest-resolution video available that meets file size and ratio limits
- Video file size: 4 GB max
- Video length minimum: 1 second
- Video length maximum: 120 seconds
- Video captions: Optional but recommended
- Video sound: Optional but recommended
- Text: 125 characters
- Video thumbnail images that consist of more than 20% text may experience reduced delivery
- Vertical videos (with aspect ratio taller than 2:3) may be masked to 2:3





## Carousel ads

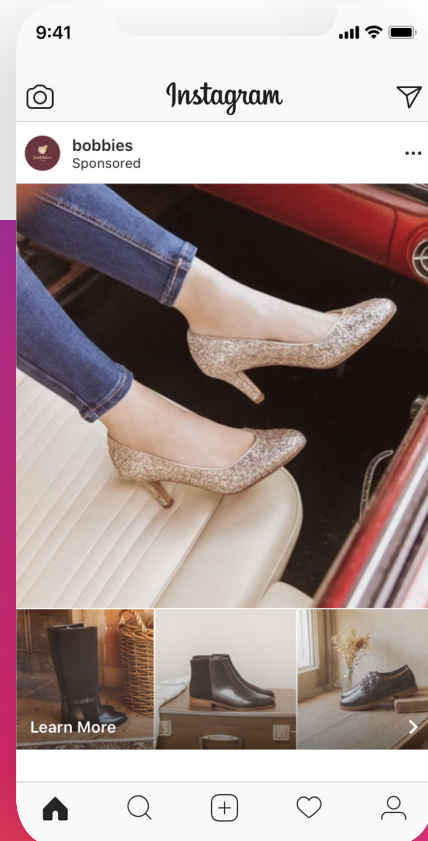
**Carousel ads** bring another layer of depth to campaigns, allowing people to **swipe through a series of photos or videos within a single ad**.



- Minimum number of cards: 2
- Maximum number of cards: 10
- Image file type: jpg or png
- Video file type: Supported file formats
- Video maximum file size: 4 GB
- Video length: up to 60 seconds
- Image maximum file size: 30 MB
- Recommended resolution: at least 1080 x 1080px
- Carousel ratio: 1:1
- Text: Two rows of text will be displayed.
- Images that consist of more than 20% text may experience reduced delivery

## Collection ads

**Collection ads** is an ad format that makes it easier for people to discover, browse and purchase products and services from their mobile device in a visual and immersive way. The format includes **a cover image or video followed by several product images**. When someone clicks on a Collection ad, they'll land on an Instant Experience — a full screen experience that drives engagement and nurtures interest and intent.



SPECS.

- Image or Video: The cover image or video that displays in your collection ad uses the first media asset from your full screen Canvas template. This asset must have a ratio of 16:9 to 1:1.
- Headline: Not visible on Instagram Collection ads
- Text: 90 characters
- Feed hero image/video: Instagram supports square (1:1), full landscape / horizontal (16:9), and slideshow. Instagram will not support ratios higher than 1:1
- Minimum Image Width: 500px
- Minimum Image Height: 500px



## Stories ads

**Stories ads** are **videos or images of up to 15 seconds long**, that are shown between user Stories. The ad takes up the **entire mobile screen**, so media needs to be in **vertical** format.



SPECS.

- File type: .mp4 or .mov (Video) ; .jpg or .png (Photo)
- Maximum File Size: 4GB (Video) ; 30MB (Photo)
- Video Length: Maximum: 15 seconds. Images show for 5 seconds by default
- Dimensions: Recommended Resolution: 1080 x 1920. Minimum: 600 x 1067

## VANS Social.Lab

**Vans** is a world famous manufacturer of skate shoes and other apparel. Their agency, Social.Lab, is a leader in social media marketing, serving international clients in ten major markets. When carousel ads became available in Instagram Stories, Vans and Social.Lab decided to try them out as part of their “Girls Skate India” campaign. The results? **Double the swipe-ups for the new carousel format and a 42% lower cost-per-swipe-up.**

[→ Read the full success story here](#)





## Instant Experience ads

**Instant Experience ads** (IX), formerly known as Canvas, is an **interactive, full screen** ad experience developed specifically for **mobile** devices.



SPECS.

### IMAGE

- Image size: Minimum width and height of 600 pixels.
- Recommended ratio is 1:1 for square and 16:9 for landscape images.
- Max image size of 30MB.
- Recommended image formats are JPG and PNG.
- Images with 20% text or more could increase chances of failed delivery.

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### VIDEO

- Recommended resolution is minimum of 1200 x 628 pixels.
- Recommended video formats are .MP4 and .MOV.
- Max video file size is 4GB.
- Video length is 120 minutes (recommended less than 2 minutes).
- Video thumbnails with 20% text or more could increase chances of failed delivery.

## Ads in Explore

**Ads in Explore** help you reach people looking to **discover new things** by targeting users looking to expand their interests beyond the accounts they already follow.

**All major Feed formats can be used in Explore.**  
**See previous pages for specifications!**





## CREATIVE TIPS

### 1.

**Make sure your ad creatives have life.** The best advertisers understand the context in which their ads will appear. People go to Instagram to be inspired, to share the best moments of their day, and to discover novel and fun things. We've all had that feeling of coming across an ad that looked really out of place. Think about how your creatives can fit with the mindset people are bringing when they are navigating Instagram. How can you add some life to them?

### 2.

**Create for the context.** There's value in consistency. Focusing on your brand's Instagram presence, are you creating a consistent narrative between your paid and organic activity? After seeing an ad, if a user were to click through to your business profile, would there be consistency in the look-and-feel and messaging? Ensuring both your paid and organic activity is heading in the same direction is important to build a strong brand narrative.

### 3.

**For stories creatives, go vertical.** In general, vertical creatives are a good way to reach mobile users, since a huge majority of them always hold their phones vertically. Stories are always vertical, so when using this format, design your creatives to make the most of the upright screen.

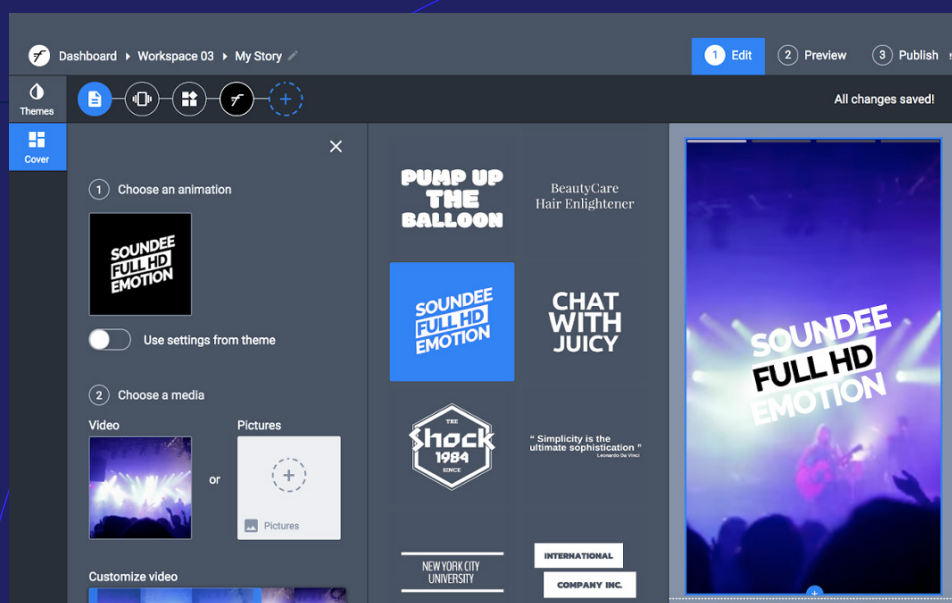


# MakeMeReach partnership: Stories ads made simple with Fastory



**Fastory** is a marketing tech company, providing the leading **Mobile-first Marketing Suite**. The solution empowers businesses to level up their marketing campaigns by giving them the power to captivate, engage and convert people who matter to their business, in a creative way.

Fastory helps you **create quality mobile-first creative content at scale**, no tech skill required. Clients can import existing assets or select from a catalog of branded overlays.

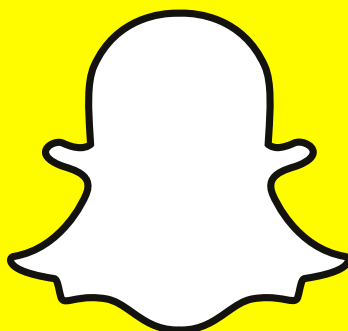


## WHAT CAN YOU DO WITH FASTORY?

- Create mobile-first landing pages for a great user experience that drives more conversions on mobile.
- Create microsites for your Stories and Stories ads.
- Design vertical creatives that are optimized for use in Stories ads.

[→ Learn more about our partnership with Fastory and mobile-first marketing in the guide we wrote with them.](#)





## E3. Snapchat

Snapchat offers some really playful and innovative ad formats for advertisers to experiment with.



Snapchat's major strength is in its die-hard niche audience, where it has carved out a reputation as **the only social network where users don't feel judged**. The way the app is set up means that, unlike Facebook and Instagram, people don't care about getting as many likes or followers as their friends. The fact that people can't access others' metrics means there is simply **no competition**.

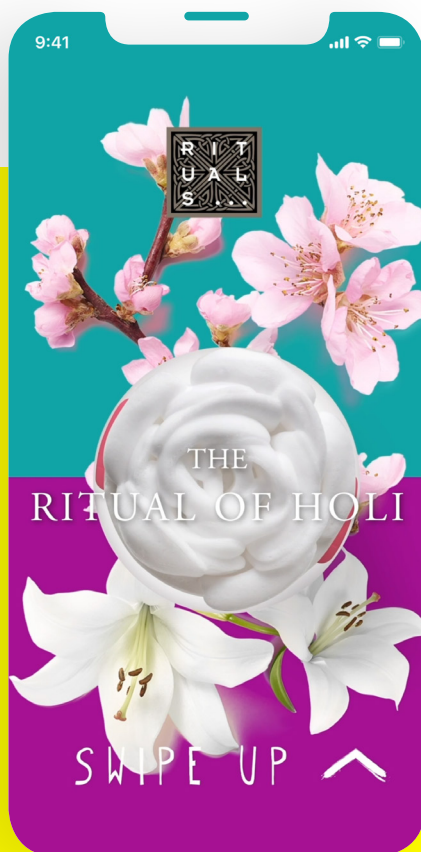
When **Snap launched in 2011**, it was solely about taking pictures. There were no Stories and no Discover. Users couldn't even send **text-based messages** on the app until 2014, three years after it launched. Even now, there are **no likes, no re-posts and no comments**. You open the app, and you're looking through a lens. Evan Spiegel, the company's founder and CEO, doubled down on this commitment to the camera when he filed for Snap's IPO, **plainly stating**, "Snap Inc. is a camera company." This means that **visual creatives are really at the forefront on Snapchat**. As a highly visual network, Snapchat offers some really playful and innovative ad formats for advertisers to experiment with.



# SNAPCHAT CREATIVE FORMATS

## Snap ads

**Snap ads** drive Snapchatters to your website, app, video, AR Lens, or app store page in a single swipe. **Vertical videos up to 10 seconds in length**, Snap ads display between stories from a user's friends. With audio on by default, advertisers are able to tell a richer story, and drive actions like app installs, web traffic, lead generation and long-form video views.



- Full Screen Canvas: 1080px x 1920px ; 9:16 aspect ratio
- Length: 3 to 180 seconds
- File Format: Video (.mp4 or .mov, and H.264 encoded) ; Image (.jpg or .png), Ads Manager only ; Storage Aspect Ratio (SAR) should be 9:16 ; Display Aspect Ratio (DAR) should be 9:16 ; Pixel Aspect Ratio (PAR) should be 1:1

→ [Click here for additional specs](#)



## Complementary Snapchat & Facebook campaigns drive down ad costs for blackpills.

A **video-on-demand service** that produces and distributes exclusive shows, **blackpills** offers content that is fun, raw, intense and liberated, optimized for mobile. With its **younger demographic**, Snapchat was the perfect platform for blackpills to reach their target audience. Their Snapchat campaigns featured creatives highlighting influencers and famous YouTube personalities, as well as snippets from select episodes available on the blackpills app.

Their creatives resonated well with their audience, with an average **cost-per-mobile-app-install 43% below the initial objective**.

→ [See the full success story here](#)

SPECS.





## Collection ads

**Collection ads** showcase a series of products and give Snapchatters a **tappable**, frictionless way to shop and buy. Each product image can be tapped to reveal more product details. Once tapped, the ad can take the user through to the brand's website to complete a purchase.



SPECS.

- File Format: Static image only (.jpeg or .png)
- Thumbnail Images: 4 square images only
- Thumbnail File Size: 2MB or less for each image
- Thumbnail Image Size: Equal to or more than 160px by 160px

## Story ads

**Story Ads** let Snapchat advertisers to reach their target audiences by placing a **branded tile in the Discover section, which opens to a collection of 3 to 20 Snap Ads**. The Discover section is located to the right of the camera, once the app is opened, and houses content from influencers, content creators, publishers and brands. Story ads are a great way for brands to communicate their messages in an easily digestible format.



→ [Click here for full Story ads specs](#)





## AR lenses

**AR lenses.** Leveraging **augmented reality** (AR), lenses are a powerful, fun, and memorable way for brands to connect with consumers. They are **interactive** and offer users the ability to **play**. This ad format can be used to drive results across all business objectives, from awareness and engagement to consideration and sales lift.

## Filters

**Filters.** Take part in Snapchatters' conversations with **creative overlays they can add to photo and video messages**. These can be added by swiping left or right on the snap once taken in the camera. Users add filters to billions of their snaps every day, and they are an effective and fun way of highlighting neighborhoods, locations, holidays, and even businesses.



SPECS.



- High-resolution, transparent background: .PNG of logo
- High-resolution, layered: .PNG files for any static images that brand wishes to appear in the lens
- For 2D Lens: High-resolution .PSD file of any specific 2D models that will be appended to the face or frame in the lens
- For 3D Lens: 3D Max or Maya files of 3D models that will be appended to the face / head / frame in the Lens
- Audio: .MP3 or .WAV file

- Width: 1080 pixels
- Height: 1920 pixels
- Format: .PNG asset with transparent background
- File Size: 250KB or less



## CREATIVE TIPS

### 1.

**When it comes to video, use sound.** Unlike other networks, Snapchat has sound on by default, so this is the place to leverage the full possibilities of audio in your ads.

### 2.

**Keep the context in mind.** To better drive performance, your creatives should fit with the native look and feel of Snapchat, blending with the content users see from their friends.

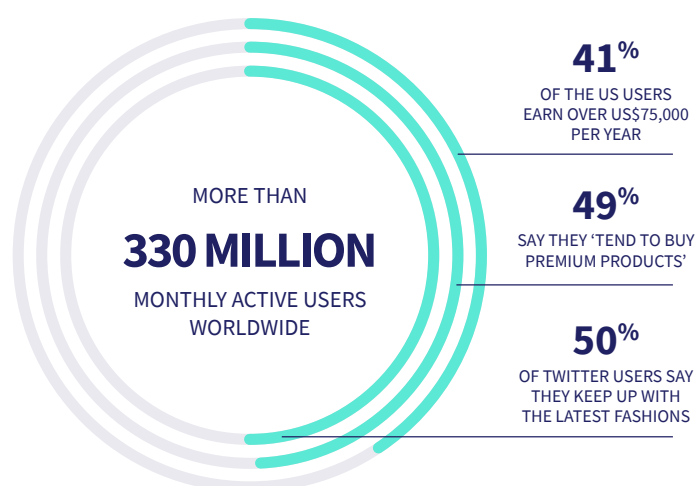
### 3.

**Get your branding in early.** You shouldn't open with your brand, but rather a strong visual that will hook users. Still, you should feature your brand very early on to establish ad awareness.



## E4. Twitter

Twitter is especially strong in niche communities of highly engaged individuals who come together on the network around their passions.



Twitter's slogan is "it's what happening." It's the place **people go to discuss live** and current events, and it's especially strong in niche communities of **highly engaged** individuals who come together on Twitter around their passions.

With **more than 330 million monthly active users** worldwide as of the first quarter of 2019, Twitter can't be ignored. Twitter audiences are largely urban and suburban, and in the **US 41% of users earn over US\$75,000 per year**, and **49% say they "tend to buy premium products"**, making the network an interesting one for reaching high value prospects.

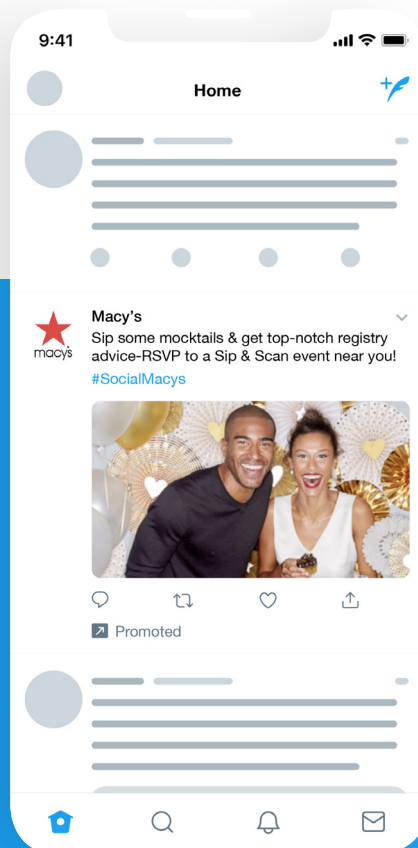
With its **strict character limit** on tweets, creative copy is key on Twitter. And with several image and video ad options, visual creative also comes into play on the network.



# TWITTER CREATIVE FORMATS

## Promoted Tweets

**Promoted tweet.** Promote your message to a targeted audience. These are clearly **labeled as Promoted**, but **act just like regular Tweets** and can be retweeted, replied to, liked, and more.



SPECS.

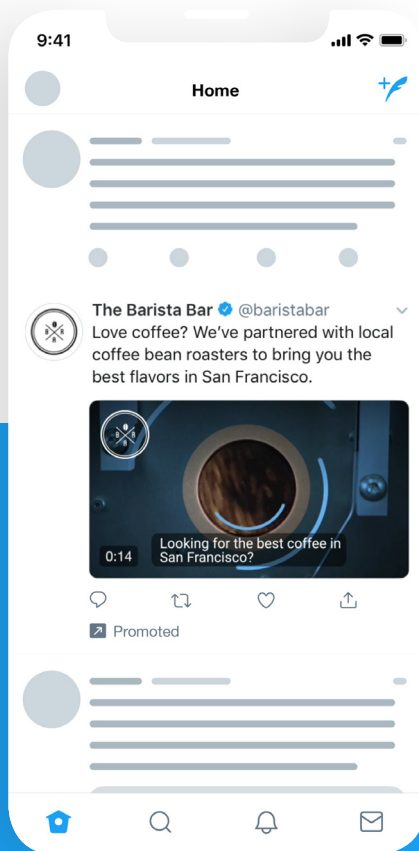
- 280 characters (note: each link used reduces character count by 24 characters, leaving 256 characters for Tweet copy.)





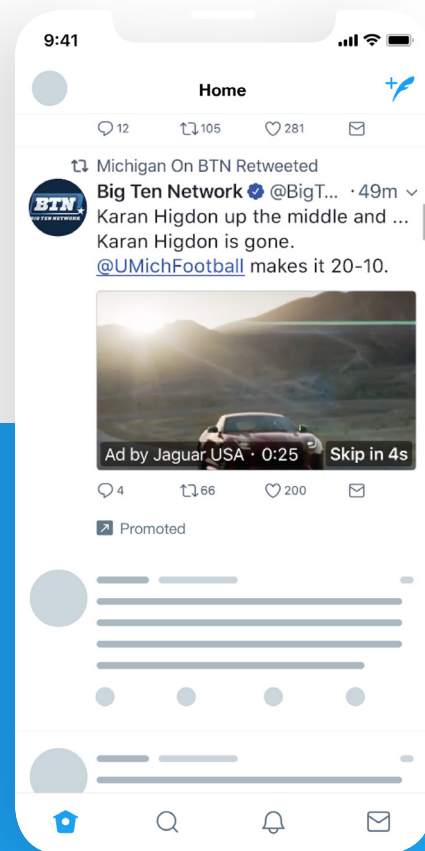
## Promoted video

**Promoted video** lets advertisers distribute video to an engaged audience. With Promoted Video, brands **only pay when someone clicks play** to watch.



## In-stream video ads

**In-stream video ads (pre-roll)**. As a premium format, you'll need to **request access** to this ad format, which will see **your video ad play before quality content from select publishers**.



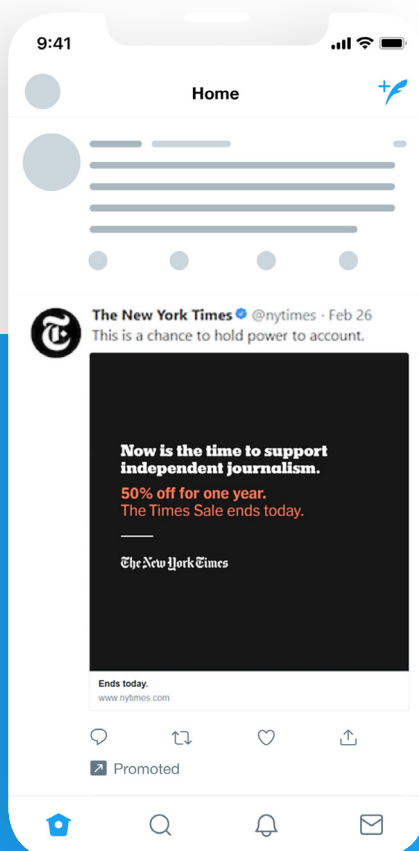
SPECS.

- Tweet copy: 280 characters
- Title (under video): 70 characters.
- Description (under video): 200 characters.
- File type: MP4 or MOV.
- File size: 1GB Max
- Max time: 2 minutes and 20 seconds
- Video Codec: H264 High Profile
- Frame Rate: 30 FPS
- Video Resolution: 720x1280 (portrait), 1280x720 (landscape), 720x720 (square)
- Minimum Video Bitrate: 5,000kbps
- Audio Codec: AAC LC
- Aspect Ratio: 16:9 or 1:1 (square)



## Website card image or video

Website card image or video enables marketers to **promote their website with image or video creative**, creating a rich experience for the user, a continuation of the conversation started in the image or video, and more qualified site visits.



SPECS.

- Tweet copy: 280 characters
- Website title length: 70 characters.
- Image size: 800 x 418 pixels for 1.91:1 aspect ratio, 800 x 800 pixels for 1:1 aspect ratio (max 3mb)
- Video size: 1GB Max.
- Video Codec: H264, baseline, 4:2:0 color space
- Frame rate: 29.97FPS or 30FPS
- Aspect Ratio: 1.91:1 or 1:1. (1x1 aspect ratio is not available to self serve advertisers at this time.)
- Image file type: PNG or JPEG.
- Video file type: MP4 or MOV

# MAKE. ORG

### Make.org sees cross-channel, international success with We Europeans campaign.

Make.org is a European civic tech organization whose mission is to mobilize citizens to positively transform society. Ahead of the European Parliamentary elections in May 2019, Make.org launched the non-partisan We Europeans project to engage with EU citizens, leveraging the strengths of multiple networks to reach as many people as possible. Twitter in particular gave Make.org access to audiences likely to engage with political content.

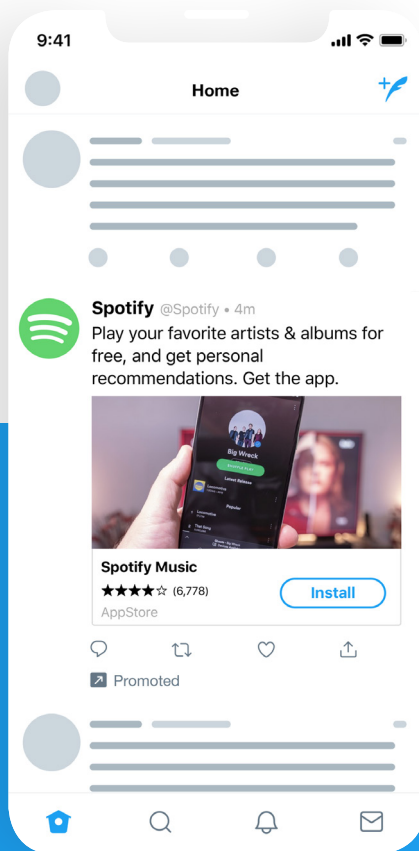
→ [See the full success story here](#)





## App card image or video

**App card image or video.** With an image or video you can **show off your mobile application** on Twitter and drive installs.

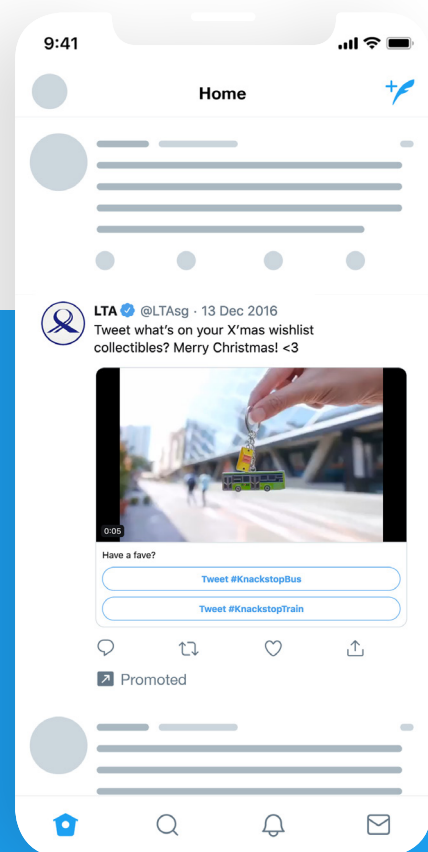


SPECS.

- Tweet copy: 280 characters
- Image size: 800 x 800 pixels (max 3mb) for 1:1 aspect ratio. 800 x 418 pixels (max 3mb) for 1.91:1 aspect ratio
- File types: PNG and JPEG
- Video ratio: 16x9 and 1x1.
- Title: Truncated at 70 characters.
- Description: Truncated at 200 characters.
- Video file size: 1GB Max
- Video file types: MP4 or MOV.
- Max video time: 2 minutes and 20 seconds.
- Video codec recommendation: H264, Baseline, Main, or High profile with a 4:2:0 color space.
- Frame rate recommendation: 29.97FPS or 30FPS.
- Video bitrate recommendation: 6,000 - 10,000k (recommended 6,000k) for 1080p. 5,000k - 8,000k (recommended 5,000k) for 720p).

## Conversational card

**Conversational card.** These are promoted Tweets with compelling images or videos that include **call to action buttons** with **customizable hashtags**. Conversational Ads are an effective way of engaging with customers, and driving them to share a brand's message.



- Tweet copy: 280 characters
- Hashtag: 21 characters.
- Pre-populated user Tweet: 256 characters.
- Headline: 23 characters.
- Thank you text: 23 characters.
- Thank you URL (optional): 23 characters.
- Video (if used): Same specifications for promoted videos
- Image Specs (if used): File size: 3 MB, Aspect ratio: 1.91, Image width / height: 800 X 418PX, File formats: JPEG, PNG, non-animated GIFs.



## CREATIVE TIPS

### 1.

**Leverage events.** Twitter is the network where people gather around live and current events, so context really matters here when it comes to creative. Think creatively about how your ads can respond to current events to really grab peoples' attention.

### 2.

**Keep video ads brief.** According to [Twitter's statistics](#), the best-performing promoted videos on the platform are around 15 seconds long. Shorter videos also have a 13% higher purchase intent.

### 3.

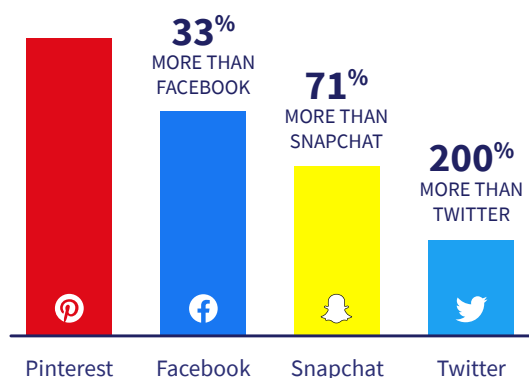
**Avoid hashtags in your creative copy.** If you're trying to get people to visit your website or follow your account, hashtags could be an unwanted distraction and take away from your primary goal.





## E5. Pinterest

**About 90% of Pinners use the network to make purchase decisions, a percentage higher than any other social network.**



Think of Pinterest as **the world's largest digital catalog**. This social network allows users to share and discover by posting (referred to as "pinning") **images** or **videos** either on their own or other users' boards—collections of pins which are usually based on a common theme. In this highly visual space, users then go on to browse what others have pinned, and draw inspiration from it.

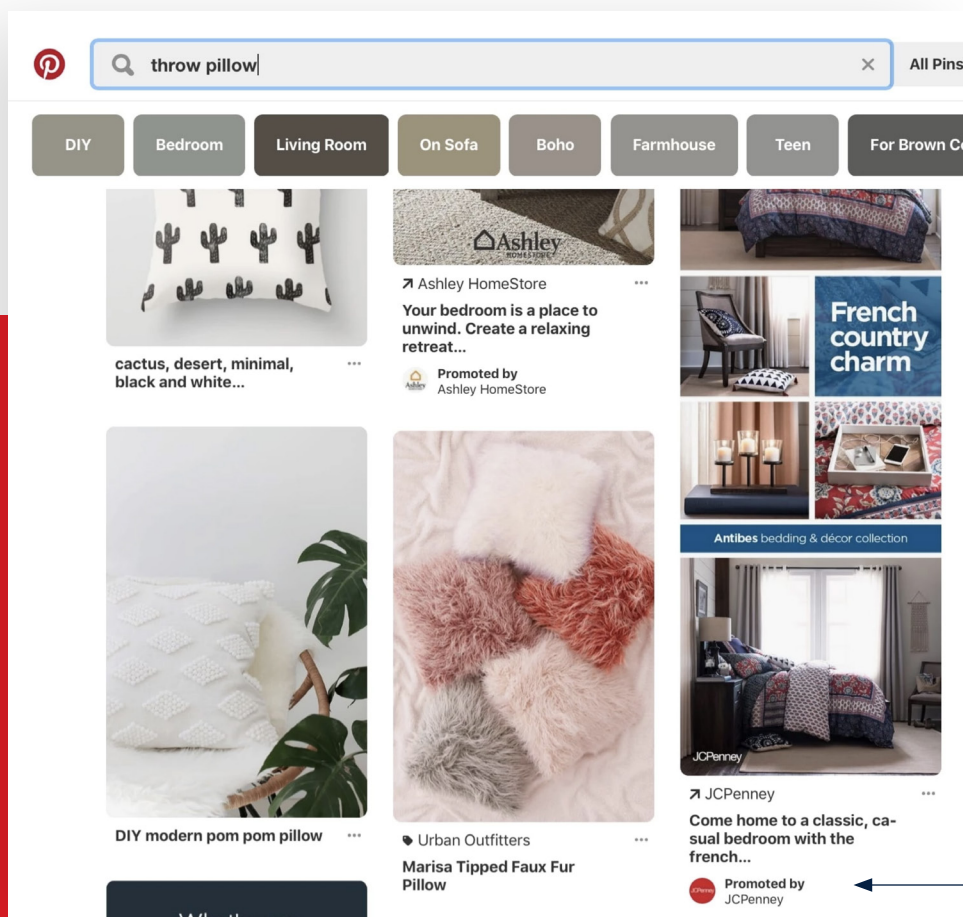
Pinterest's **300 million users around the world** come to the platform to discover, dream, and plan all of their purchases. **Every day, Pinners are actively searching for new brands, products, and services** while using Pinterest. In fact, about **90% of Pinners** use the network to make purchase decisions, a percentage higher than any other social network. This means that with great creatives—Pinterest is principally a visual network—the network offers the opportunity to both inspire and drive purchases.



# PINTEREST CREATIVE FORMATS

## Promoted Pin

**Promoted Pin.** These are regular pins that you can **promote** to appear in your desired audience's home feed, category feeds, and relevant search results.



### SPECS.

- Images: File type: PNG or JPEG ; Max file size: 32 MB ; Aspect ratio: 2:3 aspect ratio, or 1000 x 1500 pixels.
- Character counts:
  - Title: Up to 100 characters
  - Description: Up to 500 characters. The first 50-60 characters are most likely to show up in people's feeds.



## Promoted video

**Promoted video** gives you the opportunity to tell your brand's or products' stories in an **immersive way**. You can choose from different video formats.

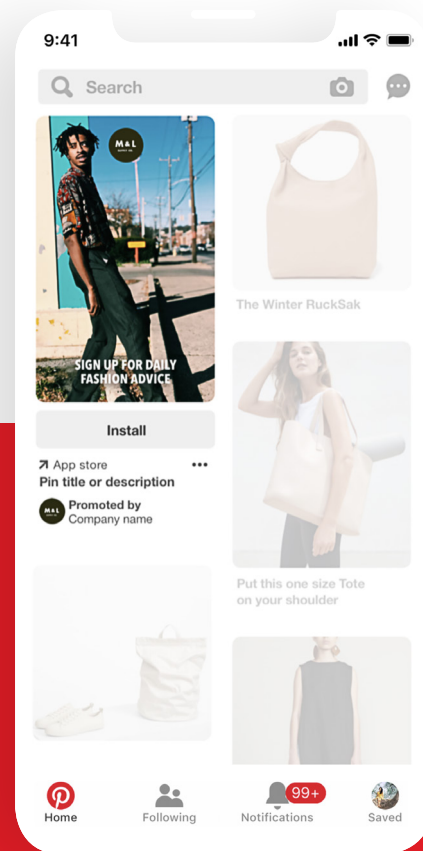


### SPECS.

- File type: .mp4, .mov or .m4v
- Encoding: H.264 or H.265
- Max file size: Up to 2GB
- Video length: Minimum 4 seconds, maximum 15 minutes
- Aspect ratio (standard video): Shorter than 1:2 (width:height), taller than 1.91:1. Pinterest recommends making your videos square (1:1) or vertical (2:3, 9:16).
- Aspect ratio (max width video): Square (1:1) or widescreen (16:9). Note that max. width videos can't exceed the height of a 1:1 aspect ratio.

## Promoted app Pin

**Promoted app Pin**. This lets users discover your app, and download it directly through Pinterest. And since 80% of Pinners use the network on mobile, it's a great place to reach app customers.



- File type: .mp4, .mov or .m4v
- Encoding: H.264 or H.265
- Max file size: Up to 2GB
- Video length: Minimum 4 seconds, maximum 15 minutes
- Aspect ratio (standard video): Shorter than 1:2 (width:height), taller than 1.91:1. Pinterest recommends making your videos square (1:1) or vertical (2:3, 9:16).
- Aspect ratio (max width video): Square (1:1) or widescreen (16:9). Note that max. width videos can't exceed the height of a 1:1 aspect ratio.



## Promoted carousel

**Promoted carousel.** The **newest Pinterest ad format**, carousels give you the opportunity to **use up to 5 images to tell your brand's story** and promote your products.



### SPECS.

- Image count: 2-5 images per Carousel
- File type: PNG or JPEG
- Max file size: 32 MB per image
- Aspect ratio: 1:1 or 2:3



## CREATIVE TIPS

### 1.

**Provide context in your images.** When showcasing your products, people should understand why they could be right for them. Images that show people using your products or trying your project will help bring your Pinterest creatives to life.

### 2.

**For video, pick a strong cover image.** This is the very first thing people will see of your video Pins, so it's essential to make your cover image compelling, and give them a good idea of what the video is about. Pinterest also uses cover images to help deliver your video ad to the right audiences.

### 3.

**Use seasonal or special moments.** Align your ad creatives to holidays, events, and other special occasions. Creatives referencing these kind of moments had higher aided awareness and an increase in sales lift.





## E6. Google

**Google is THE gateway to the internet today, and where people go to research and discover more about the products that interest them.**

With an average of 40,000 search queries happening every second (over 3.5 billion searches per day and 1.2 trillion searches per year worldwide), Google is THE gateway to the internet today, and where people go to research and discover more about the products that interest them.

With their advertising solutions, Google provides the ability to “turn browsing into buying.” With options suited to businesses from a variety of industries, **Google’s solutions will enable you to reach the people who matter to your business.** Google provides unmatched ability for your business to be found when qualified prospects are searching and, when combined with ad campaigns on social, savvy businesses can reach their prospects across multiple touchpoints.

Google’s most famous ad product, **Search Ads**, are text-based, although Google has launched Gallery Ads (in beta) for search. With their visual components, formats like **Display Ads** and **video ads** leave advertisers more room to leverage creativity to reach their audiences.

**Here is a snapshot of some of the creative formats you can use on Google.**

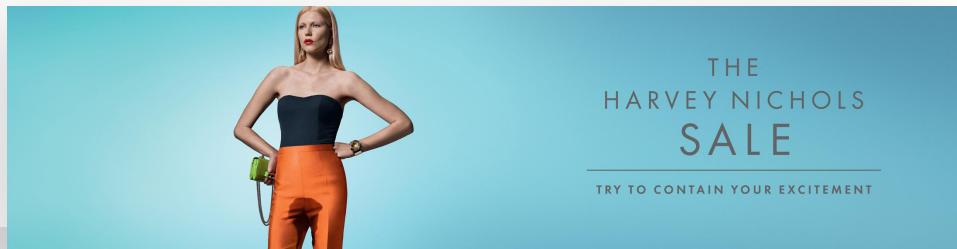
# GOOGLE CREATIVE FORMATS

## Image ads

Appearing in the Display Network, Google **Image ads** can be a **static image**, **animated image**, or **Flash format**, and can be in a range of sizes. These help you showcase your product or service in a visual way.

SPECS.

- Formats: GIF, JPG, PNG
- Max. size: 150KB
- For GIFs, Animation length must be 30 seconds or shorter, and animations can be looped, but the animations must stop after 30 seconds
- Dimensions: [click here](#) for the full list.



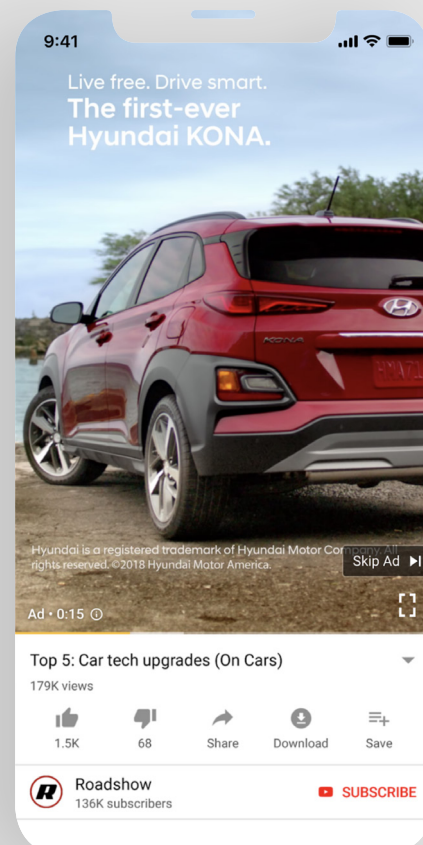
## Video ads

These are **Video ads** that show online, available in placements across Google's properties. Run standalone video ads or insert them in streaming video content. Specific video formats include skippable in-stream ads, non-skippable in-stream ads, discovery ads, bumper ads and outstream ads.

SPECS.

- Must be uploaded to YouTube (send Video URL, shortened URL not allowed)
- Must allow embedding
- Must be public or unlisted
- True streaming is not allowed
- Minimum video length for skippable ads: 12 seconds
- Maximum video length: up to 6 minutes for skippable ads and 15 seconds for non-skippable ads.

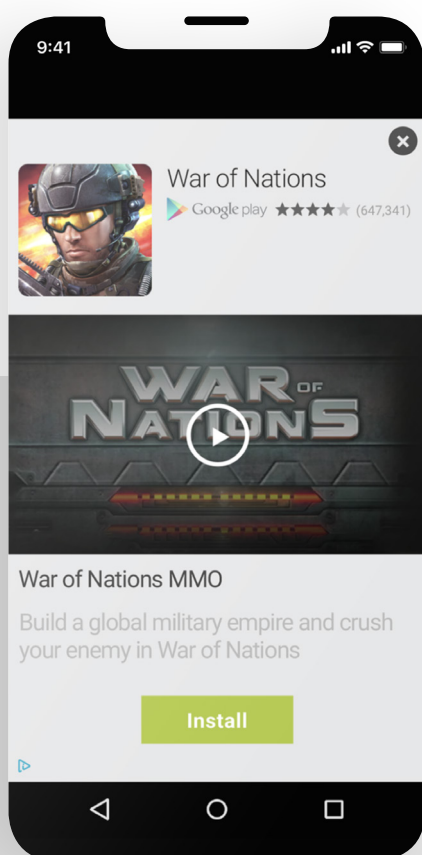
[See additional video ads specs here.](#)





## App promotion ads

**App promotion ads.** These ads, which can be displayed across a number of Google properties including search, Display Network, and Google Play, **allow users to click to install your app directly.**



SPECS.

### VIDEO

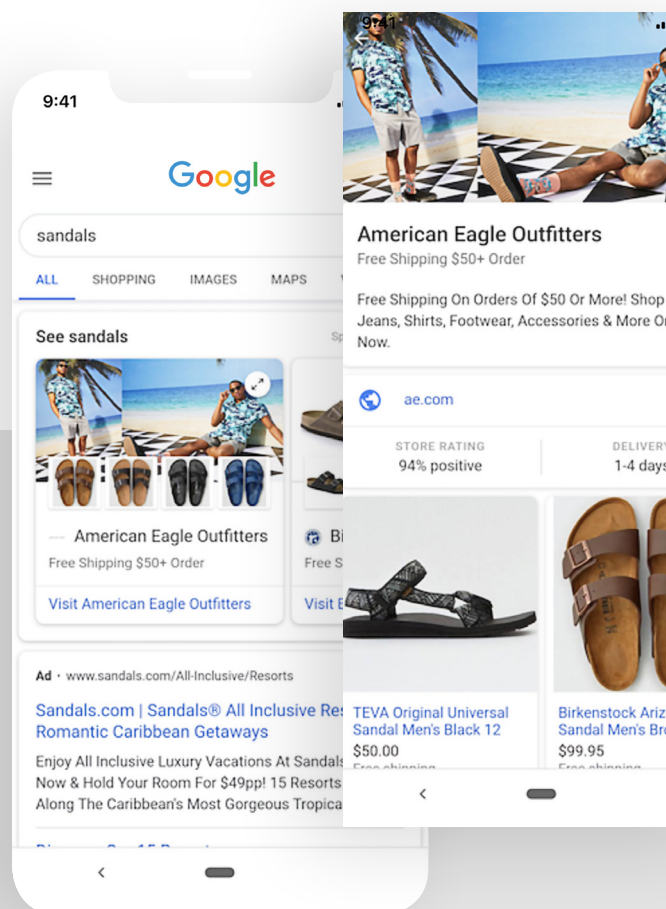
- Videos must be hosted on YouTube
- Orientation can be landscape, portrait or square
- If you don't have videos to add, Google Ads may make a video ad for you using assets from your app store listing

### IMAGE

- Upload images as .jpg, .gif or .png with a maximum size of 150 KB
- For native ads, landscape images are the most valuable format
- For interstitial ads, portrait images are the most valuable format
- Other valuable formats include: 320 x 50 pixels, 320 x 480 pixels and 300 x 250 pixels

## Showcase shopping ads

**Showcase shopping ads.** Consisting of **an image and description that expands when clicked**, these ads let you showcase several products and store information. These ads are available in select territories.



- Header: JPG or PNG format 1200 X 628 px for best quality across all devices.
- Headline Text: 24 characters maximum.
- Description: 120 characters maximum.
- Final URL: where the user arrives after they click a product in the expanded ad.
- Display URL: URL that is visible in the ad, 25 characters are shown on mobile, 35 on desktop.



## Product shopping ads

**Product shopping ads** show your products to people shopping online for something similar.

Each product shopping ad lets you feature an individual product.

The screenshot shows a Google search for "buy jordan sneakers". The search results page displays a "Shopping" tab with approximately 7,490,000 results. A "Sponsored" section titled "Shop for buy jordan sneakers on Google" features five product listings:

Product	Price	Retailer
Jordan IV Retro White	£154.99	Foot Locker UK
Nike Air Jordan VII Retro BG ...	£89.00	End.com
Nike Air Jordan Eclipse ...	£90.00	ASOS.com
Air Jordan 1 Mid Black 6 (25)	£90.00	Nike.com
Jordan Eclipse, Wolf Grey/ ...	£76.87	Kickz.co.uk

Below the sponsored section, organic search results are visible, including links to "Shop Authentic Air Jordan Shoes - Jordan Brand ...", "Jordans - Air Jordans | Flight Club", and "Jordan Shoes | Foot Locker".

SPECS.

- Google product shopping ads require some specific product data. Find all the product information you'll need to provide [here](#).





## CREATIVE TIPS

### 1.

**When it comes to Display ads, keep it simple.** While Display ads come in many formats, most of them tend to be small. If you put too much visual information in your ad creatives, it may get lost. Simple images with a clear call-to-action are likely to pack the most punch.

### 2.

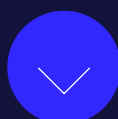
**Keep it consistent.** Google has a lot of ad formats and options, so it could be tempting to try out lots of different styles of creatives. But it's better to build a consistent brand image across the network, sticking with the same look and feel in your ads across the network. This will help keep your brand recognizable.

### 3.

**For video ads, use emotion and storytelling.** Video ads that create an emotional connection or have a compelling story will draw people in and keep them watching longer. And using these techniques for your video creative is proven to increase brand awareness.



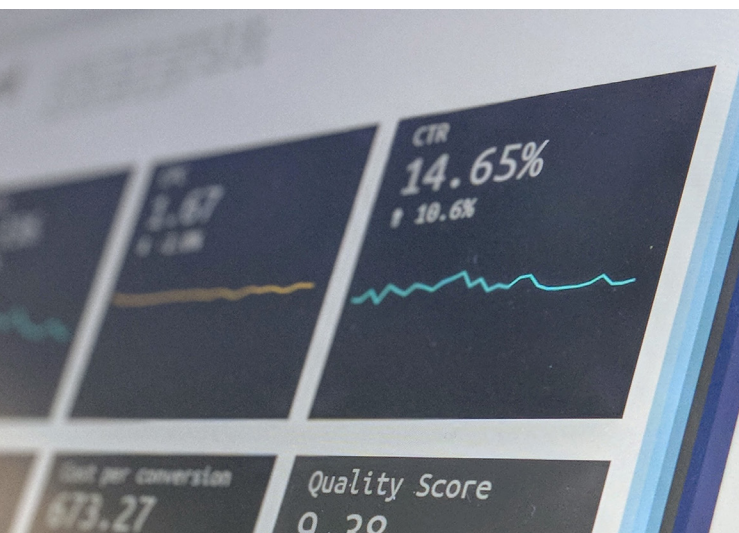
# MEASURING CREATIVE IMPACT



Once you have your strategy down, decide which networks you'll advertise on, and start running ads with your great new creative concept, how do you know how your creatives are actually impacting your performance?

**First, focus on the right metrics.** If you've put together a solid creative strategy for your digital advertising, you should have some **clear KPIs** in mind that align with your advertising objectives. What do your metrics look like for those specific KPIs? This will give you an indication as to whether your creatives are making an impact where it really counts for your brand.

It can also be beneficial to do some simple **testing** of different elements in your ads to discover **what resonates best with audiences**. This could mean testing different background colors or color schemes, dynamic versus static images in your ads, testing different products and how those products are shown, etc. When running tests, it's important to **keep your focus on just one or a few elements at a time**. Testing single components will give you concrete insights into what specifically works and doesn't work in your creatives.

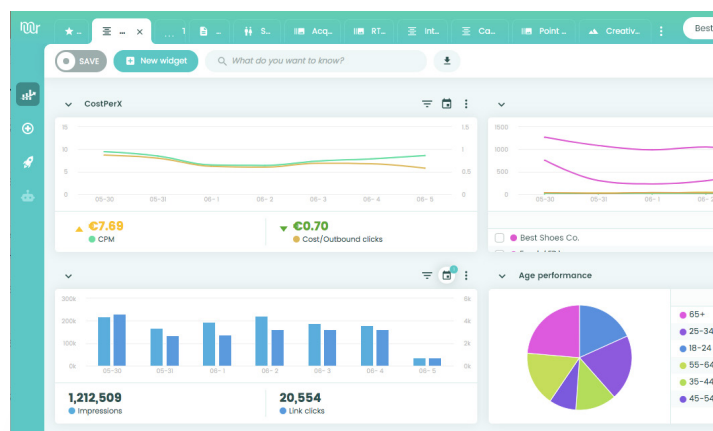


## > CROSS-NETWORK CREATIVE PERFORMANCE AT A GLANCE ON MAKEMEREACH

Being able to analyze and visualize your data is essential to knowing how your campaigns are performing. MakeMeReach provides advanced, **cross-network data visualization** and **reporting tools** that make it easy to take action on that data, all while **saving you time and manual effort**.

# Helicopter View

This powerful and **fully customizable** data analysis and reporting tool lets generate **dynamic reports using data** from all your ad accounts. It's the very first thing you'll see when you access the platform. Helicopter View gives you a complete overview of your performance, even if you're using dozens of ad accounts. It only shows you what you need to see, and nothing that you don't. You can build **multiple dashboards** from one of 8 templates, or create your own custom dashboards with widgets—and the possibilities of what you can create are endless.



## Helicopter View features include:

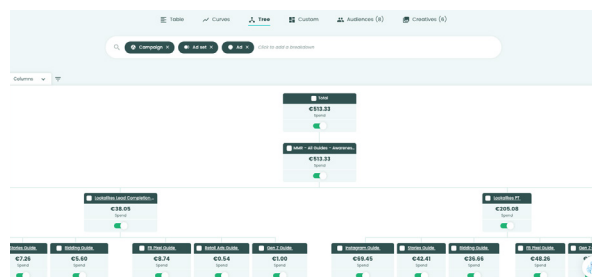
- **Cross network reports (Facebook, Twitter, Instagram, Snapchat, Google)**
- **Choose data from across accounts in a few seconds**
- **Get better data visualization with multiple graphs**
- **Include external data: Google Analytics, Server to Server, Mobile Tracking Partners...**
- **Automatic Currency Conversion**

Campaign	Status	Spend	Impressions	Clicks	Website purchases	Cost/website purchase	Performance
MMR - All Guides - SP + FT focus	Lowest cost	€513.33	74,013	997	-	-	-
MMR - All Guides - Awareness - SP + FT focus	Lowest cost	€513.33	74,013	997	-	-	-
MMR - All Guides - Awareness - SP + FT focus	Lowest cost	€2.44	119	1	-	-	-
MMR - All Guides - Awareness - SP + FT focus	Lowest cost	€10.05	13	-	-	-	-
MMR - All Guides - Awareness - SP + FT focus	Lowest cost	€1.06	28	-	-	-	-
MMR - All Guides - Awareness - SP + FT focus	Lowest cost	€10.02	1	-	-	-	-
MMR - All Guides - Awareness - SP + FT focus	Lowest cost	€10.75	45	1	-	-	-

**Tree view** is especially is an especially powerful tool to visualize the performance of your creatives. This view lays out campaign data in a way that shows how each element is performing through color coding, and lets you take action by pausing underperforming ads, ad sets, or campaigns.

## Reporting

**MakeMeReach provides you with a centralized view of all your online ad performances across channels.** It's easy to generate reports from your dashboards and you can slice and dice the data the way you want to answer the questions you're most interested in. You can choose from several different views.



[→ Watch to learn more about reporting in MakeMeReach](#)

[→ Get a demo](#)

## G

## CONCLUSION

In a digital advertising landscape that is increasingly crowded and complex, with a growing number of networks and advertising options, **great ad creative is key to making your brand stand out and earn the attention of your audience.** Creative is the medium that tells your brand's story and makes it come alive. And as advertising moves towards increasing personalization, creative also plays an important role. Strong creative—and a solid creative strategy—can help you **reach people all across their buyer's journey**, bringing them value and creating memorable ad experiences that drive conversions.

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creatives will help build  
your brand and boost your  
performances today and  
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Thanks to [Unsplash](https://unsplash.com) for providing the images to illustrate this guide.