



Guide to Refreshing Creative

A guide to identifying creative fatigue and refreshing your creative on Facebook.

Getting Started:

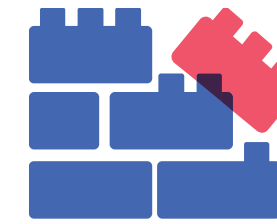
Refresh creative using these three steps:

- 1) **Evaluate Creative Fatigue**
- 2) **Review Targeting Strategy & Audience Saturation**
- 3) **Remix creative** through Facebook's easy-to-use tools and if needed, **adjust current creative.**

Evaluating Creative Fatigue:

1. Analyze your **campaign's ROAS**
2. Then focus on **three core metrics** at the ad level: Quality Ranking, Frequency, and CPM. Keep an eye out for any large drops in CTR week over week.
3. At around a 6-7 campaign frequency, you may be due for a creative swap, but it varies based on audience, product, and of course quality / entertainment value of the ad.
4. For retargeting, keep in mind your **audience saturation** if using the same creative and targeting over a long time period.
5. When launching an entirely new creative strategy: consider whether you want to pause the old creative or launch a new campaign. Assets added to campaigns may not get as many impressions as the pre-existing creative.
6. If delivery does not improve and that audience has seen similar ads for a while, you can either (1) use Facebook's tools to build new ads (2) explore a new audience and/or (3) bid higher to reach new people in the existing audience.

Facebook Tools to Refresh Creative:



Facebook Mobile Studio - Use Facebook's easy-to-use guides and top recommended apps to make great mobile ads.

Facebook's Dynamic Creative Feature

Automatically delivers high-performing combinations of ad formats and copy to your audience. Dynamic creative accepts up to 10 images/videos, and 5 of each text asset (body, title, description, CTA).

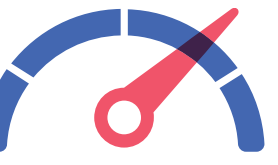
Ads Manager Video Creation Toolkit - Allows you to make a quick creative change by switching a format from single image to video or slideshow using one of 12 templates.

Facebook Carousel Format - Combine single images to create a carousel format.

Dynamic Ads - With a website product catalog, automatically promote your entire inventory of products to the most relevant audience in a slideshow format.

Collection Format - Feature a hero video/image with four images in below. Customers who tap more will seamlessly be taken to a fast-loading fullscreen experience.

Tactics to Combat Creative Fatigue:



Diversify ad formats in your ad sets - By including different types/formats of ads. We recommend 3-6 ads per ad set.

Expand audiences - Broaden your Lookalike, interest-based, and Custom Audiences to expand creative reach.

Use Placement Asset

Customization - Customize your ad to best match the audience behavior on each placement and aspect ratios by using different crops within Ads Manager.



by facebook