

Paid Social Campaigns Audit & Recommendations

Please Note: Due to client confidentiality, the client's branding, name, and product names have been removed

Overall

- **Run 2-3 ads minimum**
 - Allows the platform to serve more impressions to your audience
 - Avoids creative fatigue
 - Allows for creative and copy testing, learnings & optimizations
- **Create a naming convention to follow across all platforms**
 - Once several campaigns have been launched, this will become very helpful when searching within the platforms and during reporting
 - See additional document with example templates

Twitter



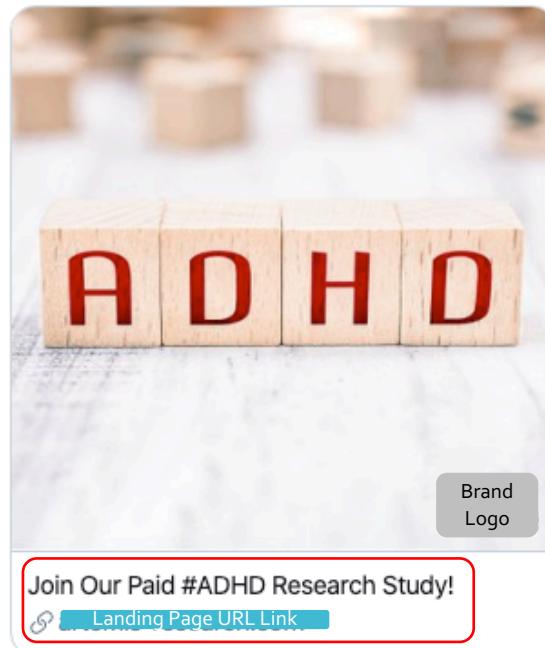
- Consider testing Traffic/Website Clicks objective
 - Currently the platform is showing ads only to the people it deems most likely to take the specified action by your website tracking (e.g. getting to the thank you page)
 - Switching to traffic or clicks, you may reach more users that also make take this action, but TW deemed "less likely"
 - Allows for more impressions, more clicks, and presumably more leads/conversions at a more efficient cost
 - Last campaign only served 39k impressions to the 300k+ potential audience resulting in 48 clicks & 5 signups
- Test Twitter Website Card ad format
 - This is a "dark" ad format, where you create these posts in platform within the creative section of Ads Manager
 - Pro: Due to the clear URL & strong headline, this format historically sees higher performance and drives more action (see next slide for example)
 - Con: All paid AND organic actions (clicks, favorites, retweets, comments) aren't consolidated on one Tweet

Website Card Ad

Brand Logo Brand Name @BrandName · Mar 11
Join Our Paid #ADHD Research Study!

- ✓ Compensation for Time and Travel
- ✓ No-Cost Investigational Medication
- ✓ No-Cost Study Related Medical Evaluation

#brandname #ClinicalResearch



Includes a headline



Join Our Paid #ADHD Research Study!

Landing Page URL Link

Automatically creates a
shortened "display" URL



Promoted

Promoted Tweet

Brand Logo Brand Name @BrandName

Join Our Paid #ADHD Research Study!

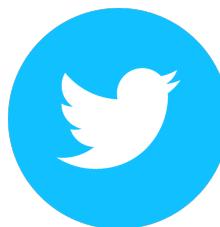
- ✓ Compensation for Time and Travel
- ✓ No-Cost Investigational Medication
- ✓ No-Cost Study Related Medical Evaluation

Landing Page URL Link

#brandname #ClinicalResearch



9:04 AM · Feb 7, 2020 · Twitter Web App





Twitter Creative Reminders

- Incorporating hashtags can help drive conversation, but don't include punctuation, spaces or symbols in your hashtags; these cause a break in the hashtag.
- Keep it brief – although Twitter allows up to 280 characters, brevity and simplicity is still key. Tweets with copy under 100 characters work best
- Connect copy + content – have a clear connection between the video/image and the accompanying copy
- Timing – Include your key message within the first 3 seconds and brand at second zero.
- Sound-off strategy – Use captions and visual cues to get your message across without sound
- Video length – Aim for 15 seconds or less to drive maximum memory encoding
- Images in Twitter Ads should be of high editorial quality
- User behavior on Twitter tends to scroll quicker than other platforms



Twitter Creative Specs

Website Cards

Photo

The image shows a dense pile of dark brown coffee beans, filling the entire frame. Below this image is a white rectangular box containing text.

The image shows a dense pile of dark brown coffee beans, filling the entire frame. The beans are irregularly shaped and have visible creases and highlights, suggesting a high-quality, freshly roasted product.

Video

Overall Supported Assets:

[Tweet copy](#): 256 characters are available (24 characters are used for images).

Website title length: 70 characters. (<50 recommended to prevent being truncated on mobile)

Image size: 800 x 418 pixels for 1.91:1 aspect ratio, 800 x 800 pixels for 1:1 aspect ratio (max 3mb)

Aspect Ratio: 1:91:1

File types: PNG and JPEG

Overall Supported Assets:

Tweet Copy: 280 characters

Headline: 70 characters (<50 recommended to prevent being truncated on mobile)

File type: MP4 or MOV Aspect Ratio: 16x9 or 1x1

URL: Must begin with http:// or https://

File size: Under 1GB recommended (No GIFs)

Video Codec: H264, baseline, 4:2:0 color space **Frame rate:** 29.97FPS or 30FPS

Video bitrate recommendation: 6,000K - 10,000K for 1080P; 5,000K - 8,000K for 720P

Facebook & Instagram

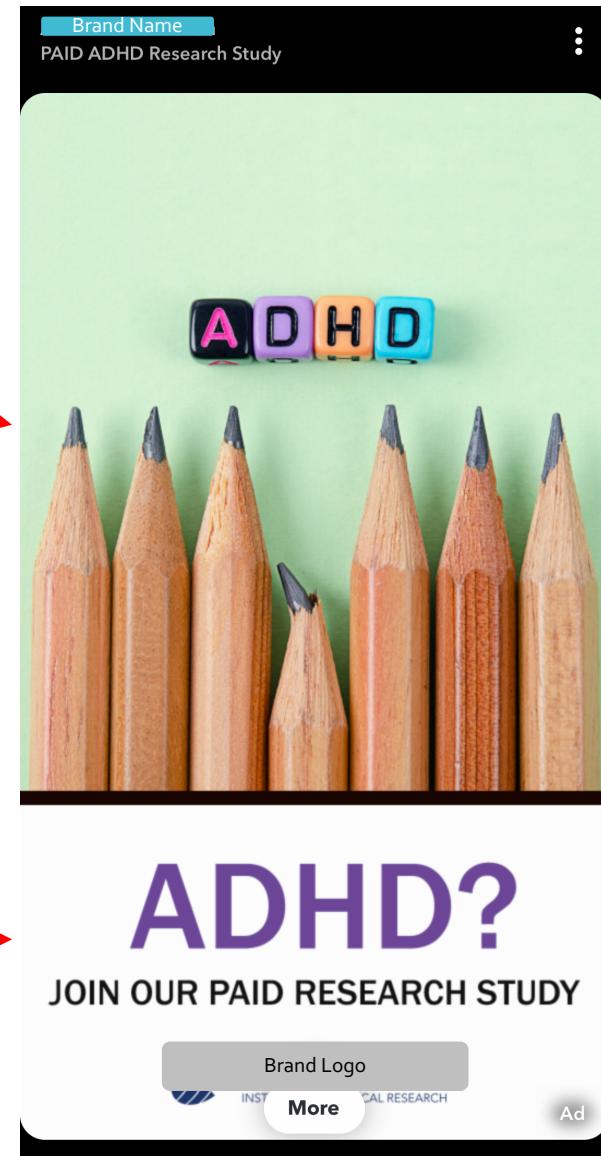


- **Create Story specific creative**
 - Letting the platform create these automatically isn't authentic to placement and not a good user experience
 - More visually appealing creative will increase CTR/CVR
 - Can still opt into automatic placements selecting this creative to be used for the story placement, and the typical "link ad" to be used for all others
 - Typically you can repurpose these assets between Snapchat & FB/IG Stories
- **Consider breaking out audiences for more budget control, optimization opportunities & learnings**
 - Only recommend this for campaigns with significant budget & longer durations
 - Example: ADHD Campaign combines Website LALs, FB Engager LAL & ADHD CRM List LAL
 - Breaking out these audiences would allow for optimizations to increase campaign efficiencies, gain learnings on which audiences are the most effective in driving results, and help future audience development
 - Selecting campaign budget optimization will allow budget fluidity between audiences, allowing the platform to optimize towards the top performer

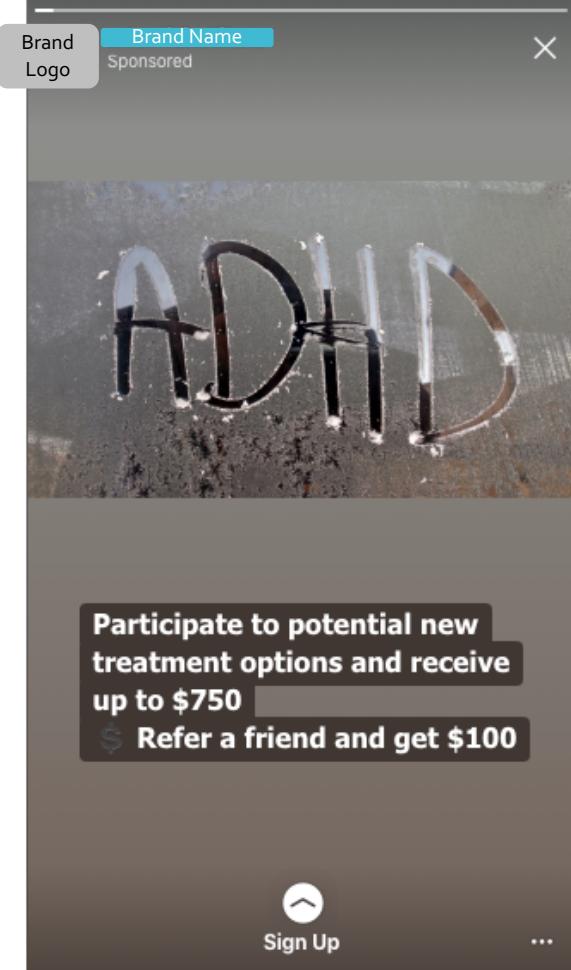


Built for "Stories" Ad

Horizontal, full screen creative



Auto-Optimized Story Ad





Facebook & Instagram Creative Reminders

- Image cannot contain >20% text (Rules apply to video thumbnails as well)
 - Percentage can be tested at:
https://www.facebook.com/ads/tools/text_overlay
- No CTA overlaid into the image, solely in the copy
- Video content should be designed for sound-off viewing, featuring captions
- Priority image should be used in a Carousel's first card.
 - Carousels must include a CTA button and link out to a website.
- Mixed format campaigns (utilizing static + Video) have a positive effect on lower funnel metrics as the 2 formats complement each other in messaging and/or attract different audiences



Facebook & Instagram Creative Specs

Stories



Overall Supported assets:

Ratio: 9:16 (Full screen vertical)

Format: MP4, MOV, JPG, PNG

Max file size: 4GB (video), 30MB (photo)

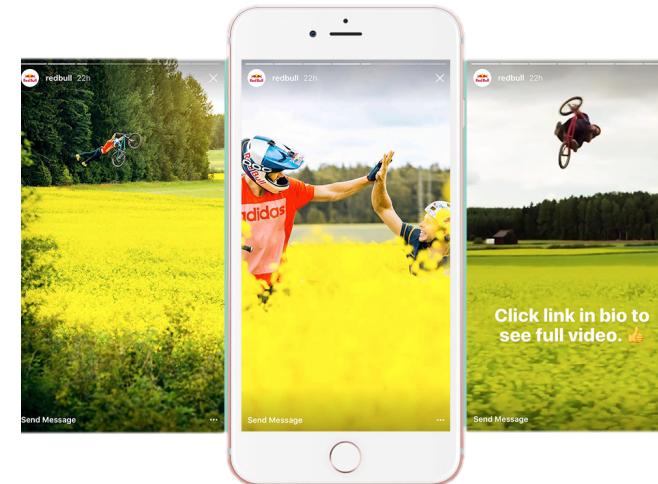
Recommended Resolution: 1080 x 1920

Video length: 1-15 seconds

Photo length: Visible for 5 seconds

*All posts with a URL must include a CTA

Carousel Stories



Overall Supported assets:

Format:

- Up to 3 cards
- Ad specs are the same as Instagram Stories Ads
- Same progress bar

Supports Mixed Media: same pattern as organic media

- Image media displays for 5 seconds by default
- Video maximum length is 15 seconds per card. No minimum length.

Other Considerations:

- Supports one CTA (no CTA for video view objective)
- Supports different web destinations per card or one app destination overall

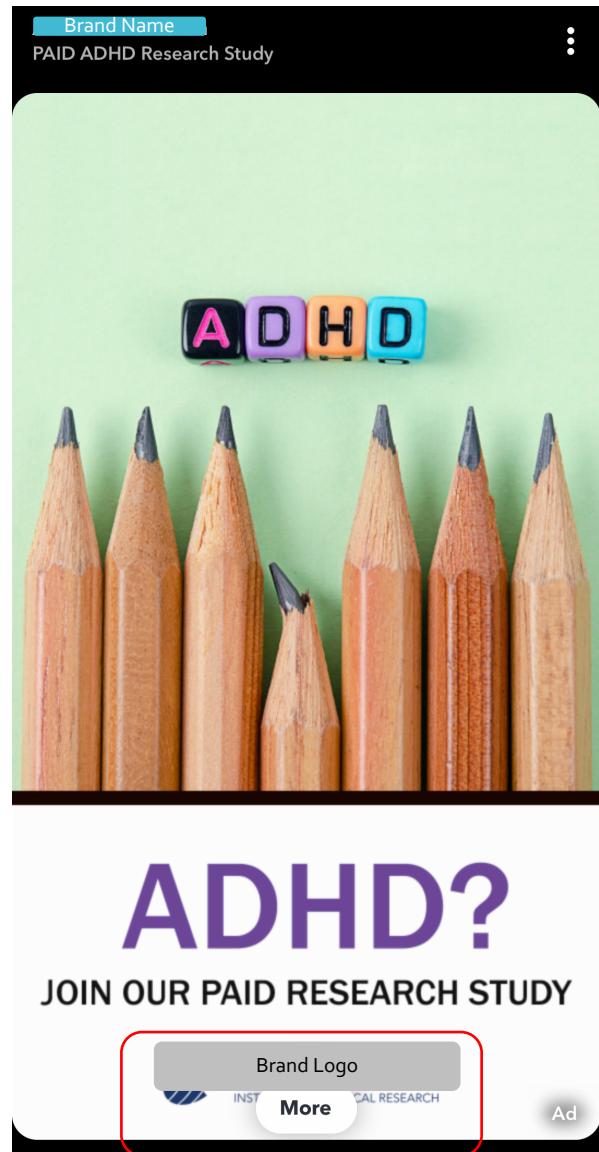
Snapchat



- **Narrow audience targeting to ensure 50-60% reach at a 2-4x per week frequency**
 - The October ADHD campaign ran for 2 days and only reached 3% of the 1.2M potential audience 2.5x
 - With a smaller audience and longer flight this campaign could have reached more users
 - Include interest or behavior layers OR exclusions to narrow audience
- **Use CRM lists to create LookALike audiences**
 - Due to the platform's limited interest & behavioral targeting, the use of CRM lists will allow for more accurate targeting within this platform
- **Within Snap Ads, ensure the company logo &/or any text are not covered by the CTA button**
- **Recommend running Snap Ads and Snap Stories in tandem for best performance**
 - Capitalize on users when they are consuming content, either while swiping through Snaps or searching the Discovery Feed



Snap Ad



Avoid placement of graphic elements within the top & bottom of creative in order to prevent overlap with brand name or ad slug

- Minimum 150px buffer zone
- Snap reps recommend a 310px buffer zone for key art and language as it generally looks better on a variety of phones



Snapchat Creative Reminders

- Video should feel organic to the platform & user behavior
- Keep ads short and sweet – recommend limiting snap ads to no longer than 6 seconds
- Always include sound, but still get the message across if the user isn't listening
 - 60% of Snapchatters listen to content with sound on
- Feature a strong CTA when using Snap Attachments
- All ads are subject to Snapchat internal approval
- Ensure clear branding – include branding and key messaging within the first 2 seconds
- Create a simple narrative, preferably with reveal/payoff coming in at the :05 mark



Snapchat Creative Specs

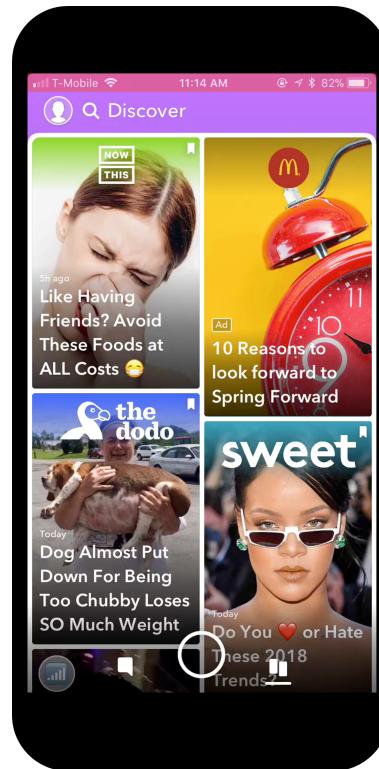
Snap Ads



Overall Supported Assets:

Image or Video size: 1080 x 1920px (9:16)
File size: 32MB or less (video) 5MB or less (image)
Format: MP4, MOV (H.264 encoded), .jpg, .png
Length: 3-10 seconds
Attachments: Article, App Install, Long-Form Video, Web View
Brand Name: 25 characters with spaces
Headline: 34 characters with spaces (can't be all caps)
Buffer Zone: 150px top & bottom

Story Ads (Discovery Section)



Specs for Individual Snaps:

Video size: 1080 x 1920px (9:16)
File size: 32MB or less (video)
5MB or less (image)
Format: MP4, MOV (H.264 encoded), sound-on recommended
Length: 3-20 individual Snaps provided as separate files for flighting; 3-10 seconds for each Snap
Attachments: App Install, Long-Form Video, Web View
Brand Name: Up to 25 characters w/ spaces
Headline: Up to 34 characters w/ spaces

Specs for Tile on Discover Page:

Tile Logo: 993 x 284px .png w/transparent background
*asset should be formatted to fit the full height of the canvas OR fit the full width of the canvas and 50% or more of the height
Tile Image: 360 x 600px (<2 MB .png file)
*account for a 175 px 'buffer zone' at the top and bottom of the image
Title: up to 55 characters w/ spaces
*Text may not appear within the supplied Tile image.



Snapchat Creative Specs

Long Form Video Attachment

Snap Ads Long Form Video (LFV) expand on standard Snap Ads with the ability to swipe up to view extended video content

Use Case: Best used when a brand is trying to educate consumers on a product.

Overall Supported Assets:

Video Length: min 15 seconds (no max)

Minimum Width: 1080 pixels

Format: MP4, MOV (H.264 encoded)

Maximum Size: 1 GB

CTAs Available: Watch, Watch Episode

Web View Attachment

Web View expand on standard Snap Ads with the capability to swipe up to view a web page that is instantly loaded.

Use Case: Best used to encourage further exploration of a product.

Overall Supported Assets:

Destination URL: must work in mobile Chrome and mobile Safari

Orientation: Vertical

CTAs Available: More, Sign Up, Buy Tickets, Play, Shop Now, Showtimes, Read, Order Now, Get Now, Show, Watch, Listen, View, Book Now, Apply Now