



Smartly.io Creative Insights to fuel your 2021

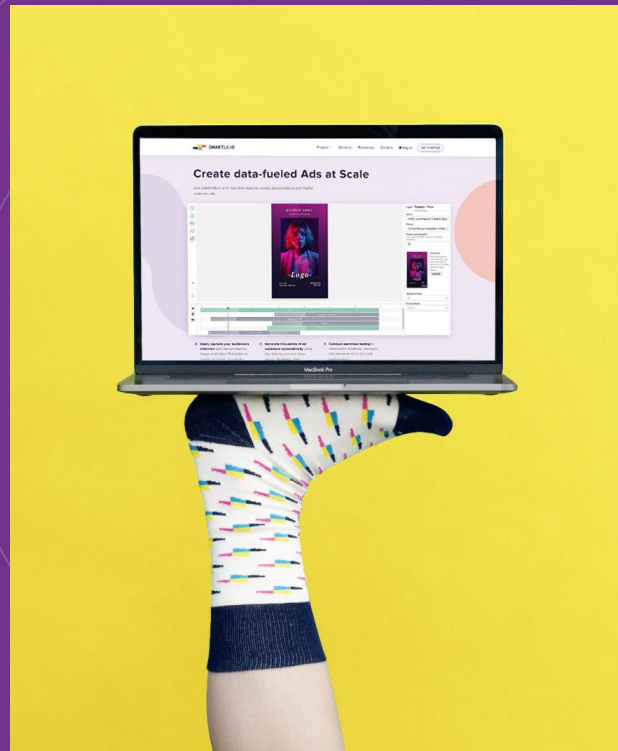


Smartly.io

unlocks greater ad performance by unifying creative, media, and data into a smarter advertising cloud.



We analyzed more than **\$10B of ad spend** and over 15k formal ad studies across markets and verticals.



Summary of Insights

- 1 Mobile-first ratio
- 2 Numbers in ad title or copy
- 3 Overlay in video ads
- 4 Combining image and video ads
- 5 Native elements in Stories ads
- 6 Localization
- 7 Investing in creative concepts
- 8 Image variety in creative mix
- 8 Unboxing videos
- 10 Using brand logos

Smartly.io's Top 10 Creative Insights for 2021

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#1: Mobile-first aspect ratios are a must

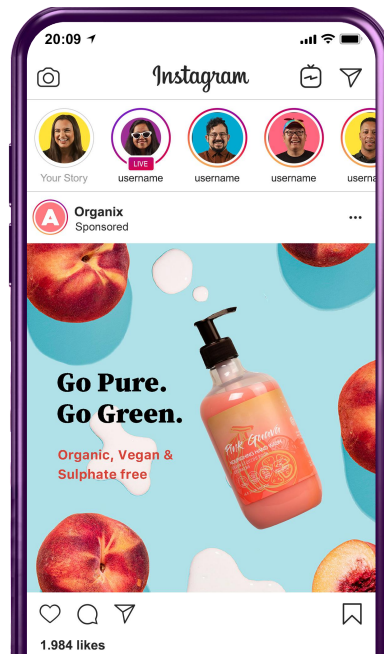
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**Square and
portrait aspect
ratios always
overperform
landscape.**





#2: Numbers in ad title or copy text improve CTR



TEST

-20%

-10%

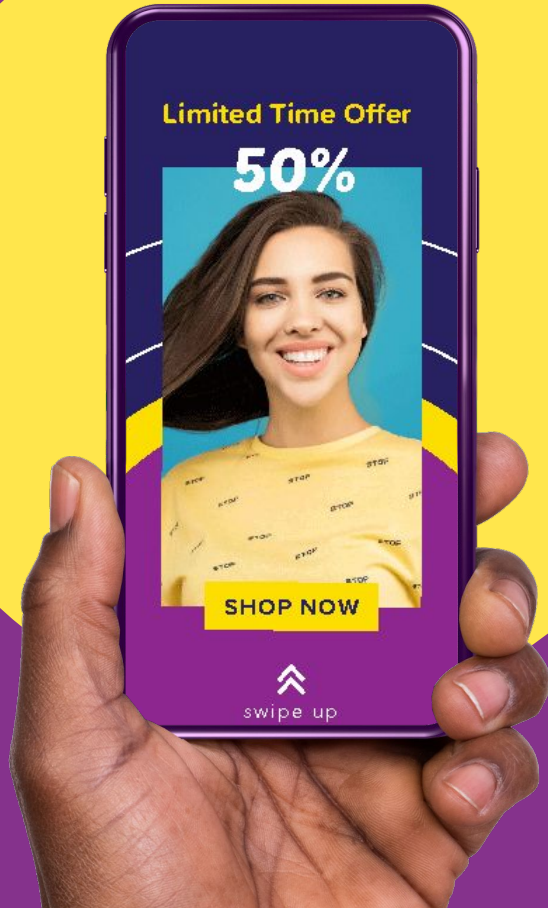
-15%

TEST

TEST

-50%

-10%



Limited Time Offer

50%

SHOP NOW



swipe up

The background features a series of concentric white circles on a yellow field. Eight small dots are placed on the outermost circle at various angles. On the left and right sides, there is a logo consisting of a blue lightning bolt icon and the text 'SMARTLY.IO'.

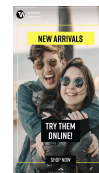
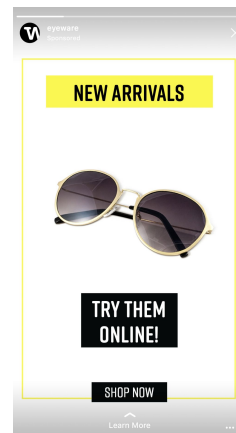
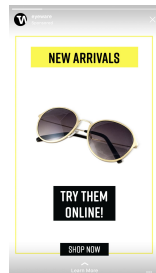
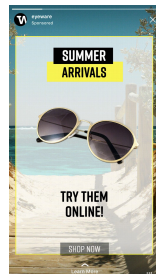
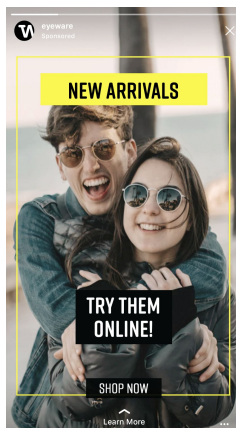
**#3: 85% of all
top-performing video ads
have an overlay**

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#4: Image and video ads are better together

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**Pairing Dynamic Ads
with Video Ads can
improve incremental
CPA up to 50%, when
compared to only
running Dynamic Ads.**






#5: Native elements for Stories ads *really* do work



User-generated content such as influencer and unpolished selfie-style video, polls, and stickers generate best results for Stories, no matter the vertical.



The background features a series of concentric white circles on a yellow field. Scattered around these circles are several small dots in purple, orange, and teal. On the left and right sides, there is a vertical logo consisting of a blue lightning bolt icon and the text 'SMARTLY.IO'.

#6: Localization improves performance when it's done well

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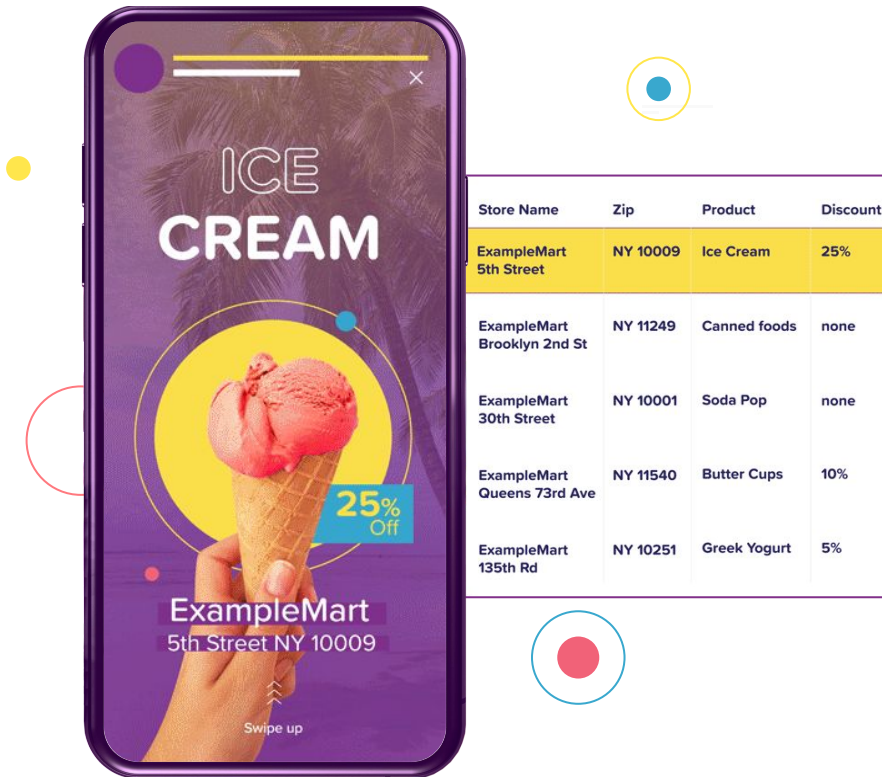


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Personalizing and localizing your creatives pays off when it adds value to your audience.

e.g. better curated product selection based on user's current location.



Store Name	Zip	Product	Discount
ExampleMart 5th Street	NY 10009	Ice Cream	25%
ExampleMart Brooklyn 2nd St	NY 11249	Canned foods	none
ExampleMart 30th Street	NY 10001	Soda Pop	none
ExampleMart Queens 73rd Ave	NY 11540	Butter Cups	10%
ExampleMart 135th Rd	NY 10251	Greek Yogurt	5%

The background features a series of concentric white circles on a yellow field. Eight small dots are placed on the outermost circle at various angles. On the left and right sides, there is a logo consisting of a blue lightning bolt icon and the text 'SMARTLY.IO'.

#7: Big creative ideas drive the biggest performance uplift

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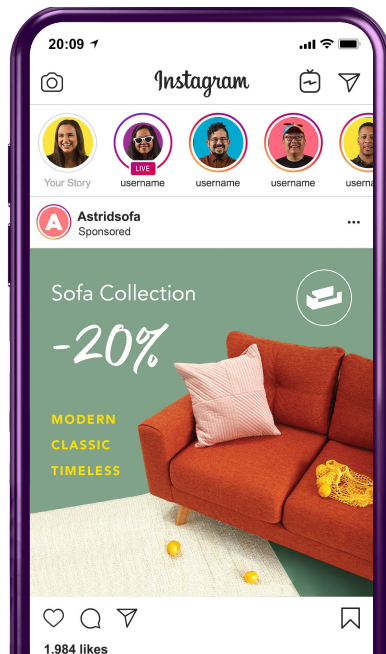


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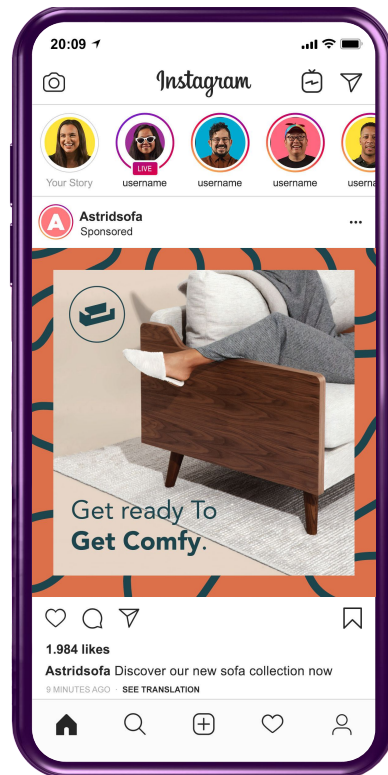


Leveraging distinct creative concepts increases performance by 2X, whereas smaller design iterations (discount bubble placement) tend to have a smaller impact (<20%).

Concept A



Concept B



#8: Bring variety into your creative mix

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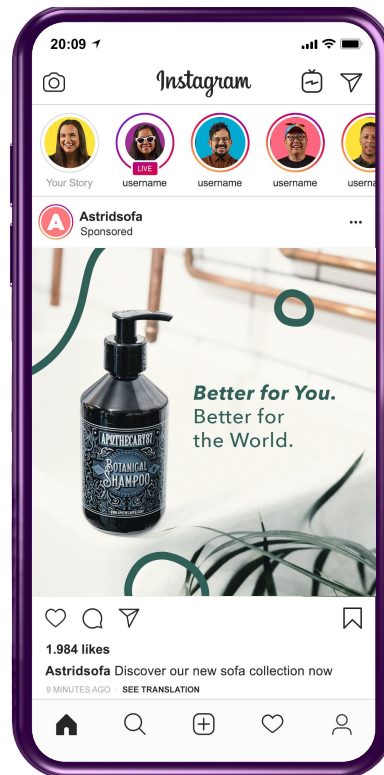
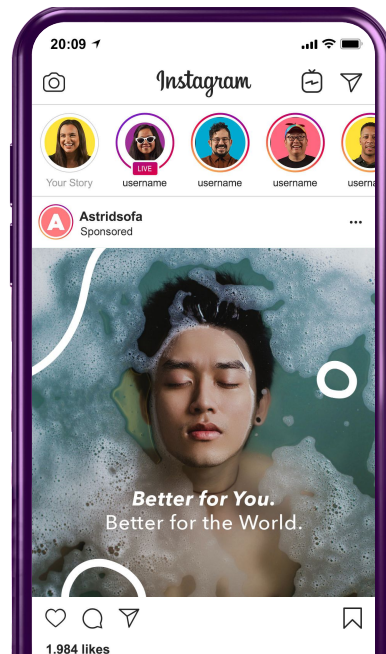


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Most e-commerce brands have both **‘Product’** and **‘Lifestyle’** imagery among their top performing ads.

For optimal performance, both should be included in the creative mix. This holds for retargeting as well.



#9: People love unboxing videos, especially on Stories

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**Unboxing video
repeatedly
occurs among
top-performing ads
for B2C e-commerce
advertisers.**



The background is a solid yellow color. It features several concentric white circles. Scattered around these circles are small dots and circles in various colors: purple, pink, and teal. Some are solid dots, while others are hollow circles.

#10: Brand logos deserve a prominent spot in the ad



Top performing Story Ads frequently feature logos. Prominent logo placement can contribute to better brand recall, awareness and building trust.





Learn more about our Creative Services





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THANK YOU