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BEST PRACTICES FOR DYNAMIC VIDEO

Do not put audio in the video

Do not feature small text in the video

1-2-3 Videos should be short and sweet—keep them to the point

5 Five seconds or under for preloaded videos

In-banner video can be as much as 30 seconds—they will run next to dynamic product recommendations

WHY EVERY RETAILER SHOULD BE USING DYNAMIC CREATIVE FOR THE HOLIDAYS

Using ads that are responsive to your site visitor's browsing behavior will help turn first-time buyers into repeat customers. Dynamic Creative enables that level of personalization with beautiful ads across the web and Facebook.

Based on specific browsing activity, dynamic ads automatically show potential customers their previously-viewed, recommended, and top products. Our recommendations algorithm takes into account add-to-cart behavior to prioritize products that have seen the highest intent.

We've put together this guide to reveal the dynamic advertising best practices proven most successful for our customers. Follow these tips and make your holiday season is one to brag about.

WHY YOU SHOULD RUN DYNAMIC CREATIVE

Begin with a deep dive into your first-party data by looking at what did and didn't work last year. Some useful categories to look at are:

- **Higher performance –** Better ROI is the biggest advantage of dynamic ads. Based on data from existing clients, we noticed that on average these ads have a 2x higher click-through rate and a 50% lower cost per acquisition than static ads.

- **Higher personalization –** Each ad is tailored to the actions each user took on your site. This means ads can promote the exact products a user viewed or added to their cart, while promoting other products they're highly likely to buy. You can even upsell long-term clients with your latest, related offerings.

- **Stronger brand consistency –** Many vendors force clients to use templated dynamic creative formats, restricting a marketer's ability to involve their brand's voice. Companies like AdRoll create your ads from scratch. The AdRoll in-house design team offers in-depth brand consultations that ensure your ads look exponentially better than those of your competitors. These ads retain the style consistency of the rest of your company's marketing efforts.

- **Continually refreshed design –** In-house designers (like those at AdRoll) bring your imagination into reality and provide ongoing support.

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GETTING STARTED
Running Dynamic Creative with AdRoll

Running dynamic creative ads with AdRoll is a simple process that can be implemented by marketers from the biggest companies all the way down to the smallest retailers.

To learn even more about running dynamic creative with AdRoll, check out our dynamic creative web page or reach out to your account manager today.

10 DYNAMIC CREATIVE BEST PRACTICES

While each unique audience may respond to advertising differently, we've found several best practices that maximize the effectiveness of your dynamic creative ads:

1. **Strong photography**
    Eye-catching, high-quality photos with transparent backgrounds work best.

2. **Short title length**
    All titles (static and dynamic) should be less than 50 characters.
    Have a consistent title length among your ad sets.

3. **Horizontal imagery**
    Horizontal images take advantage of the ad format and boost performance.
    If your images are only vertical, stitch multiple vertical images together to create a horizontal one.

4. **A/B testing**
    Testing your ads is critical. A/B tests should assess a single difference between two ads (creative, copy, call to action, etc.) to determine which performs best.
    For more, check out our tips.

5. **Don't forget social media**
    Social media best practices largely follow the same for the web. Just remember Facebook has their unique ad-size guidelines.

6. **Up-to-date product feeds**
    Oftentimes, ads don't perform because product feeds are outdated. Updating the feed ensure that your ads feature all the products you're actually selling.

7. **Flaunt your offerings**
    Make sure your offer is prominently displayed. Increase font sizes to feature sales and discounts.

8. **Effective call to action**
    A strong call to action—ideally backed by data about what your audience responds to—will help ensure clicks.

9. **Consistent images**
    Ensure your product-feed image sizes and styling are consistent.

10. **Eye-catching copy**
    Grab your audience's attention with your promotional text. Highlight deals, common problems, or a witty statement.