



DELIVERING RESULTS WITH

Dynamic Creative

Always use the best creatives for your audience

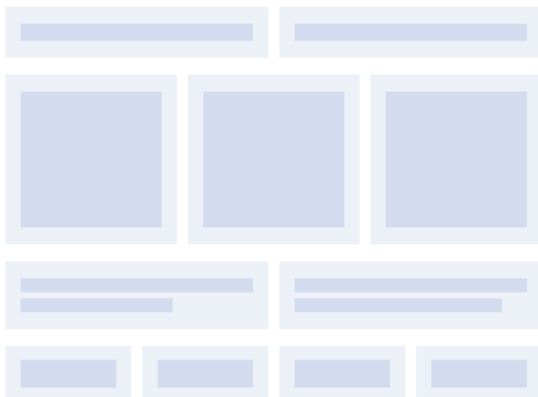
Dynamic creative supports conversions, app installs, and traffic objectives.

Dynamic creative helps advertisers understand the best creative elements for a given audience and placement.

Good creative drives ad performance on Facebook. But the perfect ad for each audience isn't always clear. Advertisers often create multiple ad variations to determine the best combination of imagery, videos, copy, etc. -- a time consuming and costly process.

Dynamic creative accepts the basic components of a Facebook ad and automatically creates a series of ad variants based on these components. Dynamic creative serves these ads across placements to explore the performance of each creative within the given audience.

Upload an assortment of creative assets: images, videos, titles, descriptions, and calls-to-action

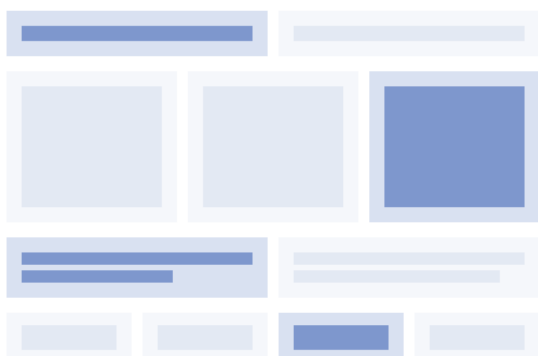


The system focuses on delivering creative components that produce the most efficient results for each impression served.

This optimization is a continual process. The creative that worked best today may not be the winner tomorrow, especially when audience fatigue is considered.

Dynamic creative ensures your audience is always served the best performing creative combinations for any given time or placement.

Dynamic creative explores different options and delivers the best performing combinations for each placement and audience.



See ads insights at the asset level

Learn which creative elements perform best with your audience

Running multiple versions of creative is only valuable if you can measure results. Dynamic creative allows advertisers to benchmark each creative element separately.

New insights reporting tables are available in Ads Manager to provide performance breakdowns by creative asset. Learn the image style or the tone of text that drives results and build more effective ad creative for future campaigns.

The screenshot shows the Facebook Ads Manager interface. A table displays performance data for 'Jasper's Ad' and its sub-assets. A dropdown menu is open, showing options for 'BY ASSET' breakdown, with 'Image' selected. The table columns include Ad Name, Delivery, Results, Cost, Reach, Ends, and Score.

Summary		Performance				
Ad Name	Delivery	Results	Cost	Reach	Ends	Score
Jasper's Ad	Active	536 Website Clicks	\$0.22 Per Website...	4322	On go	5
Image Asparagus.jpg		123	\$0.23	1765		4
Image Tomato.jpg		255	\$0.13	2441		7
Image Carrot.jpg		158	\$0.27	266		3
2015 Seasonal Specials	Active	87 Website Clicks	\$1.10 Per Website...	4,780	On go	5
Jasper's Market DCO	Active	52 Page Likes	\$0.25 Per Page Like	277	On go	4

Deliver assets that drive action. And find the best creatives for your audience with dynamic creative.

