



10 Profit Driving Ad Examples.

Real-World Converting Ad Types You Should Test In Facebook!



I've Seen 100+ Ad Accounts. Here are 10 Types of Ads I Love To See Because They Work!



#1 Comparison Image

What sets your product or service apart from your competition? There should specific data points or benefits you can compare.

This is a SUPER powerful profit-driver when done right. Also take note of the orange vs blue to catch your eye.

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#2 Comparison Video

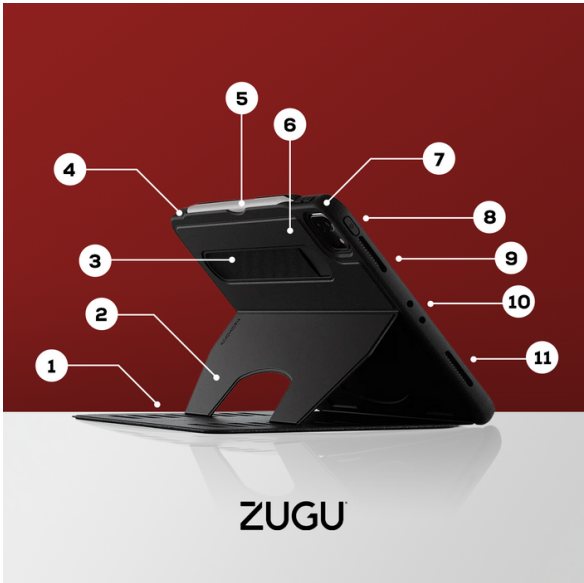
Taking concept #1 a bit further- Demonstrate through video how your product/service stacks up to the alternative. WARNING: Make it as simple as possible or people will get lost in the details.

Tyson Media did it right by doing it in front of a white background. This ad has made millions.

You can see this video and more examples in the link below. In that same link you'll also see how Matix Labs did a great lifestyle comparison for Oru Kayak. However, It may have been even more effective with a simpler in-studio background.



[Watch Videos Here](#)



#3 Feature List Your Product

Are you curious about what the 11 features are? So is everybody! This is a phenomenally simple piece of creative that can move mountains of traffic to your site.

Click bait done tastefully. This should lead to a listicle blog style landing page or a landing page that has a video at the top with a headline that reads: "11 Reasons You Should Get a ZUGU iPad Case". See more examples of this type in the link below.

[See More Examples Here](#)

#4 Stop Motion Animation

There are few video creatives that almost always work and Stop Motion is one of them.

One of the charms of Stop Motion is that you usually don't have people or complex backgrounds to get in the way. Your product is the hero and focal point, just as it should be. This one Matix Labs produced and it soared.

Click the link to see this example and a bonus example from Tuxy (Tyson Media).



[Watch Videos Here](#)



#5 Problem Solution Video

Similar to the Comparison Video, this one will focus on a common problem. Olipop did it great and this style 100% works- especially when your product solves a real-world problem.

The Link has another example of this style with a protein supplement.

[Click to Watch Videos](#)

#6 UGC Customer Testimonial or Product Review

Everyone should find a way to capture testimonials from their customers. You may have to offer Amazon Gift cards or pay them, but it's worth it because these authentic videos can knock it out of the park. If you are on Shopify there is an app called ARCHIVE: SAVE UGC that does a wonderful job at collecting Instagram UGC of your customers. You'll have to ask permission to use, but the app makes it super easy.



IMPORTANT: Some services like Billo give you affordable videos but the problem is that most of them are short and come off as ingenuine. For true success you'll need to get videos from REAL customers who truly KNOW why they LOVE your product. They may even come up with talking points you've never considered before.

You'll want to try to have these videos to be at least 2 minutes long. You can always cut them down shorter but you may find that the full-length testimonial/review is the one that sells the most.

[Watch Videos Here](#)



#7 OGC Owner Generated Content / Product Walkthrough

As a stakeholder in the company you may be able to explain things better than anyone else. Or you may be the only one willing to take out their camera and shoot a simple video of your product.

This simple example is crushing it for Toes on The Nose! Even though it's not polished people resonate with it and it sells the product effectively. So what are you waiting for? Take out your phone and start filming! Just make sure the background is simple and lighting is decent. Double points if you do a voiceover on top. :D

[Watch Video Here](#)

#8 Scripted Explainer Video

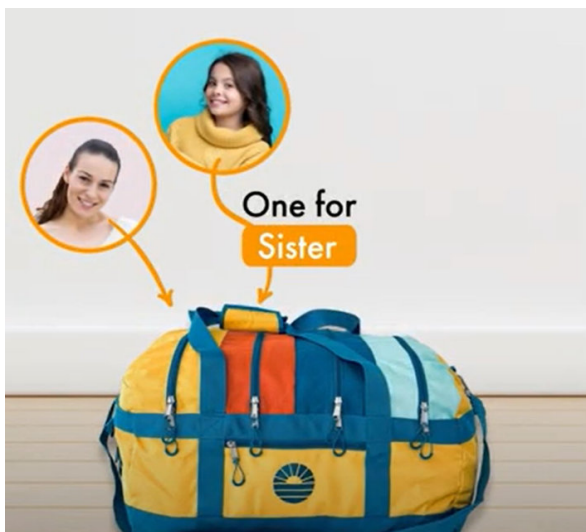
This is a solid choice not only for an ad but also for a landing page. This should tell your customers everything they need to know in order to understand the value of your product.

It could be 2-5 minutes long or more. If you're selling a high-ticket product or service then it may need to be over 10 minutes.

It's good to break up the scene with text, b-roll, and supporting motion graphics or illustrations.



[Watch Video Here](#)



#9 Motion Graphic Video

If you don't have access to actors or voice overs this video can be VERY easy to produce.

With a few graphics you can understand exactly what the product does. Adding some animated motion graphics makes it engaging and interesting to watch.

[Watch Video Here](#)

#10 Single Image That Tells It All

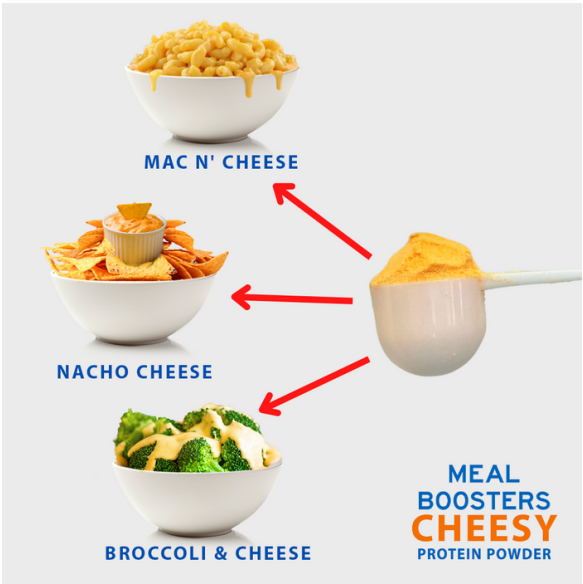
This may be the most important ad you create. Why? Because it forces you to simplify your message in 1 image. It should be so simple that an 8-year-old can understand what your product does and why they would want it.

Notice the simple background, RED arrows, and concise copy. I can't tell you how many times a RED arrow has worked on Facebook ads.

Another understated beauty of an image is that people on social media really get the time to study the image. They may watch images even longer than your video ads.

This type of image and all other image ads will also give you clarity and focus when it comes to your video creative. WORD OF ADVICE: First figure out winning image creative and then turn those ideas into a video. You'll save A LOT of time and money.

See All Ad Examples Here



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