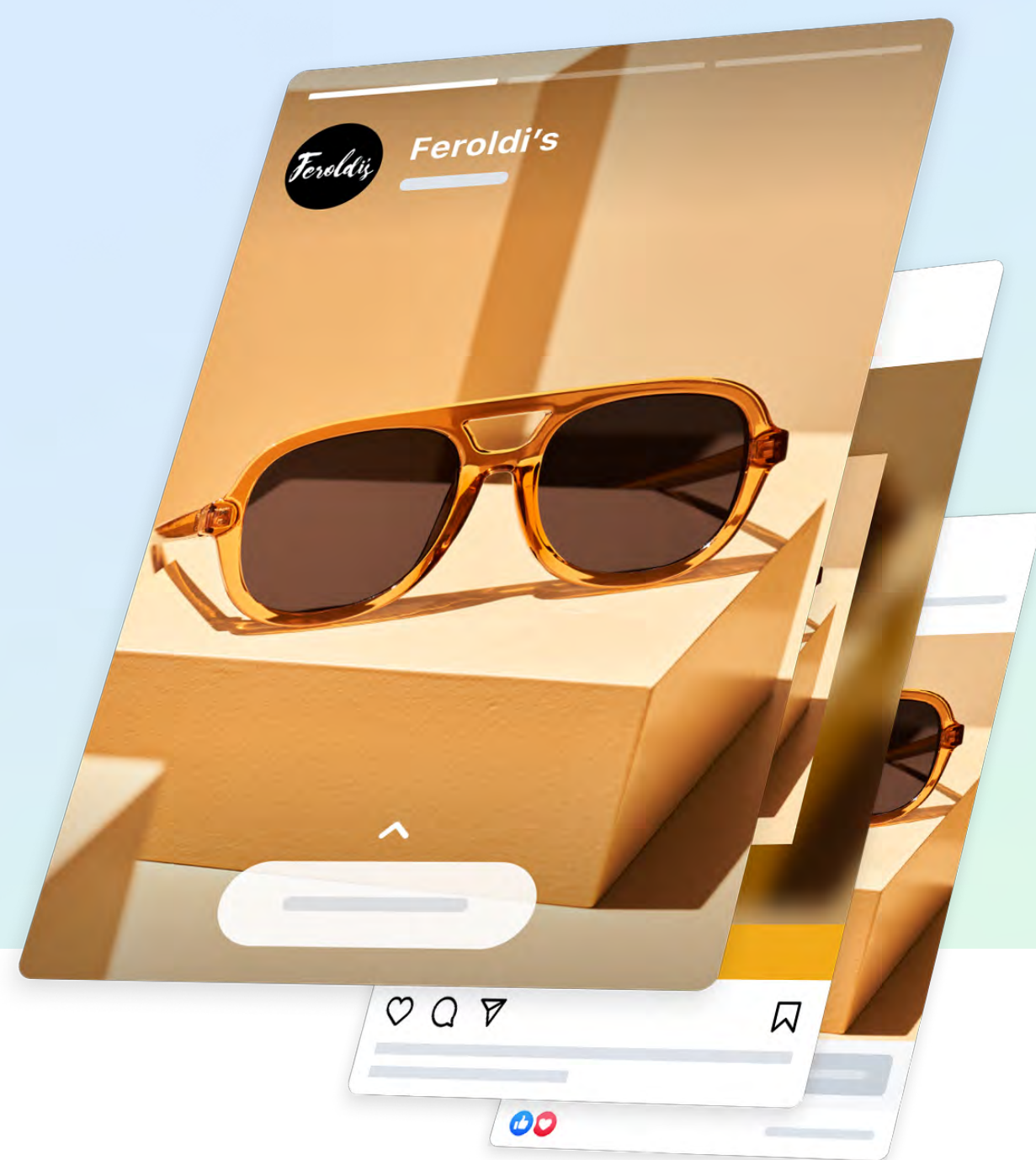


Standard enhancements

in Advantage+ creative

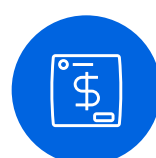
You can find **standard enhancements** in Advantage+ creative – Meta's one-stop shop for automated, performance-driving creative optimisation features.

Standard enhancements automatically creates multiple variations of your ad and shows a more personalised version to each person based on what they're most likely to respond to.



Key benefits

In a large-scale advertiser study, we found that:



ads using standard enhancements achieved a **4% reduction in cost per result in campaigns** optimising for link clicks, landing page views and off-site conversions.¹



ads that were opted in to standard enhancements delivered **14% more incremental purchases per money spent** compared to ads that did not use standard enhancements.²



1. The analysis results are based on one month of experiment data on 154,000 ad accounts during the period 2 May 2022–30 May 2022, where the eligible ad sets had a conversion type of link clicks, landing page views or off-site conversions with ads customised by placement. Results were statistically significant lift.

2. The analysis results are based on two weeks of experiment data on 118K global advertisers in Q3 2022, where the ads included used link clicks, off-site conversions and landing page view optimisations. Results were statistically significant. To control for outliers, users conversion counts are capped at five for any campaign.

★ How do ads with standard enhancements work?

Standard enhancements takes your provided single image or single video asset and text and applies a set of creative optimisations that can improve performance.



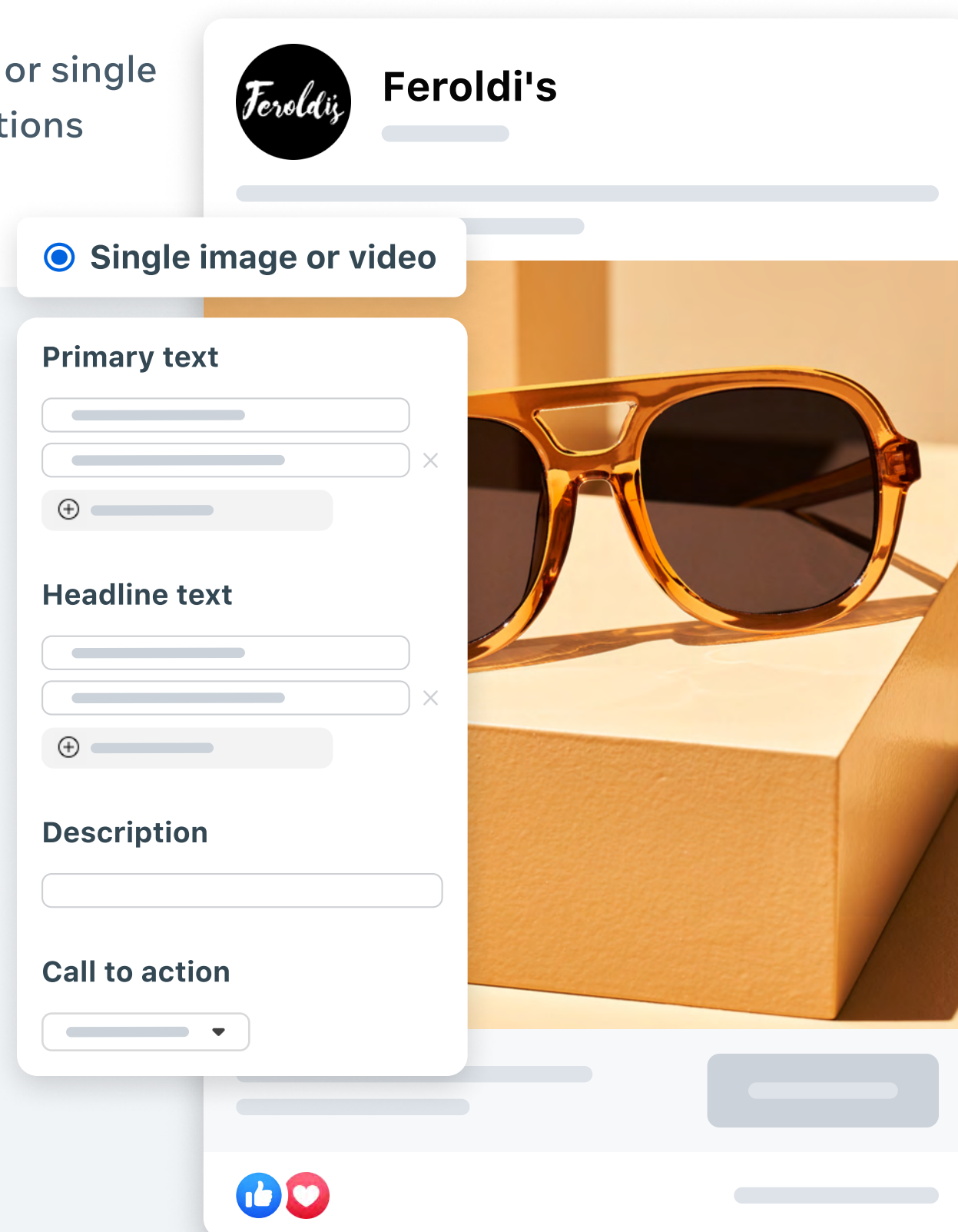
1. Add an image or video and a variety of text options.



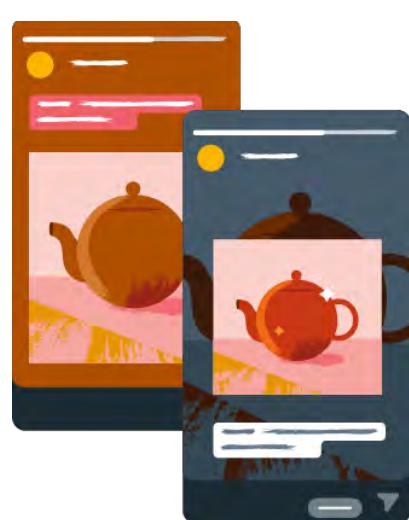
2. We'll automatically create variations of your ad with different text combinations, media enhancements and compositional changes. Your creative inputs, ad setup and placement selections determine which variations we automatically create.



3. Based on our data, we'll show each person the variation that we think they'll best respond to. We'll also make adjustments to your image or video based on what people seeing your ad will respond to.



Standard enhancements may make the following changes to your ad creative:



Media enhancements

Increase the quality and user appeal of the image or video provided:

- ✓ Adjusting image brightness and contrast of your image.
- ✓ Applying artistic filters that sharpen, adjust the colour temperature or add a vignette or radial blur.
- ✓ Varying the aspect ratio of your image, for both mobile-friendly (9:16 and 4:5) and horizontal viewing (1:1, 5:4) to improve performance.
- ✓ Adding templates to a Feed image.



Ad-level compositional changes

Adjustments to the display and arrangement of components within or around your ad:

- ✓ Adding labels to highlight a helpful aspect of your business from your Facebook Page, such as likes or ratings.
- ✓ Displaying relevant Facebook comments below your ad.

Note: The text that you add to each field may change, and can appear as a headline, primary text or description. Your media options may also appear in any format and with any combination of text.

How to set up

Step No. 1

Start by creating a campaign in Ads Manager

1. Go to [Meta Ads Manager](#) (available on desktop only).
2. Click **+Create** in the top left.
3. Choose either the **Traffic, Engagement, Leads, App promotion or Sales** objective and click **Continue**.

Step No. 2

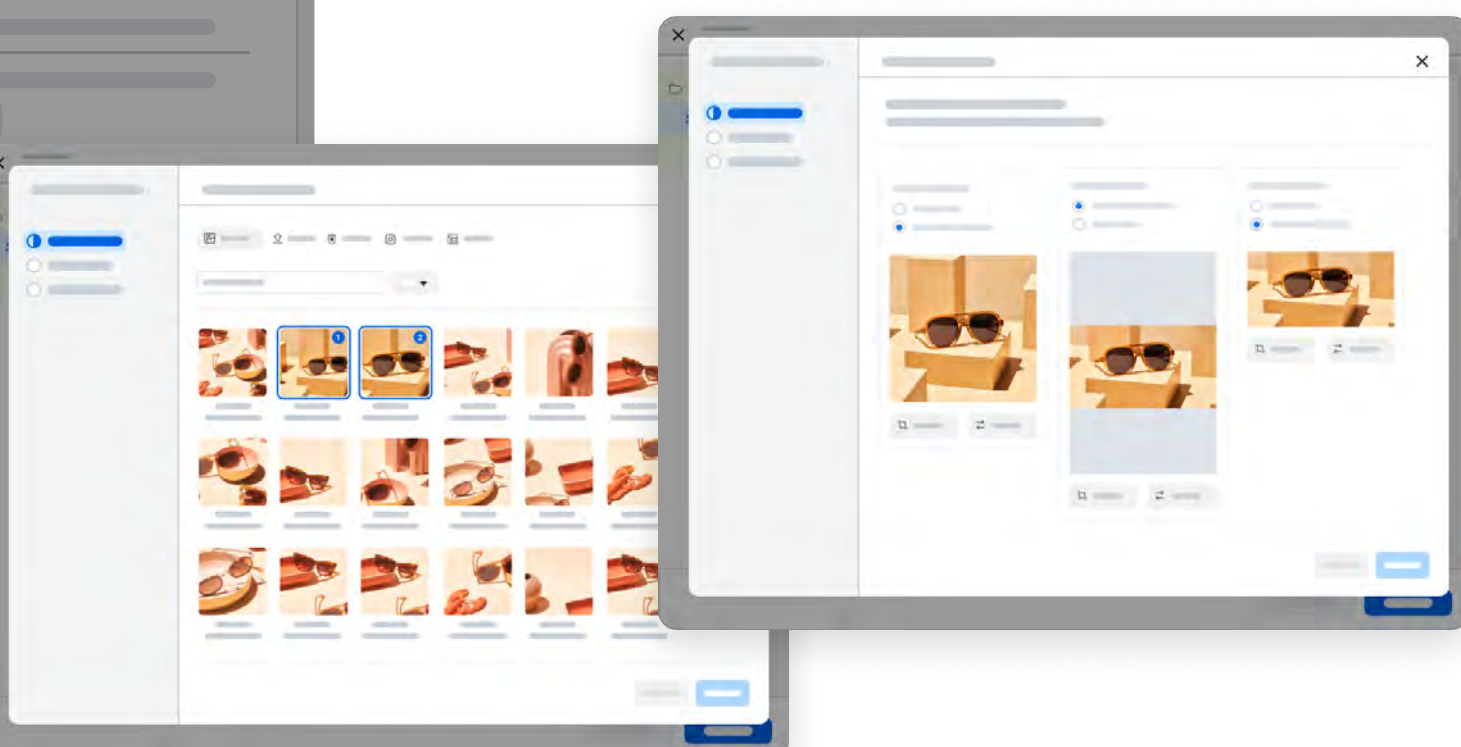
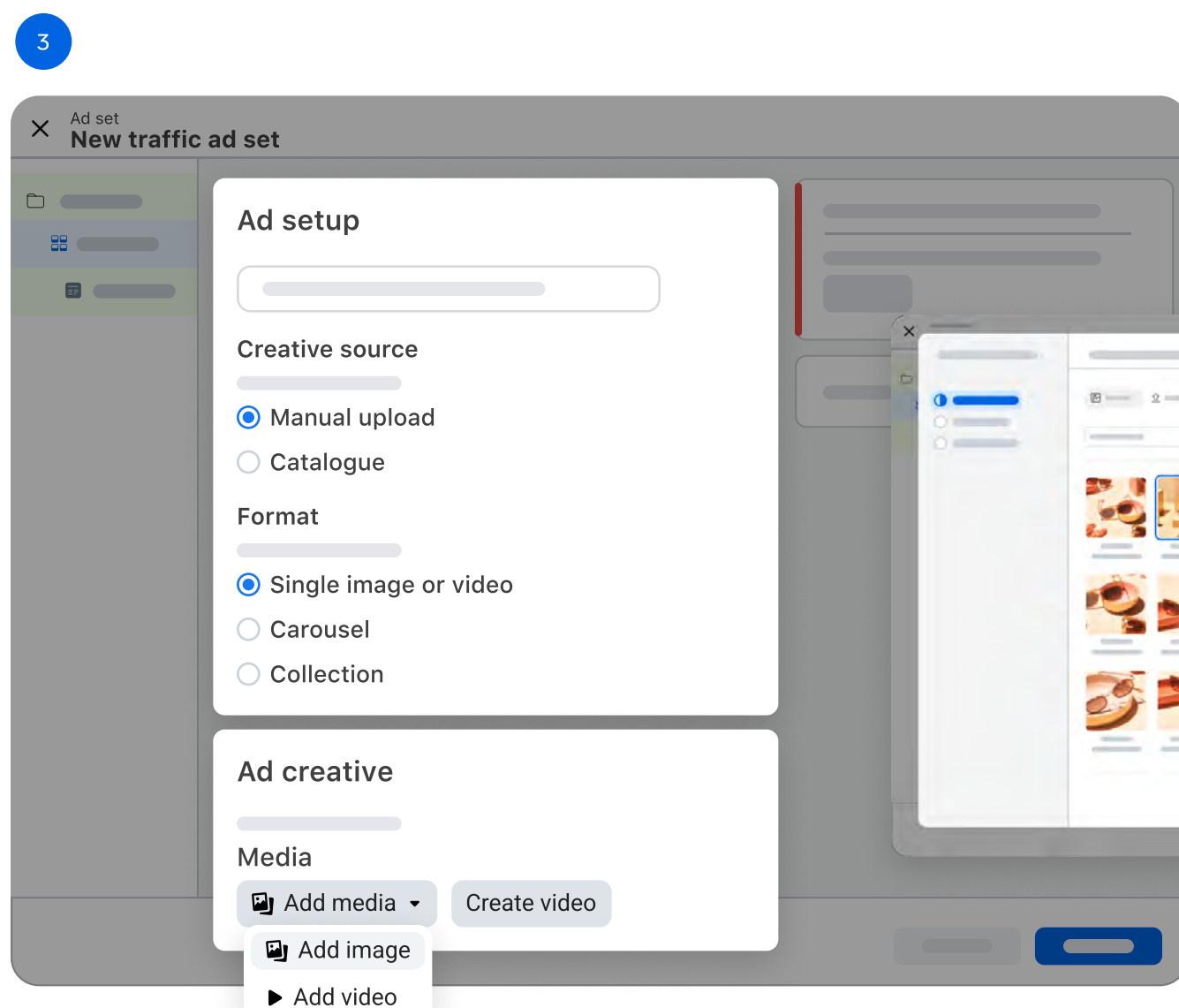
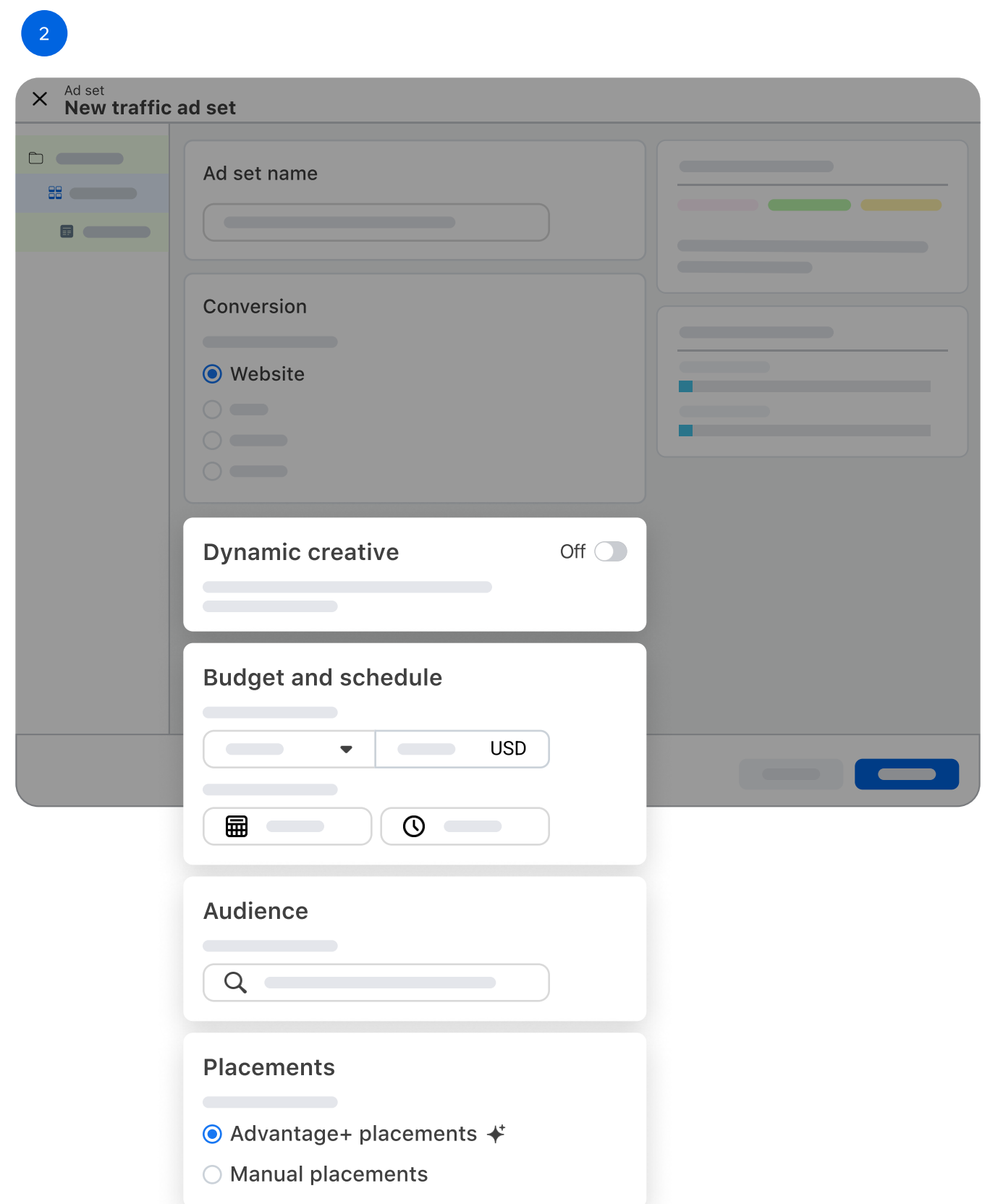
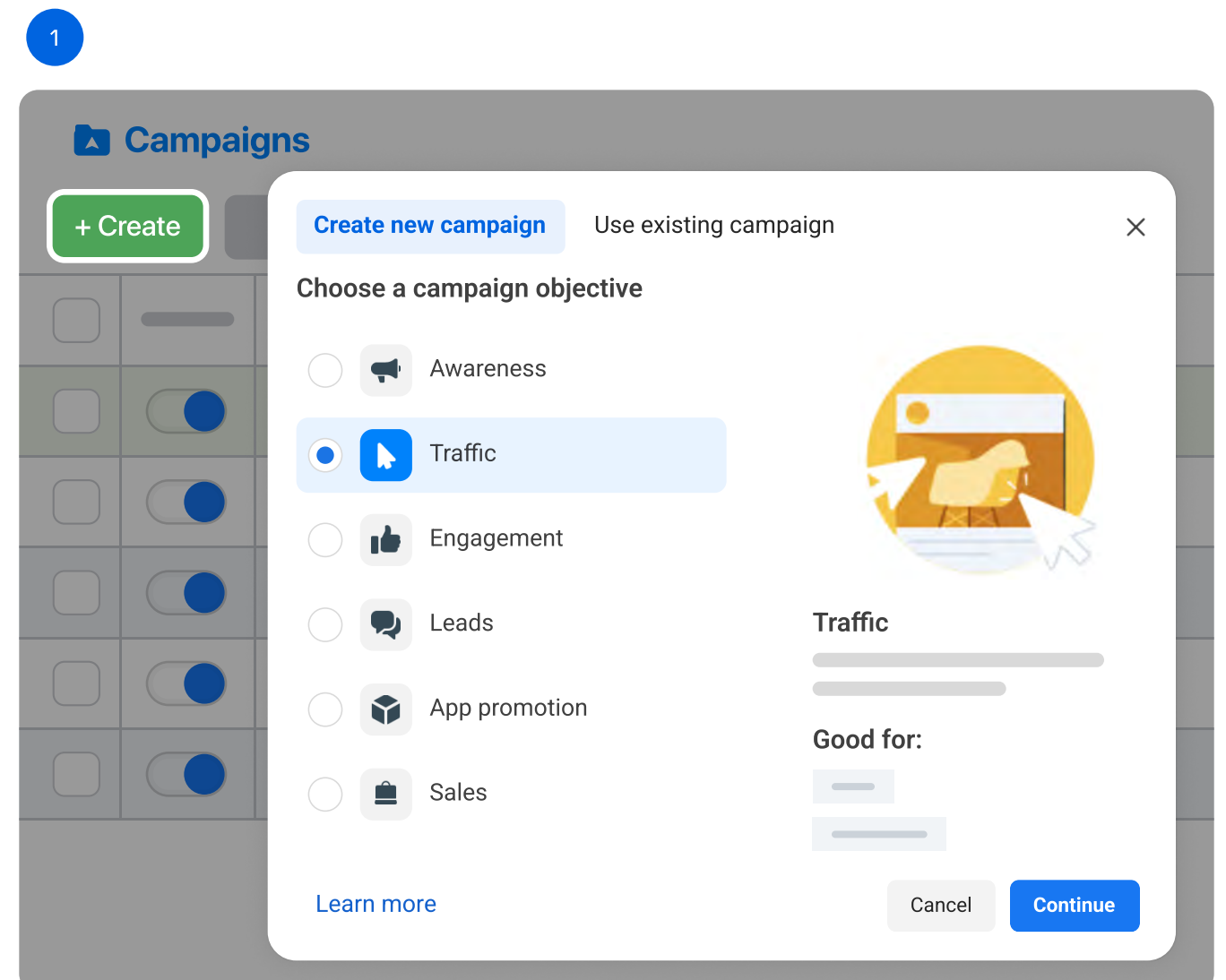
Add in campaign details

1. Add your campaign details, then click **Next**.
2. In the **Dynamic creative** section, ensure that the toggle is switched to **Off**.
3. Add optimisation and delivery details if needed, then click **Next**.
4. Choose your **budget and schedule** and add your audience details.
5. Choose your Placements. We recommend using **Advantage+ placements** for best results, but if you choose to use **manual placements**, note that it must include Facebook Feed, Instagram feed or Instagram Stories placements in order to use Advantage+ creative.
6. In the **Identity** section, select your Facebook Page and attach your Instagram account, if applicable.

Step No. 3

Upload your creative

1. In the **Ad setup** section, select **Manual upload** for your creative source.
2. In the **Format** section, choose **Single image or video**.
3. In the **Ad creative** section, click **Add media** and upload your image or video, then select media crop for placements.

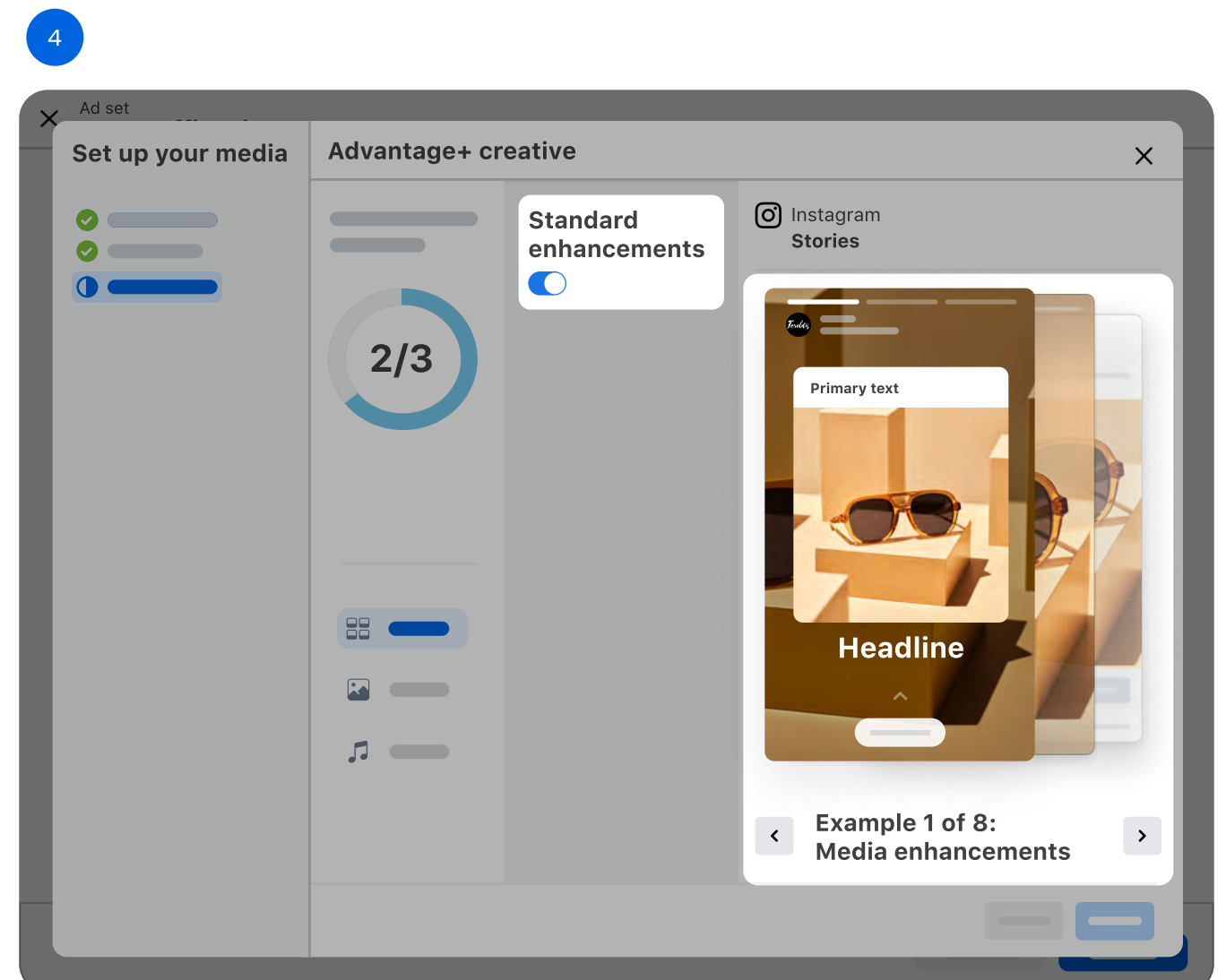


Step No. 4

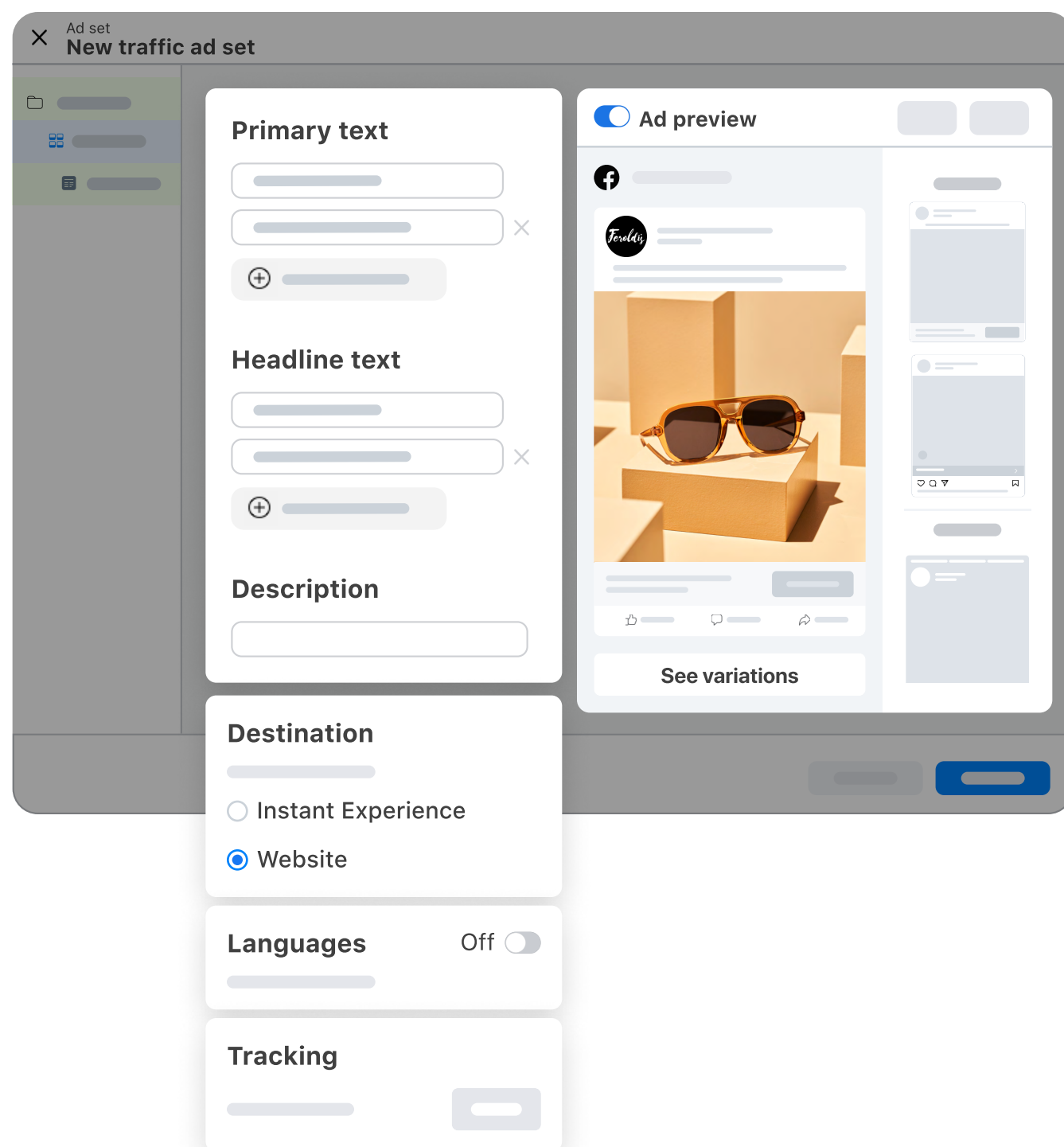
Toggle on creative features that you want to optimise with

1. In the **Advantage+ creative** section, choose from features that have been bundled together or make individual selections.
2. To use **standard enhancements**, select the option and toggle it on. You will see multiple variations appear in the preview window using placeholder text. Click the arrows below the image previews to scroll through the various options.

Note: The examples shown are not the only ones that may be created and shown to your audience. Once selections have been made, click **Done** to save them.



5



Step No. 5

Add a variety of text options and complete your campaign

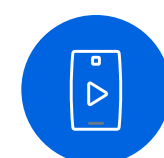
1. In the **Text** field, add a variety of text options.
2. Complete the rest of your ad by adding information in the **Destination**, **Languages** and **Tracking** section, if applicable.
3. When you've finished, click **Publish** to publish your ad with standard enhancements.

More tips



Track performance when using standard enhancements

When you use standard enhancements, you will be able to see aggregate performance metrics of all the delivered variations in Ads Manager, but there will not be a breakdown by format or ad creative variation.



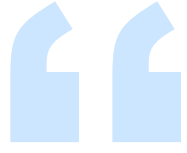
Use mobile-friendly video best practices

Keep video vertical (9:16 or 4:5), less than 15 seconds and capture attention within the first 3 seconds, with a clear call to action and focus on your brand, product or service.

Case study

Learn how other businesses do it

Italian fashion retailer, [Miriade](#), wanted to optimise Facebook ad creative using standard enhancements within Advantage+ creative.



"We wanted a way to optimise our ad campaigns for stronger performance and efficiency, so we were excited to test the standard enhancements feature. Having access to Meta's most advanced automation and machine learning technology enabled us to tailor the ad creative for each viewer. The strong campaign results that we saw proved it to be a winning strategy."

Davide Basile, Chief Digital Officer, [Miriade](#)

Miriade's campaign using standard enhancements delivered:

36%

lower cost per add to cart
compared to a business-as-usual campaign without standard enhancements

56%

lower cost per purchase
compared to a business-as-usual campaign without standard enhancements

Other resources

- [Help Centre](#)
- [How to create an ad](#)
- [Landing page](#)

