## **Material Creative Direction and Cases**



We conducted 280 sets of material experiments in 13 test directions of four industries including games, e-commerce, social networking, and video entertainment, we came to a significantly positive conclusion (CTR increased by more than 10%). Please refer to the conclusion of high-quality materials.

## icon

- 1. **Dynamic icon:** Compared with static images, dynamic images in GIF format are easier to attract users' attention, thereby increasing click-through rate and post-link data;
- icon corner mark: Combining with the product's own characteristics (such as reflecting free
  or other benefits, anniversaries, hot events, product-specific functions, New version, etc.),
  designing icons with corner marks can increase CTR of the material and gain more
  impression.

Ad format	Data performance		control grou	up High-qualit	y materia
Dynamic icon	ID CTR: +102%	(0.23%->0.47%)	+ 0	+_	9
				area a .	
	IN CTR: +20%(	(0.76%->0.91%)		· -	4
con corner mark	ID CTR: +63% (	(0.23%->0.38%)		green -	16 <sub>1</sub>
			Ö	ţ	گُ
	RU CTR: +38%	(0.36%->0.49%)	ww	w	W
			O	C	

ID CTR: +13% (0.84%->0.95%)





## Large Newsfeed Image

- 1. **Gesture guidance**: Gesture guidance: Appropriate gesture guidance that is highly integrated with the content of the picture (such as cartoon hands, neutral hands, female hands, etc.) has a higher CTR, and there are significant positive cases in the e-commerce and game industries;
- 2. **Localization:** The localization of the copywriting in the picture (not only referring to the language, but also the translated local language in line with the local people's usage habits), characters, background colors, etc. can increase CTR;
- 3. **Characters:** In addition to character localization, the selection of handsome guys, beauties, couples or KOLs will also have a great impact on the click-through rate of materials, as well as cartoons and character IP images related to the game industry and products;
- 4. **Benefits:** Combined with product features, increase the click-through rate by promoting free/limited-time free use, newcomer rewards, recommendation rewards, sign-in rewards and other benefits, In addition, there are free shipping, discounts, full discounts, cash back, and vouchers that are commonly found in the e-commerce industry. Free item skins, free upgrades, limited-time themed events, etc. in the game industry;
- 5. **Grid (group picture):** Through the well-designed grid form, more product information can be conveyed to users, but attention should also be paid to avoid too many and messy elements, and no more than 2 focal points are recommended;
- 6. **Category:** mainly refers to the e-commerce industry. In Indonesia, the significant positive categories have been verified in the three directions of beauty, clothing, and food. The effect of categories in other regions is not significant. It is recommended to test the full category and single category in combination with product characteristics. effect, and then select key optimization directions based on data performance;
- 7. **Others:** In addition to the above directions, you can also test materials with a high click-through rate by highlighting the content of the picture, changing the advertising copy in the picture, and promoting different functions of the product.

1521	最短 <sup>值 521</sup>	呈冠稿5213	
Ad style	Data performance	Control group	Good Material

Gesture guidance	ID CTR: +71% (C	).31%->0.53%)	Cratis Ongkir Se-Indonesia	Cratis Ongkir Sé-Indonesia
	ID CTR: +11% (1	17%->1.30%)	Mulatah  Mulatah  Mulatah	Mutaliah
吴冠榴了	吴冠柳35	吴冠 <sup>NB 277</sup>	WWW.	Worki Walki
Localization	ID CTR: +37% (1	12%->1.53%)	Embrace every kind of life	Memeluk-setiap Jenis kehidupan
	ID CTR: +23% (2	2.17%->2.73%)	Celebrate Shopee  Birthday Sale  with the best shopping deals!	Merayakan pangalakan diskon ulangtahun dengan penawaran terbaiki
Characters	ID CTR: +10% (1	54%->1.69%)	Remedited States of the States	Samuellas Atampikan kehidupan dan pendiban 1998 kehidupan beraid dan maja
	ID CTR: +13% (1	1.16%->1.31%)	10 MIN MATCHES GET YOUR BATTLE ON	5V5 ACTION GAMEPLAY SKILL LEADS TO VICTORY
	BR CTR: +42% (	1.07%->1.52%)	-UP TO- 85% DEF SHOP NOW>	-UP TO- 5% OFF SHOP NOW>
Benefits 5	ID CTR: +38% (1		Murah Nampol Tiap Hari Gratis Ongkir Se-Indonesia	Lozoda Murah Nampol Tiap Hari Voucher 30 Ribu Pembelian Pertamamu  BEUSEKAPANO
Grid (group picture)	ID CTR: +15% (1	19%->1.37%)	Play, Live, Share Province to bean from the trip or beautiful province of the control of the trip or beautiful province of the control of the trip or beautiful province of the control of	NINO TV
E-commerce Category	ID CTR: +17% (1		Voucher 30 Ribu Pembelian Pertamamu	Voucher 30 Ribu Pembelian Pertamamu
	実冠 <sup>橋 5275</sup>	実冠標 52 <sup>75</sup>	製冠順 52T5	與記憶 52T5

吴冠桥 5275	ID CTR: +43% (0.35%->0.50%) No Category->Apparel	Gratis Ongkir Se-Indonesia	Murah Nampol Tiap Hari
Others	ID CTR: +13% (1.53%->1.73%) Highlight the product logo	S Shopee Shop nows	S Shopee
吳冠橋 5275	東班斯 <sup>52T5</sup> 東班斯 <sup>52T5</sup>		Base