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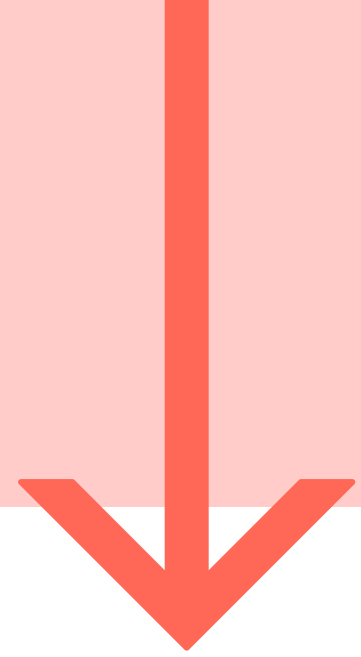
4 Best Practices for Mastering Dynamic Product Ads

Your no-nonsense guide to reaching ROAS at lower costs

1080 × 1080   1200 × 628   1920 × 1080   640 × 480

Use dynamic ads to scale campaigns effectively

Ad spend is high. The demand for ad creative is high. The amount of platforms on which to advertise is high. But manually creating these ads — and their countless variants — results in low creative output, at low velocity, at anything-but-low costs. All of these factors mean that extending your reach is a bigger imperative than ever — especially without extending your resources.

In other words, scaling your ad creative is critical. For marketing and creative teams to do this effectively, they must be able to build myriad versions of ads fast — and optimize them without going back to the drawing board. But at the rate it takes to remain competitive, delivering high-quality ads that resonate with audiences — at an adequate pace — feels impossible.

Fortunately, it's possible to keep up with users at breakneck speeds without breaking the bank. Many brands are already doing it. A growing number of leading businesses are using dynamic ad templates to pull the highest-performing images and text into thousands of ad variants, creating efficiency for design teams and more relevant outputs for audiences.

In this guide, we'll explain how dynamic ad templates work, and how they'll scale your ad program and your reach without skyrocketing ad spend. This guide can also help growing businesses improve their creative thinking, all while scaling their campaigns within the same budget.

Quick stats on scaling fast

→ Ad spend is expected to reach $40.81 billion by the end of 2022 — more than triple its pre-pandemic total.

→ More than half the ad budget of 51% of advertisers is spent on social advertising.

→ One in two marketers plans to boost investments in Facebook, YouTube, and TikTok ads in 2022.

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What is a dynamic ad template?

The first step to answering this question is to think about what *isn't* a dynamic template. It isn't manually swapping out creative elements. It isn't laboring over original designs for every optimization. And it isn't eating up valuable creative time to do these steps over and over again.
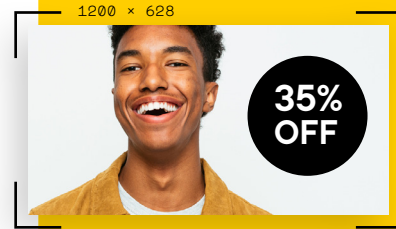
So, what is a dynamic ad template?

A dynamic template divides an ad into multiple creative elements. Each creative element is expressed as a variable, which can be changed out automatically. With a dynamic template, you can automatically build hundreds of permutations of the same basic creative concept. This is typically a key part of a complete creative platform, which may be managed by creative or marketing teams.

How do dynamic templates work?

Dynamic templates are typically connected to multiple data feeds. These feeds allow you to pull in brand and product content, such as offers, pricing, images, captions, and clips. Dynamic templates are instantly updated whenever you refresh your content library or product database. Updates may include product name or price changes, new seasonal imagery becoming available, and more.

Dynamic templates can also be set up to switch out creative elements and build new ads in response to performance data, saving everyone the time of creating entirely new creative assets when only individual parts of a campaign aren't performing.

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Best practices for building a dynamic ad template

Start with performance data

Performance data can give you an idea of which creative elements — a logo, a model's expression, or placement of text, for example — will perform best for a specific audience or platform.

You can analyze and use performance data from your company's past ads. Or, if you're a startup or are starting a new business unit, you can look at the aggregate performance of ads from other companies in your sector. Using performance data to inform your templates will dramatically increase the chances of your ads performing successfully.

Create a custom template for each platform

Ideally, you should have one template per platform. This is because platform requirements and audience preferences vary, which means each platform has its own unique set of best practices.

Factors that seemingly have no bearing on performance actually weigh heavily on an ad's success. For instance, an Instagram audience might favor different background colors than a Pinterest audience — so it would be prudent to create a template that automatically populates Instagram ads with the winning background color. If the Instagram audience's preference changes, the ad in the template will be optimized to real-time updates in performance metrics.

## Modularize content and store it in a centralized library

Your dynamic templates are as good as your content library. Ideally, you should be able to feed your template a wide variety of creative elements, such as headlines, captions, human imagery, location-specific imagery, and more. Generally speaking, the more modular your content is and the more options you have, the more efficiently your template will be able to scale your advertising.

These libraries give your entire marketing team and every creative stakeholder access to performance insights to fuel future campaigns. They synthesize and surface the most relevant creative data points to add and remove modularized content as necessary, where needed, as soon as ads featured in a template stop performing well.

Establish a centralized repository for product information

It's also essential to connect your dynamic template to your product information database. This way, you will be able to refresh ads with the latest product information and imagery as well as create multiple, product-specific variants of the same creative.

Got a new sweater in your fall line? The repository will add an image of that sweater automatically in your next ad. Adding a new appetizer to your restaurant group's hottest menu? The repository has the copy ready to go. A centralized database will provide at-the-ready performance drivers for your brand, no matter how often you switch things up.

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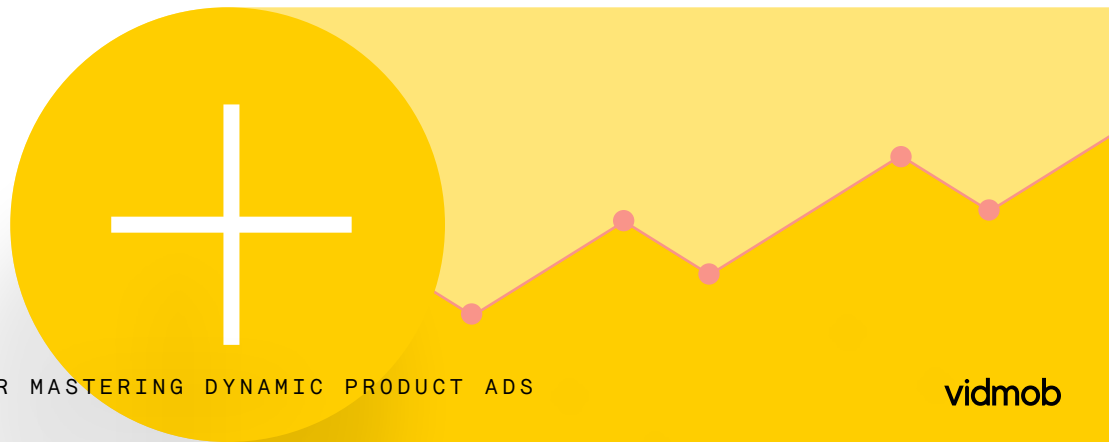
# Pairing dynamic templates with AI for rapid results

According to *Advertising Week*, audience, placement, and creative are everything. But signal loss from cookies makes audience intelligence harder to come by. Plus, consent requirement frameworks are making it increasingly difficult to obtain performance data.

That's where creative intelligence comes in. Dynamic templates can automate and accelerate the optimization of ads. They use performance data to evaluate how well ads are doing and continually create new variants that could potentially perform better.

In contrast, a traditional process gives no visibility into how well creative will perform. This results in using "gut feel" as a benchmark for creative optimization instead of numbers. But AI helps take the guesswork out of great content, learning and adapting over time and allowing you to delay or even prevent ad signal loss.

How dynamic ad templates help marketers win

Gone are the days of winging creative. Now, marketers are *winning* creative. They're getting results faster with dynamic ad templates that are designed around performance data, launching highly localized and personalized campaigns without adding extra creative costs, and effortlessly optimizing ads faster for higher ROAS.
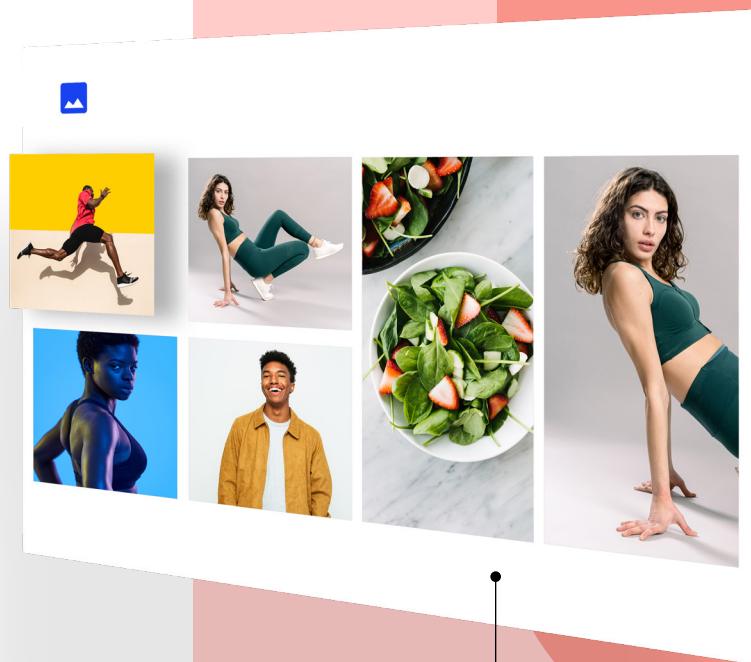
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Take the next step

All too often we see automated templates deliver a generic ad that feels disjointed from a brand's actual digital presence, and is overly focused on conversion. But with dynamic ad templates that become a personalized extension of your brand's larger relationship with your audience, you get the benefit of using technology to achieve ROAS faster and more cost-effectively.

Explore Dynamic Ad Templates →

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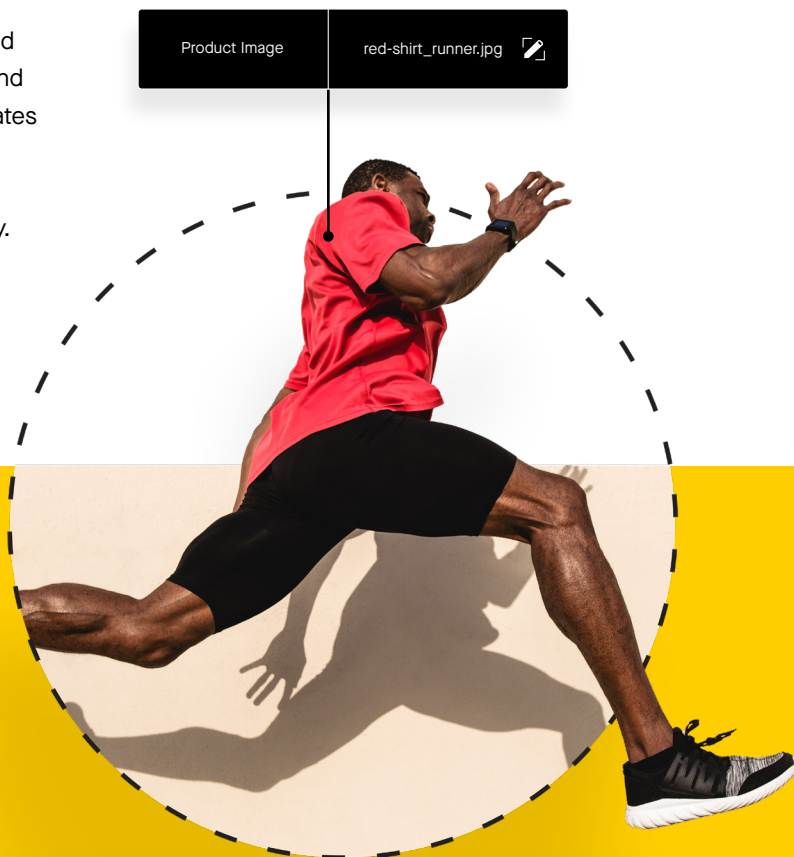
Why VidMob

The world's leading platform for Intelligent Creative, VidMob offers an end-to-end solution to help brands improve their marketing results by unifying creative and data. As the only company in the world to receive a Certified Creative Marketing Partner badge from every major social and digital platform, our access to creative data is unparalleled.

A portion of every dollar VidMob receives is used to fund pro bono creative services for nonprofits through its 501(c)(3), VidMob Gives.

Learn more about VidMob at vidmob.com and VidMob Gives at vidmob.gives.

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