



We're going to plan some creative for your ads. We know that the best performing ads are those with a clear product or service highlighted. So we're going to make sure that that is the focus of the ads following. This worksheet is going to be geared towards making Dynamic Creative work for you.

Visual (Provide a brief description of what image or video you would use).

- 1 _____
- 2 _____
- 3 _____

Main Copy (125 Characters)

- 1 _____
- 2 _____
- 3 _____

Three Headlines (25 Characters)

- 1 _____
- 2 _____
- 3 _____

Three Description Lines (30 Characters)

- 1 _____
- 2 _____
- 3 _____



CTA (Tick 3 that align with your campaign)

- Shop Now
- Call Now
- Get Quote
- Learn More
- Watch More
- Message
- Listen Now
- Buy Now
- Download
- Install Now
- Join Now
- Sign Up
- Donate
- Subscribe
- Discover
- Order Now
- Send Message
- Apply Now

Now that you've filled out this worksheet, you're ready to put your ad together. Remember, Dynamic Creative will mix and match each of your individual pieces above and send them out to your audience to see what performs best. With just this one page of creative there are 125 possible combinations!