



Facebook Carousel Ads:

———— CREATIVE WAYS TO ————

Attract & Convert Customers

One of Facebook's best ad units is also one of its most versatile. With Carousel Ads, marketers and advertisers have extra space to get creative, and there are many fantastic examples of brands taking full advantage of the opportunity. In Q3 2017 alone, businesses partnered with CC&A Strategic Media increased spend on Carousel Ads faster than any other ad type—**spend rose 55% in just one quarter**.

When marketers, like CC&A, invest time in building compelling interactive ads, engagement increases and greater ROI on ad spend follows.



Compared to single-link ads, Carousel Ads drive:

30-50%

lower cost per conversion

20-30%

lower cost per click

SOURCE: FACEBOOK

“Just enabling users to interact with the ad unit counts as engagement, which has a positive influence on eCPM, making the ad more competitive in the marketplace.”

Stephen Taormino
President & CEO, CC&A Strategic Media



Prospects and customers spend more time than ever switching between desktop and mobile devices, Carousel Ads offer the same flexible, interactive capabilities no matter where they appear. Consistent cross-device representation means greater reach and value for businesses, with a familiar and tailored experience for Facebook and Instagram users. Whether you're marketing one product or service from multiple angles or unifying an entire collection, Carousel Ads are an effective way to increase your bottom line wherever your audience may be.

Let's take a look at how it's done.

WHAT'S INSIDE?

- ✓ Carousel Ad examples from retail, gaming, B2B, CPG, automotive, and telecom companies
- ✓ Tips on targeting for buyer personas and international audiences
- ✓ Creative techniques such as seasonality, continuous canvas, and time lapse
- ✓ Copy lessons from real-life brands

With such a flexible and dynamic canvas, the creative possibilities with Carousel Ads are endless. Here are examples across industries, advertising objectives, and creative concepts to inspire your next high-performing Carousel Ad campaign.

This guide highlights compelling ad creative examples from a wide variety of advertisers, and companies featured are not necessarily CC&A customers.

MULTI-FACETED

For advertisers with just one product

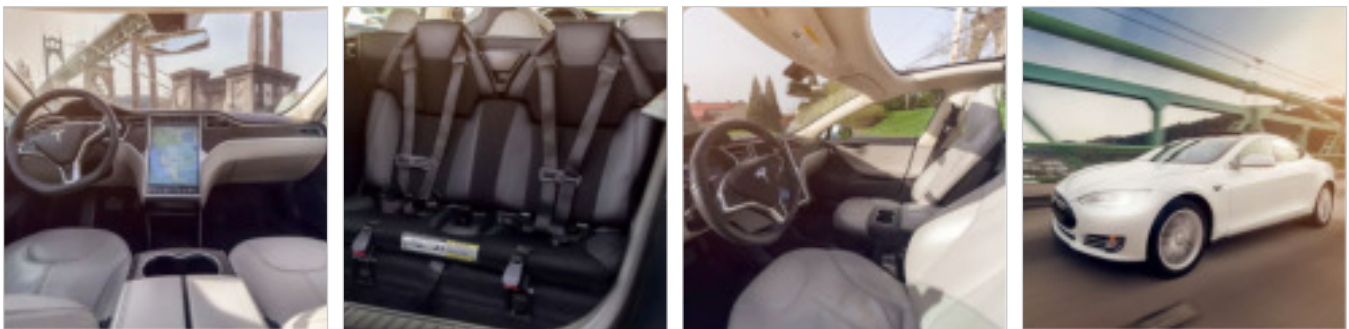
While Facebook's Carousel Ads are a natural fit for retailers with a wide array of products to sell online, they also lend themselves quite well as a showcase for a single product.

Marketers looking to sell an B2B service, a mobile gaming app, a mattress, or a subscription service can all take advantage of the chance to tell a story via images and copy.

Some popular approaches include listing:

- ✓ Benefits
- ✓ Customer successes
- ✓ Features
- ✓ Various levels of pricing or membership

Here, the advertiser zooms in on several views of a car, and then zooms out to admire the whole vehicle.



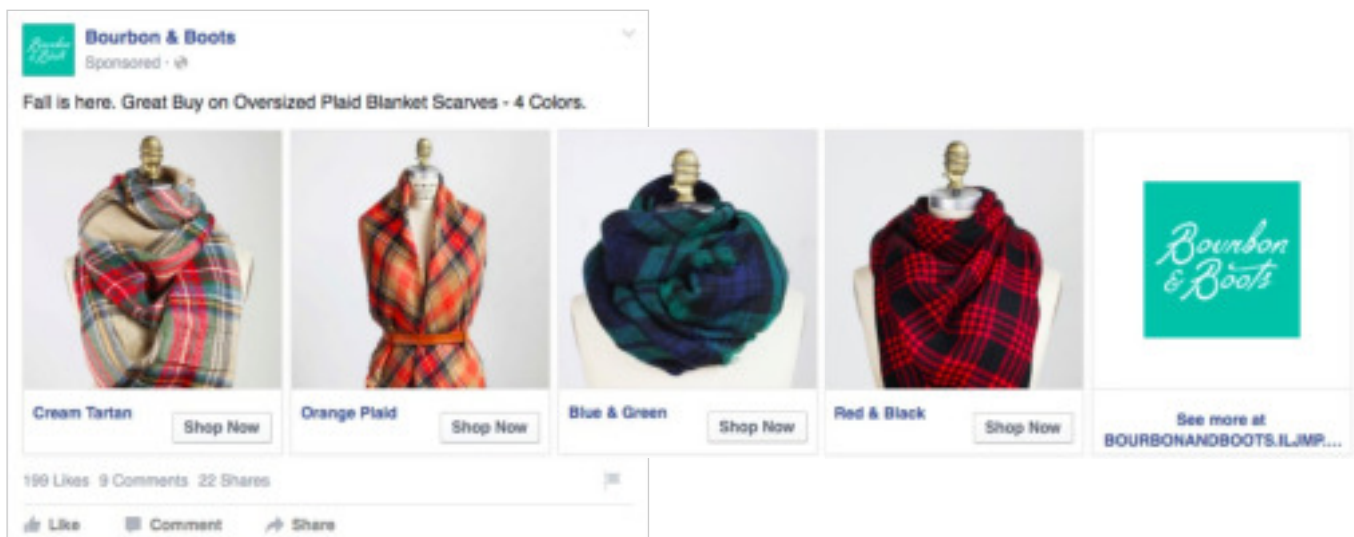
SEASONAL

Higher relevance = Higher conversion rates

This central tenet of marketing still holds true for businesses, who have the option to target many users with just a few clicks.

An easy way to make sure your ads resonate with your customers is by making them seasonally appropriate.

Here, online retailer Bourbon & Boots uses a desktop Carousel Ad to show off its fall scarves in several on-trend patterns.



TIME LAPSE

Illustrate the passage of time

Do people use your product or service to achieve a desired result?

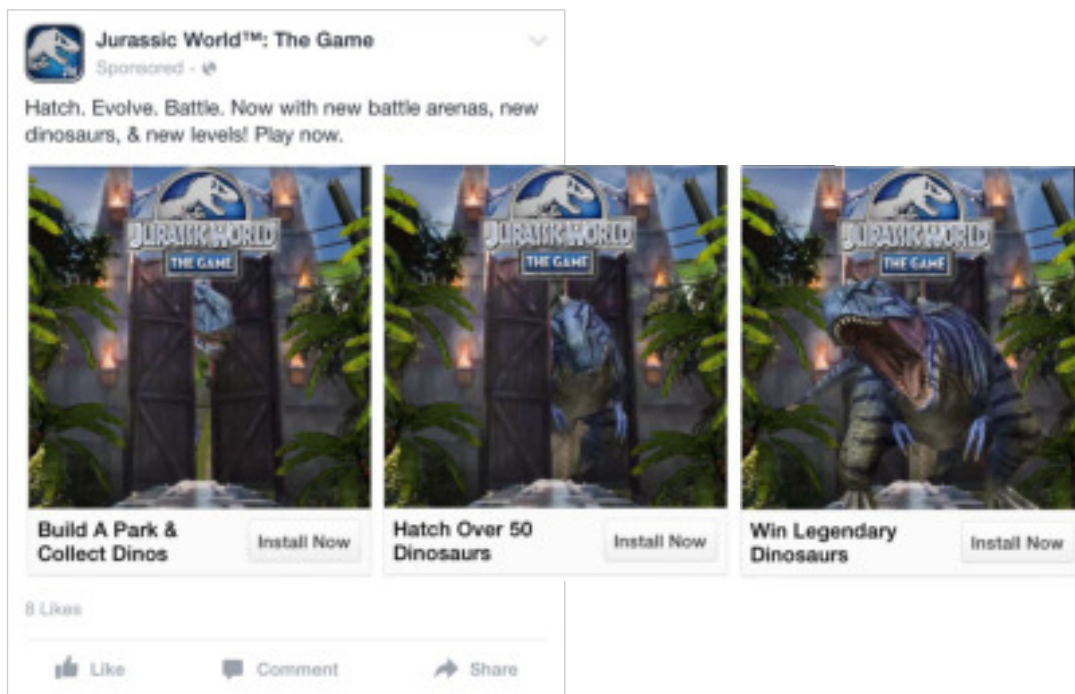
Carousel Ads are a great way to illustrate incremental progress or note the passing of time.

They can act as a kind of flipbook, unfolding a narrative arc or story frame by frame, building suspense.

Ecommerce brands can use Carousel Ads to showcase how their mobile app enables a product purchase, delivery, and positive outcome, step by step.

Service providers can use Carousel Ads to showcase incremental levels of service or object/point collection.

They can also be used to create a movie trailer effect, as seen in the Jurassic World example below.



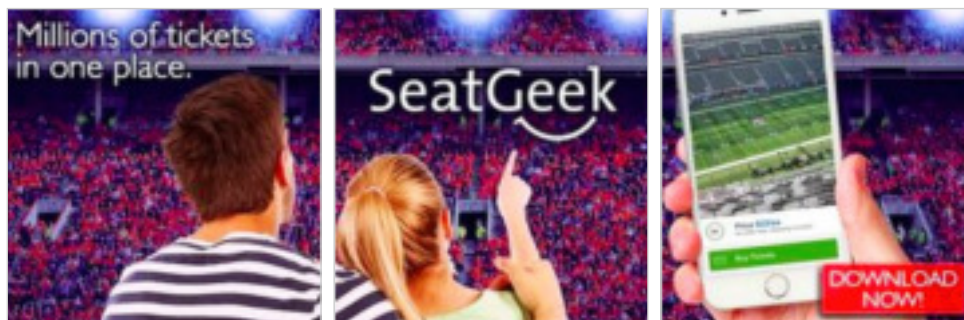
CONTINUOUS CANVAS

Build anticipation

Carousel Ads display to Facebook users as panes that they can scroll through if they swipe on mobile or click an arrow on desktop.

One clever way to entice users to scroll through to the last image is to show them only a piece of a bigger picture; that way they will be more likely to follow through to the end.

This approach lends itself especially well to marketers who may be looking to repurpose banner ads.



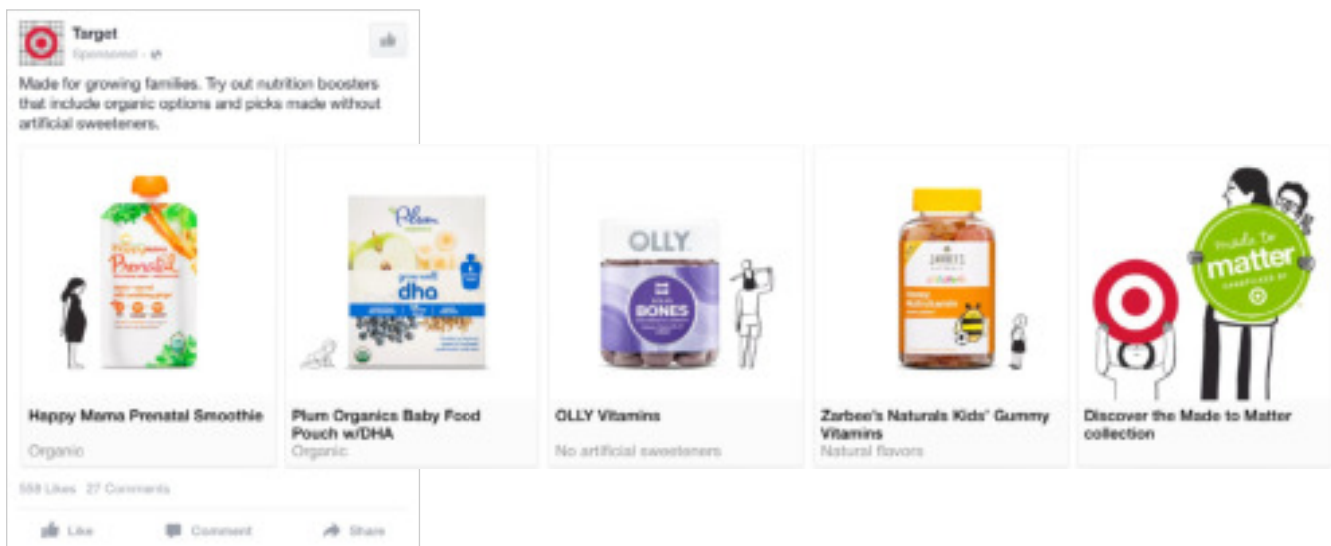
BUYER PERSONA

Targeting at its finest

You know who your ideal customer is. Why not tailor your marketing campaigns to their lifestyle and values?

In this beautiful Carousel Ad example from Target, the omnichannel retailer is advertising its collection of organic products to moms and moms-to-be.

The combination of playful illustrations and colorful featured products produce a family-friendly vibe.



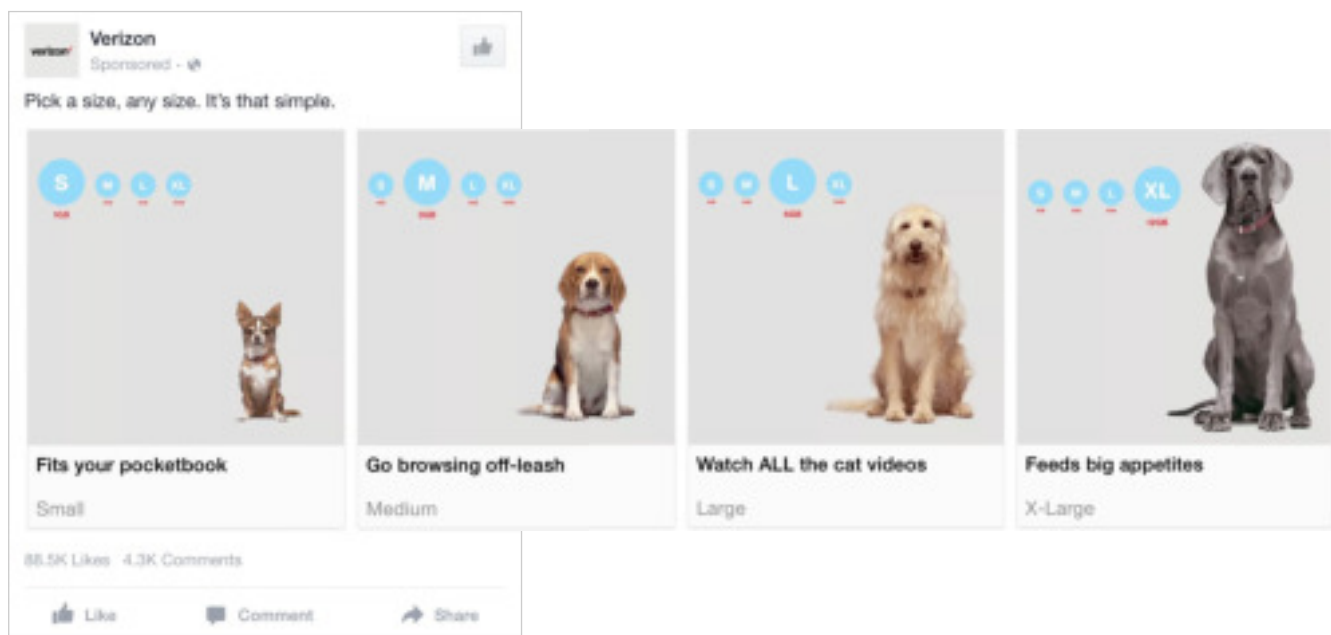
CONCEPTUALIZATION

Relatability is the name of the game

Verizon offers several sizes of its data plan, but simply listing out gigabyte tiers in an ad would be boring.

Here, they have used Facebook's Carousel format to bring focus to each option and convey the message in a relatable way, using animals.

The takeaway is this: Just because a product is practical, doesn't mean the creative can't be fun.



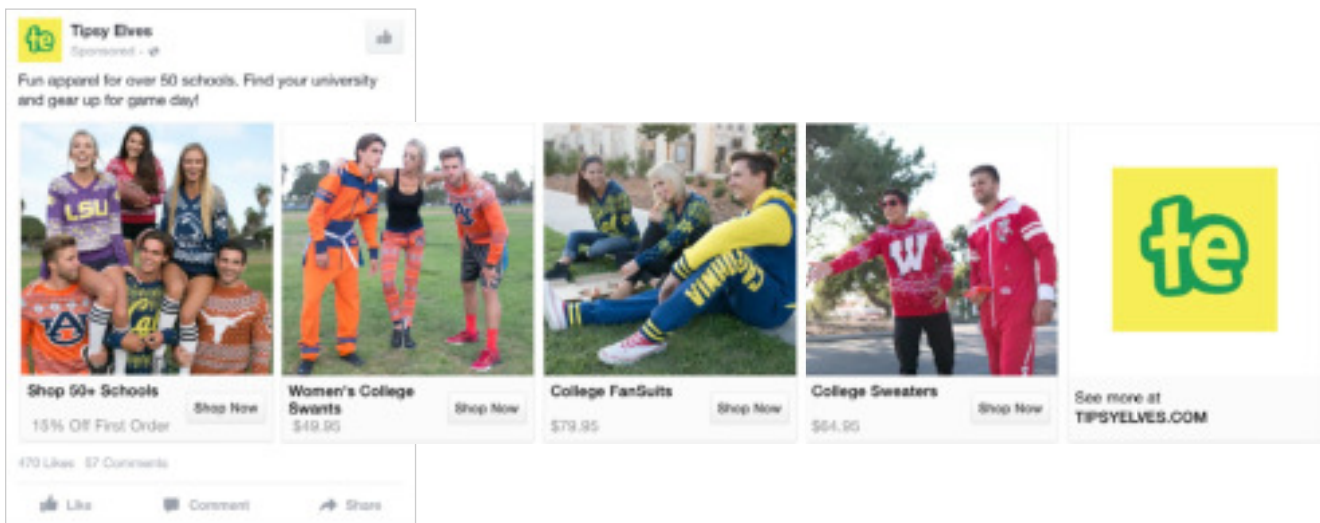
COLOR

Make a splash

Native advertising on Facebook is meant to blend in with its surroundings, so it's your job to make ads pop!

One easy way to call attention to your message is to use bursts of color that stand out in a sea of engagement, baby, and pet posts.

In the Carousel Ad below, Topsy Elves picks eye-catching colors like purple, yellow, orange, and red to showcase its line of college-themed sweaters and sweater pants.



TRUSTED SOURCE

Third-party recommendations

Of course you have nothing but glowing things to say about what you're advertising. But what is everyone else saying?

If you have a user acquisition campaign targeted to an audience that may not be familiar with your brand, featuring customer testimonials or recognition from an outside party is a great way to build credibility.

Below, a styling tools company calls attention to a "Best of Beauty" award their hair dryer has received from *Allure Magazine*.

The image shows a Facebook carousel advertisement for the Harry Josh Pro Dryer. The ad is sponsored by DermStore and features three slides. The first slide shows the green hair dryer with an Allure award seal and the text "Allure 2015 Best of Beauty" and "Harry Josh Pro Dryer". The second slide shows a woman using the dryer with the text "Dries Hair 60% Faster" and "Professional grade dryer". The third slide is a promotional offer with a green diagonal banner saying "33% OFF", "\$100 OFF", "HARRY JOSH PRO TOOLS PRO DRYER", and "LIMITED SALE". Below the slides, it says "Free Shipping & Returns" and "Limited Time Sale". The ad has 7 likes and includes Like, Comment, and Share buttons.

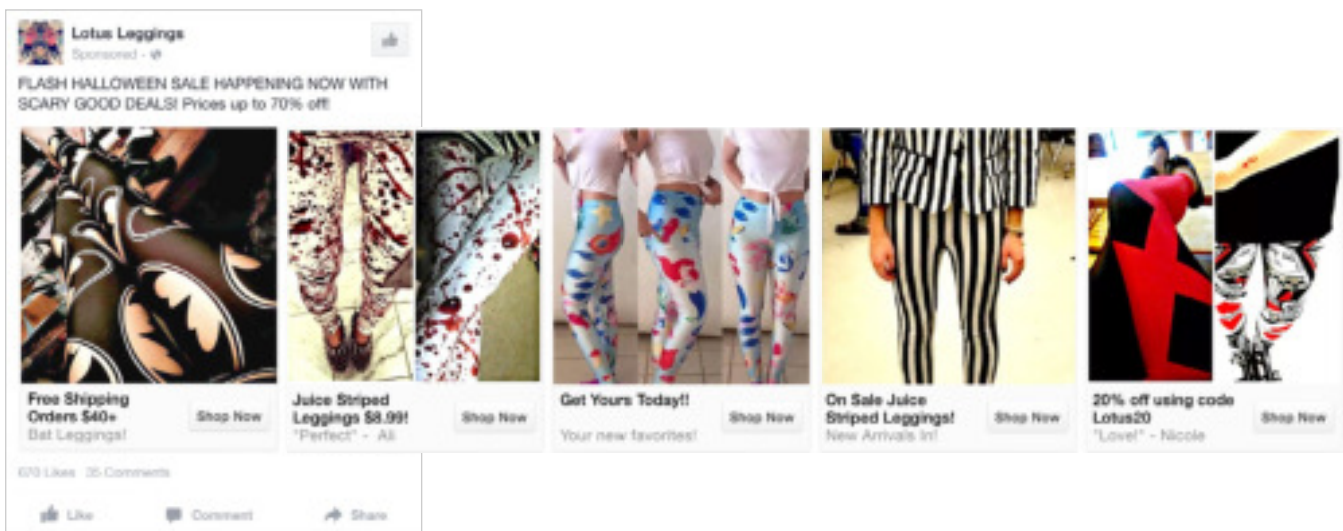
EXTRA DIVISION

Go ahead, get crafty

Facebook provides marketers with up to five spaces to showcase images in Carousel Ads, but there's no rule against cutting each square up further.

In the example below, Lotus Leggings has mixed full-pane images with split-screen ones, allowing the online retailer to display extra pairs of leggings and the same pair from more than one angle.

Also note the seasonal theme! Halloween costume shoppers are a likely target for this ad.



NAME RECOGNITION

Not your average endorsement deal

Your Carousel Ads will likely be targeted to a specific demographic.

Who does your ideal customer admire?

Featuring influencers in your industry is a great way to grab attention.

Here, DraftKings features several notable Ultimate Fighting Championship stars that are available for players to draft for an upcoming match. Mixed martial arts fans are likely to recognize the names and respond to this mobile app install Carousel Ad.

The image shows a Facebook advertisement for DraftKings. At the top left is the DraftKings logo and the text "DraftKings - One Day Fantasy Sports Leagues - Fantasy Baseball, Football, Golf, Basketball, Soccer and Hockey". Below this, it says "Sponsored" and "Win \$100,000 for just \$3 during UFC 191 this weekend! Install now to start drafting!". The main part of the ad is a carousel of four images, each featuring a different UFC fighter. From left to right: 1. A fighter named Johnson, with the text "Draft Mighty Mouse now!" and an "Install Now" button. 2. A fighter named Dodson, with the text "Draft John Dodson now!" and an "Install Now" button. 3. A fighter named Arlovski, with the text "Draft Andrei Arlovski now!" and an "Install Now" button. 4. A fighter named Mir, with the text "Draft Frank Mir now!" and an "Install Now" button. Below the carousel, it shows "250 Likes 7 Comments" and three interaction buttons: "Like", "Comment", and "Share".

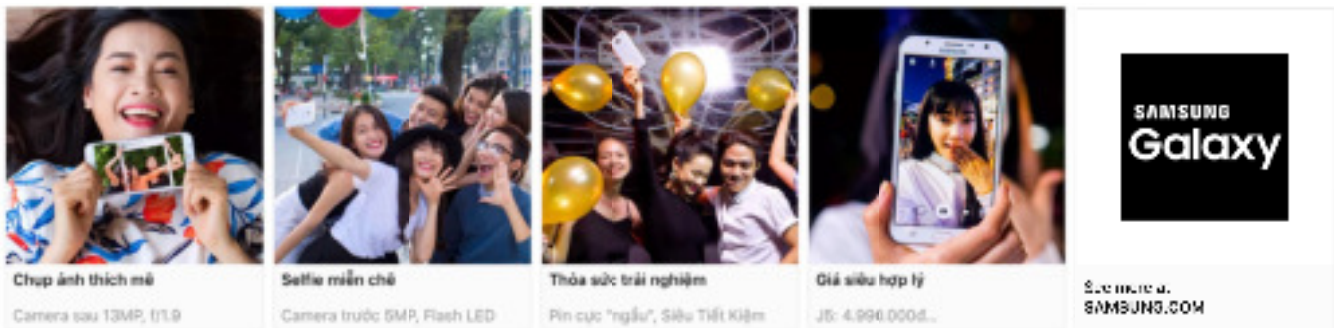
INTERNATIONAL FLAIR

Wheels up

If you're marketing globally, you're likely dealing with a whole new set of languages and customs. Advertisers who take the time to adapt their creative accordingly will see dividends down the line.

To boost Carousel Ad CTRs, installs, and purchase rates:

- ✓ Make sure your images are relatable to your target audience
- ✓ Do some research to determine whether localization is necessary
- ✓ Keep in mind that currency may also factor into your copy strategy



The carousel ad consists of five panels. The first four panels show people using smartphones in various settings: a woman taking a selfie, a group of friends taking a selfie, a group of people with balloons, and a person holding a smartphone. The fifth panel is a black square with the Samsung Galaxy logo and the website address.

Panel 1	Panel 2	Panel 3	Panel 4	Panel 5
Chụp ảnh thích mê Camera sau 13MP, f/1.9	Selfie miễn chê Camera trước 5MP, Flash LED	Thỏa sức trải nghiệm Pin cực "ngầu", Siêu Tiết Kiệm	Giá siêu hợp lý JE: 4.996.000đ...	SAMSUNG Galaxy Số hotline: SAMSUNG.COM

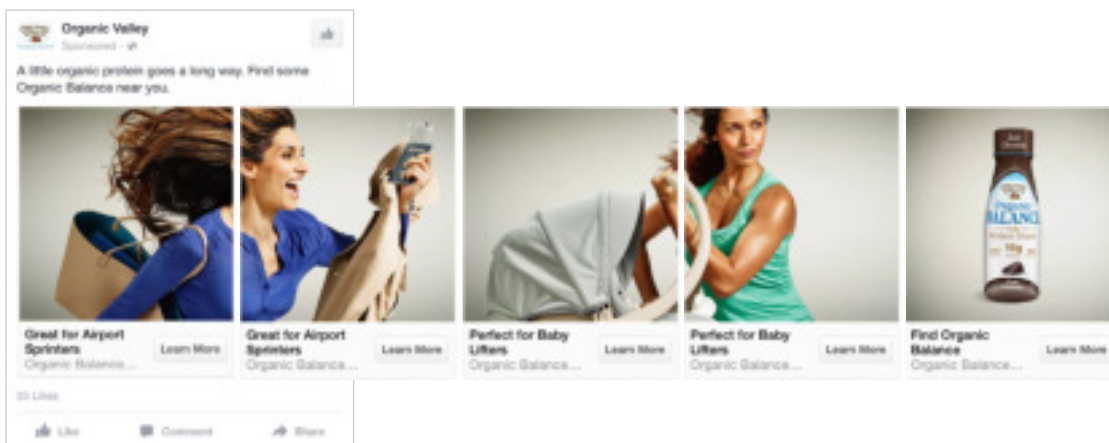
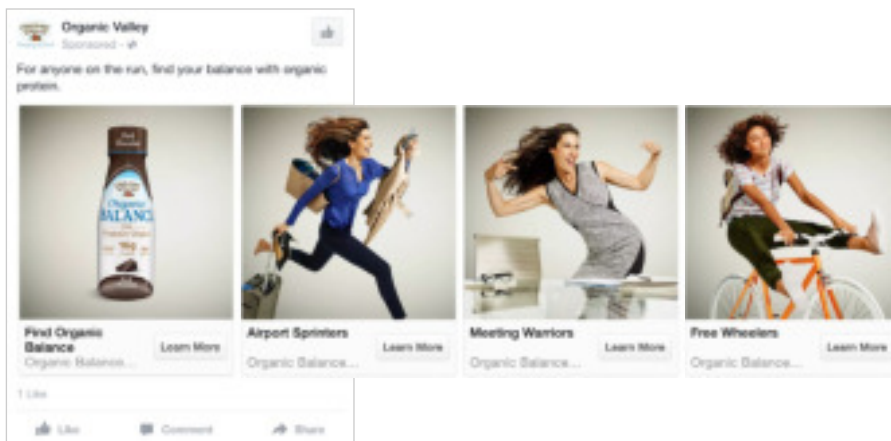
ITERATIONS

Avoid ad fatigue

A creative refresh is one of the best ways to keep ads performing at the height of their potential.

With Carousel Ads, the possibilities for iteration are endless—so it's up to marketers like CC&A to keep feeding the funnel with compelling creative.

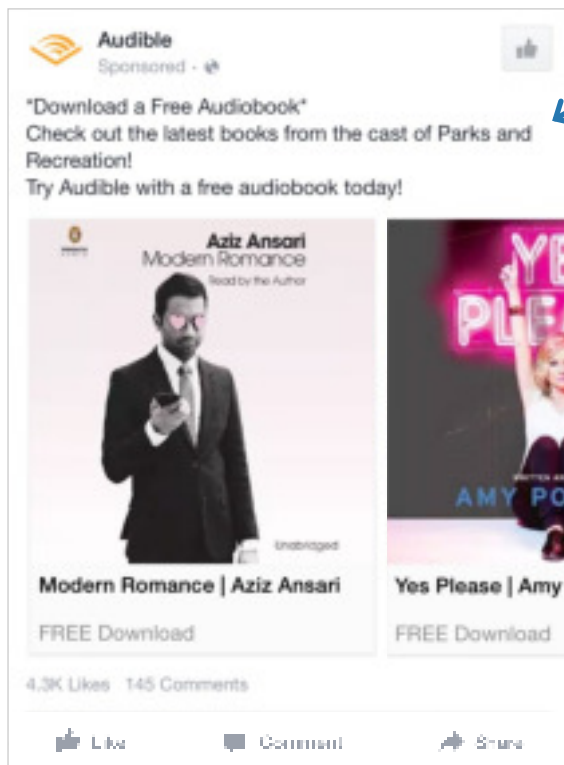
Here, Organic Valley nails several best practices: High-quality graphics, targeting specific buyer personas, making use of the continuous canvas, and switching up its creative components while maintaining a visual theme.



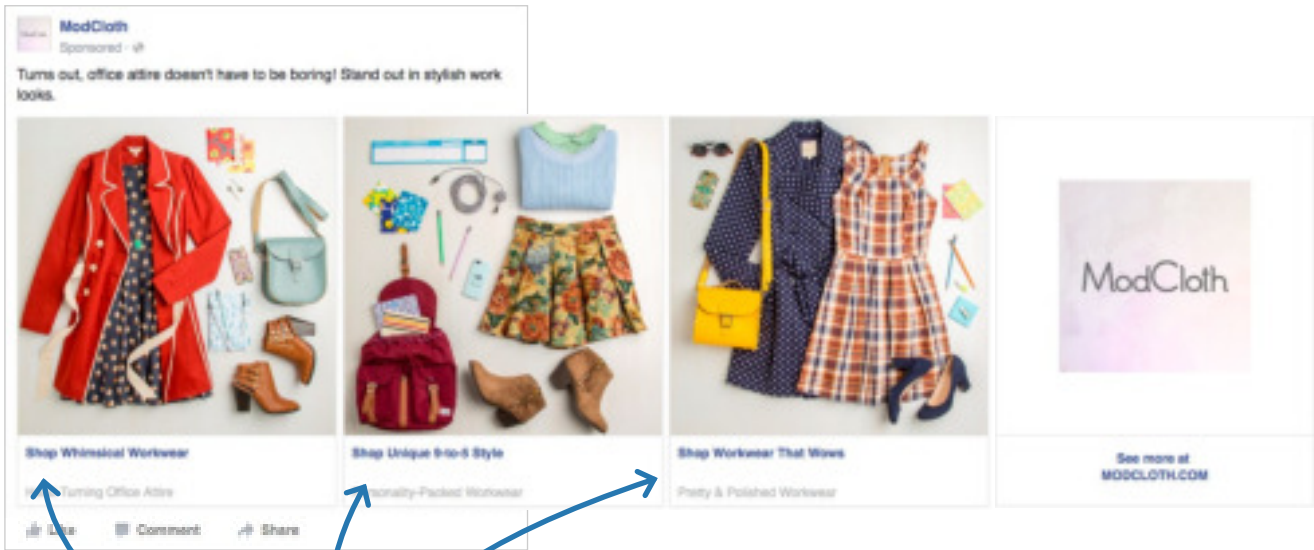


Extra tips and tricks for ad copy that inspires action and drives results

Much of the opportunity with Carousel Ads lies with their unique interactive canvas for rich images and video content. However, words are still a powerful driver of campaign performance, so crafting the perfect ad copy is just as important as ever.

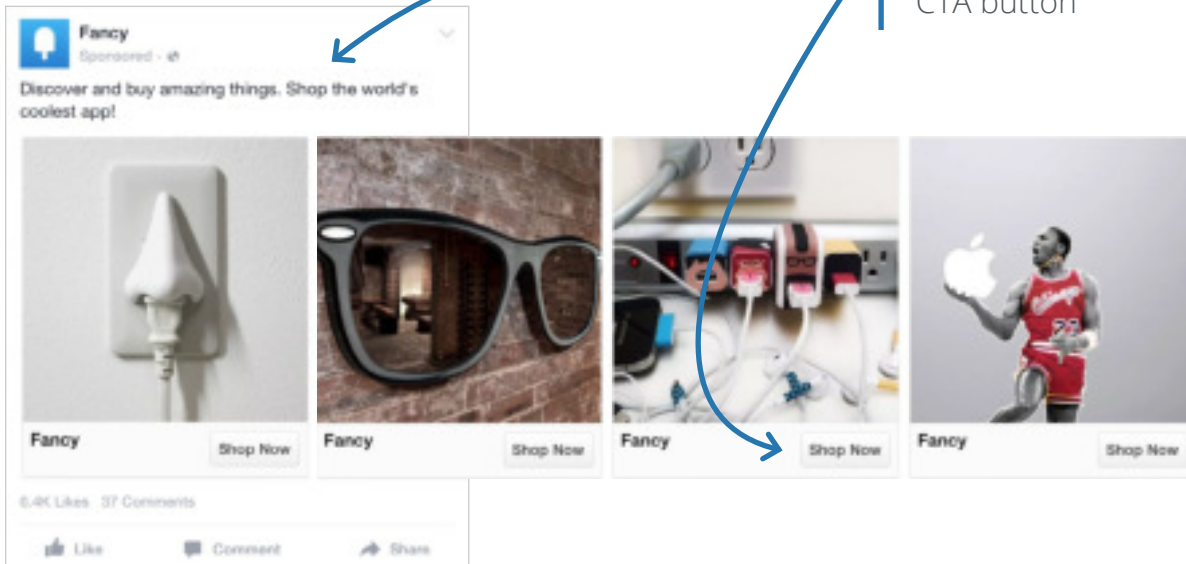


Experiment with post text length



Keep it consistent

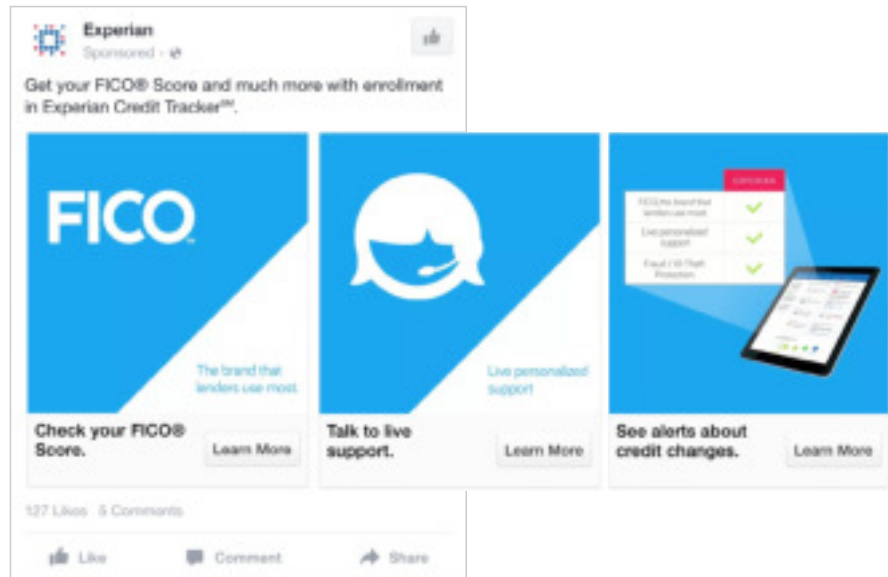
ModCloth ties every pane together by starting each description sentence with "Shop."



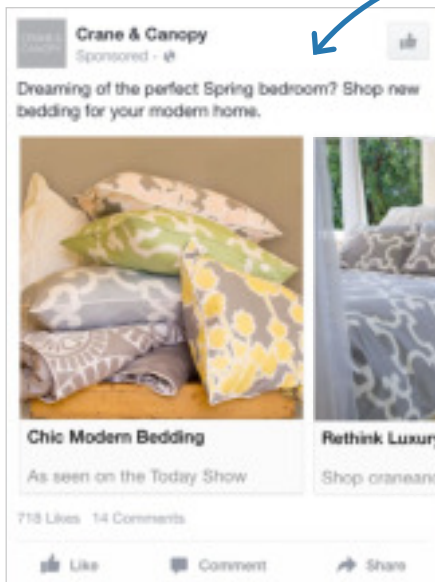
Reinforce your CTA button

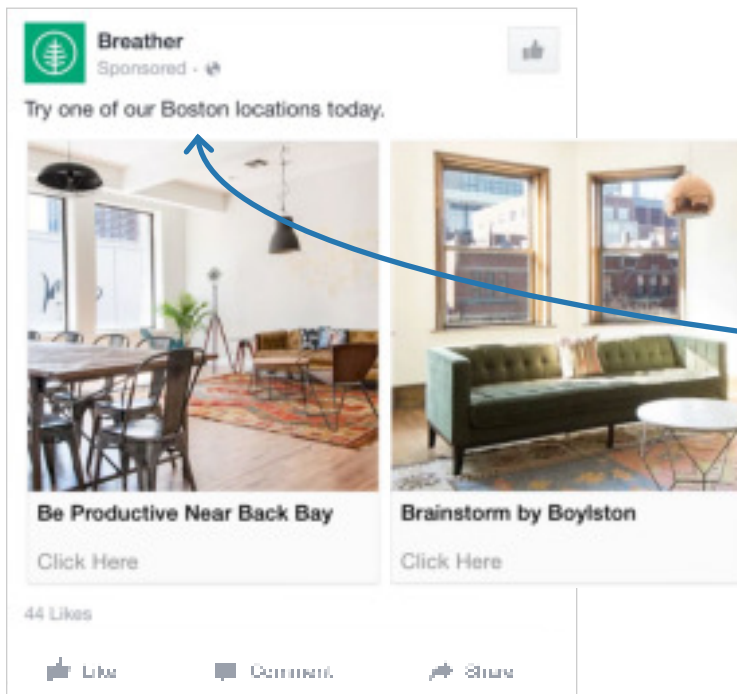
Spark action

Use strong verbs like *Get*, *Discover*, and *Try*.



Ask a question





Match your targeting
Whether it's gender, age, location, or another filter, make sure your copy aligns.

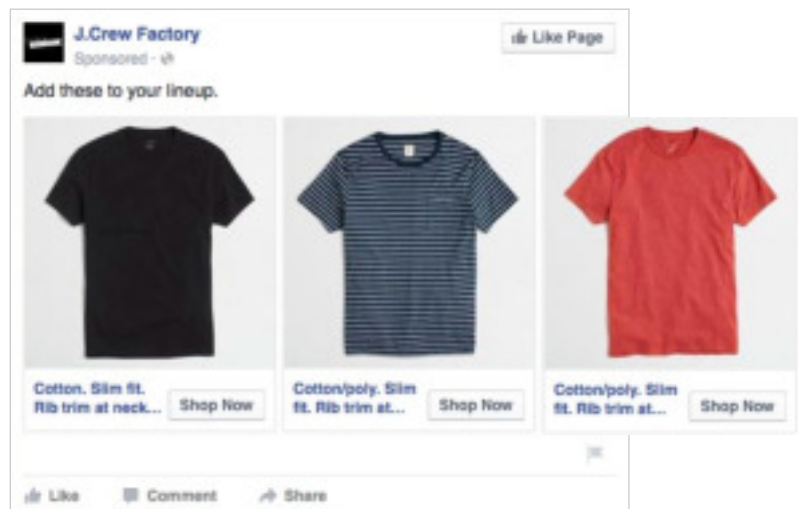
Did you forget something?

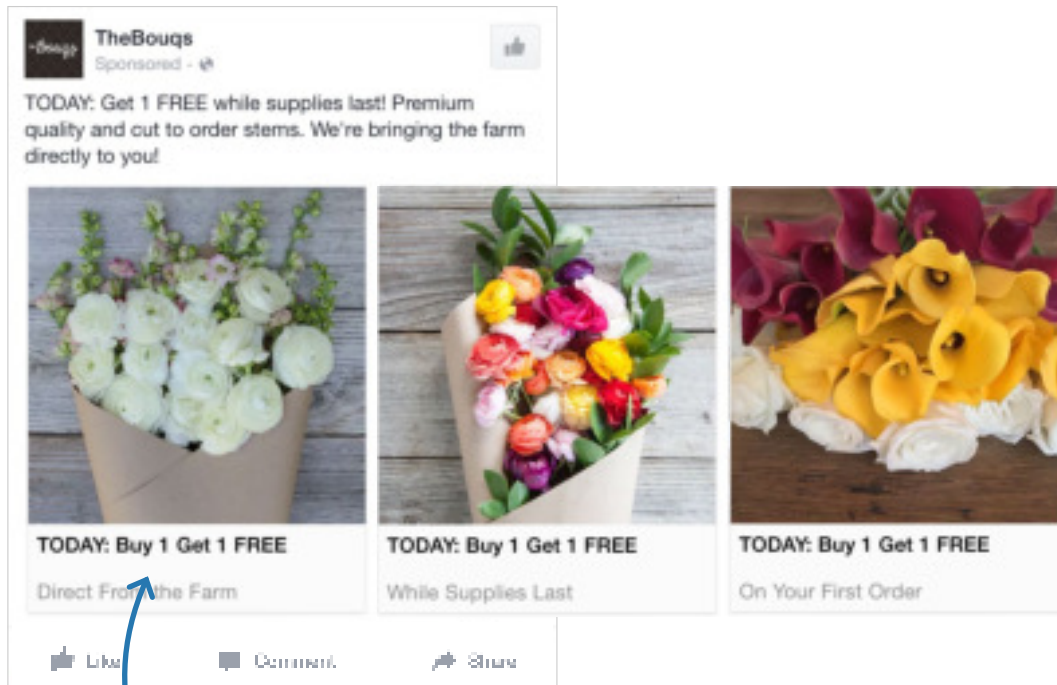
It's generally much easier to convert a customer who's shown interest in your products than a cold prospect—a prime reason why Facebook's Website Custom Audiences and **Dynamic Product Ads** have gained such popularity among performance marketers.

Carousel Ads provide extra chances for advertisers to convert browsers into shoppers.

Whether you group similar products together or suggest new items entirely based on previous activity, Carousel Ads are the perfect opportunity to leverage customer intent.

Have questions on Dynamic Product Ads? Be sure to check out our **FREE GUIDE**.





Discounts drive conversions

Types of copy that generate excitement and direct response include:

- ✓ Percentages off
- ✓ Buy one get one free
- ✓ Promo codes
- ✓ Complimentary shipping

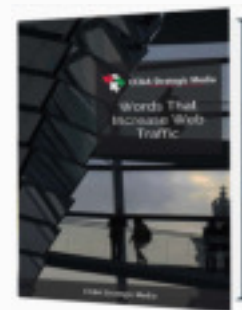
Also try experimenting with CAPS, exclamation points, and “limited time only” messaging.

FREE RESOURCE

Marketing Psychology: Words That Increase Website Traffic

The words you choose matter. It's a simple truth that words enhance value, they drive business, they motivate and they engage clients. Which words attract visitors who are ready to buy? Our FREE GUIDE outlines over 100 words that do this very thing.

[Download the Free Guide](#)



CONCLUSION

There are many innovative approaches digital marketers can take when it comes to leveraging Facebook's interactive Carousel Ads—and the flexibility of the format clearly lends itself well across verticals.

As marketers and advertisers continue to invest heavily in this direct response unit, companies with compelling creative will rise to the top of the competition for customer attention.

As with any marketing innovation, results from Carousel Ads may vary. Testing out at least a few of the tactics we've shared will help you identify best performing creative so you can make the most of this promising opportunity.

Ready to take control of your digital marketing?

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CC&A Strategic Media empowers in-house marketing teams to grow the revenue impact of their digital marketing and advertising. We analyze big data, understand brand values, and look for demographics that are under represented. Our team uses technology, psychology, art, and science to grow businesses!

As a strategic marketing partner, CC&A features multichannel programmatic media buying, predictive revenue optimization, and real-time business intelligence across today's most valuable digital channels.

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