

# Driving 2024 holiday performance with Reels ads

Best practices and learnings to fuel your campaigns and creative

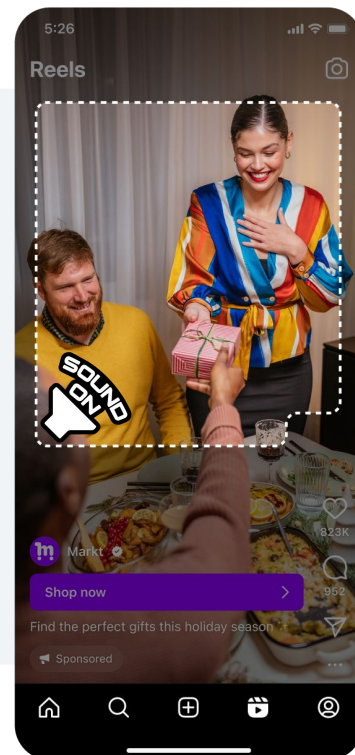


Reels are where more people are making holiday discoveries and purchases.

**79%** of people said they've purchased a product after watching Reels.<sup>1</sup>

## MASTER THESE ESSENTIALS TO DRIVE PERFORMANCE

- 1** **Build 9:16 video to make your Reels ads captivating.**  
Reels is a full-screen immersive video format. To help your creative feel at home here, consider leading with video and resizing it to 9:16.
- 2** **Build with audio to make your Reels ads entertaining.**  
Audio - whether that's music, voiceover or sound effects - is a key driver of engagement and entertainment on Reels.
- 3** **Build in the safe zone so your message is clear.**  
To ensure your messaging isn't overlapped by the Reels user interface, keep the bottom 35% of your ads free of key creative elements, text and logos.



## AIM FOR BETTER PERFORMANCE AND CREATE IN THE LANGUAGE OF REELS

### Make it entertaining

Great Reels ads provoke an emotional response through a mix of music, visual effects and storytelling. They can entertain us by sharing something useful, making us smile or satisfying our curiosity.

### Make it relatable

Great Reels ads are relatable because they tell stories we recognize, feature people who feel like us and use a visual tone and set of codes we know.

### Make it digestible

Great Reels ads respect the limited time their audiences have by being direct, immediate and easy to understand. Focus on the pace of your reels to ensure you're capturing, maintaining and rewarding attention.

Adding Reels ads that include the creative essentials and at least one additional creative element (e.g. human presence, text overlay, etc.) led to greater performance across Reels, Feed and Stories.

**16%** improvement in cost per result (CPR)<sup>2</sup>

**29%** higher conversion rate<sup>2</sup>

**13%** higher ROAS<sup>2</sup>

**11%** higher reach<sup>2</sup>

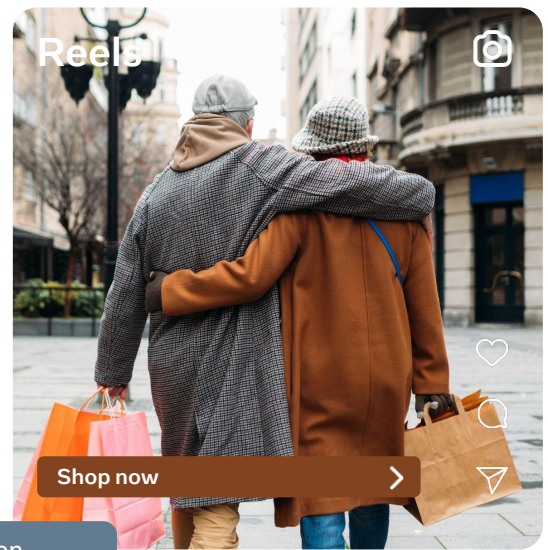
Sources: 1) Meta-commissioned research with GWI, 2023. Base: 6,758 heavy short-form video consumers (1,178 in Brazil, 1,110 in Germany, 1,178 in India, 557 in Japan, 515 in South Korea, 1,113 in UK, 1,107 in US) aged 16-64 who are at least weekly Reels users. 2) \*Results are based on 10 lift studies that were run from April 2023 to May 2023 by global advertisers from various verticals including Ecommerce, CPG, Retail, and Tech. Results are in comparison to campaigns with only BAU creatives. (3) Results are based on 10 lift studies that were run from April 2023 to May 2023 by global advertisers from various verticals including Ecommerce, CPG, Retail, and Tech. Results are in comparison to campaigns with only BAU creatives.

## CONNECT WITH A META BUSINESS PARTNER TO EFFICIENTLY CREATE REELS ADS.

Meta Business Partners are companies Meta has vetted for their technical skills, services and unique ability to help businesses grow.

From lightweight templates to full-scale production and working with creators, Meta Business Partners offer end-to-end solutions for Reels ads on Facebook and Instagram, enabling you to create quality campaigns at speed and scale.

In a recent study, we saw adding partner-enabled Reels creative (9:16 video with audio in the safe zone) to a business-as-usual (BAU) campaign setup drove, on average, a 5% lower cost per result and an 11% higher conversion rate.<sup>3</sup>



➔ [Find the perfect partner for production, asset optimization and templates for Reels.](#)



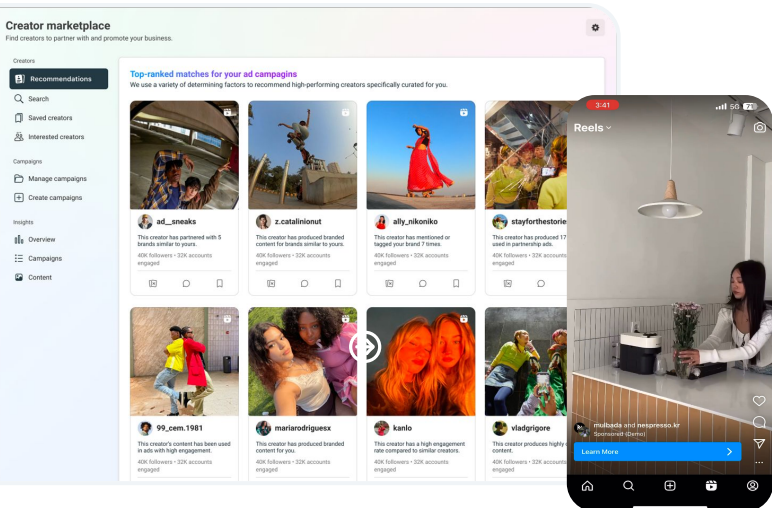
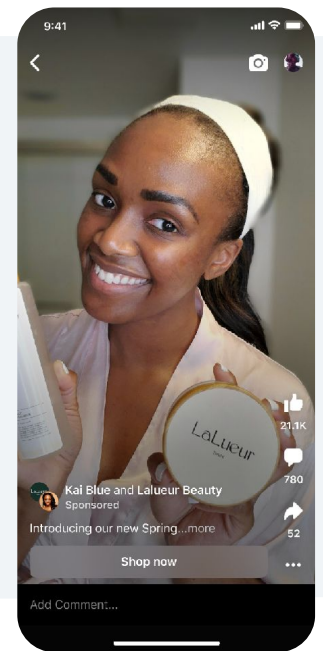
Visit Instagram profile ➔

Adding Meta Business Partner-enabled native Reels creative to a BAU campaign setup drove, on average:

**5%** lower cost per acquisition<sup>3</sup>      **11%** higher conversion rate<sup>3</sup>

Tap into the potential of partnership ads to scale your creator collaborations.

Adding partnership ads on Reels to existing BAU campaigns led to a median 5% improvement in cost per result and 20% higher conversion rate in comparison to BAU alone.<sup>4</sup>



Leverage the creator marketplace on Instagram to discover and more easily connect and collaborate with creators around partnership opportunities.

The creator marketplace\* utilizes personalized, machine learning-driven creator recommendations based on first-party data to help you identify branded content reels for your brand that can be boosted into high-performing campaigns.

**74%** of people reported purchasing within days of seeing creator content across Meta technologies.<sup>5</sup>

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<sup>3</sup> Results from the Meta-analysis of a series of 15 A/B tests across verticals and global regions (DE, ES, ID, UK and US); n = 15 studies conducted May 2022 - Apr 2023. Test cell setup (Partner-enabled creative on Reels placement with at least 30% campaign budget and business-as-usual non-9:16 creative across other placements). <sup>4</sup> Statistical Meta-analysis of 12 lift studies that were run from Sep 2022 to Jun 2023 by global advertisers from various verticals that only delivered to Reels. <sup>5</sup> Role of Creator Marketing by Crowd DNA (Meta-commissioned online survey of general population respondents ages 18-6 years in USA, DE, UK, FR, JP, KR, BR, MX, AU, N=15,750). Qualified respondents shop online at least two times a month, have been influenced by creators when shopping in specific retailers and CPG categories and have recently purchased in that category. \*Creator marketplace has restricted verticals and is live in select countries: United States, Canada, UK, Brazil, Japan, China (brands only), Australia, New Zealand, India.

Every connection is an opportunity.  
It's Your World.

