



**The \$100M Ad Creative Study:
Take Home 7 Proven Ad Types That Exponentially Scale
Ecommerce Revenue**

TRAVIS CHAMBERS



 *Who is Chamber Media?*

Chamber.Media is the world leader in data centric video ads, with over 4,000 productions, \$100M in managed spend, and \$600M in tracked revenue, massively scaling direct to consumer e-commerce companies, tripling the revenue of 5 multi-million dollar brands and taking MrCool from \$10M/yr to \$100M/yr in 3 years.



Metric	Value
press features	15k
shares	5M
views	400M
trackable sales	\$600 MILLION

15k
press
features

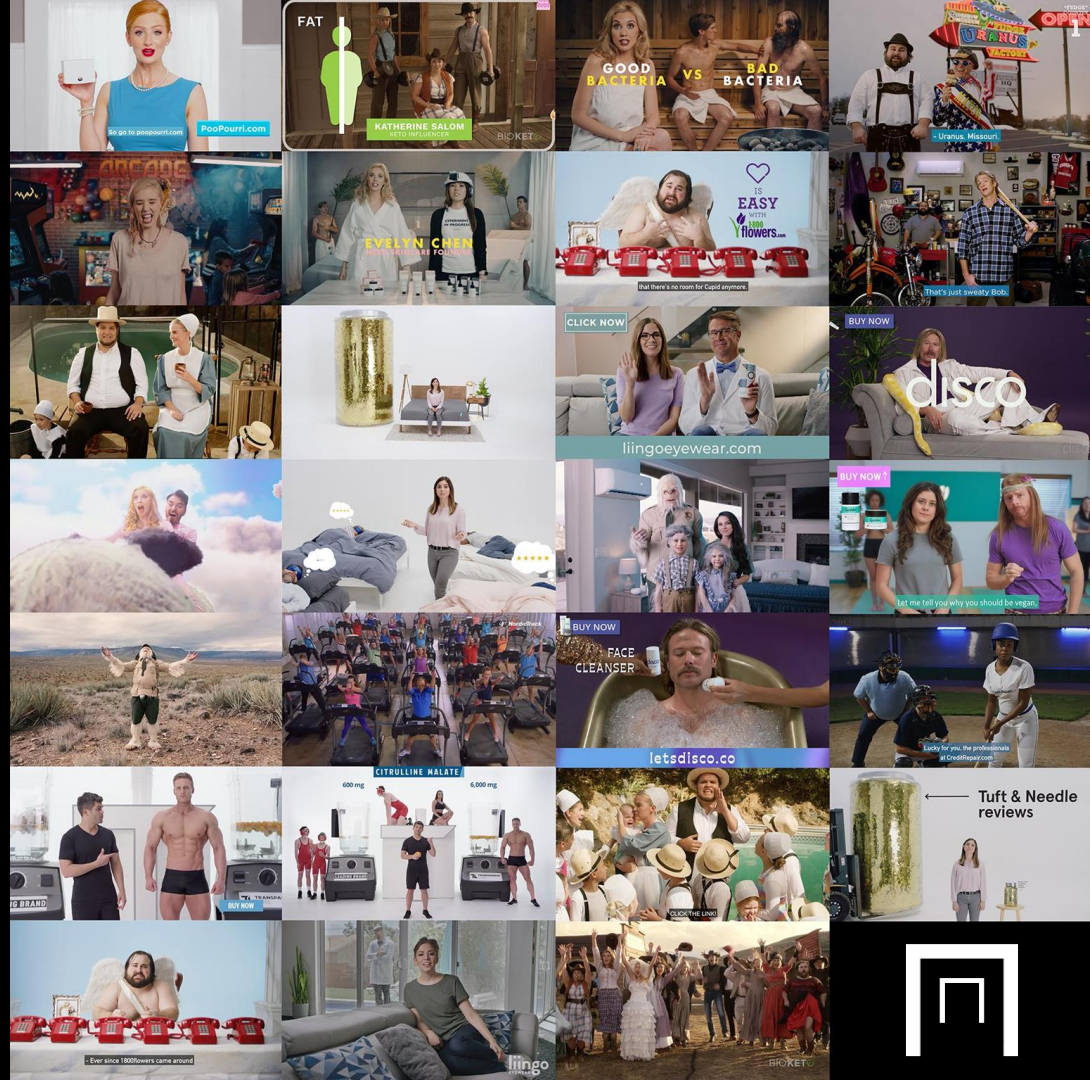
5M
shares

400M
views

\$600
MILLION
trackable
sales

 Who is Chamber Media?

20,000
live action social ads
produced in 2020





**People
We've
Worked
With**

TUFT &
NEEDLE



NordicTrack



Testimonials

These guys literally made me, personally, millions of dollars. They're my best my kept secret, I almost don't even want to tell other people about them.

Trevor Hiltbrand, Transparent Labs

Our sales are up over 50% year over year and that's not even to mention the response we've had around the videos we made.

Kyle Davis, MrCool





Google
**GROWTH
SERIES 18/19**

Google
PARTNER
PLEX
MOUNTAIN VIEW

Google
PARTNER
PLEX
MOUNTAIN VIEW

**USING
OUR OWN
STRATEGIES
FOR
OURSELVES.**





How we went from

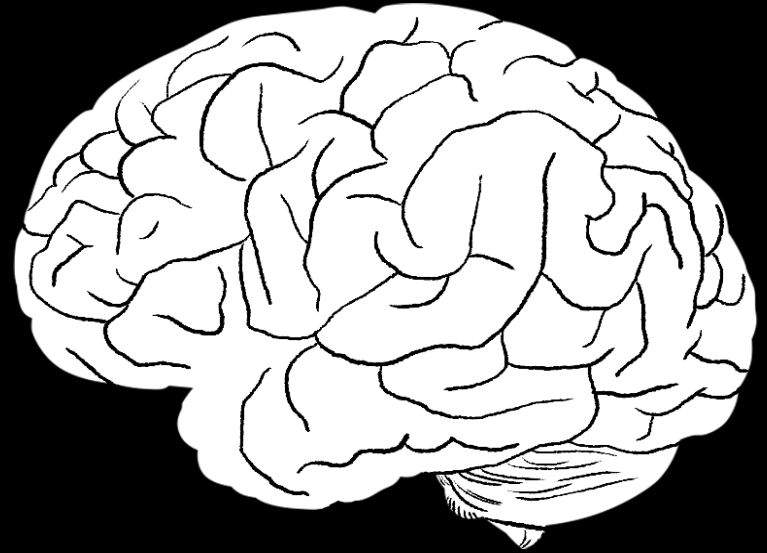
\$3M → **\$12M**

in a year


THE TOOL THAT TOOK
OUR SUCCESS RATE FROM

50% → **80%**


ON OUR
AD LAUNCHES











 **Pool Fence DIY** · 📍
Oct 30, 2018 · 🌐

How Important Is Your Childs Safety?



 **Donna Prisbrey Chambers**
I loved it. So funny too

  6.7K 1.8K Comments 5.3K Shares 4.3M Views

 Like  Comment  Share


LifeSaver
dependent on Distributors

SALES
\$1M



Pool Fence DIY · 📌
Oct 30, 2018 · 🌐

How Important Is Your Childs Safety?



Donna Prisbrey Chambers
I loved it. So funny too

👍😂 6.7K 1.8K Comments 5.3K Shares 4.3M Views

👍 Like 💬 Comment ➦ Share

LifeSaver
with Chamber Media

SALES
\$1M → \$5M



being carried in by underdeveloped

1:10 / 5:49

Do You Really Know What's In Your Pre-Workout?

11,633,409 views · May 17, 2017

2.8K 597 SHARE SAVE ...

TLabs
dependent on
Affiliates

SALES
\$2M



being carried in by underdeveloped

1:10 / 5:49

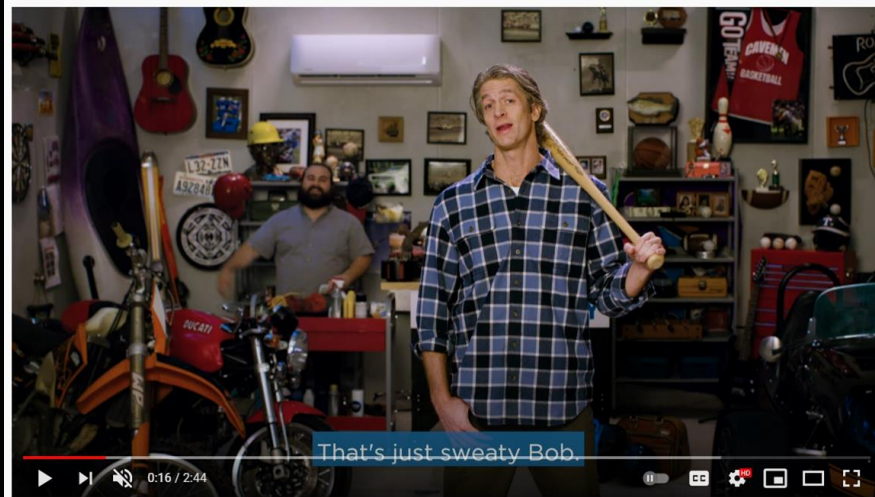
Do You Really Know What's In Your Pre-Workout?

11,633,409 views · May 17, 2017

2.8K 597 SHARE SAVE ...

TLabs
dependent on
Affiliates

SALES
\$2M → \$24M



Watch This Before Getting Your Next A/C Unit

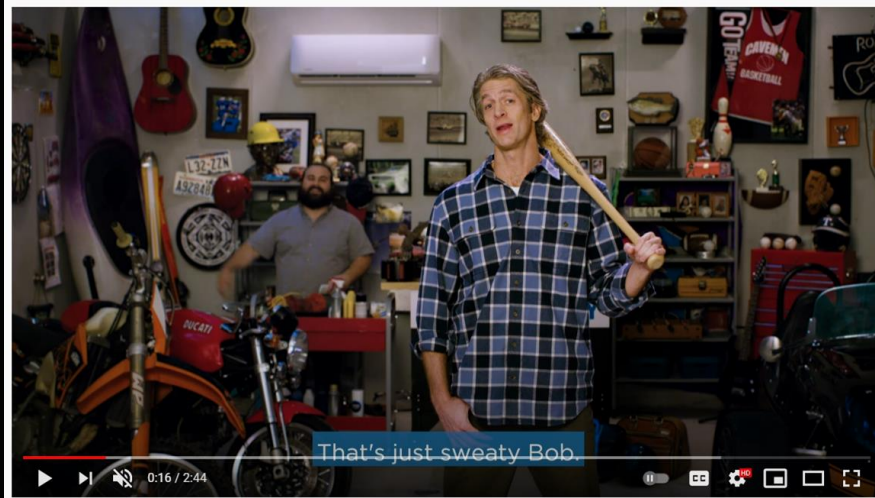
4,364,301 views • May 7, 2018

👍 350 👎 19 ➦ SHARE ≡ SAVE ...

MrCool

dependent on
Regional Sales Reps

SALES
\$10M



Watch This Before Getting Your Next A/C Unit


4,364,301 views • May 7, 2018

👍 350 🗨️ 19 ➦ SHARE 📌 SAVE ⋮


MrCool
with Chamber Media

SALES
\$10M → \$167M








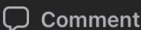

 PiperWai Natural Deodorant · 🔒
May 24, 2017 · 🌐

PiperWai Natural Deodorant

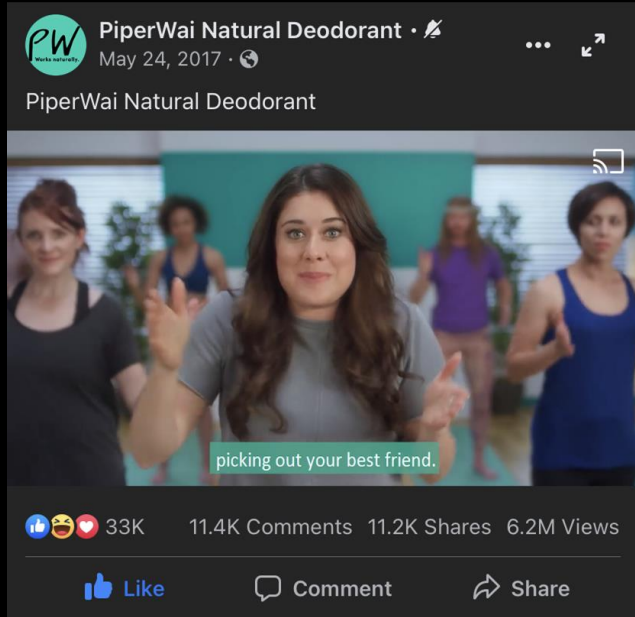


picking out your best friend.

    33K 11.4K Comments 11.2K Shares 6.2M Views

 Like  Comment  Share

PiperWai
dependent on
Shark Tank Re-runs



PiperWai
with Chamber Media

RETAIL SALES
250% LIFT

ONLINE SALES
\$2M



\$1 IN
\$4 OUT





**Any company of any size
can have success with
social video ads.**



The **Hard** Way

- X Making ads without knowing what should be made
- X Wasting money on creative that will never work
- X Only running low funnel creative
- X Spending too little, too slow



The **Easy** Way

- ✓ Making ads that are proven to work
- ✓ Spending confidently with full funnel strategy
- ✓ Reading attribution correctly and scaling



Can you imagine if you spent
\$50,000/mo on ads and it
drove **\$200,000/mo in sales**?



In This Presentation You'll Learn

- 1: The findings from our study of 50,000 ads from the top 1% of Shopify Stories and \$100M in ad spends of our own ads.
- 2: The 7 ad types that are getting the most performance
- 3: The ideal video length for the top 7 ad types
- 4: Findings on copywriting, such as grade reading level, key words, phrases, structure, and more.

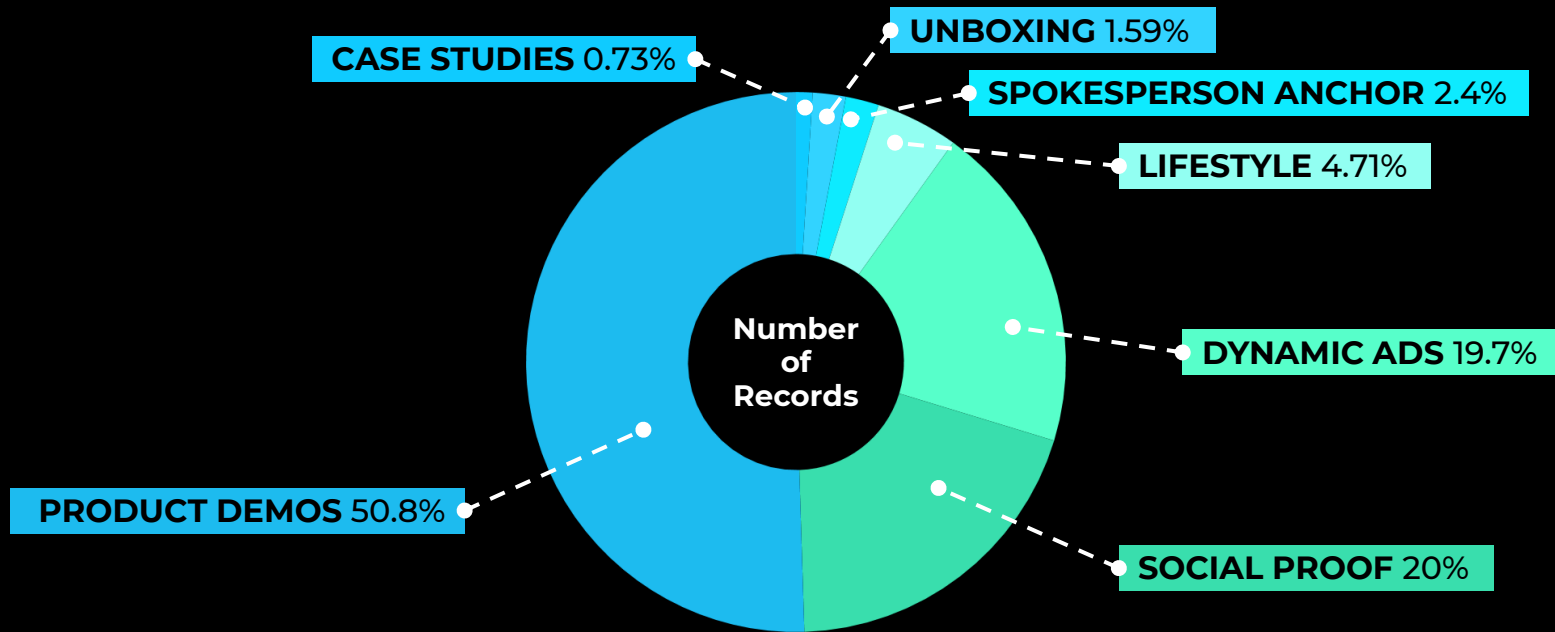
Finding #1



Finding #2

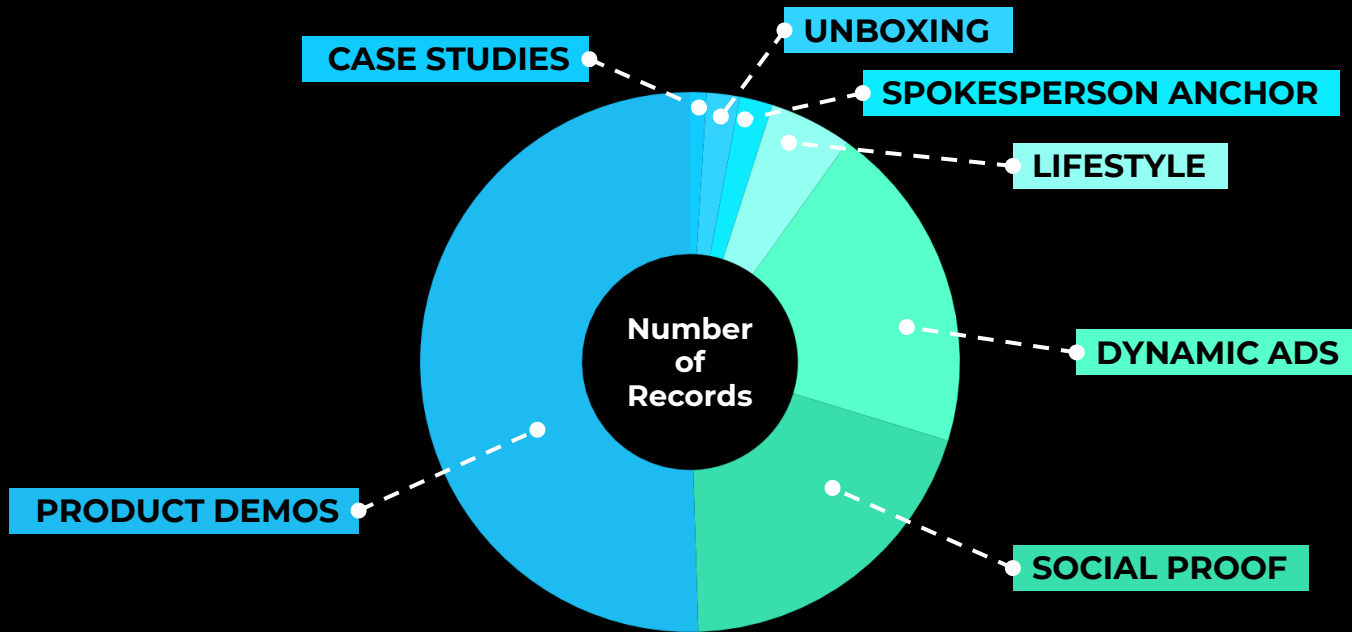


Ad Breakdown - Top 1% eCommerce Ads





The Everything Ad





TUFT&NEEDLE

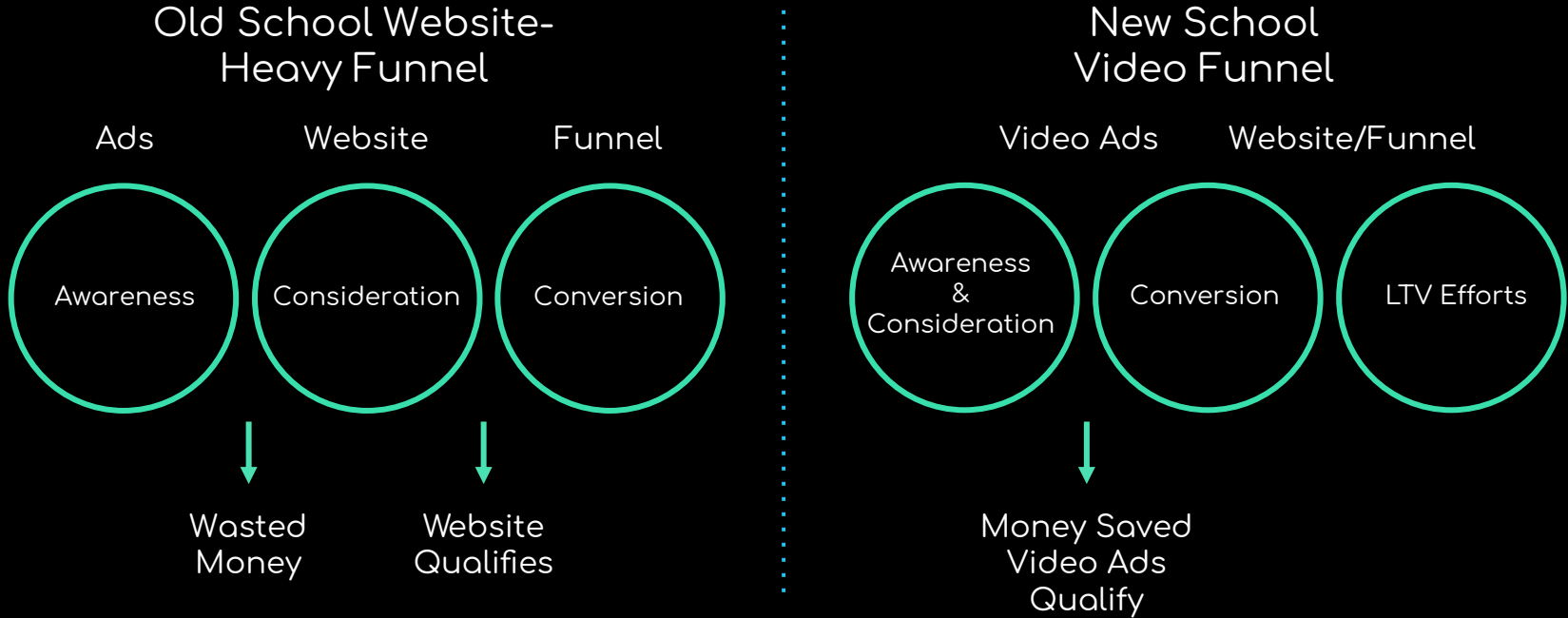
TN.COM

The Everything Ad

- ✓ Strong story and narrative
- ✓ Avg. 1-2 minutes long
- ✓ Spokesperson with fast pace
- ✓ Conversion architecture to keep attention
- ✓ Multiple calls to action
- ✓ Actors, sets, props, strong engagement mechanics
- ✓ High end production value



Old Way vs. New Way





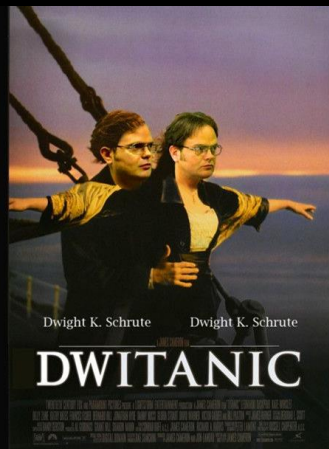
Views are cheaper than clicks.

\$0.05 vs. \$1.20



Our Secret Weapon





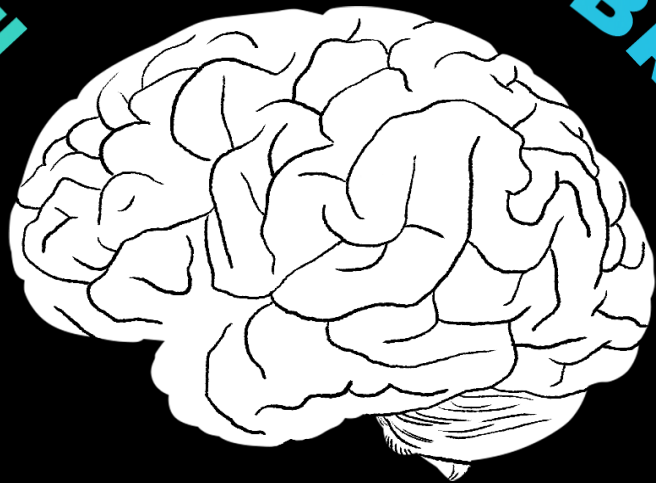








THE CHAMBER BRAIN



The Brain is an analytics platform with the top 1% of ads that allows us to compare your ads against the best social assets and discover any creative holes.

Search Here...

- ADDITIONAL FILTERS

Food & Drinks

Categories

Food & Drinks

Types of Editing

Verified

Comments

Pricing

Ad type

Ad Score

Likes

Classifications

Video Length

Shares

Try this delicious overni... [Shop now](#)

Only \$4.75 Today, With Af... [Shop now](#)

Only \$4.75 Today, With Af... [Shop now](#)

Only \$4.75 Today, With Af... [Shop now](#)

Top 5%

Product Demo

Rev Generated: \$1,720,144

Lifestyle

Product Price(s): \$48.14

1.9K Likes 1.1K Comments 516 Shares

Top 5%

Social Proof

Rev Generated: \$4,268,301

Product Demo

Product Price(s): \$69.8

5.3K Likes 598 Comments 767 Shares

Top 5%

Product Demo

Rev Generated: \$1,720,144

Lifestyle

Product Price(s): \$48.14

1.9K Likes 1.1K Comments 516 Shares

Top 5%

Social Proof

Rev Generated: \$1,704,441

Product Demo

Product Price(s): \$69.8

13.0K Likes 3.3K Comments 3.2K Shares

Top 5%

Social Proof

Rev Generated: \$1,704,441

Product Demo

Product Price(s): \$69.8

13.0K Likes 3.3K Comments 3.2K Shares

Misfits Market

Saturday, June 6, 2020 at 6:02 PM

Eat healthy. Save money. Help save the planet. Get your weekly ve...[Read More](#)

goli Goli Nutrition

Tuesday, March 24, 2020 at 1:37 PM

"Our immune systems need all the support they can get these days!" - V...[Read More](#)

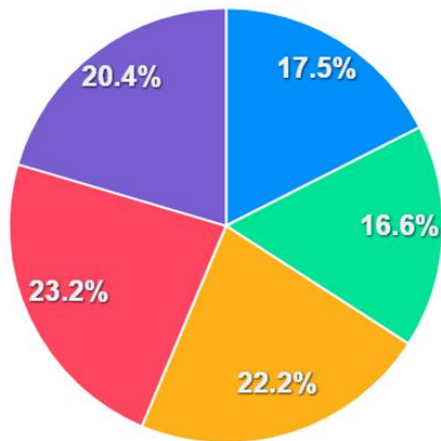
YourSuper

Monday, June 1, 2020 at 2:37 PM

If you feel stuck in your life, tired and unhealthy... This 5-day Deto...[Read More](#)



Most Valuable Ad Types



Dynamic Ads -6.6% Decrease in Performance

Social Proof 17% Uplift in Performance

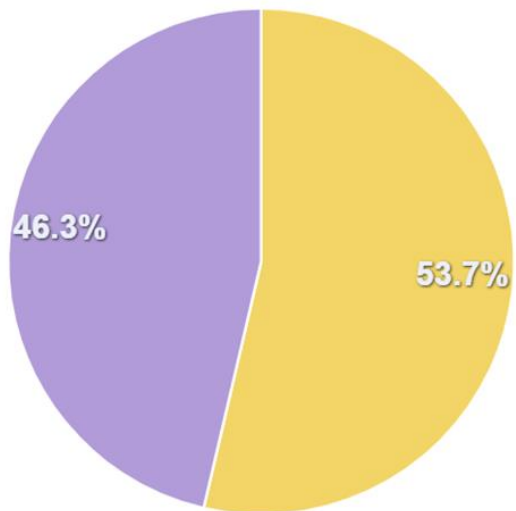
Lifestyle -33% Decrease in Performance

Product Demo 15% Uplift in Performance

Spokesperson Anchor 20% Uplift in Performance

Unboxing 10% Uplift in Performance

Cars



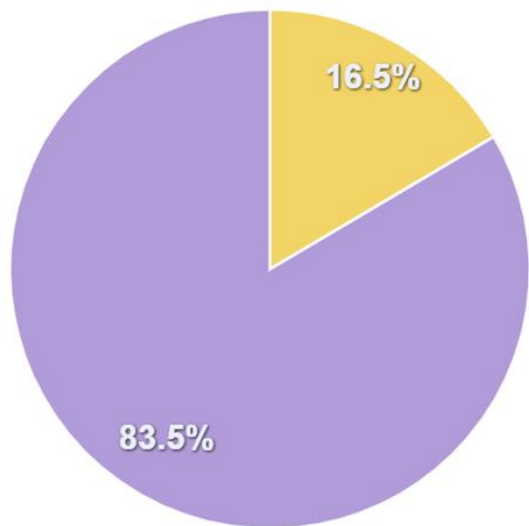
Highly Edited Videos Vs Raw Cuts?

Highly Edited
Videos

-3% Decrease in Performance

Raw Cuts

12% Uplift in Performance



Should you send users to a Homepage URL?

Outbound URL is
Homepage?

28% Uplift in Performance

Outbound URL is
not Homepage?

-5% Decrease in Performance



**By mirroring the
top 1% Facebook ads of all time
we make sure that our social ads
scale higher and much more often.**

And this Mirror process goes from ad creative choices to funnel optimizations - it's a complete ad strategy stack.



**Because this is not about hitting a
Homerun every time - it's about
making sure we'll always hit the ball.**

*Also, you can't really do Home runs if
you miss the ball, right?*

THE 7 AD TYPES YOU NEED FOR SCALING IN 2021

We've broken down 100 different ad types into 7 foundational categories of ads that have proven to be the highest performing in 2021.

03 Social Proof
Opinions of brand or product by consumers, influencers, blogs, etc... Leveraged to create trust between consumer and brand.

04 Dynamic Ads
Computer generated creative assets to a/b test at scale.

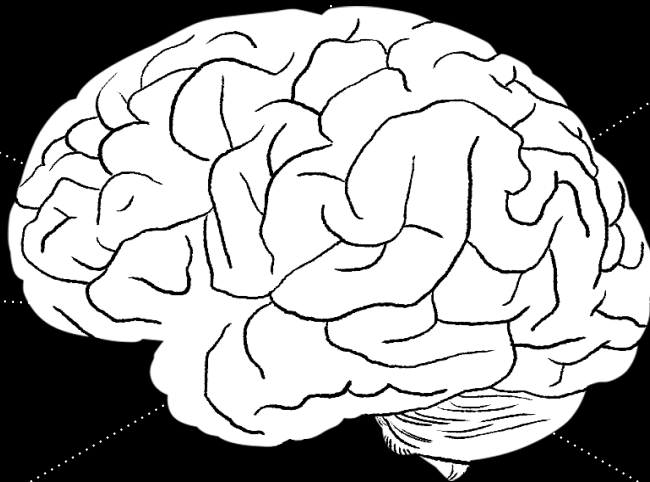
05 Case Study
Controlled study or testing of product proving superior performance or increased quality of life.

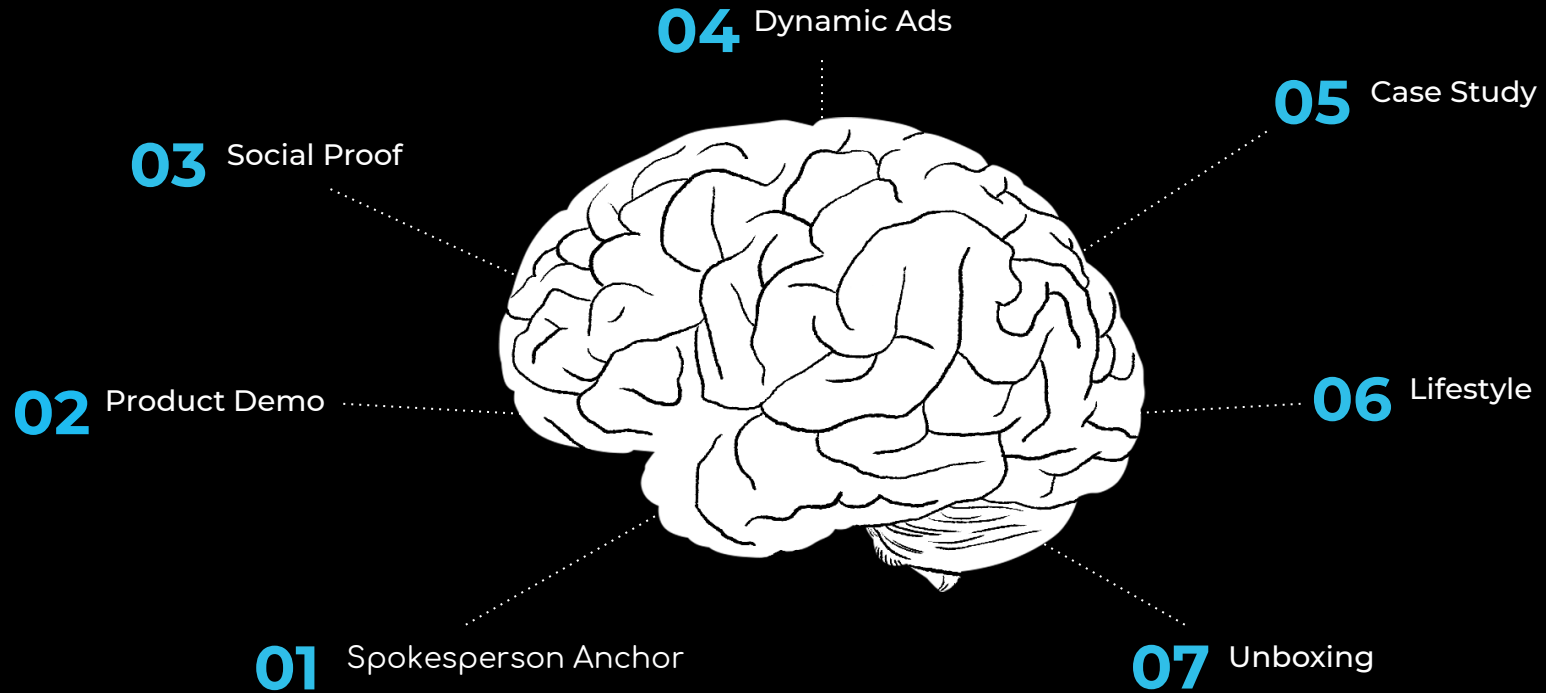
02 Product Demo
Highlights the product features and demonstrates the value points to consumer

06 Lifestyle
Showcase the product being used in everyday life.

01 Spokesperson Anchor
Highly engaging video featuring a person explaining the product and highlighting its features.

07 Unboxing
Showcasing the product packaging and product.





WHAT IS THE BEST PERFORMING AD TYPE FOR YOUR PRODUCT?

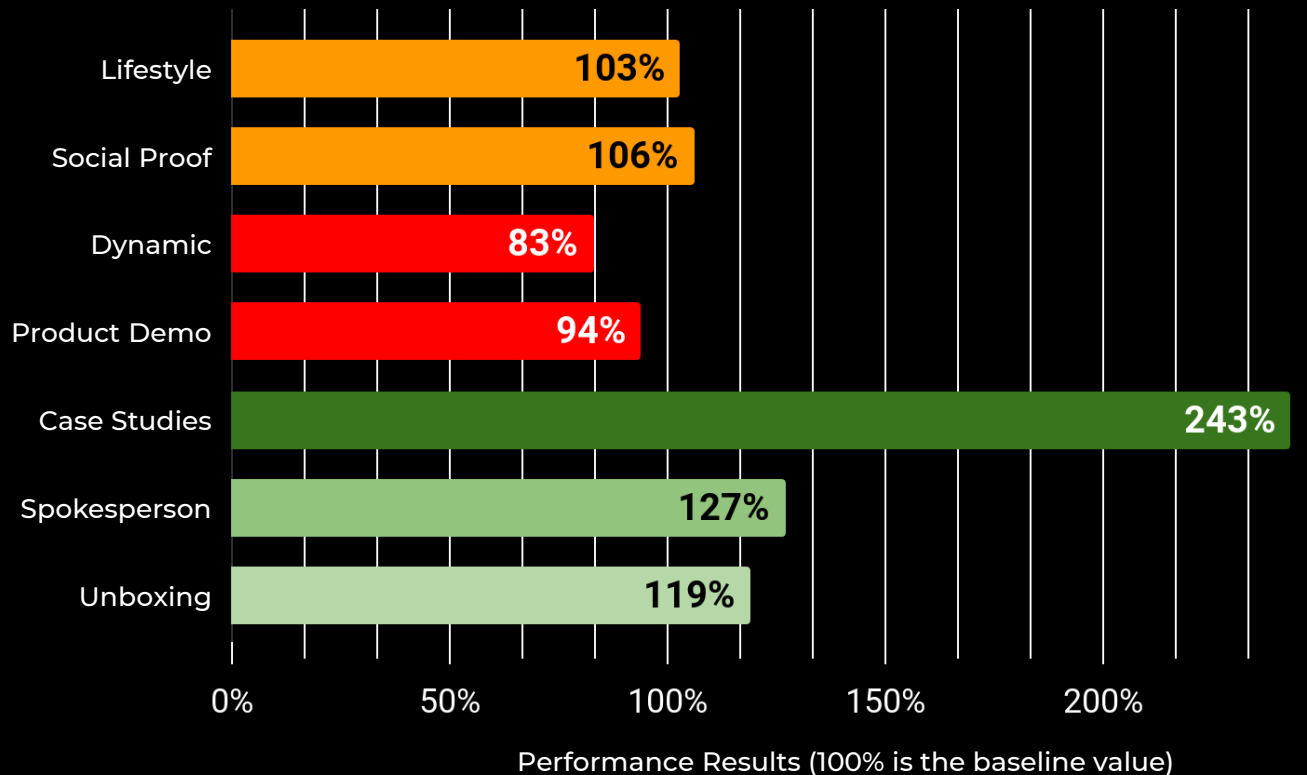
	1ST	2ND		1ST	2ND		1ST	2ND
Electronics	Spokesperson Anchor	Social Proof	Personal Items	Social Proof	Product Demo	Footwear	Product Demo	Case Study
Health & Care	Spokesperson Anchor	Product Demo	Jewelry	Spokesperson Anchor	Unboxing	Sports	Case Study	Product Demo
Pets	Unboxing	Social Proof	Accessories	Case Study	Unboxing	Fitness	Product Demo	Social Proof
Homeware	Social Proof	Unboxing	Clothing	Unboxing	Case Study	Outdoor	Product Demo	Social Proof
Beauty	Case Study	Product Demo	Mens' Clothing	Spokesperson Anchor	Unboxing	Swimwear	Lifestyle	Product Demo
Food & Drinks	Case Study	Social Proof	Women's Clothing	Lifestyle	Case Study	Cars & Vehicles	Unboxing	Social Proof
Unique Stores	Unboxing	Product Demo	Underwear	Spokesperson Anchor	Dynamic			



**Running mismatched ad types
is one of the top 3 budget wastes
we diagnose on the brands that
come to us.**



Classic Example: Food & Drink Industry



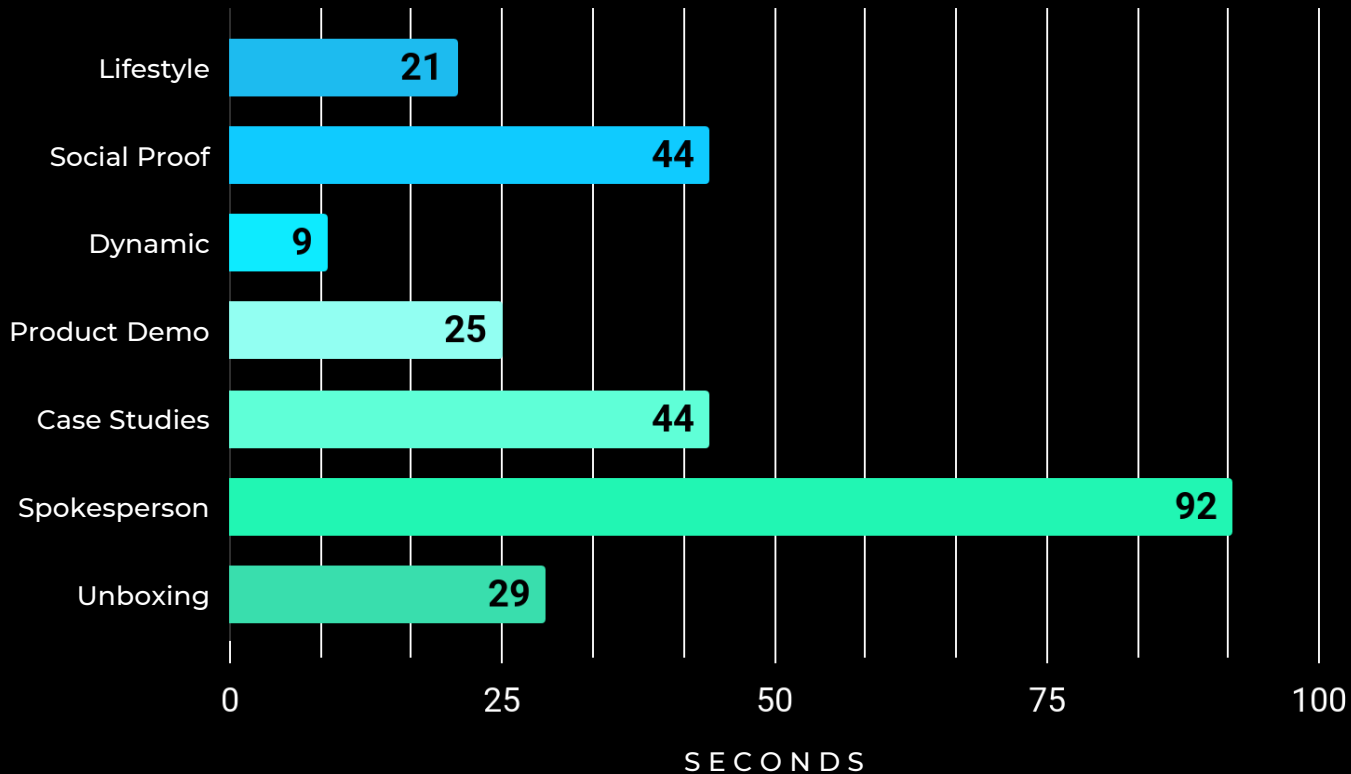
Performance uplift or decrease in the Food & Drink Industry based on ad type.



25% of the ads
on the Food & Industry are Dynamic
Ads - yet Dynamic underperforms the
rest of the Ad Types by ~21%

*In fact, Dynamic is the **WORST** Ad Type to
use in the Food & Drinks Industry.*

THE IDEAL VIDEO LENGTH FOR EACH AD TYPE



We discovered this insight by checking the top 1% of e-commerce ad creatives on Facebook to see how long their mean video length is.

HOW VIDEO LENGTH CAN MESS WITH YOUR ADS

<15s

PRODUCT DEMO

-16% 

Ad Performance



VS

20s - 30s

PRODUCT DEMO

+16% 

Ad Performance





A 10 SECOND DIFFERENCE in a Product Demo Ad Creative made 1/5th of e-commerce brands lose out on a **16% boost** of their Produce Demo Ads last year.



The Brain is full of ad insights that we've gathered, allowing us to continually optimize our ad strategies for maximum performance.

Here are some copywriting insights that add up to more money hitting the bank.



**Here are some specific words & terms
that always improve ad performance**

“Free Shipping”

In the Primary Text copy

+8% 

Ad Performance



“You”

In the Primary Text copy

+7% 
Ad Performance



“®” or “TM”

In the Primary Text copy

+7% 
Ad Performance



“!”

In the Headline copy

+7% 
Ad Performance





**But there's 1 discovery we made with
the Brain that makes or breaks any ad.**

*And 1 out of 10 Social Media Ads are throwing
away their ad budgets because of it.*

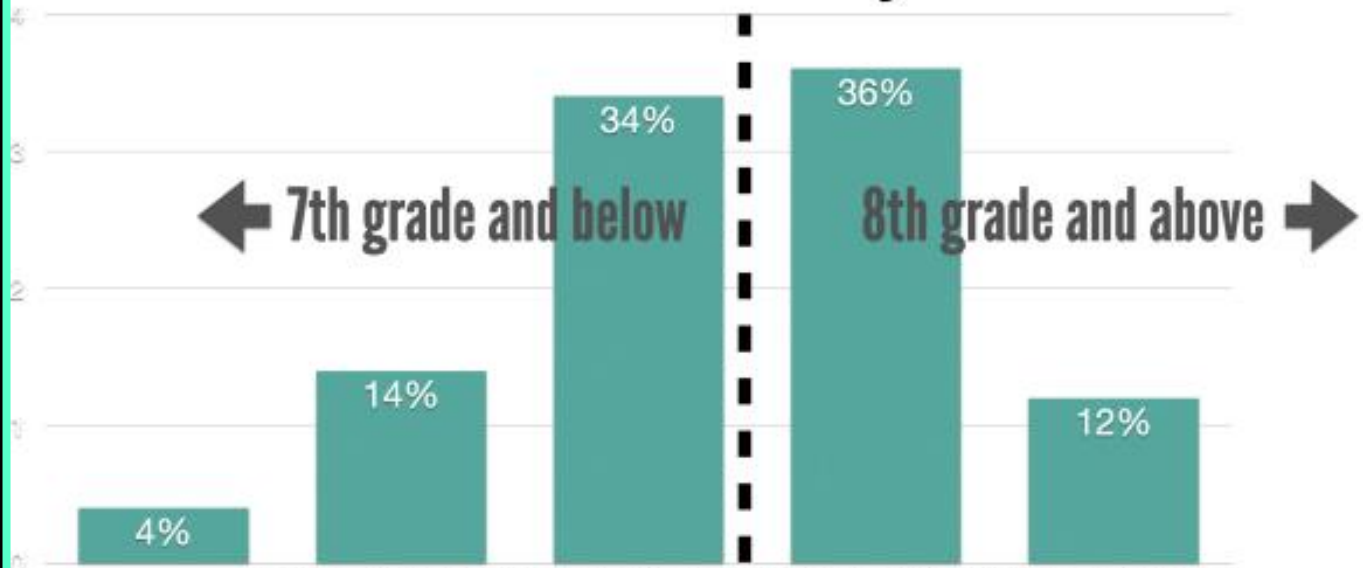


**It's the Grade Level Reading of their
copy/script.**

In other words - how easy it is to read and
comprehend your ad.



U.S. literacy



2013 PIAAC, Program for the International Assessment of Adult Competencies



**52% of the U.S Population
can't understand copy above a
>8th grade reading level.**

So ANY ads that go over this mark are
wasting **(up to) half their budget.**

HOW READING LEVEL CAN MESS WITH YOUR ADS

>8TH GRADE

AD COPY/SCRIPT

-14% 

Ad Performance



VS

<8TH GRADE

AD COPY/SCRIPT

+14% 

Ad Performance





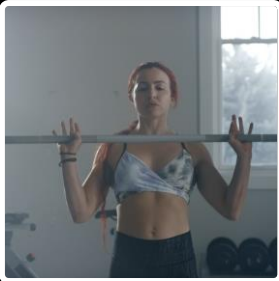
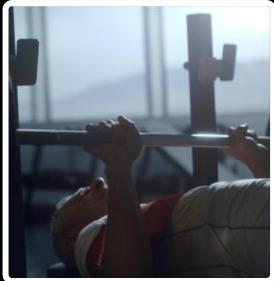
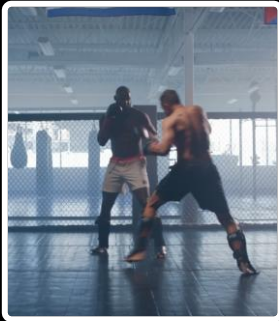
Less than 1/10th of the Top 1% of ads
have a reading level above >8th grade
on their Ad Copy/Scripts.

*The lower your Reading Level goes - the
higher your ROAS shoots up.*



Creating social ads that scale is about only being creative where we don't have data-backed facts already.

Or else you're only betting in the ad roulette.



Slingshot

Before Using the Brain:

- 2.5 to 1 Return on Ad Spend
- Monthly Advertising Spend = \$10k/month

After Using the Brain

- 4.4 to 1 Return on ad spend
- Monthly advertising spend = \$150,000/mo

\$1.4M

In Sales

4.4X



ROAS

22.6K

Conversions

Takeway?
Don't leave it up to chance,
do your research!



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Chief Media Hacker, Chamber Media