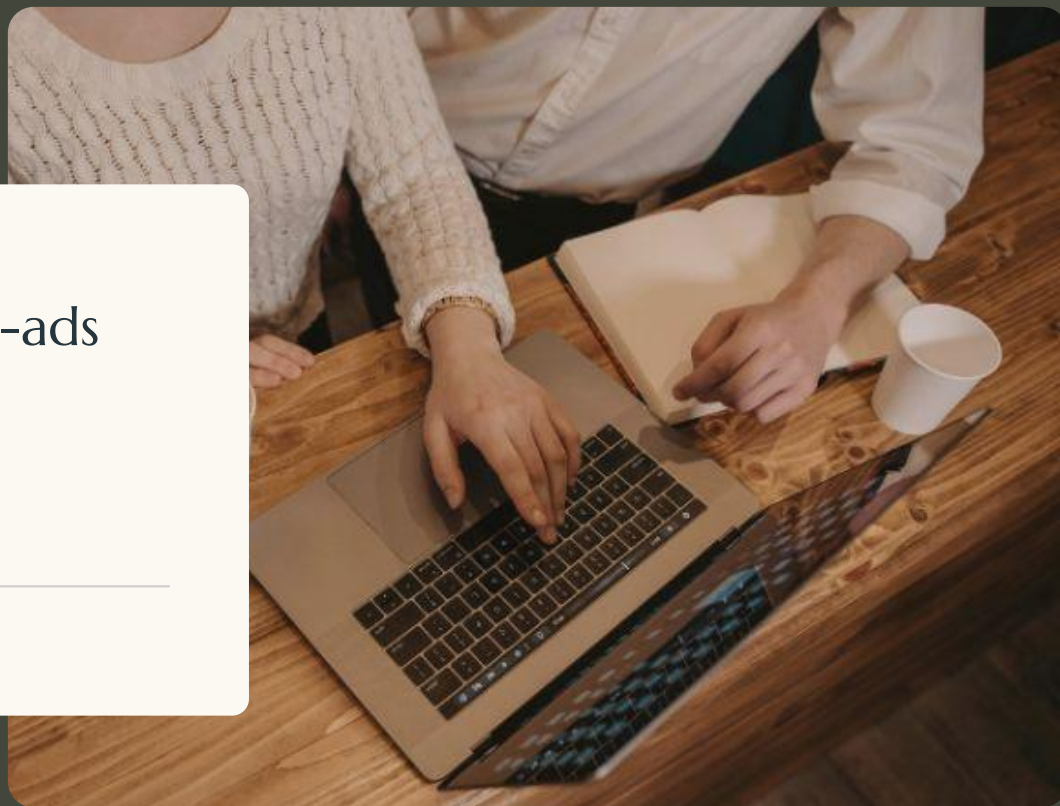


Meta-morph-your-ads

The cans & can not
of Meta ad customization

Digital Marketing EBook



Anatomy of a Facebook ad

Meta Elements



Primary Text (Body Copy)

Creative (Image or Video)

Display Link

Headline

Description (Optional)

Call-to-Action Button (CTA)

Understanding Facebook ad types

Understanding Facebook ad types

Retargeting_3rdNightSummer25_Ad_1.1



Static

One strong image,
one strong message.

- Best with a bold image and strong call to action (CTA)

Image Video

Turns stills into
simple motion.

- Still images converted into a lightweight, video-format motion.
- Adds, energy with transitions, movement, music, or text.



Prospecting_HealthClubupdate_Imagevid_1.1

Understanding Facebook ad types



Video

Real motion, real feeling.

- Ideal for storytelling: property fly-throughs, guest moments, destination appeal.
- Drives emotion.

Carousel

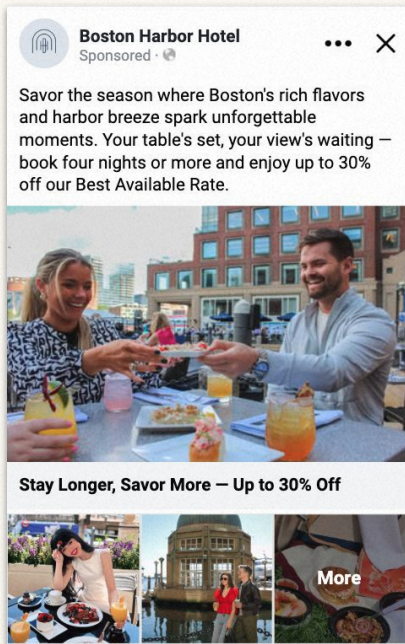
Swipe through the story.

- 2-10 images or videos, each with its own link and headline.
- Ideal for storytelling, showcasing variety, or interactive experiences (rooms, amenities, dining, and more).



Understanding Facebook ad types

Retargeting_SMSMSummer25_Col_11



Collection

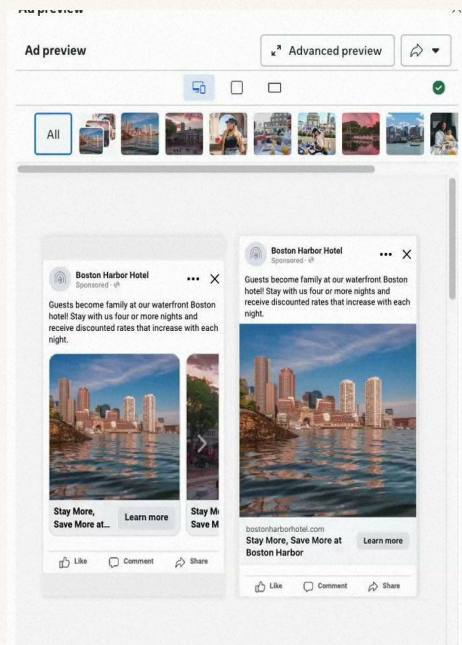
A mini experience.

- Mobile-only.
- Fully customizable.
- Pairs a cover image or video with scrollable cards in an Instant Experience.

Flex

One ad, endless combinations.

- Upload multiple images, videos, headlines, and text in one ad.
- Best for letting Meta auto-optimize format across placements.
- Delivers personalized formats based on user behavior.



Retargeting_SMSMSummer25_FlexAd

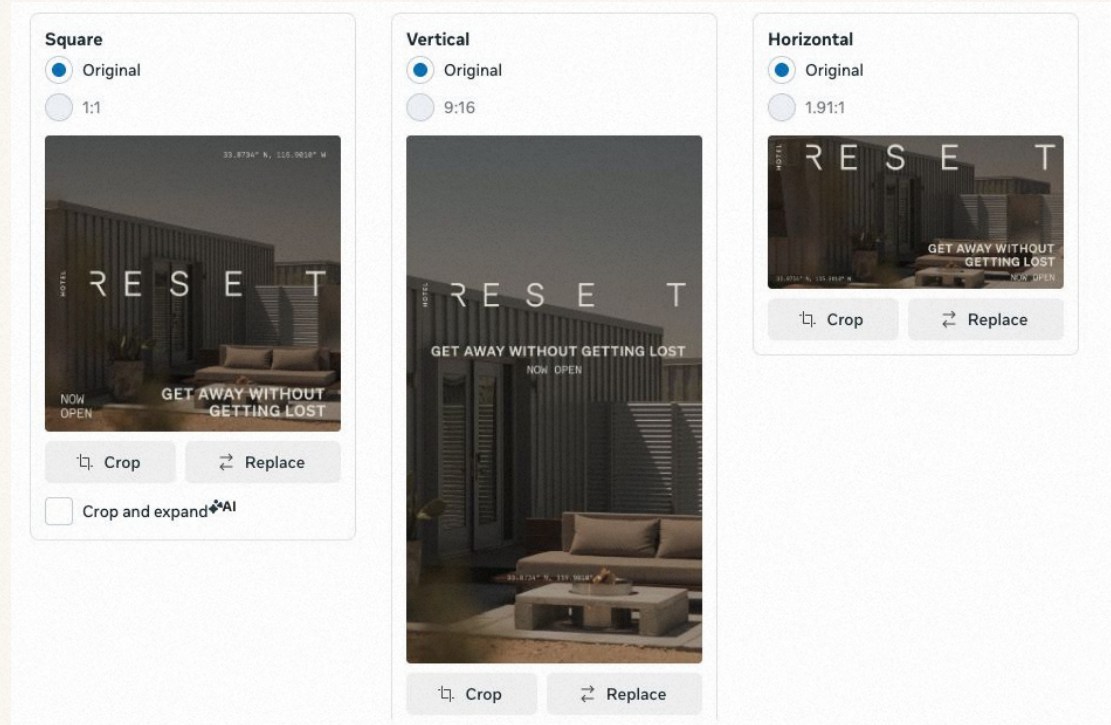
Facebook cans

What you can customize in Meta Ads

Image sizes by category

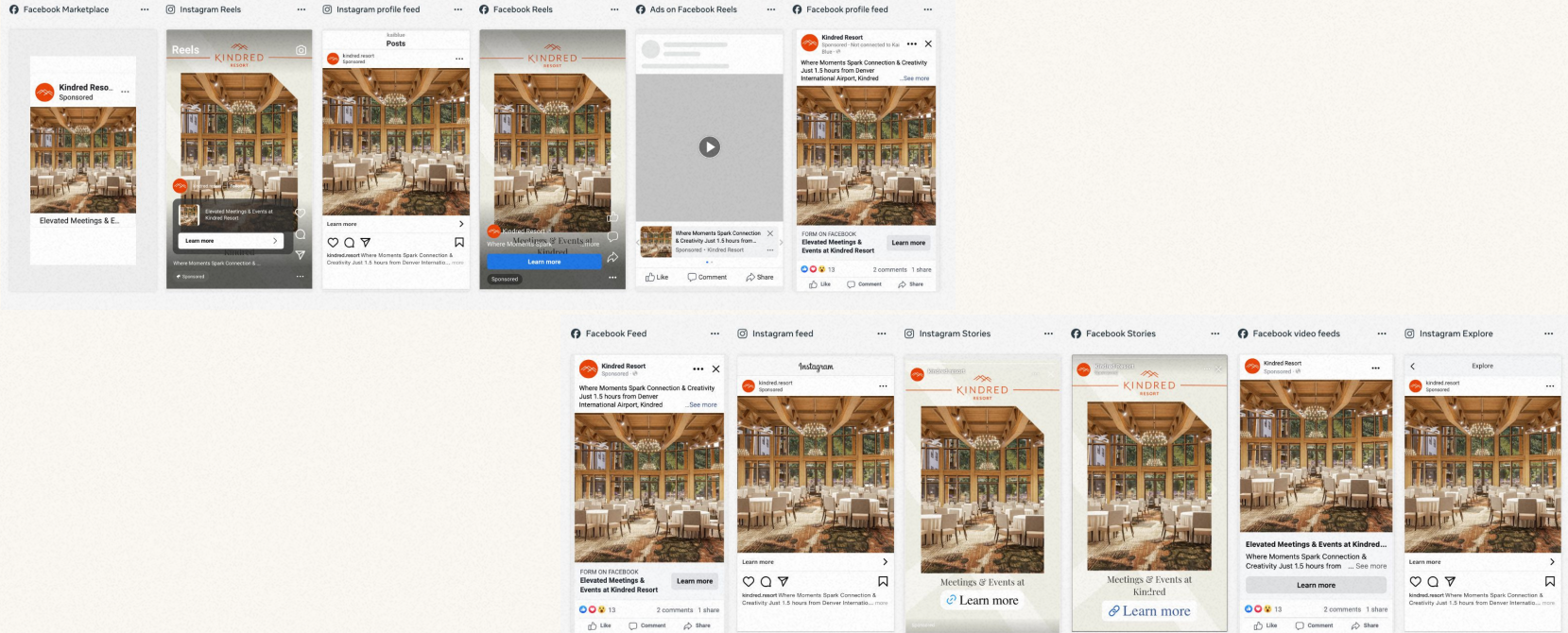
GCommerce typicallys designs for these placements

- **Square:** These are your typical feed posts the dimensions for these posts are 1080×1080px. This size is also used for carousel posts
- **Story/vertical:** These are your story or reel placements and are typically sized at 1080×1920px
- **Horizontal/Right Column:** These placements aren't used as frequently as the other two. They are typically seen in Facebook search results. These placements are sized at 1200×628px.



Advantage+ Placements (Auto-placements)

Facebook optimizes delivery across placements like Feed, Stories, Reels, and Right Column. Recommended for most campaigns to let Meta find where performance is strongest.



Advantage+ Creatives

Translate text (Yellow circle)

Translating primary text and headline into other languages.

Example 1 of 4

Customize

Add overlays (Yellow circle)

Adding overlays to images expanded with AI.

Example 1 of 2

Customize

Add catalog items (Red circle)

Adding catalog items from Jaffiz - WooCommerce - 2020-01-02 16:04:41...

Customize

Visual touch-ups (Yellow circle)

Expanding image to fit more placements.

Example 1 of 4

Customize

Music (Yellow circle)

We'll select a song to accompany your ad based on its content.

Example 1 of 4

Customize

3D animation (Red circle)

We'll add 3D motion and depth to your image when it may help performance.

Example 1 of 4

Customize

Text improvements (Red circle)

Adding feature headline using phrases from text options.

Example 1 of 4

Customize

Relevant comments (Green circle)

We will display the most relevant comment below your ad on Facebook and Instagram.

Enhance CTA (Yellow circle)

Enhancing CTA to include phrases with your ad's CTA.

Image animation (Red circle)

Your image isn't eligible for image animation.

Animating image to add movement effects.

Adjust brightness and contrast (Green circle)

We'll apply subtle color tweaks when likely to improve performance.

- Red: Optimizations we don't recommend
- Yellow: Proceed with caution! These optimizations don't have enough testing to know if they're going to perform well or go rogue, but when they do work, they work well!
- Green: Optimizations we like and recommend using in our ads!

Miscellaneous Facebook ad features you can update

- Image to Video ads- Can edit the cover image/thumbnail
- Carousels- Can dictate order of cards
- Display link
- Brand Safety Measures: Automatically hide comments based on negative keywords
- Sitelinks: Customize words + Photos (These are additional links at the bottom of the ad)
- Include Promo codes attached to ads
- Multi Advertiser Ads: Shows ad alongside other relevant ads
- Can add multiple primary copy and headline options (Facebook optimizes better with this implemented)
- Can promote events/specific dates with countdown timers and reminders

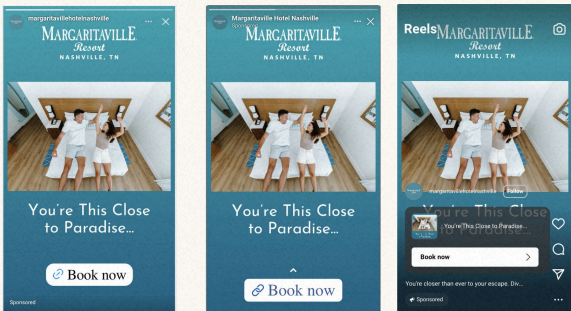
Facebook can nots

What Meta won't let you customize

Facebook cannots

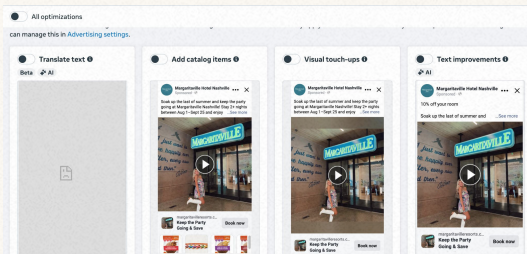
Story placements

- We cannot change CTA button location, text, or color.
- Story button matches the CTA we selected for the ad.



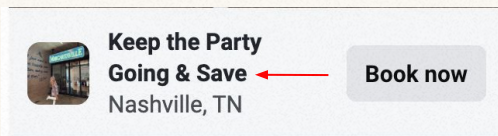
Optimization options

- We have enhancement features available through Facebook.
- When new enhancements are released, we are not notified and most times, Facebook will automatically turn these features on.
- Add these into launch?

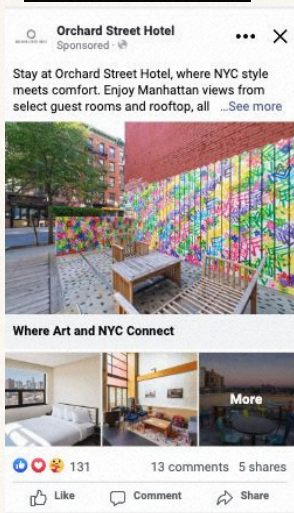


Facebook ad descriptions

- We are able to add text in (fully customizable text) (Character limit around 30).
- Even if we add text in, Meta may not choose to display the text.
- If description is blank, Meta *may* pull copy from client website and generate its own description.



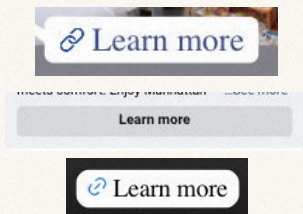
Collection Ads



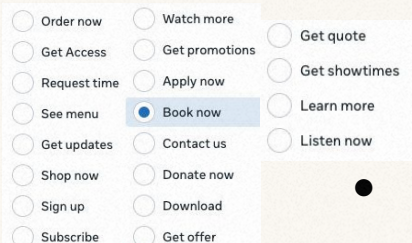
- A Collection Ad combines a large image or video to draw people in, with a grid of products underneath so the user can easily browse and buy.
- We're unable to customize this format for different placements because Facebook automatically determines how the ad is displayed in each one. This means the appearance in each placement is controlled by Facebook's system, not by us.

Facebook Cannots

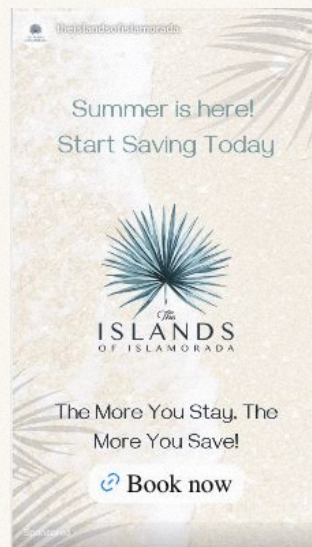
CTA's



● Although we can select the call-to-action button type for an ad, the design and placement of the button are controlled by Facebook and cannot be fully customized. The language is also limited to the options Facebook gives us. See examples below.

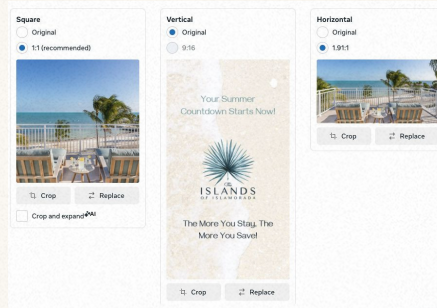


CTA placement on Stories



- When creating a custom Story placement, always leave empty space at the bottom for the CTA button. Anything too low may get covered and won't be seen, so keep important text and visuals above this area.

Image size reverting



- Occasionally, after an ad is created and approved, Facebook may override our image dimensions and display images at incorrect sizes. This can happen due to a platform glitch or an automatic adjustment within Facebook's system — it's not something within our control. If you ever notice this, please rest assured that it's easily fixable on our end. It's a Facebook issue, not an error on our part, and we're always here to promptly correct it for you.

General guidelines

GCommerce general recommendations

- Always test a variety of ad types within your campaigns.
 - The Meta algorithm is robust when it comes to serving your ads to the right audience. Providing it more options will better help your campaigns achieve success and increase audience engagement.
- Let Meta take the wheel from time to time.
 - We know branding and appearance is important, but sometimes the most successful campaigns are the ones with no strict guidelines and flexible assets.
- Customized story placements are KEY.
 - Without these, your users are looking at a blank image with no copy or sense of direction.
- Continually test different lengths of ad copy.
 - Best practices aren't so cut and dry anymore and lengths that work best will vary by message, client, imagery, and audience.

GCommerce Solutions



Thank you

