





## How to Create Winning Ad **Creative That Drives Sales in** 2025 (What's Working Right Now!)



## What You Will Learn

1. Discover the key metrics we use to manage millions in ad spend & optimize creative performance.

2. Why most ad creative fails (and the simple fix that skyrockets conversions)

3. This brand scaled by fixing just one creative mistake (see their winning ads!)





### FREE RESOURCE: Hooks Library and Creative Style Library





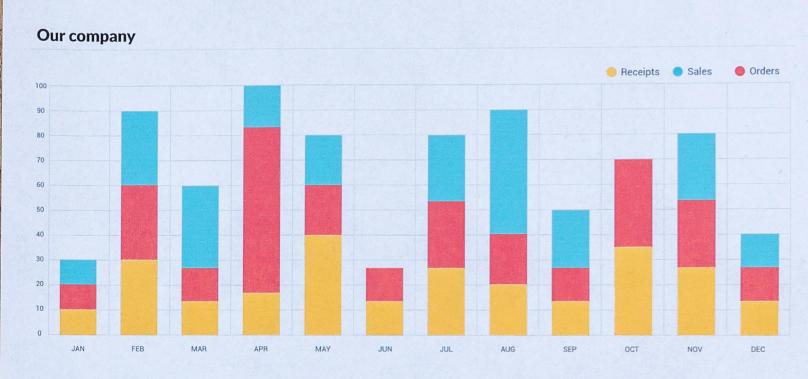
## oi Numbers Don't Lie

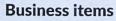






# Metrics That Impact Creative Most









### **CTR (Click-Through Rate)**

### What it tells you: Are people interested enough to click?

### Why it matters: Strong CTR means your hook is resonating. If CTR is low, your creative might not be connecting with your audience.



The average click-through rate in Facebook ads for traffic campaigns across all industries is 1.57%





### **Conversion Rate**

### What it tells you: **Does your ad close the deal?**

## Why it matters: It ties your creative to revenue. If you're getting clicks but no conversions, something's off post-click.



The average conversion rate in Facebook ads for leads campaigns across all industries is 8.78%









## Guess the Metric!

## First Correct Answer In The Chat Wins!

## (No Spamming 00)





### **Clue #1**

### **Clue #2**

only cares about attention.

### **Clue #3**

It's the ratio of people who pause mid-scroll — even for just a moment — to give your video a shot.

### Cue#4

You'll find it by dividing your 3-second views by total impressions — and multiplying by 100.

### This is a video-only metric...

## It doesn't care about link clicks or conversions. It



## **POLL: Are you Currently Tracking Thumbstop Ratio?**





## What Is ThumbStop Ratio? % of people who watch 3+ seconds of your video

 Measures how well your ad grabs attention and "stops" people from scrolling It's your ad's first impression

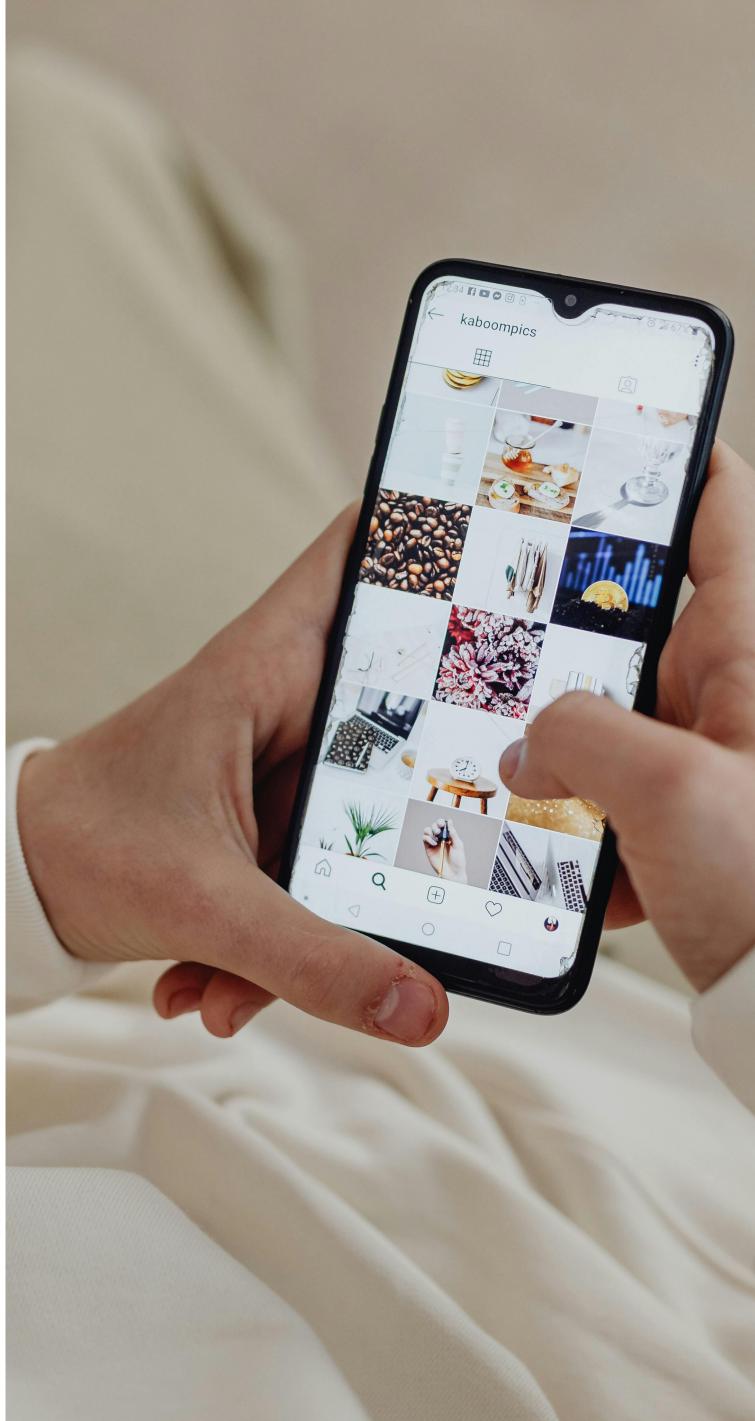


"If they don't stop, they'll never see what you're





## Why It Matters: • If they don't stop, they won't convert High ratio = strong hook, lower CPM • Faster insights than CTR or ROAS







### How To Track It

- **Create a custom metric**
- Add this formula
- Benchmark:
- **30% = great**

20 - 30% = solid

**<15% = needs work** 

### Edit custom metric

Thumbstop Ratio

You can change or delete the custom metrics you created. Learn more about creating custo

Select metric	•	+	- ]	×	÷	(	)
3-second video plays	s ÷ Impress	ions					
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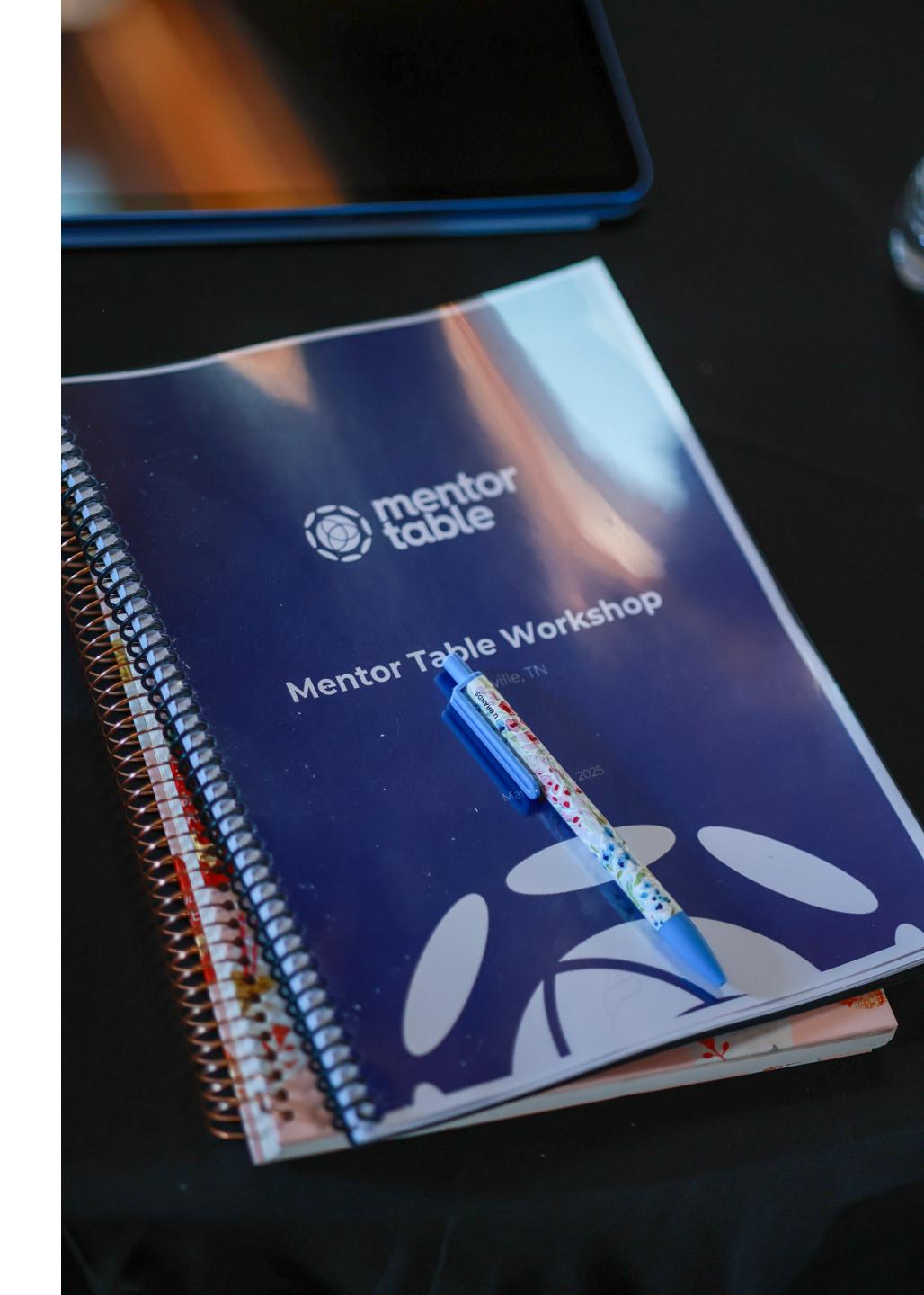
X 15/100



Percentage (%)



## What To Do With It • Low ratio? Rework your first **3 seconds** • Test new hooks, visuals, pattern interrupts • Use it to predict winning creatives faster





## THS JUST IN







March 25, 2025 Product Release

### Introducing 40 Image Generation

Unlocking useful and valuable image generation with a natively multimodal model capable of precise, accurate, photorealistic outputs.

Listen to article 5:49

At OpenAl, we have long believed image generation should be a primary capability of our language models. That's why we've built our most advanced image generator yet into GPT-40. The result—image generation that is not only beautiful, but useful.

Try in ChatGPT ↗

🔗 Share





### you can now turn sketches into thumbnails with the click of a button...

ø ...







## ACTION OF THE MONTH







## Unlock the "Heart of Your Message" to Create Ads That Truly Connect and Convert





## POLL: What Is Your Biggest Struggle With Ad Creative?

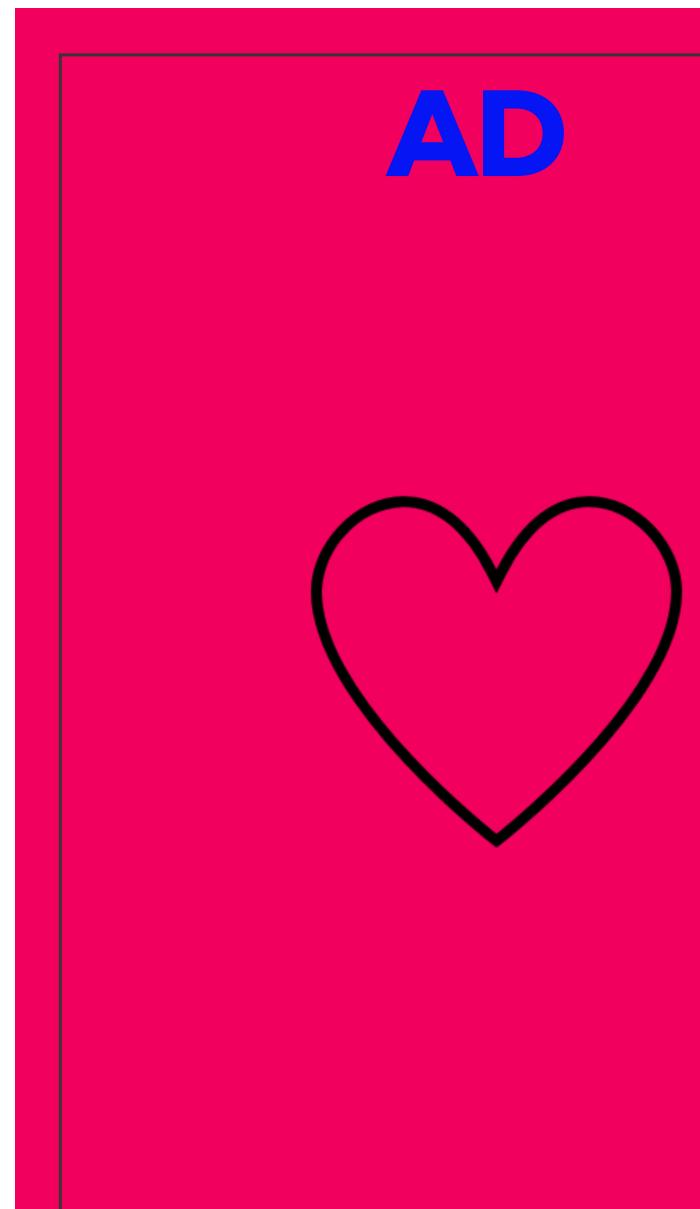
- Ads don't grab attention
- Clicks but no conversions
- Run out of fresh ideas
- Don't know what style works
- Ads fatigue too quickly
- Not enough production capacity



## If Your Ad Doesn't Have a Heart It Will **Not Perform Well!**

## **People Call This The** Hook!









## A Hook and a Hand:

This is the heart of your message

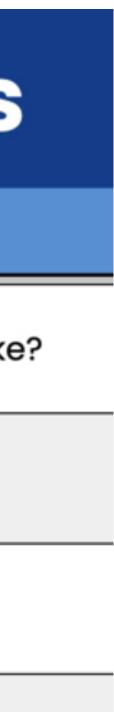




## Examples Of Diffe Hooks/Hearts:

## Our Top 14 Hooks

terent	The BIG Hook (Problem/Solution)	Making This Mistake		
	"Did You Know?"	Comparison		
	Educate	Values		
	Insecurity/Anxiety	Origin Story		
	Status	Blame Shift		
	Feel	Shock		
	Customer Testimonial	Relevance		





# **3-Steps To Craft** The Perfect Hook For Your Ads





## 1. Identify The #1 Problem Your Audience Faces:

Why do they need a hand to help them up?

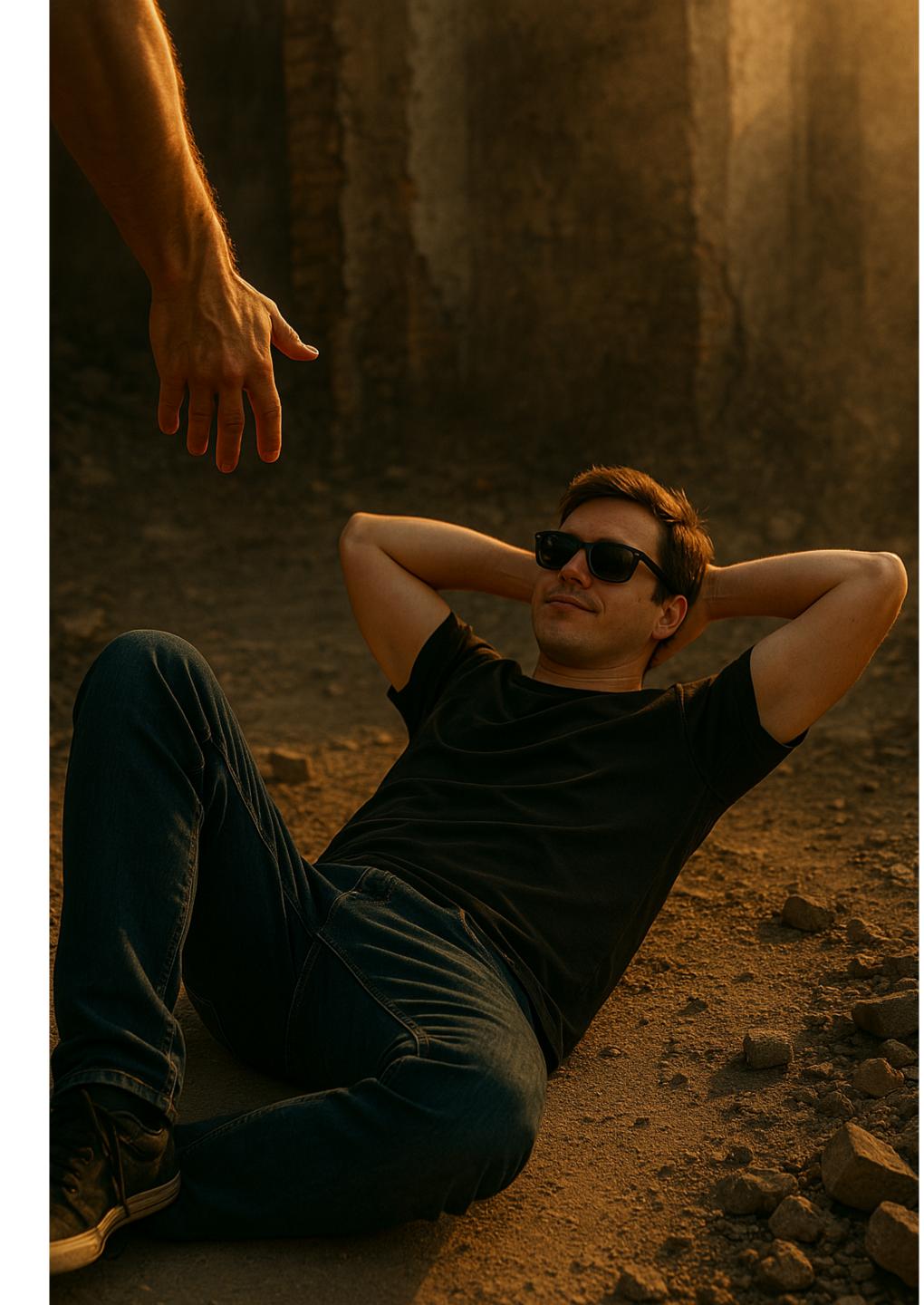




## **The is the #1 Reason Ads** Fail:

## Viewers don't think they need your hand to help them up.







## Reasons why people don't grab your hand (or take your offer):

- They're not convinced they're on the ground
- They don't trust it
- They want to be helped up, but not right now
- They think getting up will be too hard
- (Biggest one) They don't UNDERSTAND it.



here ->

It's to meet them here <-

speak to them where in their lives they are here ->

and help them up.

### Remember, your job isn't to meet them





## Simple Pain-Point Hook Exercise:

## What's a situation in which my avatar faces the struggle I solve the most poignantly?

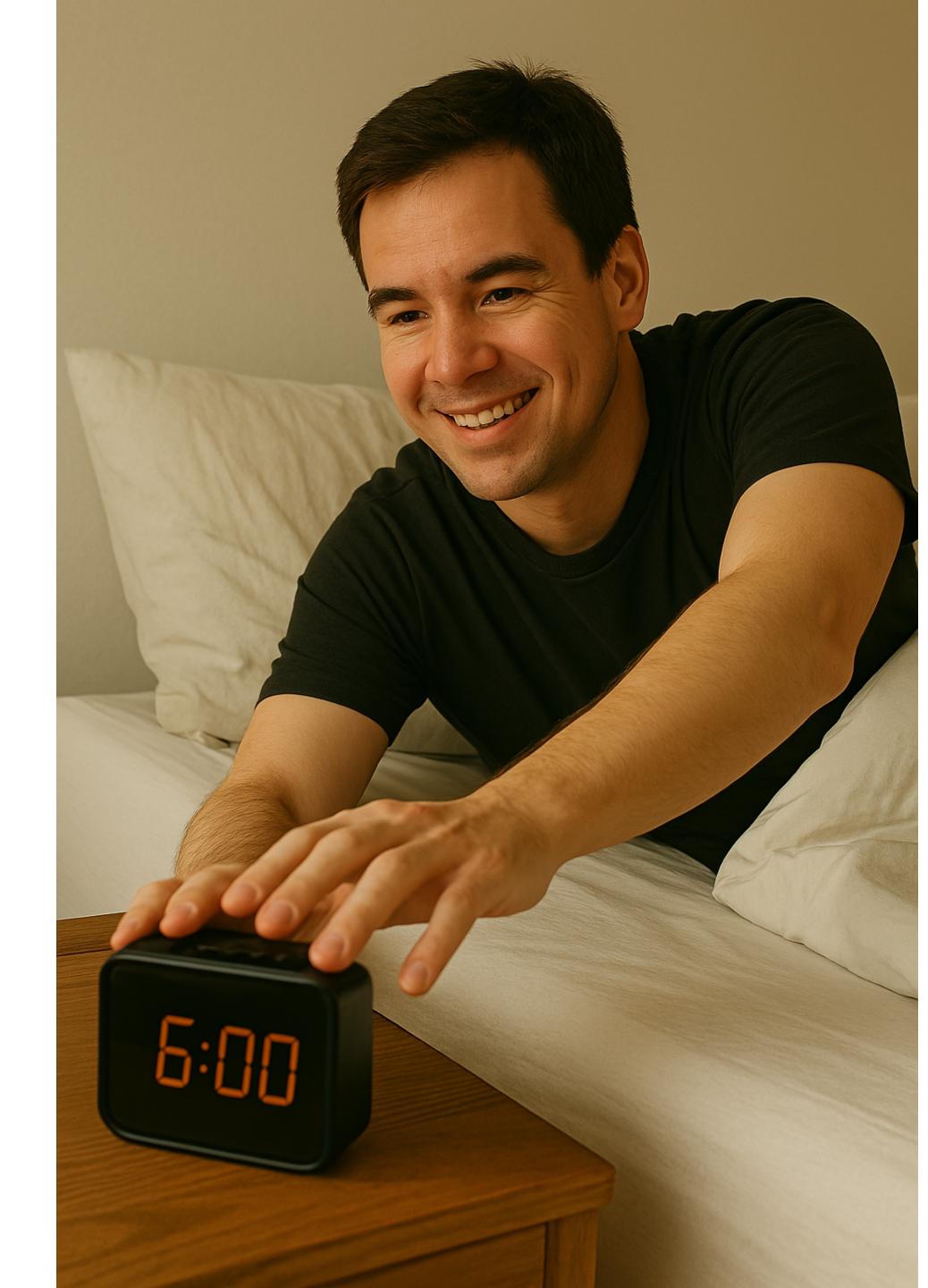




### **Identify The #1 Problem** 1. **Your Audience Faces**

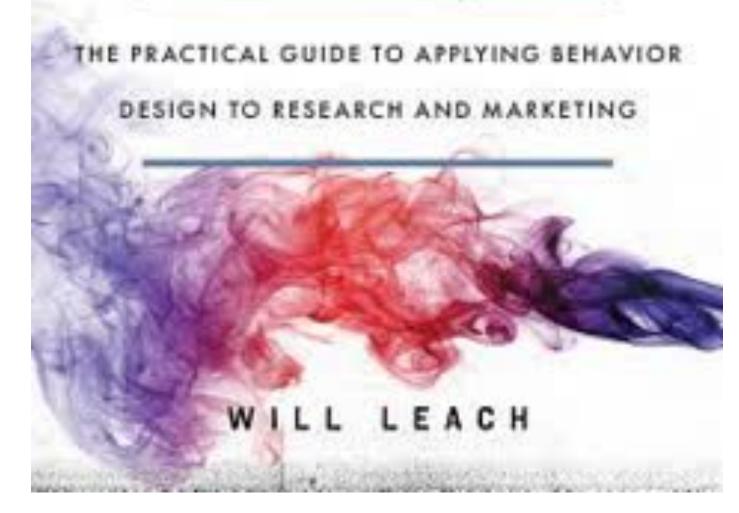
## 2. Use the right emotion to motivate your audience







### MARKETING тο MINDSTATES





## 8. Empowerment 9.Security

### 7.Competence

### **6.Release**

### 5.Engagement

## **4.Control**

## **3.Esteem**

- 2.Belonging
- 1.Optimism



### 1. Identify The #1 Problem Your Audience Faces

# 2. Use the right emotion to motivate your audience

3. Use Visual Hooks To Show The Problem In The Beginning Of Your Ads







## COPY THS WIN









## Struggling to Cr High Convertion COPY Thi Style Tha

Example Of Pain-

**Point Hook!** 

Struggling to Create Consistently High Converting Ad Creative?

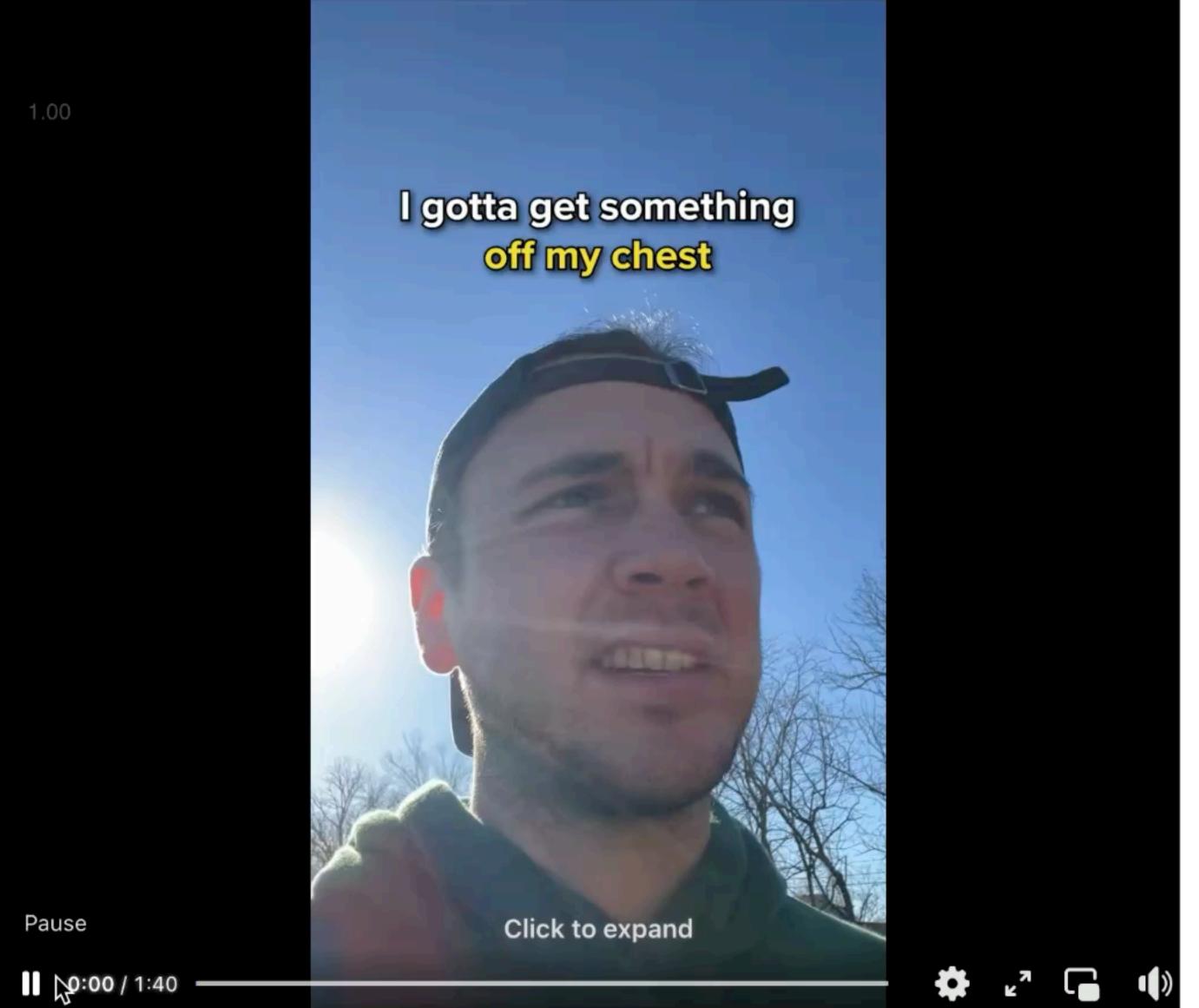
> COPY This Proven Ad Style That Just Works



WINPRO Pet 20 January · 🌣

Confused by all the hip and joint options that never seem to work? You're not alone.

WINPRO Hip & Joint is different. Its plasma formula targets inflammation at the source to bring your dog lasting comfort: https://winpropet.com/.../plasma-powered-hip-joint-chews...



Nutri Paw C. 28 May 2024 · 🕄

Got an anxious, reactive & fearful dog? Fed up with the excessive barking, reactivity, whining or destruction? Spent a small fortune on trainers, drops & plug-ins?

Exhausted all options and 'DIY' hacks?

These little chews are the last things you'll ever need to calm your dog.

Sceptical? So were 200,000+ other owners before they tried them, and now they are all NutriPaw LOVERS... The only thing they wish is they had tried NutriPaw sooner!

"I didn't want my boy to lose his cheeky personality or leave him sedated, but we desperately needed to sort his reactivity and excessive, constant barking.

I don't know how, but these little chews that he loves really do the trick. He's still himself, but just way more relaxed, chilled and less on-edge" - Ron

Learn more: https://nutri-paw.com/products/calming-treats 👈





## **Pain-point-driven ads win.** Period.

The top-performing ads across ecom and info share one thing: they show the pain point, fast, visually and powerfully.





## Here's How to Copy This Win

List 3 Real Pain Points Your Product/Services Solves

2. List the Top 3 Motivators of Your Audience

**3. Figure Out How to Show It Visually** Use this ChatGPT prompt to help: "My audience struggles with [PAIN POINT], and is motivated by [MOTIVATORS]. Give me 3 real-life contexts in which this person struggles with this problem the most poignantly, and things they do to try and fix it."

4. Prep A Shooting Day









## WITH FAMILY AND FRIENDS

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Experience and the server

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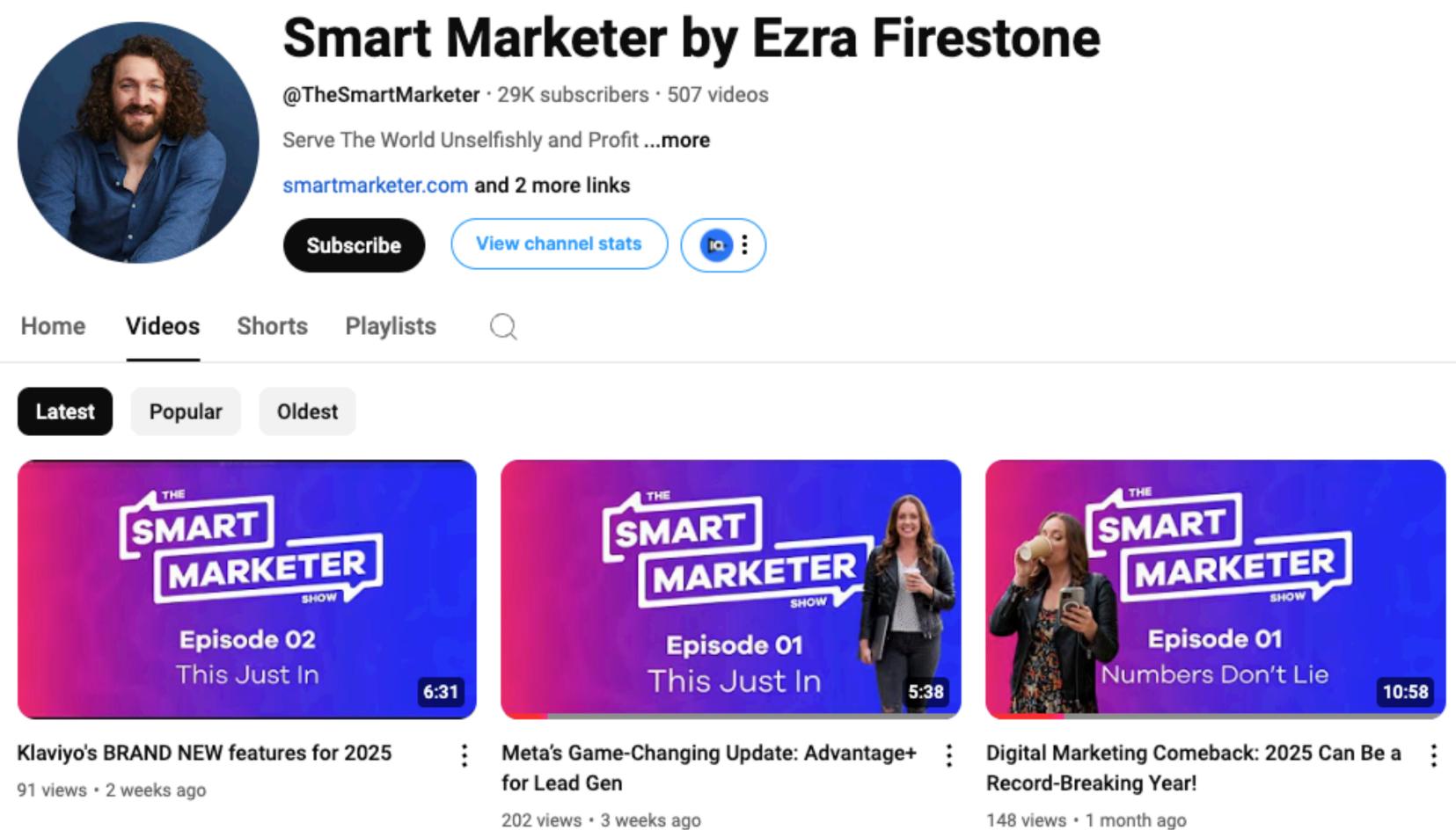
STREET STREET

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### **Our YouTube Page Has Clips Of The Show!**



148 views · 1 month ago