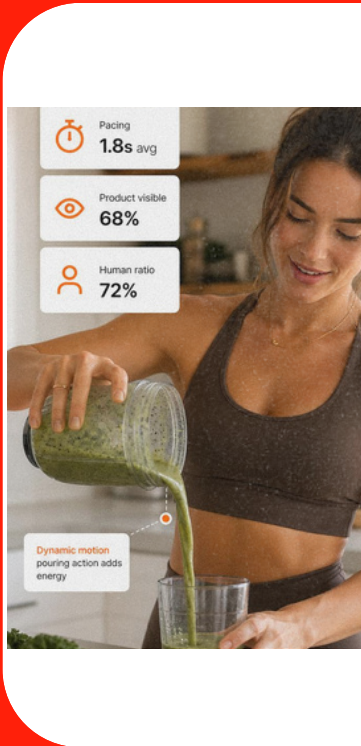
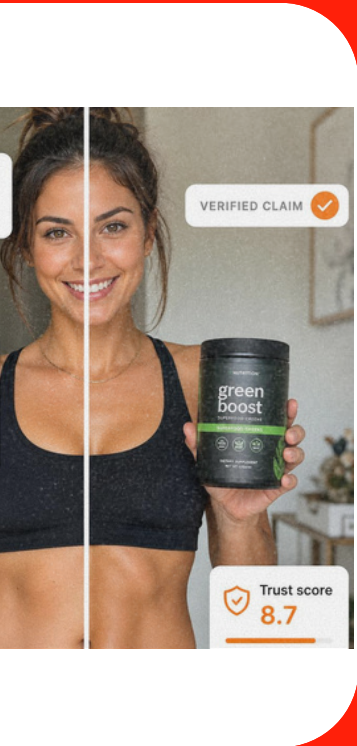
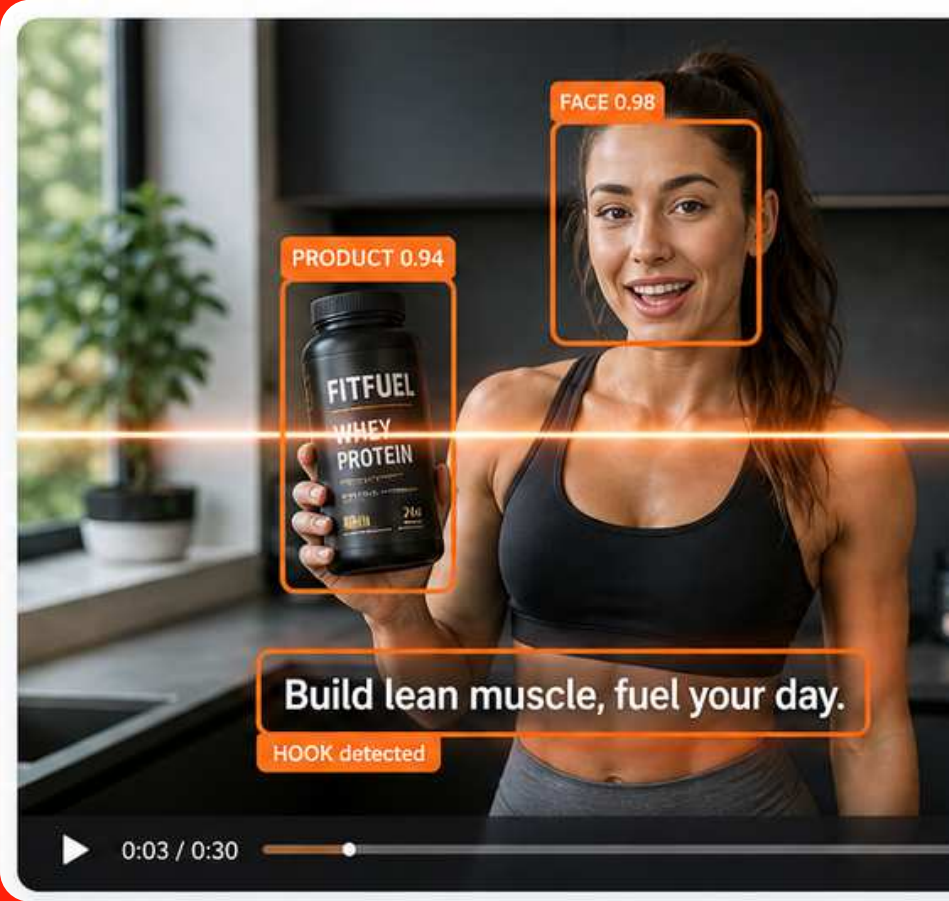


Ebook

UGC CHEAT SHEET → 2026

Nine winning formulas from
100K+ Meta video ads.



Front-load the problem.

Pain first. Cure second.



Problem: 0-4s

No time, no healthy options.



Solution: 5-12s

A simple, nutritious snack on-the-go.



Proof: 13-22s

20g protein, real ingredients, great taste.



CTA: 23-30s

Try it today and fuel your goals.



Message load:
balanced



Story arc

1

Problem
0-4s

2

Solution
5-12s

3

Proof
13-22s

4

CTA
23-30s

Delay the brand reveal.

Hide the brand for 10 seconds.



0:00-0:03

Direct address hook.



0:04-0:09

Product visible.
Brand hidden.



0:10+

Reveal the brand
after curiosity lands.



Click intent: **high**

Curiosity arc

1

Hook
0-3s

2

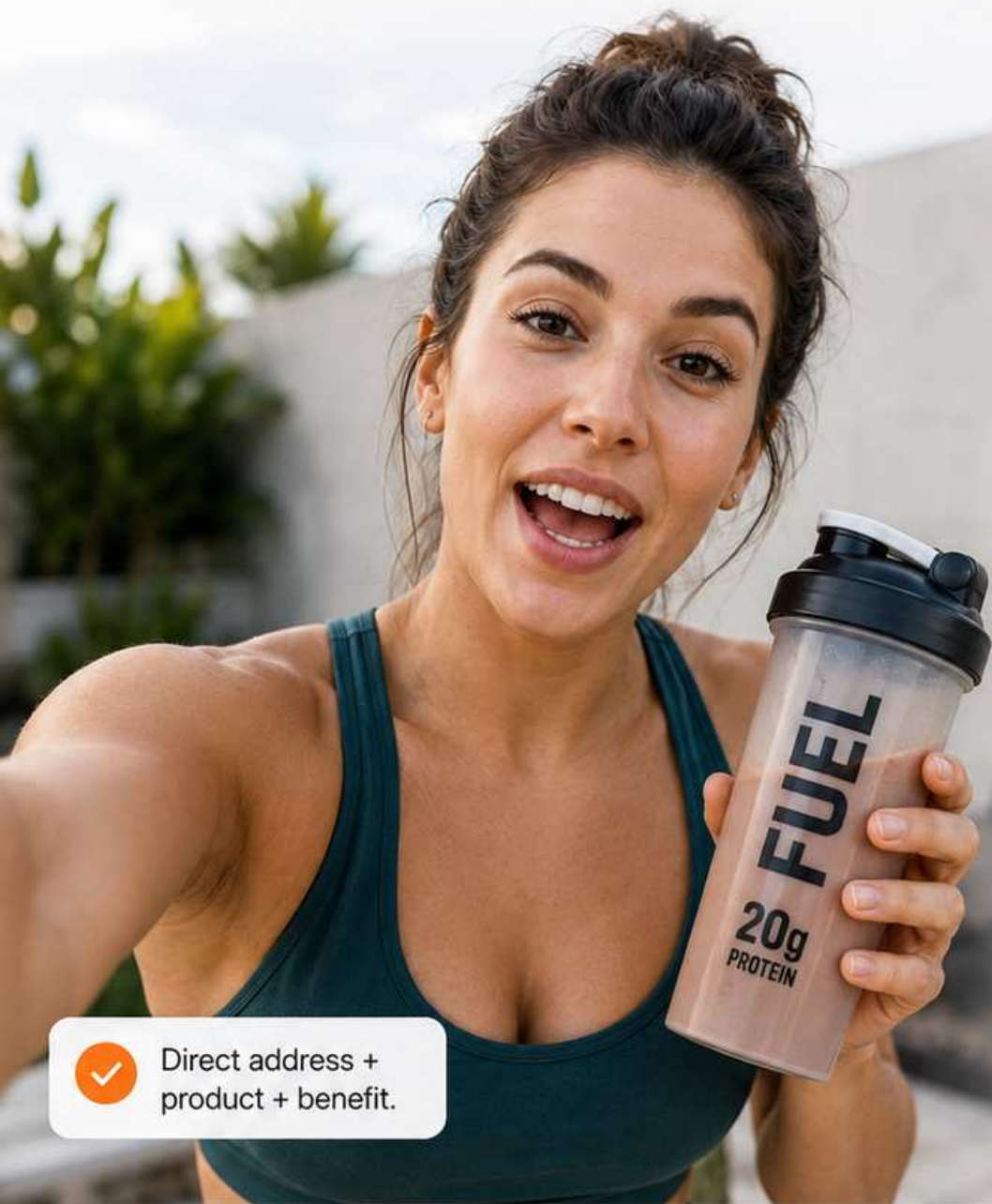
Curiosity
4-9s

3

Brand reveal
10s+

Land the hook in 3 seconds.

Visual, text, idea - all before second 3.



Direct address +
product + benefit.

1s

Text
on screen

2s

Product
visible

3s

Hook
lands



Hook strength

9.2 /10

First 3 seconds

1s

Text on screen

2s

Product visible

3s

Hook lands

Concrete hook. Never abstract.

One concrete sentence. No riddles.



Wins

"\$39.99 today"

Concrete.



Loses

"Transform your routine"

Abstract.



Clarity score: **high**



Specific beats vague.

Value prop first. Demo second.

Why before how.

1 First

Why: Clean energy. Real focus.



2 Second

How: One scoop. Shake. Sip.

✦ Demo follows the value prop.



Argument order: strong

1

Why

Lead with the value.



2

How

Show it simply.



3

Demo

Support the claim.



One specific number.

Repeated. On screen.



\$39.99 today



Offer repeats:
\$39.99



Voiceover says:
\$39.99



Specific beats generic.



Credibility anchor

1 number



Product in use. Human in 90% of frames.

Creator. Product. Hands. Almost every frame.



Human on screen

92%



Product visible

76%



Hands active

Yes



Dynamic motion

In-use action
adds energy.



Product
placement

Prominent
and clear.



Use U-shaped pacing.

Fast. Faster. Hold the offer.



0-8s

Cuts every 2-3s



8-24s

Cuts every 1-1.5s

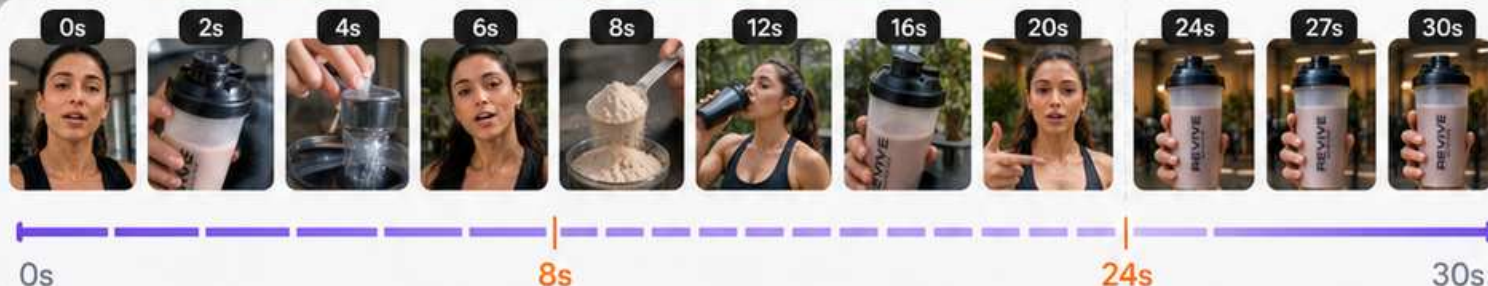


24-30s

Hold one offer shot
for 3-5s



Pacing: U-shaped



Cut pace

Faster cuts

Slower cuts



Repeat the CTA in a different modality.

Say it, then show it.



Spoken CTA at 0:24

"Try it free."



CTA strength

8.1



Last 5s dead zone

None



BUY NOW



Voiceover + visual offer card.

BUT

Now the part nobody tells you →

~~*Cheat sheets*~~
don't exist.
Here's why.

Generic formulas don't win. The formula that wins for your brand depends on context that no cheat sheet captures.

→ THE FUNNEL PROBLEM

CLICKS *ARE NOT* CONVERSIONS.

A high-CTR video doesn't mean a buying viewer. Successful ads need attention AND trust. Hacking the hook is half the job. The other half is figuring out your value prop and target audience fit.

→ THE CONTEXT PROBLEM

YOUR BRAND *ISN'T* THE AVERAGE BRAND.

What wins clicks for \$9 perfume won't win for a \$400 mattress. What converts a 25-year-old on TikTok won't convert a 45-year-old on Facebook. Reels-native creative dies on YouTube Shorts. Audience, offer, price, channel, category: all decide which formulas matter.

→ THE COMPETITIVE PROBLEM

**IF IT WORKED,
YOUR
COMPETITORS
WOULD
ALREADY USE IT.**

Anyone selling you a cheat sheet is selling you a list, not a strategy. Brands winning Meta in 2026 have a feedback loop between creative signals, audience response, and revenue, and they iterate it weekly. The list is the input. The loop is the moat.

✦ After the cheat sheet

Cheat sheets don't work.

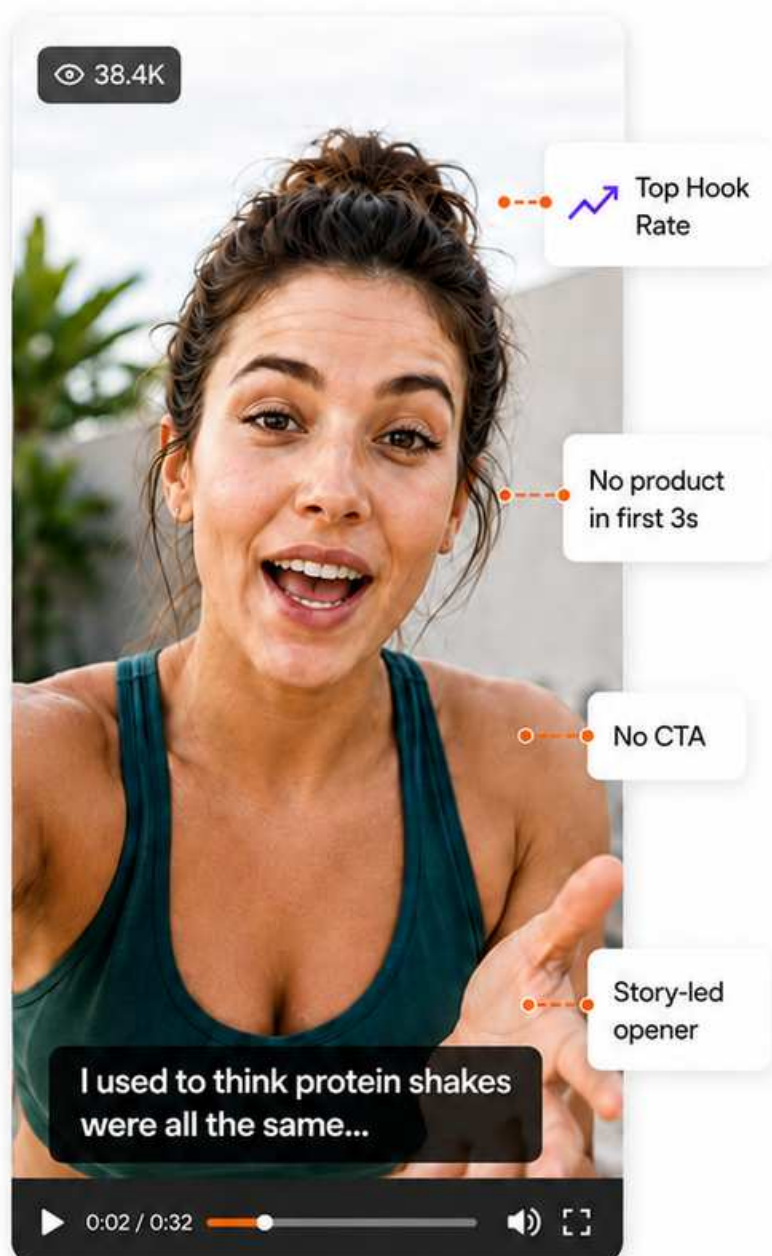
The 9 formulas are patterns – not laws. Context decides what wins.

What actually works then?

- 01 ~~Post more~~
- 02 ~~Show CTA early~~
- 03 ~~Lead with product every time~~



- 01  **Authentic storytelling**
- 02  **Early attention-grab**
- 03  **Fast content iteration**



Some winning ads break the rules.
The difference is context.

01 - What's in every frame and what role it plays?

Winning ads are built from moments. Connecty reads each moment and what it contributes to performance.



What

Every frame and its role

02



Who

Who it's for

03



How

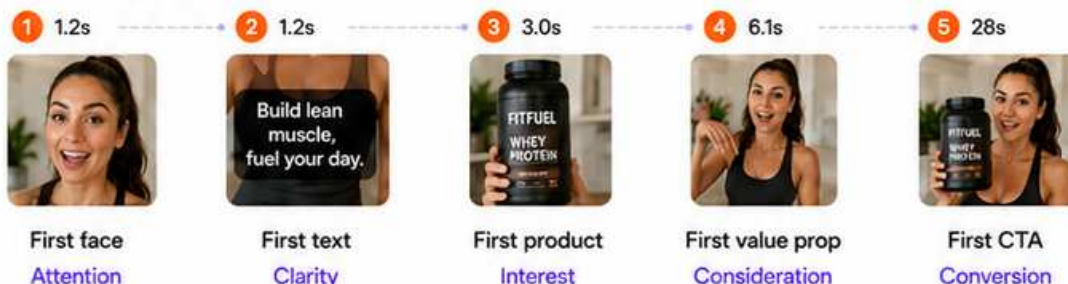
How it's delivered



Attention over time ⓘ



Key moments detected



Hook lands at
1.2s

Early attention is secured.



Product appears at
3.0s

Product visibility drives interest.



Value prop at
6.1s

Clarity builds consideration.



CTA at
28s

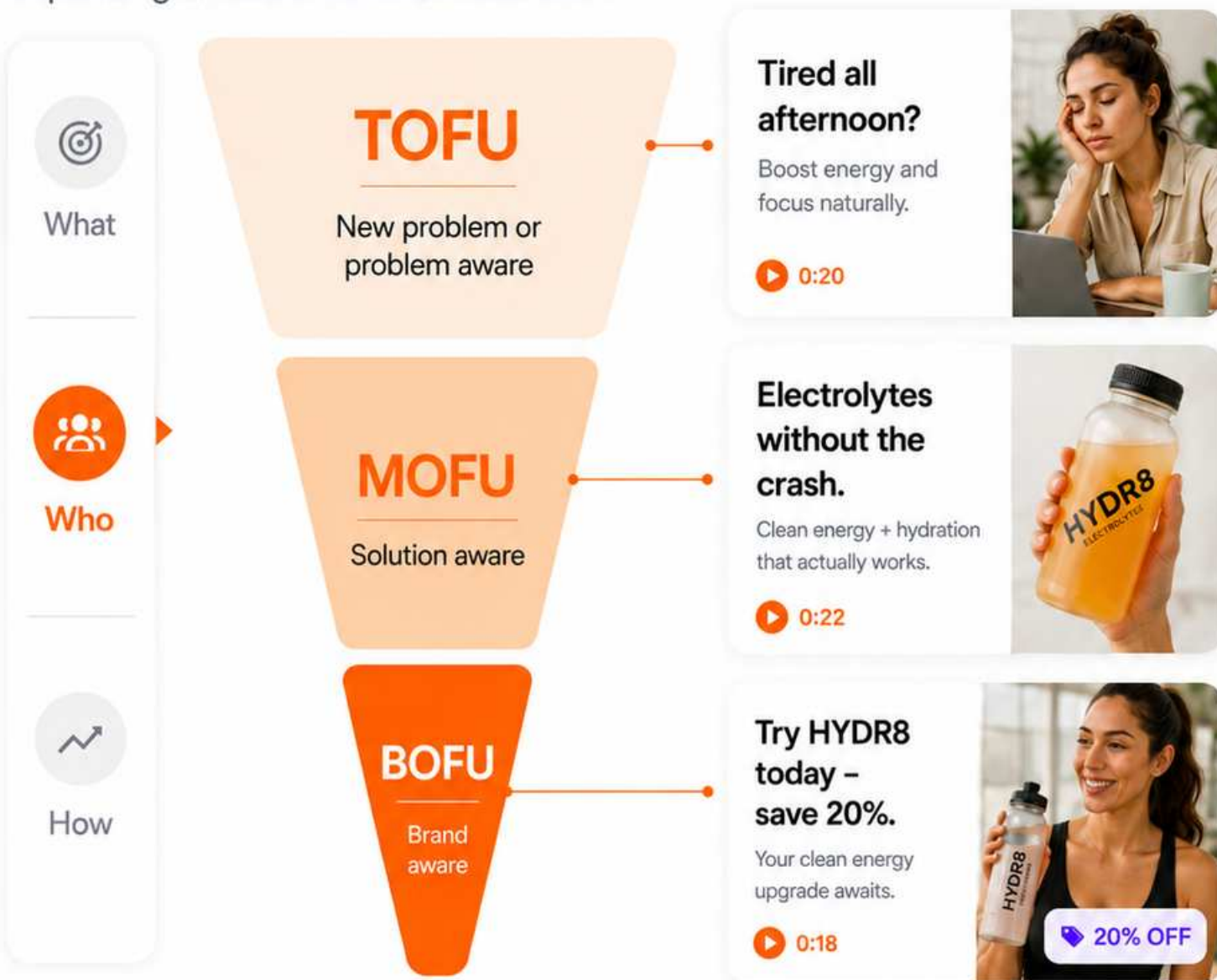
Conversion cue closes the loop.



Connecty identifies which frame-level events increase **attention, clarity, and conversion**.

02 – Which audience are you targeting?

The same creative can win or lose depending on audience awareness level.



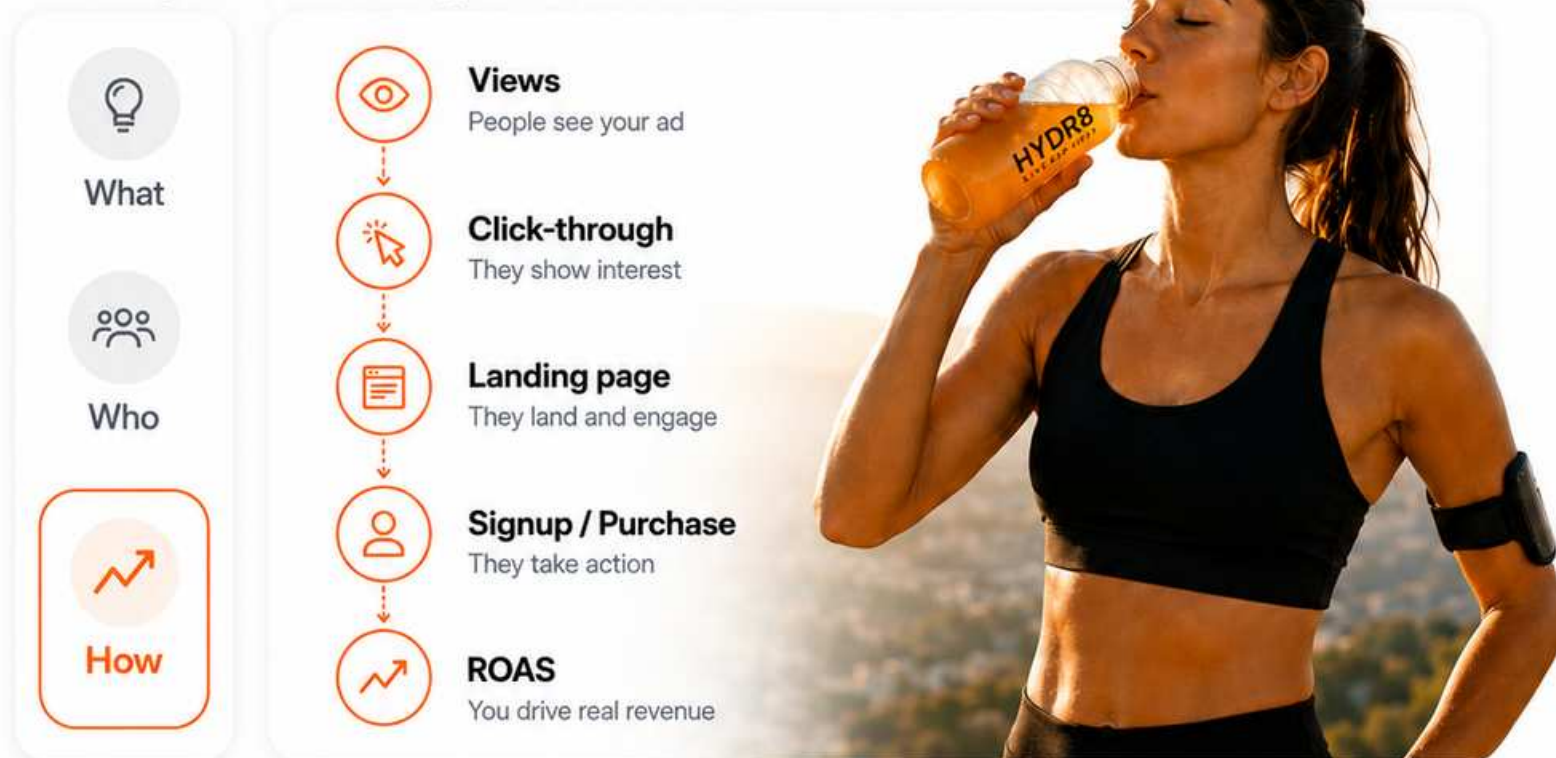
A winning formula is **audience-specific**, not universal.



03 - How is your funnel performing?

A strong hook is only step one.

The real question is what happens after the click.



ROAS

4.2x



CPA

\$12.40



CTR

3.8%



CVR

+38%



Connecty links the creative moment to post-click behavior and revenue, **not just watch rate.**



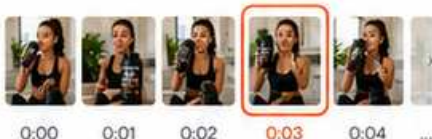
High views do not always mean high ROI.

Winning formulas are contextual.

To find your real formula, you need more than a checklist.
You need signal, moments, and business context working together.

01 🎬 Frame-level analysis

- What appears in each second
- Hook, proof, product, CTA



02 📈 Key moment detection

- Find where attention lifts or drops
- Example: product sip at 0:03 lifts retention



03 🛡️ Brand + offer context

- Does the message match the product?
- Is the proof strong enough to earn trust?



25g
Protein
5.4g
BCAAs



"I recover faster
and feel stronger."
– Verified Buyer

04 👥 Audience + funnel context

- TOF, MOF, BOF need different creative
- Winning with one audience does not mean winning with all



TOF Awareness
MOF Consideration
BOF Conversion



DIY approach



4–8 weeks to build the system



~4 hours/week to maintain it

VS



Connecty



15 min setup



Recommended actions,
not just raw analysis



There is no universal cheat sheet. Your winning formula depends on **your creative, your audience, and your funnel.**

✦ From analysis to action

Connecty turns signal into recommended actions.

⌚ 15 mins
setup time

Ad platforms



Creative assets



Connecty^{AI}

Unified data. Contextual intelligence.
Recommended actions.



Patterns → Insights → Actions

01



Frame-level video / image contextual intelligence

- ✓ Detect what's shown, said, and when.
- ✓ Score hooks, value props, CTA, and more.
- ✓ Spot what's working at the frame level.



02



Audience match intelligence

- ✓ Match winners to the right audiences.
- ✓ Find lookalikes and pockets of opportunity.
- ✓ Tailor creative by segment and intent.



03



Funnel performance intelligence

- ✓ Connect creative to funnel outcomes.
- ✓ Identify drop-off and bottlenecks.
- ✓ Quantify impact and incrementality.



Recommended actions



Move the value
prop before 3s



Scale talk-to-
camera hooks



Test 2 BOFU
variants



Lift the budget
cap on winner



Setup is fast. The hard part is turning patterns into decisions.

Connecty does that for you.



Visit connecty.ai to learn more



Meta-verified Tech Provider



5/5 Rating

What users say about Connecty

"We can have a lot of videos running and Connecty tells me which ones are actually worth looking at and what seems different about them."

Lead Product Manager, Enterprise

"Connecty pulls out the few video signals that are actually relevant to performance."

Paid Media Manager, Enterprise

"It gives me a short list of what actually needs attention, cutting roughly 20 hours of work down to 1."

Enterprise User

"Normally the media team sees the numbers and the creative team sees the ad. Connecty bridges the gap between the two."

Growth Manager, Mid-Market