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# about us

Neon Growth is a digital marketing agency powered by efficiency-obsessed media buying experts.

Our team works across both high-growth startups and Fortune 500 brands to maximize ad performance using advanced media buying tactics and creative strategy.

We develop innovative marketing strategies by synthesizing learnings across multiple industries, including ecommerce, gaming and apps.

## in this guide

Learn how we deploy creative liquidity to supercharge digital marketing efficiency, built on learnings from managing over \$1B in paid media.

By utilizing these principles and cutting-edge media buying tactics, our agency reduces customer acquisition costs by 30% or more.

# why we wrote this

The digital advertising landscape is in flux, and survival depends on your ability to adapt and evolve. Brands resistant to change risk fading into obscurity, while those embracing innovation can unlock unparalleled growth and success.

We see the transformative results of creative liquidity every day in our clients' ad accounts.

Recognizing an urgent need for education, we distilled our proprietary formula into this guide. Our goal is empowering every marketer and decision-maker to unlock more efficiency.

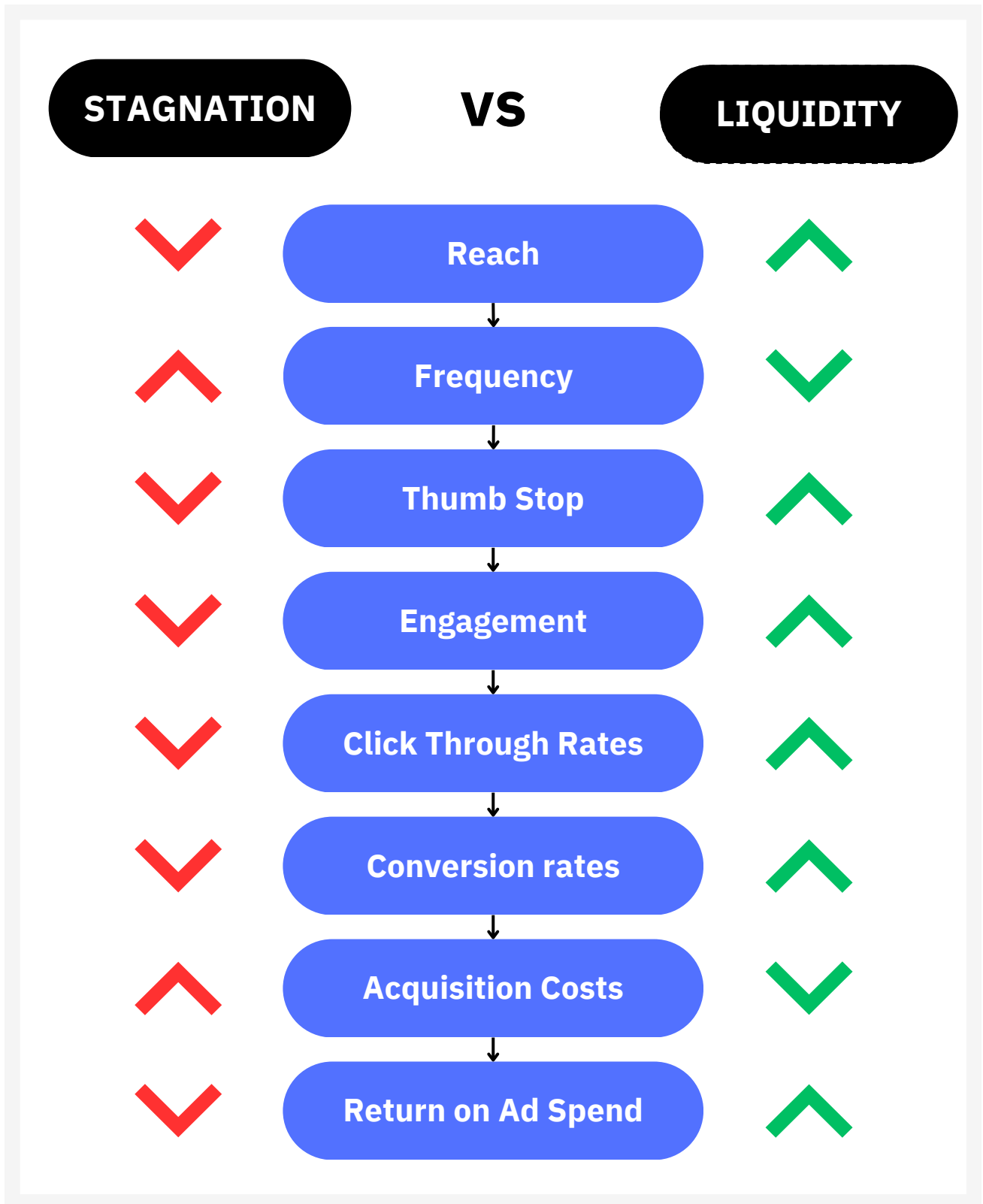
In the following pages we will:

- 1) Demystify Creative Liquidity
- 2) Provide Actionable Strategies
- 3) Showcase Real-World Application

This guide isn't just a collection of facts and ideas—it's your competitive advantage. It's your opportunity to outshine competitors, to innovate your approach, and to lead your brand into the next era of digital advertising success.

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# Inaction is expensive.



# first up, let's define "creative liquidity"

Creative liquidity means deploying diversity across asset types, creative formats and messaging styles. It requires strategic foresight, interpretation of data and, equally, the courage to push boundaries.

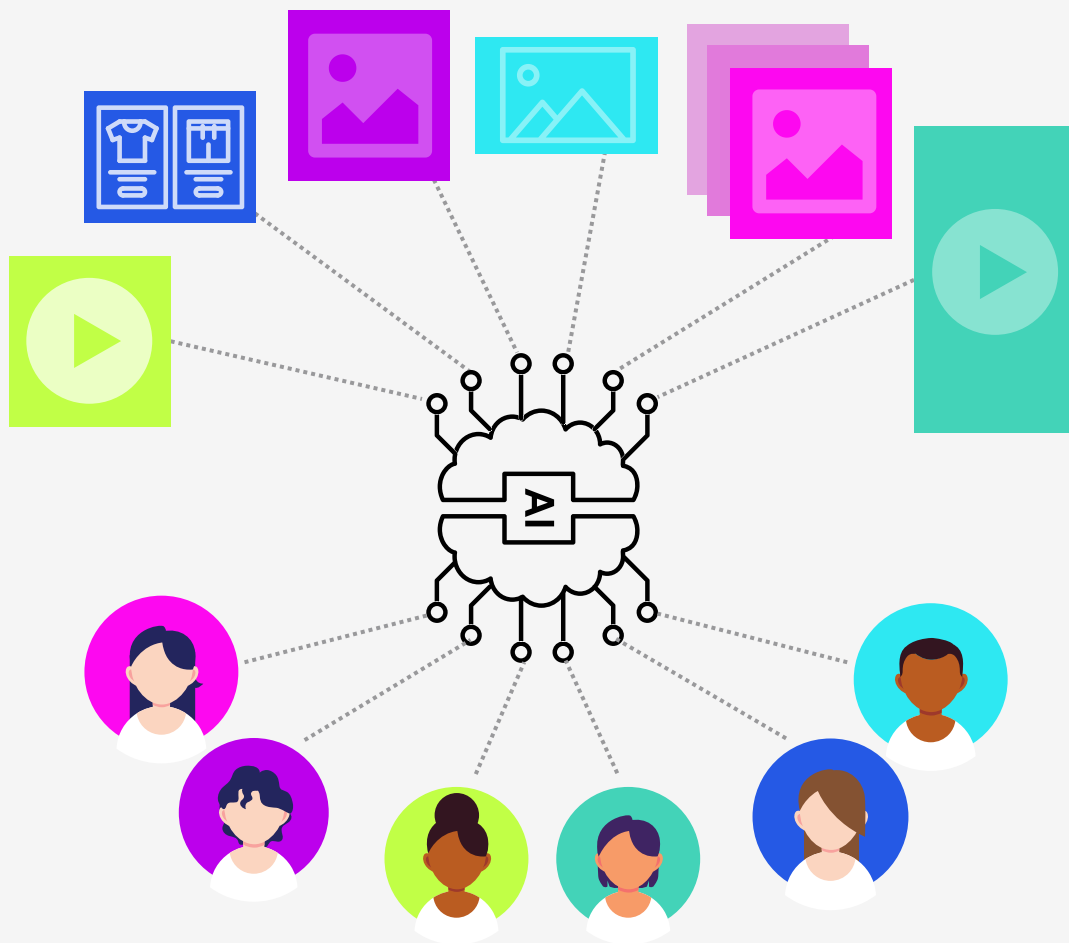
Magic happens when media buying strategy conducts the creative orchestra - that's when performance hits high notes.

Platforms like Meta, Google & Tiktok rely on machine learning & artificial intelligence cues to decide how to serve ads. Collectively, these systems are known as algorithms.

Ad algorithms utilize many complex signals. But in a nutshell, algorithms decide which ads to show users based on their past behavior and likelihood to engage.

For example, if a person interacts with women's dresses, they'll likely see more ads featuring women's dresses. If they interact with camping gear, they'll likely see more camping gear ads. The same goes for ad formats and media types.

## Creative liquidity empowers the algos.



Liquidity means granting algorithms flexibility. With optimal liquidity, platforms show ads that deliver the right message, to the right person, in the right place, at the right time - in the format most likely to drive action.

Advertisers achieve this by having a rich variety of creatives speaking to diverse audiences with strategic messaging, optimized for multiple placements.

# here's why creative liquidity matters...

Digital success requires performance media buying and performance creative strategy working in sync. Research shows creative determines up to 56% of campaign ROI ([Nielsen](#)).

Creative liquidity improves ROAS in 3 key ways:

1. Ads feel more relevant to potential customers, resulting in higher engagement and conversion rates.
2. Your ads reach more users, filling the top of funnel with new audiences you may not anticipate.
3. More cost effective bids, as a result of algorithm flexibility among multiple creative types and placements.



**creative determines  
up to 56% of  
campaign ROI**



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Say we're trying to reach fashion-conscious millennial women. Within this target group, many will prefer lo-fi Stories & Reels videos (63% according to Meta).

But, the other 37% may still convert from a branded Feed static, or prefer to swipe a Dynamic Product Catalog. Their motivators also differ. Some prefer humor, others want style tips and yet others may only be motivated by influencers or FOMO.

Restricting your brand to narrow ad formats, persona types, hook styles, and/or placement types means limiting your potential reach. Stagnancy affects all down-funnel metrics.

The ability to break through known boundaries is why creative liquidity proves important for performance. Optimal liquidity identifies the most cost-effective path to drive conversions, improving perceived ad quality and key performance metrics.

## **Ready for hands-on tips you can use, today?**

Next, we'll show how we utilize creative liquidity principles to optimize ad spend. These tactics apply to advertisers of all sizes and industries.



# 1 | build a dedicated testing environment

Using a dedicated campaign for creative testing allows you to quickly iterate and observe trends from the assets that surface to the top. These winning assets then feed evergreen campaigns.

The goal is to create a safe sandbox where you can experiment rapidly while controlling the budget.

Optimize toward the same goal as your primary campaigns (conversions, leads, downloads etc). Using a different, lower-funnel goal like page views might seem sensible - but the results can't be compared apples-to-apples.

Opt for broad audiences in your creative tests. If you're on a limited budget or have a niche product, focus your creative testing campaign on a narrow lookalike of purchasers.

We typically recommend using no more than 10% of your budget for testing (more on this later).

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## How do you spot a potential winner?

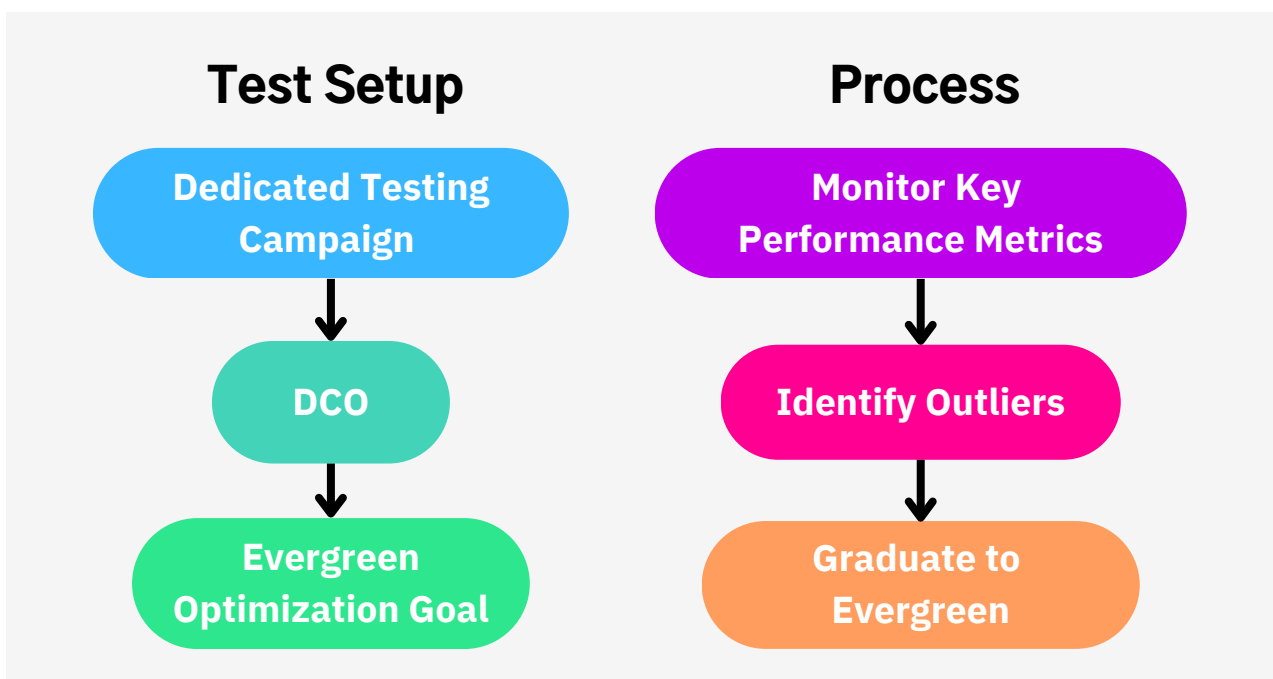
Typically you'll have to rely on initial proxy metrics like click through rate, thumb stop ratio, or video hold rate.

Add-to-carts or click-to-install rates may also be useful, as can platform ad engagement (likes & comments).

Your goal is to identify the top ads in testing that exceed your evergreen creative performance.

As strong performing assets surface, cycle the winning 10% to 20% into primary campaigns to prevent fatigue.

To ensure data-significance and confidence, businesses may use split tests, lift tests or measurement & attribution solutions to validate which signals actually correlate with performance.



# 2 | utilize multiple campaign types

Digital channels typically offer multiple campaign types, each designed to suit different placements, content or automations.

Advertisers benefit from using a strategic variety of campaign types. Campaigns with multiple placements see reduced CPMs and increased reach & conversions, based on [Meta](#) research.

Diversity takes advantage of placement liquidity, getting more efficiency from ad spend. Ultimately, the best campaign types to use will depend on your product, goals and budget.

## **An example of Meta campaign type diversification:**

- Testing campaign: DCO (rapid & efficient)
- Evergreen campaign: Traditional CBO/ABO, ASC+, and branded content (heroes + prospecting)
- Retargeting campaign: ASC+, Catalog DPA + DCO (personalized & targeted)
- Holiday campaign: DCO for prospecting + enhanced DPA catalogs for retargeting (rapid & efficient)

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# Catalog & Product Feeds

If you're an e-commerce brand with multiple products, don't skip catalog-based ads in your assortment.

Leveraging your product catalog helps you take advantage of machine learning and enables personalized retargeting. It also hedges against ad fatigue, serving new content on auto-pilot.

Feed enhancement tools are becoming more robust as well, allowing brands to optimize images, text and even add dynamic overlays. We use tools to preserve learnings while making rapid changes to ad content, like promotional copy & price overlays. This leverage is especially helpful during fast-moving holidays.

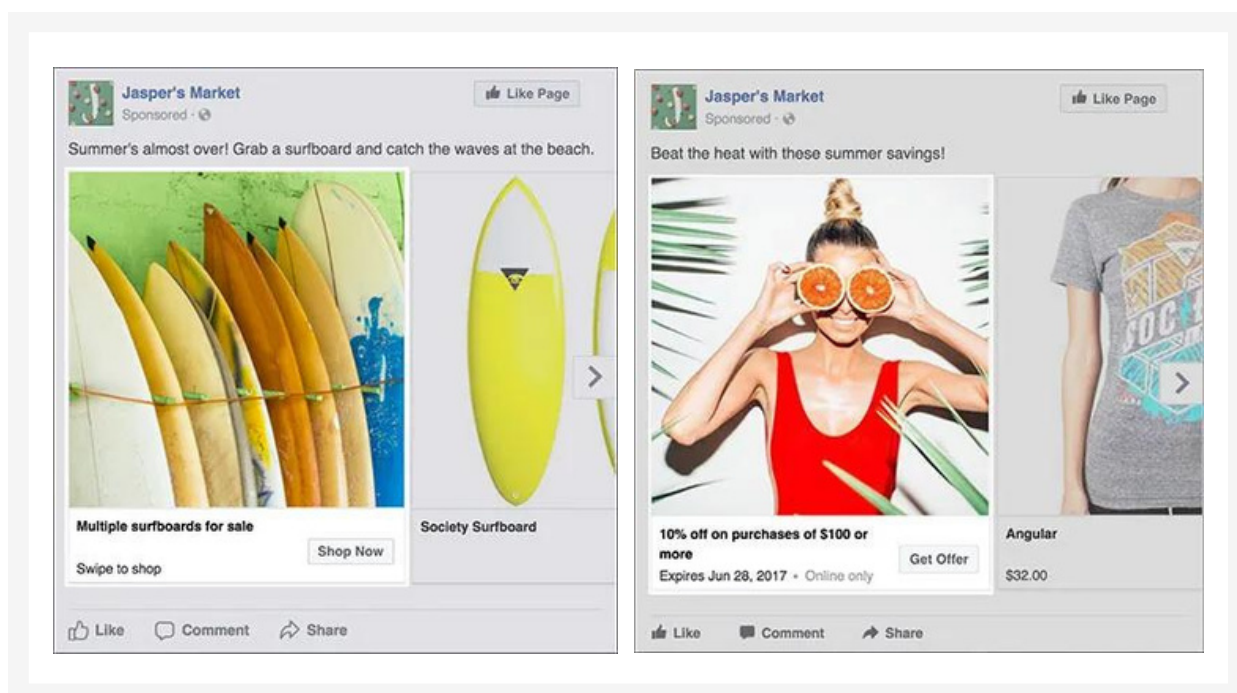


Image credit: Facebook

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# Branded Content Ads

If you partner with influencers, don't overlook branded content campaigns. Meta names this placement Partnership Ads and TikTok calls them Spark Ads.

Branded content, also called whitelisting, enables brands to advertise under a partner creator's profile. These ads benefit from appearing more native in feeds, and reaching new people.

According to a Meta analysis, campaigns integrating branded content ads drove 53% higher CTR and 19% lower CPAs. Their study stuck at home concluded that brand + partnership ads outperform brand-only campaigns with a 99% probability.

“ integrating branded content ads drove 53% higher CTR and 19% lower CPAs ”

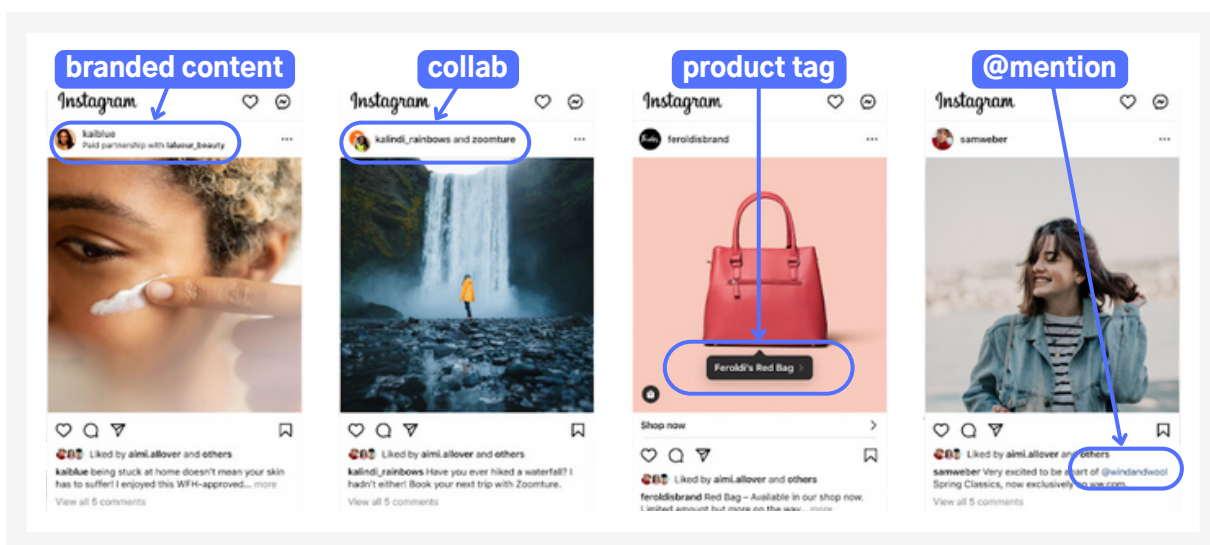


Image credit: Instagram

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# Dynamic Creative Optimization

Dynamic creative optimization is a powerful lever that is often misunderstood and underutilized. DCO allows brands to rapidly test multiple combinations of text & visuals.

Both Meta and Tiktok offer DCO campaign types. In this format, you supply creatives and text, and the ad platform customizes & tests the ad components for individual people and placements.

On Meta, DCO allows you test 10 images/videos, 5 headlines, 5 ad text, 5 link descriptions and 5 CTA buttons all in one ad set. Ideally, the text and creatives mix-and-match seamlessly.

DCO is a very effective format to understand value props, or to identify top performers among a large batch of creatives. According to Meta, dynamic ads can lift conversions 37% on broad audiences and 28% on retargeting audiences.

“

**dynamic ads can lift conversions 37%  
on broad audiences**

”

Dynamic tests do require a high level of executional ability and quality assurance to ensure brand safety. For example, placement opt-out and inventory filters are ways to ensure creative appears in the best light possible.

# 3 | deploy all key asset sizes and types

Within your campaigns, ensure you are using multiple asset types to maximize creative liquidity.

Meta research finds campaigns running 6+ placements produce lower costs per incremental conversions and win more auctions.

It is ideal to optimize for each placement and size. When that's not possible, aim to at least cover the top 80% of placements on your selected channels. Below is a guide on key asset types, placements & sizes (darker green = most important):

Sizes		1:1	9:16	16:9	1.91:1
Asset Type	Statics	●	●	●	●
	Videos	●	●	●	
	Carousels	●	●	●	
	Catalog Feeds	●			
Channel	Meta	●	●	●	
	Tiktok		●		
	Google	●	●	●	●

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For Meta, we typically aim to have a minimum creative mix of 1:1 video & statics for Feeds, 9:16 videos for Reels & Stories, 1:1 feed carousels, and dynamic product catalog ads.

If the budget and creative resources allow, we may also include carousels for Stories and 16:9 creative sizes for optimized in-stream and network placements.

Each platform has slightly different prioritizations and sizes. TikTok is almost all 9:16 videos due to the nature of the platform. However, Twitter's core placements revolve more on text, 1:1 statics, and 1:1 carousels .

Google creative needs depend on the placements you're using, as there are many different Google Ads surfaces.

Google Search needs enticing copy; Youtube's core video sizes are 16:9, 1:1 and 9:16; Display Ads have specific banner sizes (1:1 plus rectangles, skyscrapers & leaderboards); PMAX uses all common sizes (minimum of 1:1 and 1.91:1 images).

Ultimately, more creative sizes result in more placement opportunities and winning auctions more cost effectively. Don't forget to follow creative best practices like accounting for platform safe zones and sound on/off.

# 4 | utilize variety within ad content

In addition to placement and size liquidity, it's also ideal to aim for a variety of content approaches within your ad creatives.

Diverse creatives using multiple USPs + Value Propositions allow your brand to reach a wider audience. As an added benefit, this stabilizes results by preventing dependency on any particular trend. It also significantly reduces ad fatigue.

We've found most businesses are able to achieve success with 4-6 unique messaging styles. The key is to progressively experiment and discover what resonates with your audience.

Analyze past "hero" assets to identify winning elements. A winning static value prop might be a good UGC hook to test. Or, a winning UGC script might be adaptable to a static, or mashed up with brand video for a new winner.

As you test, assess: Which ads get engagement? Which stop the scroll? What motivates clicks? What motivates purchases? What types of messaging drive the best-performing cohorts?

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## Popular Ad Themes to Try:



**Video**: UGC, Brand-Focused, Product-Focused, Product Demo, Unboxing, Tutorials, Listicles, Humor, Mashups, Comment Replies



**Static**: Product Features, Anatomic Callouts, Lifestyles, Reviews, Press Snippets, Us vs Them, Before & After, Promos, USP Testing



**Carousels**: New Product Showcase, Benefits & Features, Storytelling, Use Case Showcase, Holiday Themes, Panoramics, Step-by-Step



**Catalogs**: Standard DPA, Videos, Catalog Enrichments (Dynamic Overlays, Dynamic Text, Dynamic Pricing), Segments (Category, Price)



**Copy**: Short Form, Long Form, Bullets, Emojis, Social Proof, Fomo & Scarcity, Future Pacing, AIDA, PAS, Framing/Priming, Logic vs Emotion

The best styles will depend on your brand, voice, industry and audience. The key is to avoid getting stuck in a creative rut or limiting your ads to one particular style.

# 5 | experiment with personas & avatars

Ad algorithms spot trends across groups of people that engage with an ad, building a profile of whom to serve that ad next.

Say women in New York between the ages of 35-45 engage and purchase most from your ads. These ads will more likely be shown to other people matching that profile as opposed to 18-24 year old Californian men.

And how do people decide if they will engage with an ad? If it's relevant to them! People like to see themselves. We want to relate, feel heard, and also feel inspired and aspirational.

If a person doesn't relate to your ad, they'll scroll on by.

As the world of paid media becomes automated, your creative must help guide the algorithms to match your audience.

So how do we help the algos find our people cost effectively? (hint: It's not interest targeting or ultra-narrow, defined lists).

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The answer: make creatives that speak to, and show, your target audience. This means understanding your customer.

When planning ad creative and copy, assess the demographic breakout of your customers (current & ideal). If you have first-party data, it's also good to contrast this with channel data.

Most ad platforms offer insights into key demographic trends including: age, gender, geographic clusters, language & device.

- **Which segments purchase most?**
  - What core groups of customers can you identify?
  - Are there any surprising groups over-indexing?
  - You're probably already doing a good job reaching these groups, but it's good to make sure they're consistently represented in ads for sustained performance.
- **Which segments are underrepresented, that you strongly believe should be customers?**
  - What digital channels do they tend to use? Are you advertising on these channels?
  - Are they reflected in your ads?
  - Are their use cases reflected in your ads?
  - How do your competitors message to this audience?
  - How could you get their attention?

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Once you know who you're trying to reach, the next step is brainstorming context relevant to your audiences.

- How do customers use your product in the real world?
- What are both obvious and not-so-obvious cases?
- Where would your customers use your product? How do their physical settings look? What would they expect to see?
- What language would they use to talk about your product or the pain point it solves? (Reviews are great for this.)
- What related in-group affinities might they have?

For example, say your audience is primarily gamers under 30. Your ad could use simple product imagery. Or, you could show a young man winning with your product, surrounded by in-group peripherals with an expression of energy and excitement.



Beyond known audiences, it's wise to explore diverse creators, settings and demographics. Retaining a narrow view of who your customer is, how they use your product and even what they look like can limit your reach unnecessarily.

# 6 | test strategic messaging styles

What if you could tap into the driving forces behind your customers' decisions? Uncover the motivations that spur them to purchase your product or subscribe to your service?

The puzzle of human behavior is multi-faceted. Emotional and physical needs, perceived quality, enticing discounts, swift delivery, anticipated enjoyment, celebrity endorsements, or even a burst of humor—each piece shapes the buying decision in unique ways.

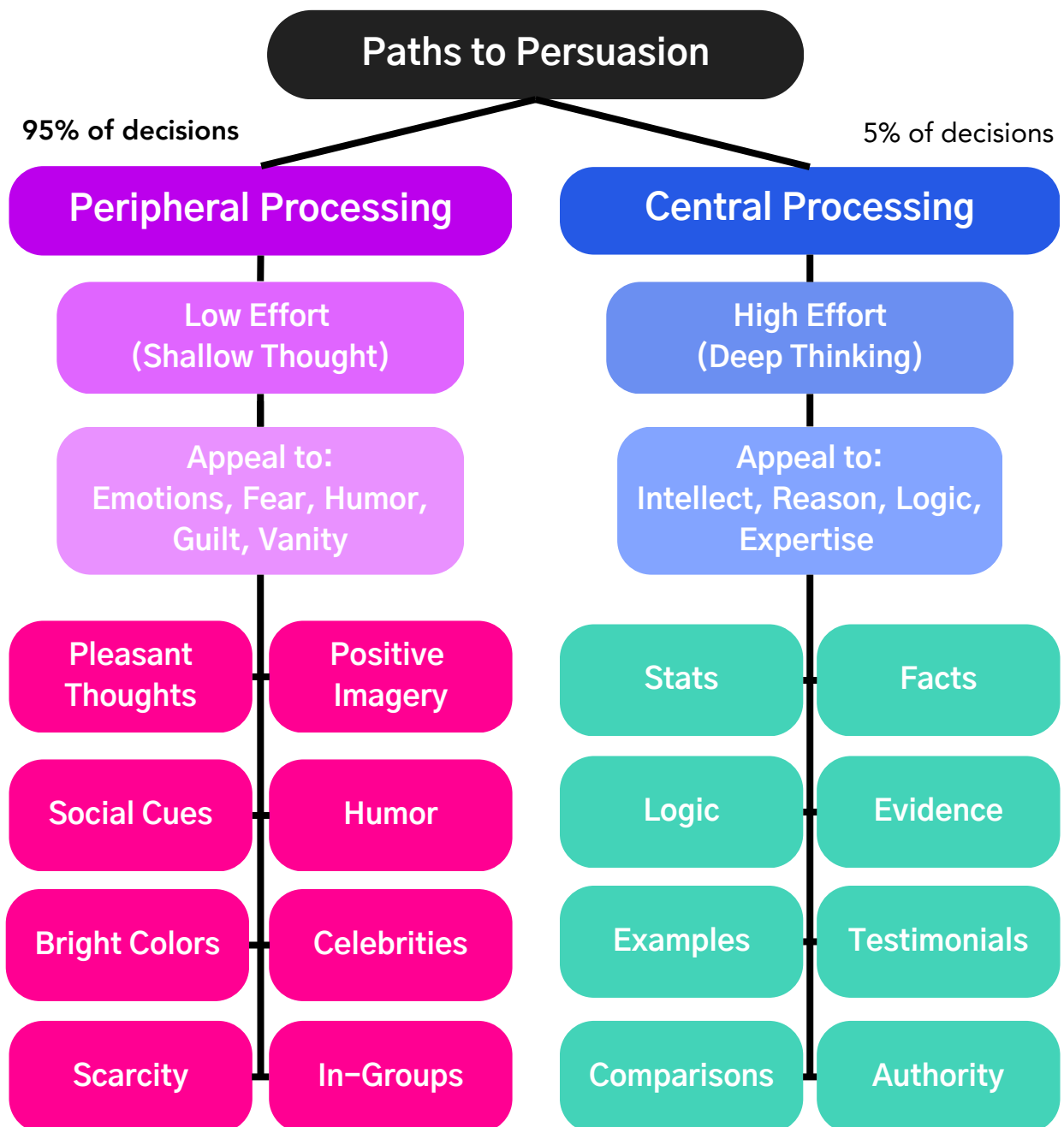
Navigating this complexity might seem daunting, but it's here where the opportunity lies. We harness psychology by creating a symphony of messages that speak to potential triggers and objections your customers might have across the funnel.

If you just talk about technical product specs, you'll convince one type of customer. But, liquidity is about resonating with all of them, addressing their diverse motivators and concerns in a way that makes each individual feel heard.

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Despite what we might think, we rarely use deep, rational thought when we decide to purchase a product. In fact, up to 95% of purchase decisions are subconscious (peripheral).

Keep this in mind when planning ad content - especially for social media where users are already highly distracted.



# 7 | try psychology-based offers & promos

Heuristics are mental shortcuts for decision making. Humans use heuristics because they reduce the time we spend evaluating choices, reactions and decisions.

Ultimately, heuristics help us avoid brain overload. Some develop through experiences, and others come to us via social knowledge and norms. Most of the time, we don't even realize we are applying heuristic shortcuts to everyday decisions.

In a marketing context, heuristics help us predict and guide human behavior. Each heuristic is a hypothesis that can be applied to a marketing problem and tested. These concepts serve as a tool for problem solving and creative ideation.

Reinforcing a heuristic is the path of least resistance. People experience less friction when something aligns to an existing belief or thought process they hold.

However as marketers, we may have to work against a person's existing beliefs or habits or to compel action or change.

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# Improve your messages with Heuristics:

## Scarcity Heuristic

If something is rare, it must be good or more valuable.

## Anchoring Bias

We focus most on the first and last pieces of info we see.

## Reciprocity Bias

We tend to reciprocate behavior. Favors compel favors.

## Halo Effect

Positive perceptions of one object can reflect on others.

## Ratio Preference Bias

Numbers appeal to our emotions better than percentages.

## Credibility Transfer

We believe the opinion of people we trust, like doctors.

## Ambiguity Aversion

We prefer what we know to what we don't. Known > unknown.

## Loss Aversion

Fear of losing resources is more powerful than potential to gain.

## Novelty Bias

Given many choices, we tend to prefer the "newest" option.

## Risk Compensation

We take more risks when we have a sense of safety.

## Repetition Bias

We perceive repeated info as more believable and true.

## Attentional Bias

Highly emotional stimuli grabs more focus and memory.

# 8 | focus on the hooks

A person's initial impression of your ad is the most important point of engagement. If that first impression doesn't make them pause, the rest of your message is not getting through.

In the time it takes your thumb to swipe up, your subconscious mind already decided if there's a good reason to stop the scroll.

Breaking a person's scrolling behavior is our most important challenge on social media. **No thumb stop, no results.**

For statics, this means the image should immediately grab the viewer's eye. Make it easy to understand what you're advertising visually, with succinct text. Can someone half-awake immediately understand this offer, at a glance?

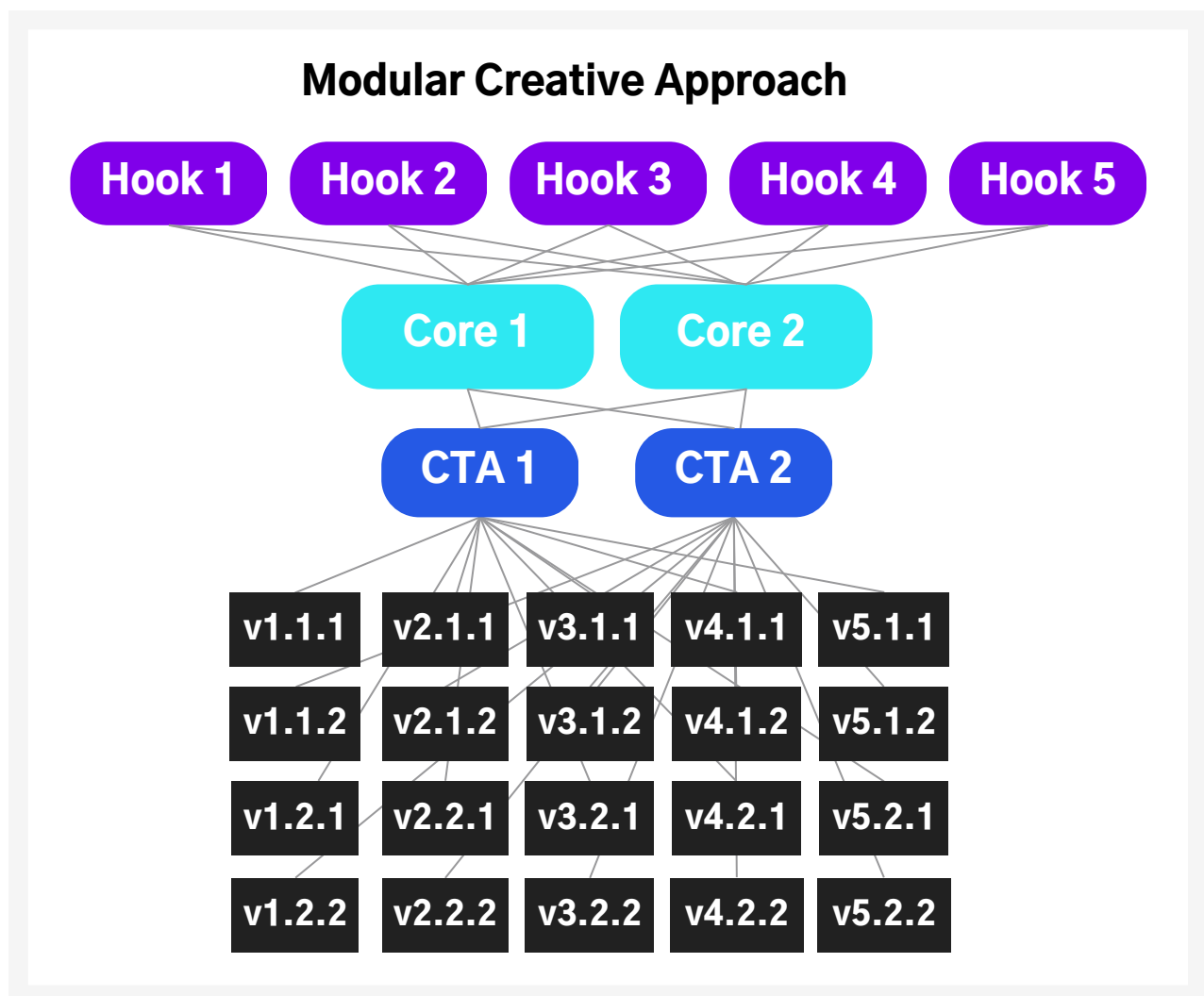
For videos, this means the first 1-3 seconds of your ad is the most critical. When you make video ads, focus most of your effort on the intro. Test multiple intros and starting points. Iterate on successful hooks (different models, wording).

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When it comes to creative liquidity, the importance of the hook is actually good news.

Brands can create a lot of ad content, just by changing the first few seconds and testing new intros. You don't need to make a whole new video to make a fresh ad.

We utilize a modular approach based on strategic testing designs. Structured testing plus flexible creative allows us to scale faster and more efficiently while avoiding ad fatigue.



# 9 | challenge your creative status quo

When you discover hero assets that drive results, it's easy to lean into a formulaic playbook. After all, the comfort of proven strategies is hard to resist, especially in a field where success hinges on every decision.

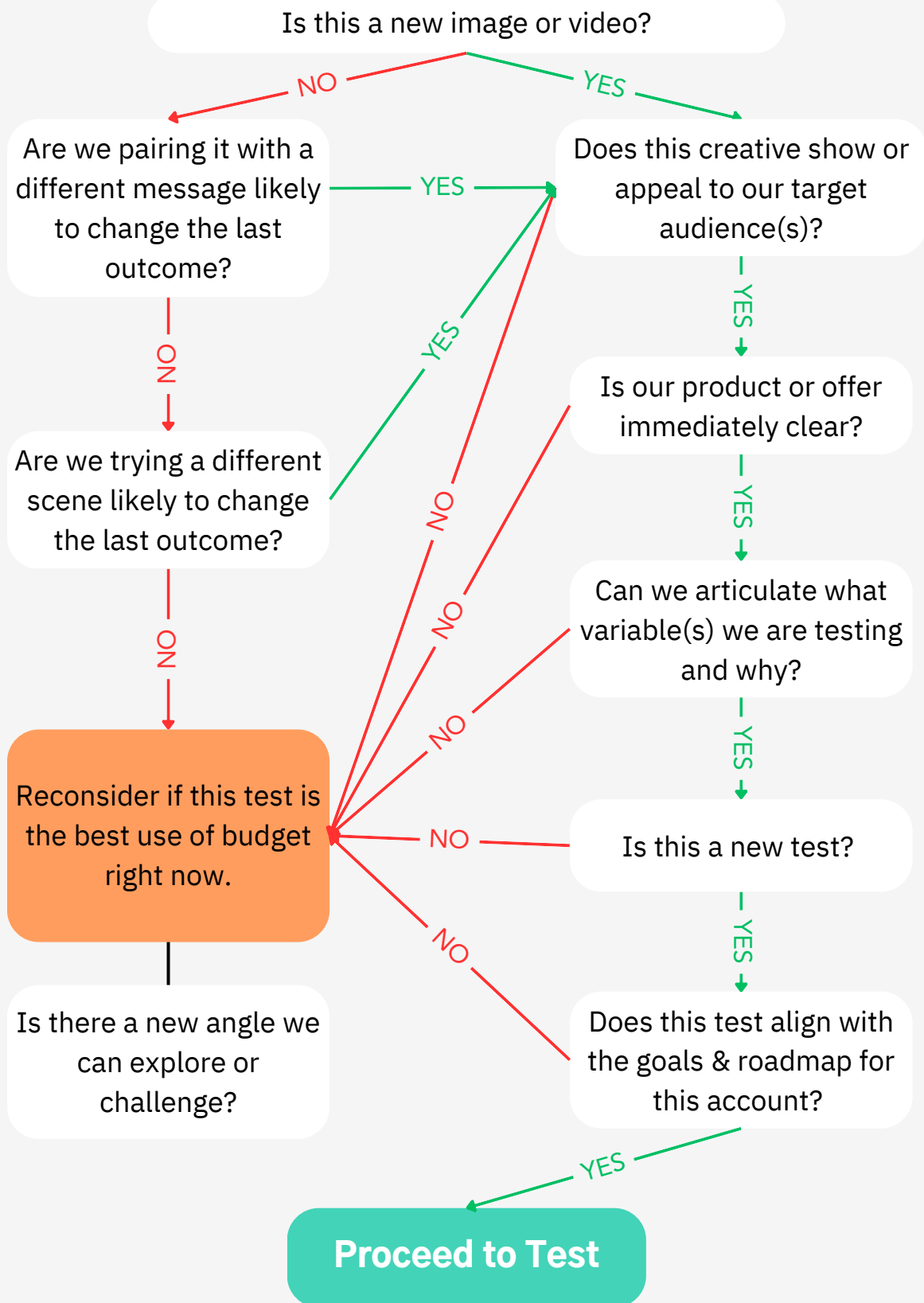
Yes, it's crucial to iterate on successes and polish your winners. But, beware of the trap of myopia. Repetitive assets that adhere too rigidly to established formats risk becoming invisible. Refresh your iterations with novel content regularly.

Lack of diversity in style and format limits your reach and speeds creative fatigue. It's in the bold changes and daring divergences that you'll find the most potential to make waves.

This isn't a call to arms against your brand team. Far from it. Instead, it's an invitation to find harmony between brand consistency and experimentation in your ad designs.

It's in the balance of consistency and exploration where you'll unlock the true power of creative liquidity.

# Test Decision Matrix

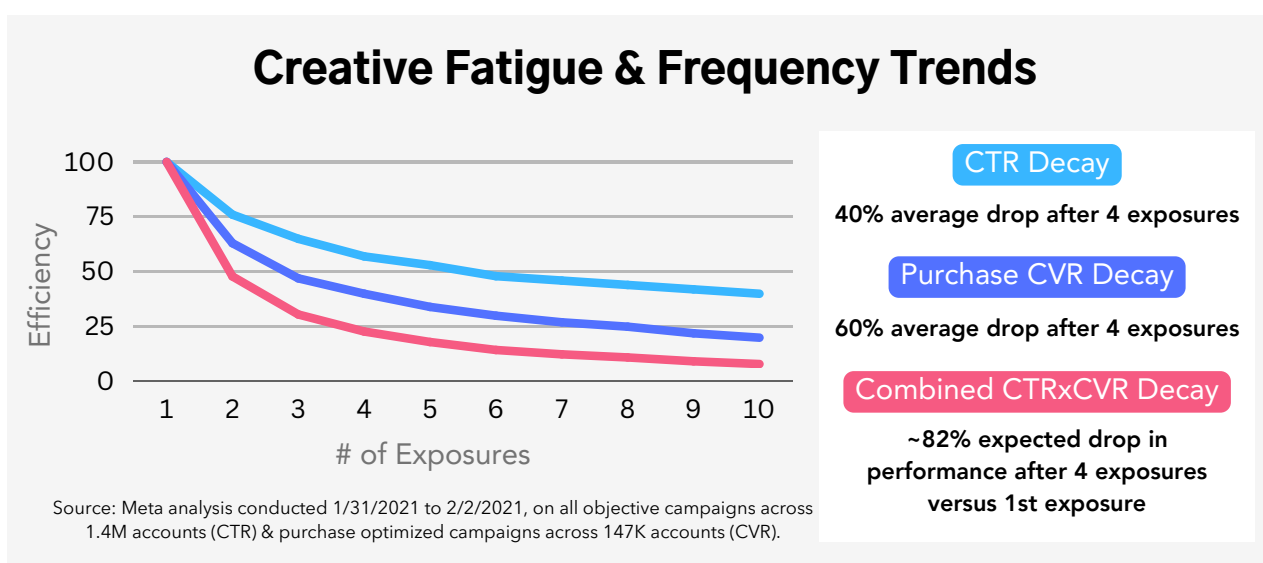


# 10 | monitor frequency

Ever wonder why that hero ad, formerly crushing every metric, suddenly falls off a cliff?

You check your campaigns - everything is in order. Your landing pages haven't had any changes. Pixels are firing properly. So, what gives? Enter, frequency.

Meta research finds that click-through rates drop by 40% after 4 repeat exposures. Even more startling, conversion rates drop by 60%. An ad's first impression is three times more effective than its fourth impression



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It's time to rethink the 'frequency is beneficial' mantra. In the dynamic world of digital advertising, diversity and freshness trump repetition.

Keeping a pulse on frequency does more than tell you when you need to refresh creative. It also validates whether audience size and budgets align, ensuring you're on the path to success.

Below is a benchmark for seven day frequency ranges:

Typical AOV	7D Frequency (Prospecting)	7D Frequency (Retargeting)
Low AOV (\$1 to \$70)	1.0 to 1.7	0 to 2.0
Medium AOV (\$70 to \$200)	1.2 to 2.0	1.5 to 3.0
High AOV (\$200+)	1.5 to 2.5	2.0 to 6.0

When frequency is high, there are a few things to consider:

1. You may need new creative.
2. Your audience may be too narrow.
3. Your budget may be too high for the audience size.
4. Your placements & constraints may be affecting reach.

If an ad with high frequency is otherwise hitting your KPI targets, no need to be alarmed. But, be aware that creatives do typically fatigue faster as exposure increases.

# sustained performance is not an accident

Stable performance and optimization of paid ads requires continuous testing, execution and iteration.

According to Facebook's Marketing Science Research team, businesses that deploy 15 or more experiments over a year see 30% higher performance versus brands that do no testing.

The advantages of testing also compound with time. Businesses that ran 15+ experiments in the year prior showed 45% higher performance.

By developing a consistent testing strategy, we don't just optimize existing campaigns. We set the stage for ongoing, compounded success.

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(Facebook)

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## Media & creative planning must align.

To conduct creative testing successfully, media planning must align with creative strategy + production. It's important to approach creative strategy from a performance mindset, using structured experiment designs. Since creative fatigues with time, it's also critical to plan for ongoing iterations.

- Align media teams and creative teams. The creative team needs regular feedback from the media buying team to optimize assets and forward plan. The media buying team needs a regular cycle of creative to sustain results.
- Regularly monitor test campaigns to identify potential winners, trim duds, and add in fresh creative.
- When ads start underperforming or reaching saturation, trim the bottom performers and refresh with winners from your test campaigns. Ensure a regular rotation of fresh creative across key formats to prevent fatigue.
- Start testing creative 4-6 weeks in advance of major seasonal or time-limited campaigns. This gives algorithms time to identify winning assets before your big moment. You don't want to waste valuable holiday time in learning mode.

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# How many assets do you need to test?

Historic performance reveals the average shelf life of an asset. It can also offer insight into how many assets you need to test to find a winning asset. These two data points combined offer a benchmark of how many assets you should aim to test.

## 1: Test-Win Rate

Determine the ratio of tested creatives to hero assets.

Divide number of assets tested by number of winners that scaled (over a span of 3-12 months).



## 2: Shelf Life

Assess how long heroes last before burning out.

This is a little more complex - generally we run regression analyses.

Say you find you need to test 15 assets to find 1 winner, and that winners last an average of 3 weeks before fatiguing.

That would mean you need about ~4.5 winners per quarter. Based on probabilities, you should aim to test at least 5 new assets per week (65 per quarter) to find those 4.5 winners.

If this number is unrealistic, your biggest lever is to increase your ad test-win rate. Hone in on creative & audience strategy to improve relevance and engagement.

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## What's a “good” testing budget?

To scope your budget, you need to know how much it costs you to achieve statistical significance on a creative test, as well as how many assets you need to test.

**Step 1:** Select your key metric for measuring creative success. In a perfect world, it would be the same metric as your primary campaign objective. However, this isn't always practical for testing. Alternatively, identify a higher-funnel metric that's closely related to the end goal. This might be add-to-carts, trial starts, IPM ratio etc.

**Step 2:** Calculate the cost of achieving statistical significance for your chosen metric during testing, on average. Typically, the minimum threshold for statistical significance would be ~80% confidence (optimal is 95% or higher).

**Step 3:** Understand what volume of assets you need to test to avoid creative fatigue. (See prior page).

**Step 4:** Calculate your ideal testing budget. If it costs you an average of \$400 to achieve statistical significance per creative tested, and you need to test 30 assets per month to avoid fatigue, that means a monthly testing budget of \$12,000.

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## Strategic Creative & Media Planning Formulas

1. Calculate assets required to beat fatigue.

$$\text{Test-Win Rate} \times \text{Shelf Life} = \text{[# of Test Assets]}$$

2. Calculate budget needed to execute tests.

$$\text{[# of Test Assets]} \times \text{Cost to Achieve Statistical Significance} = \text{Test Budget}$$

3. Calculate test budget ratio.

$$\text{Test Budget} \div \text{Total Budget} = <15\%$$

### Reality check: does your test budget make sense?


Testing budgets generally should account for less than ~15% of your media budget. Meaning if your budget is \$250,000, the portion used for testing should be less than \$37,500.

If the test-budget ratio is higher than 15%, consider working on the creative to improve your test-win rate, or change your evaluation KPI to a higher funnel variable.

That said, every roadmap is unique. There may be times when investing more in creative testing makes sense to breakthrough growth plateau, or when optimizing for long-term ROI exceeds short term performance outcomes.

# Performance media + creative strategy in action

To provide a clearer picture of how this all looks in practice, we put together a hypothetical case study. In this example, we'll show how our team approaches common challenges for clients.



HYPOTHETICAL CASE STUDY

## Prismix

Challenge: Consistent Performance

Goal: Sustainable Growth, Better ROAS, Streamlined Creative

We'll call this hypothetical brand Prismix. Prismix is a mid-market consumer appliance brand spending around \$300,000 per month on Meta ads in the United States.

In the past year, Prismix experienced intermittent creative success. Each win leads to a burst in scaling, then results plateau while they struggle to find their next winning ad. The Prismix team is having trouble driving scale with new ads compared to legacy assets, and is primarily iterating on heroes.

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# Week 1: Historic Audit

We approach Prismix's challenge by first conducting a historic performance audit. Our goal is to identify the baseline economics needed to build a strategic forward plan.

In the audit, we discover:

- Over the past 12 months, 10% of new ads tested achieve scale, or “winner” status.
- Assets that become heroes start fatiguing after ~4 weeks.
- By week 8, hero assets show significant declines in top funnel metrics like CTR. Scale and performance stability start to suffer.
- By week 12, we see clear declines in purchases.
- Historically, 85% of ad spend goes to the top 3 assets.
  - The brand rotates new assets into existing campaigns periodically, but new assets rarely see significant ad spend (even as heroes fatigued).
- Though CAC averaged around \$60 which nets out profitably, it ranged significantly between \$45 - \$90 depending creative fatigue cycles.

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## Week 2: Planning to Win

Based on our audit's findings, we develop the following insights and action items to achieve Prismix's goals:

- Prismix needs 1 new hero creative per month to sustain the baseline. They should aim for 2 or more to scale and grow.
- Based on the historic 10% win rate, we recommend testing approximately 25 new assets per month.
- The new assets should focus on diverging from the status quo. We need to drive advancements in net-new creative and breakthrough the current rut.
- We will produce a creative strategy testing roadmap to guide production, comprehensively assessing:
  - winning vs underperforming ad traits
  - messaging & copy
  - recent ad engagement
  - value props & product benefits
  - customer research & reviews
  - landing pages
  - competitive positioning
  - industry benchmarks and trends

Monthly Testing Budget Planning & Analysis					
KPI	Test Budget	\$10,000	\$15,000	\$20,000	\$25,000
	Recommended creative iterations (Add to cart)	17	25	33	42
	Recommended creative iterations (Purchases)	3	5	7	8

- Since Prismix’s CAC averages around \$60, testing creative against purchase outcomes at scale would be prohibitively expensive (~24% of their budget).
- Their cost per ATC is much lower, at around \$12. Since their ATCs reliably track with purchase volume, this KPI would be the most practical to benchmark creative testing against.
- Ideally, we want to achieve ~50 add to carts to get out of learning mode and to have a cushion for data significance. This equates to an expected average testing cost of \$600/per creative.
- In order to produce reliable results for 25 test assets, the monthly test budget should be around \$15,000 (a reasonable 5.0% of total budget).

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## Week 3: Initiating the Roadmap

The next step is to plan the testing campaign structure and the asset refresh cadence.

The typical way to do this would be a campaign with separate ad sets for each individual creative. However, this requires a significant amount of manual attention, and often wastes budget on underperforming creatives.

When budget efficiency is a top priority, DCO increases creative and budget liquidity, enabling algorithms to identify ads likely to perform faster. A testing campaign with two DCO ad sets split between video and statics keeps the results balanced.

Based on the spend and volume, we want to give creative tests around 1 week before assessing performance. Our plan is to evaluate performance weekly at the 7D mark.

Creatives that show signs of hero potential get transplanted into evergreen campaigns. The bottom 50% of creatives get trimmed out to make way for a new batch of creatives.

Each week, we collect and report on creative learnings from these tests, identifying elements correlated to performance.

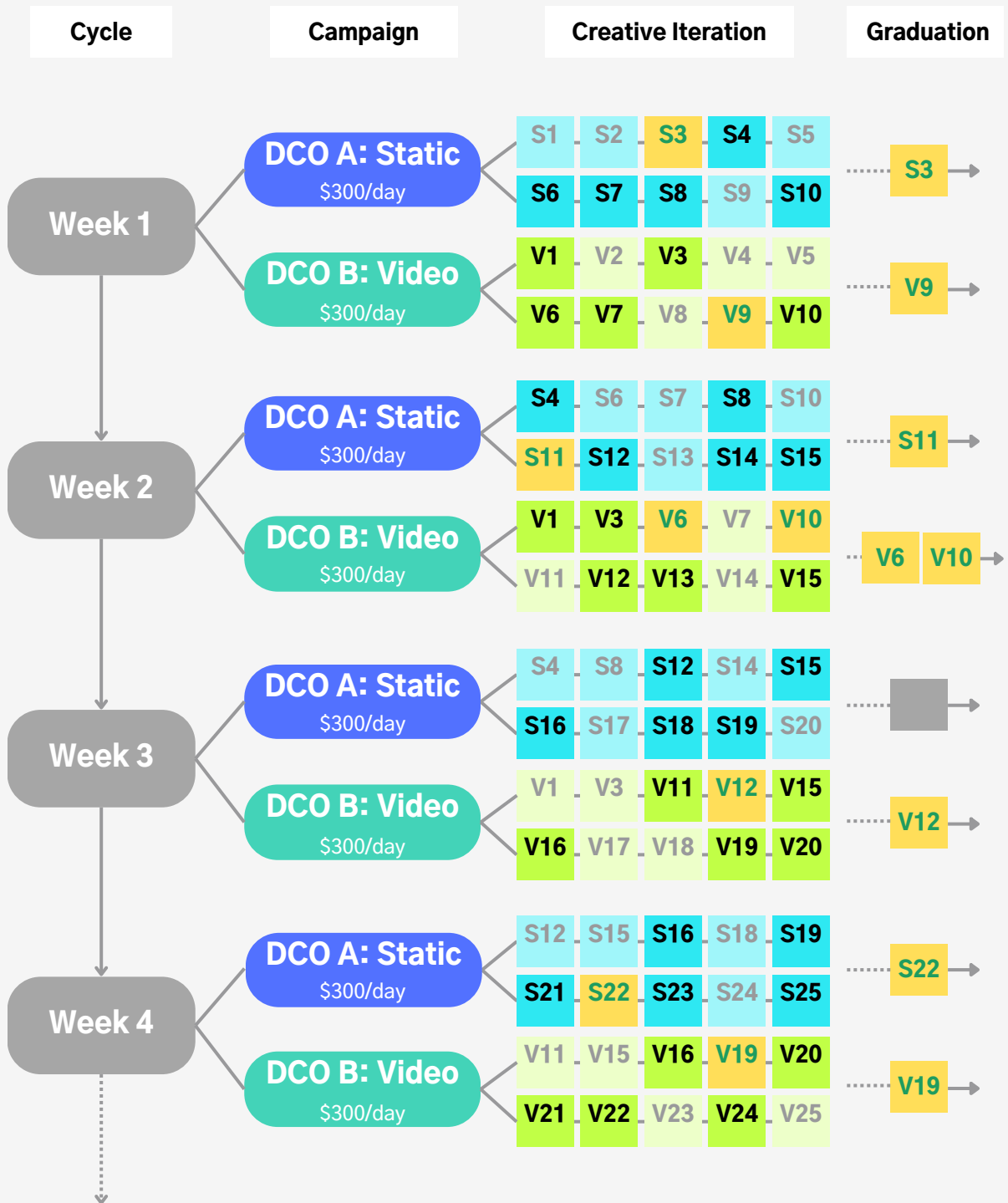
## Creative Testing Campaign Flow

Each campaign starts with 10 new assets. Each week, any assets performing above benchmarks graduate to evergreen campaigns. Assets performing below benchmark get trimmed, and new assets are added in the test.



## Creative Testing Week 4 Outcomes

Trim Out    Keep Testing    Graduate



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## Results: 16-Week Sprint Outcome

Over 4 months of continuous testing, Prismix sees significant stabilization in performance. This leads to a reduction in customer acquisition costs. Identifying multiple, replicable elements within winning creatives enables them to see more efficiency out of their media budget, and as well as their creative production efforts.

Improving their win rate, identifying new audiences and reducing costs by 28% over baseline allows Prismix to confidently scale and see better ROI on media spend.

Sprint	Test Assets	Heroes	Avg CAC	CAC Change
Month 1	25	2	\$66	-6.5%
Month 2	25	3	\$63	-10%
Month 3	25	4	\$57	-18.5%
Month 4	25	4	\$50	-28.5%

### What comes next?

As Prismix's lower CAC creates headroom to scale, creative testing cycles and strategies need to keep pace with the growth. New stages and cycles require different plans of attack. We continue to assess their roadmap and outcomes on a regular basis to make sure they are in alignment and geared for growth.

# key takeaways: mastering creative liquidity

1. Work with automation, not against it.
2. Test continuously, with direction & purpose.
3. Supply ad channels with multiple styles & sizes of ads.
4. Utilize ad formats covering key placements.
5. Diversify your visual & messaging styles.
6. Speak to a range of audiences (known and new).
7. Be methodical and consistent.
8. Measure and learn from outcomes.

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# Expert Media Buying, Tailored For You

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Okay, you've absorbed the insights. Now it's showtime - put those ideas into action. Give your media buying the rocket fuel it deserves. My time at Nike demonstrated that a pinch of agility and a dash of innovation elevates even the largest organizations.

At Neon Growth, we are agents of change, ready to help your team raise the bar and squeeze every drop of performance out of your budget. We work across enterprises and rising stars, no barrier is too tough for us.

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Sincerely,

Dan

[dan@neongrowth.com](mailto:dan@neongrowth.com)

Founder & CEO





Thank you for reading  
**THE MEDIA BUYER'S GUIDE TO  
CREATIVE LIQUIDITY**

**PRODUCED BY:**

DAN SAVA

ROSIE OSMUN

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