

Creatives that win with Meta's new algorithm (The Andromeda Playbook)

A founder's guide to Meta's new creative-driven algorithm



2 Contributors

What's Inside This Playbook

Here's what you'll learn inside — everything you need to adapt to Meta's new creative-first era and scale your design output without breaking your budget.

1 / The New Reality

Why ad platforms now need a much higher volume of ad creatives to perform — and what Meta's Andromeda update changed.

2 / The Idea Engine

How to keep coming up with fresh, high-performing ad ideas week after week.

3 / The Diversity Engine

How to turn one idea into multiple ad variations across personas, formats, and platforms.

4 / The Production Engine

Adding a designer to keep up with creative volume at scale without overloading your team or overspending on production.

1/ The New Reality

Why Your Ad Account Feels Broken (And Why It's Not Your Fault)

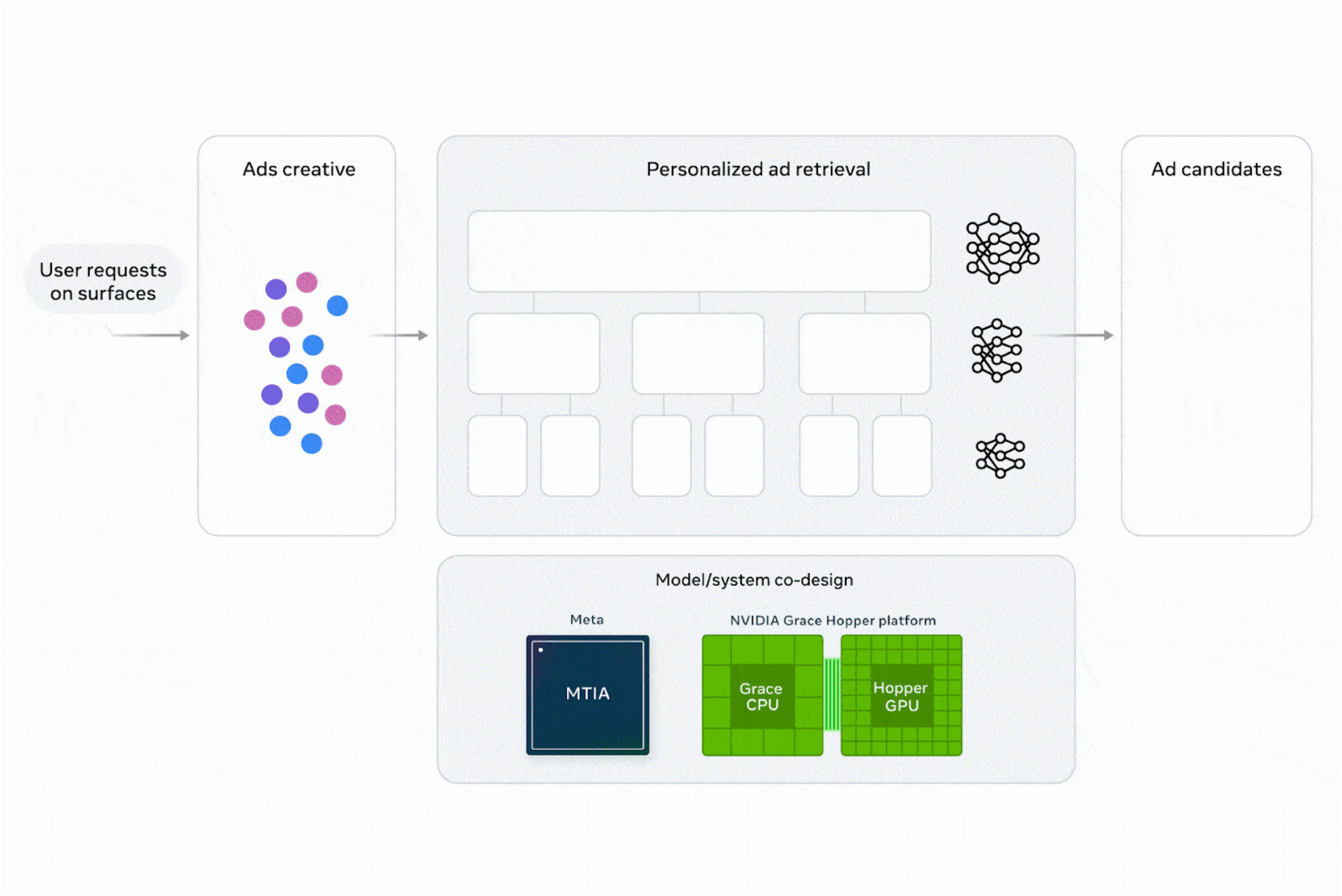
Let’s address the elephant in the room.

If your ad performance has tanked lately, you’re not alone.
Meta quietly pushed one of its biggest updates ever — **Andromeda**.

This isn’t an update. It’s a complete rebuild of their algorithm.
Meta changed the system that decides *which ads get shown to which people*.

What is the new Andromeda Update

Meta refers to **Andromeda** as a next-generation **personalized ads retrieval engine** — the system that sits upstream of all ad delivery, picking which ads are eligible to show to which user.



So what changed?

Andromeda can:

- Handle far more ads at once
- Use machine learning to match ads to people
- Ditch manual targeting logic entirely
- Reward creative variety

Translation: Meta now targets *through your creatives*, not your settings.

The more unique creatives you feed it, the more “signals” it gets to find the right buyers.

Simple math:

More creatives → More signals → More matches → Better performance.

What Are Experts Saying?

Small Changes Are Considered the Same Ad

 **Oly Hudson** 
@oliverwhudson

I wanted to share a key insight from a creative workshop we ran with Meta this week.

The focus was on scaling under Andromeda and how creative similarity now impacts reach, cost and fatigue.

Meta now treats 2 ads as "identical" if they share the similar first 3 seconds.. even if the copy, message or CTA is different.

What that means practically:

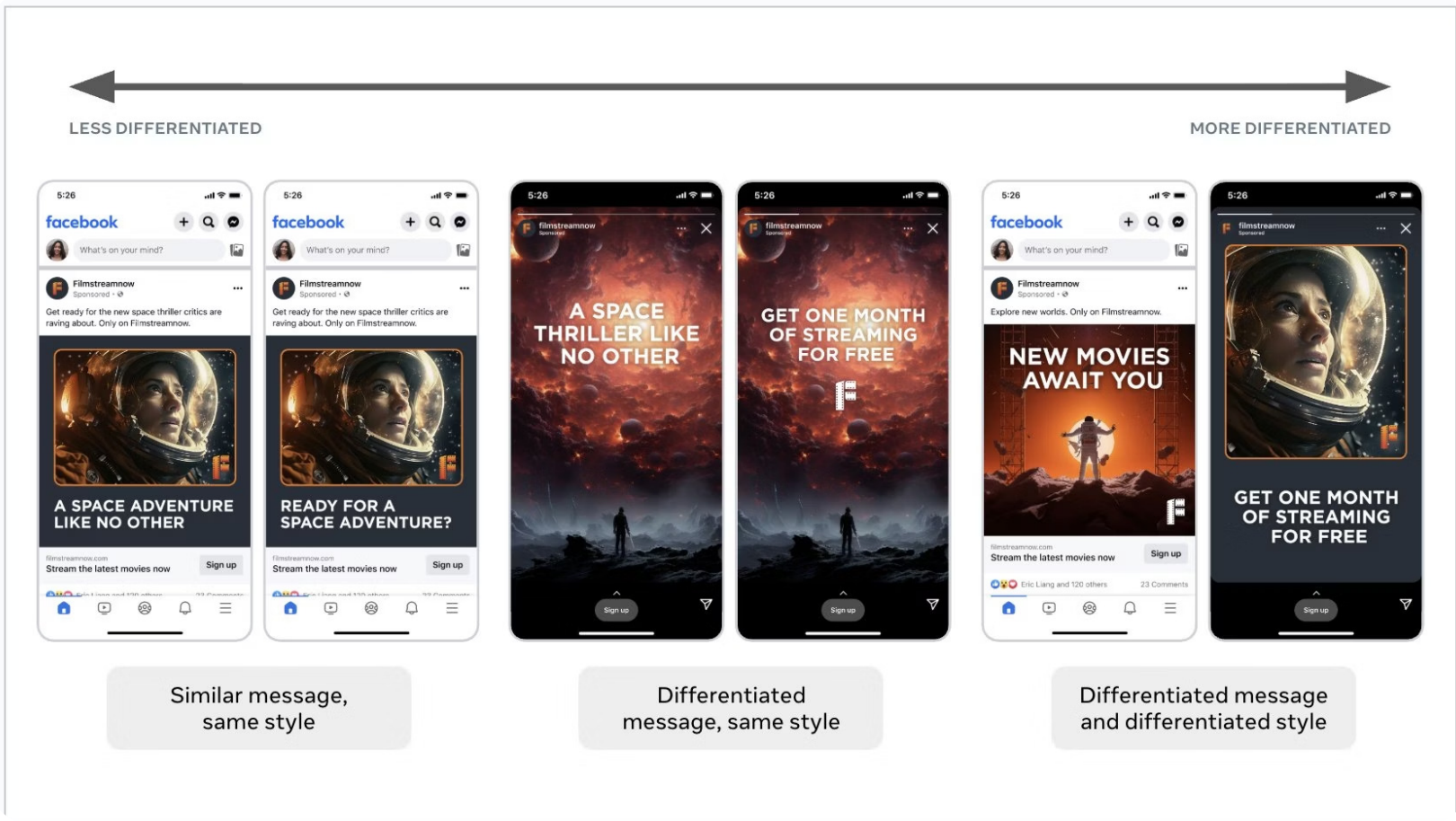
- Same creator + same setting = same ad
- Slight copy variations isn't recognised as a new concept
- Visual similarity overrides narrative difference

The big shift: Meta now rewards creative built around personas, not platforms.

Different motivators unlock new audiences 89% of the time.

It confirms what we've seen inside accounts over the past 6 months: Persona-based ads perform better and last longer. Because they're not just re-skins, they're built to resonate with new types of people.

Meta no longer counts minor tweaks as new ads. If it looks the same, the system treats it as the *same creative*.



Don't Just Use One Format Of Ads

 **Nick Theriot** @nicktheriot_ · Oct 9

Facebook now wants you to diversify creative styles within the same audience.

Example: targeting menopausal women for weight loss

- Some love UGC videos
- Some prefer news-style creatives
- Some respond to before/after images
- Some want long-form text

If you only run UGC, you miss 75% of your market.

But the thing is: this has ALWAYS been true.

Within your audience, people respond to different styles: UGC, news-style, before/after, or long-form. Mixing these formats helps the algorithm find and convert more of your total market.

Diversity Needs To Go Beyond Just Formats



Lorenzo | Meta Ads & Performance Creatives
@lorenzo_pravata



@lorenzo_pravata
GrowthHackAgency

Two Ways to Beat Meta Andromeda

HERE'S HOW TO SCALE IN 2026 & BEYOND

Path 1: Volume

Push over 50 creatives a week. Try AI-assisted generation in order to reach that high frequency. Only works if ads are not too similar to one another. This only makes sense AFTER you find something that scales (double down on it)

Path 2: Creative Diversity

Create 15-20 fully unique concepts per month (or more). Each built around a different persona, angle & awareness level. They live longer and scale consistently.

Our Ideal Approach is DIVERSITY

Different Concepts

Tackling Different Angles

Speaking to Different Personas

With Different Formats

Ad Spend (M)	Name	Targeted all	< 50%	> 50%	< 50%	> 50%	< 50%	> 50%	< 50%	> 50%
	Targeted / Actual	35%	35%	35%	35%	35%	35%	35%	35%	35%
	N. per 1000	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
	CPA (1000)	< 0.02%	< 0.02%	< 0.02%	< 0.02%	< 0.02%	< 0.02%	< 0.02%	< 0.02%	< 0.02%
	Total	\$96.79M	\$96.48M	\$96.52M	\$96.65M	\$96.65M	\$96.65M	\$96.65M	\$96.65M	\$96.65M
	Ad cost ratio	\$96.79M	\$96.48M	\$96.52M	\$96.65M	\$96.65M	\$96.65M	\$96.65M	\$96.65M	\$96.65M
	Test batch	\$43.06M	\$2.15M	\$2.39M	\$2.56M	\$1.76M	\$7.48M	\$2.92M	\$4.98M	\$4.98M
	3 batch ago	\$4.12M	\$46.91M	\$51.13M	\$46.76M	\$60.21M	\$1.22M	\$1.46M	\$4.71M	\$4.71M
	3 batch ago	\$2.25M	\$1.96M	\$3.27M	\$1.16M	\$3.48M	\$24.09M	\$29.64M	\$5.25M	\$5.25M

Diversity isn't just about switching from UGC to product demos — it's about exploring **different ideas, motivations, and audiences**.

Meta rewards variety in:

- **Concepts:** The story or idea behind your ad
- **Angles:** The problem or benefit you highlight
- **Personas:** Who the message is meant for
- **Formats:** How the message is delivered

Consolidate And Let Meta Do The Heavy Lifting

 **Ben Heath** @BHeathMarketing · Oct 15
 📌 It Might Be Time to Rethink the 3-Campaign Funnel

For years, advertisers split campaigns into:

- 👉 TOFU
- 👉 MOFU
- 👉 BOFU

It worked when Meta's algorithm was simpler...
 but now it's slowing you down.

The problems:

- 👉 Budgets get fragmented across campaigns
- 👉 "Ready-to-buy" pools get exhausted too fast
- 👉 Killing "bad ROAS" ads removes awareness that fuels conversions

The new approach:

- 👉 Run one broad Sales campaign
- 👉 One ad set (old warm audiences as suggestions)
- 👉 Fill it with creative that hits different awareness stages:

e.g.

- Problem explainers
- Solution explainers
- Product demos
- Testimonials / UGC
- Offers / CTAs

Meta does the sequencing for you.
 It warms, nurtures, and converts — all inside a single ad set.

💡 Bottom line: Meta builds the funnel. You supply the creative.
 🌟 Are you still running 3-campaign funnels... or have you consolidated?
 💡

 **Camm** @cjfeth

Meta ads have never been easier

Running the most simple structure right now that's absolutely crushing.

- CBO
- Each ad set you launch inside will be completely broad, lowest cost
- Each ad set, you will max out with as many ads as you can. Aim to launch one per week. 20+ ads.

Ox ROAS   
@OxROAS

if you are stopped working in july/august, this is why.

the old structure:

- 1 cbo campaign
- multiple ad sets inside
- meta distributed budget across all ad sets

worked perfectly

what changed with andromeda:

meta's algo now prioritizes consolidated data over segmentation.

when you run multiple ad sets in one cbo, the algorithm splits learning across too many signals.

it can't optimize fast enough.

result:

- poor traffic quality
- higher cpa
- campaigns that feel "off" even though nothing looks broken.

the new structure that is working for me rn:

campaign 1 - scaling:

- 1 ad set, broad targeting
- only proven winning ads
- 70-80% of budget when profitable

campaign 2 - testing:

- 1 ad set, same broad targeting
- only new/untested ads
- forces meta to spend on new creatives

 **Manny Barbás** 
@mannybarbas

facebook ads tip:

i cannot stress this enough

you need to consolidate your ad account

1 cbo per country per campaign objective

having multiple cbo's, all going after the same conversion event within the same country

will simply leave them then competing against each other

stealing attribution from each other

UNLESS you're selling two enormously different sku's

for example

sku 1: \$20 product (skincare)
sku 2: \$5,000 product (skincare device / laser therapy)

SECONDLY

ditch ABO completely

get rid of it

you don't need it

do you think you're smarter than meta's AI?

give meta a single budget and say "go for gold, do your thing"

your job as a marketer is to read data and produce ads that convert

simple

 **Julian** @donJulianLo

Was having similar issues but have seen more stability by having two campaigns with one ad set in each. One for testing, one for scaling.

Whatever they changed in sept was leading to shitty spend distribution in CBO's with more than one ad set from my experience.

3:11 AM · Oct 14, 2025 · 55 Views

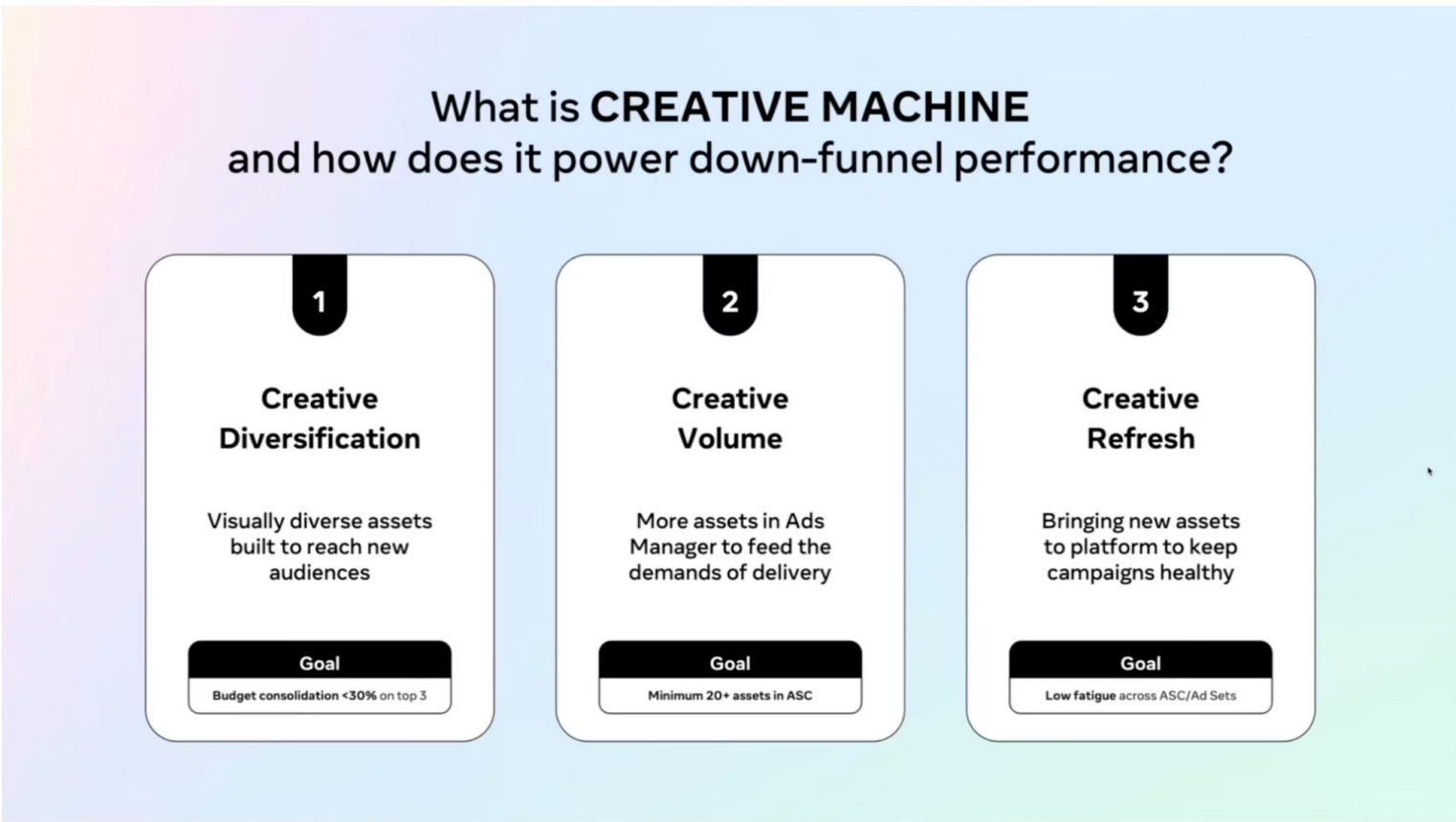
The general consensus across experts is:

- **Use one or two campaigns max** (Only use more campaigns if objectives are different or locations are different)
- **Use CBO campaigns only**
- **Use broad targeting**

What is Meta Saying?

To understand this in more detail, let's look at some slides from an internal presentation Meta created for their key partners – the brands spending millions who get early access to platform changes.

These slides reveal exactly what Meta wants from advertisers in the Andromeda era.

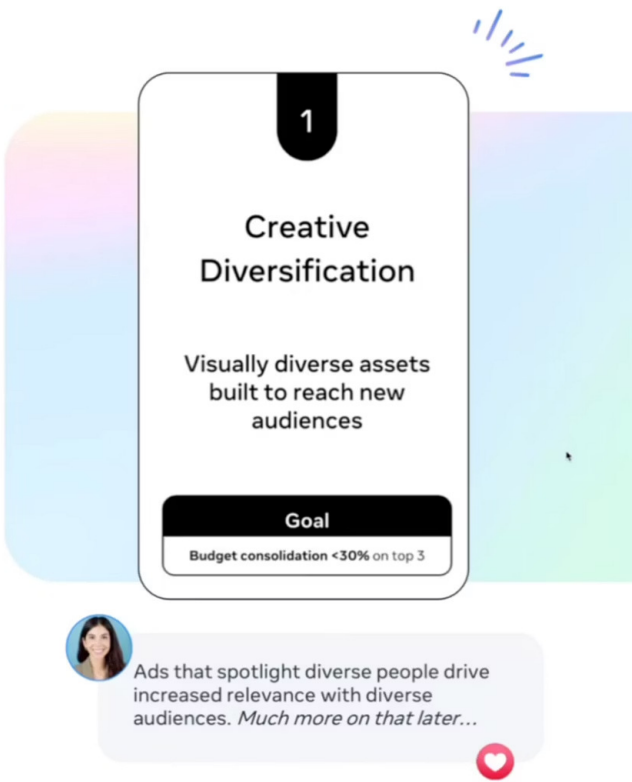


CREATIVE MACHINE | DIVERSIFICATION

The TLDR on creative diversification

Diversification Essentials:

- ✔ **Diversify your message.** Different people are inspired to purchase a product or service for a variety of reasons. Avoid copy/paste messaging if you want to appeal to a broader group.
- ✔ **Explore distinct and different visuals.** Showcase diversity in people and product visuals. Balance UGC-heavy campaigns with high-polish assets.
- ✔ **Opt into more formats and placements.** In order to convert new customers, you need to meet them where they are. To that end, make sure to have Advantage+ Placements turned on for all of your relevant campaigns.

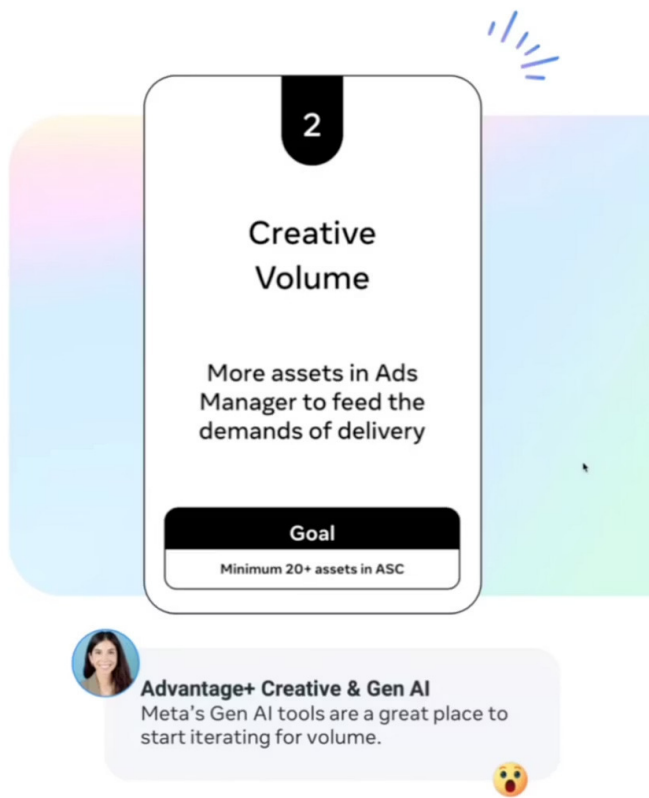


CREATIVE MACHINE | VOLUME

Creative volume is key to creative effectiveness

Volume is more important than ever.

- ✔ **Meta Andromeda.** Our next-gen ads retrieval system is designed to improve results for advertisers with a high volume of diverse assets.
- ✔ **You can't scale budgets without scaling volume.** As performance improves and budgets scale, creative volume fuels delivery.

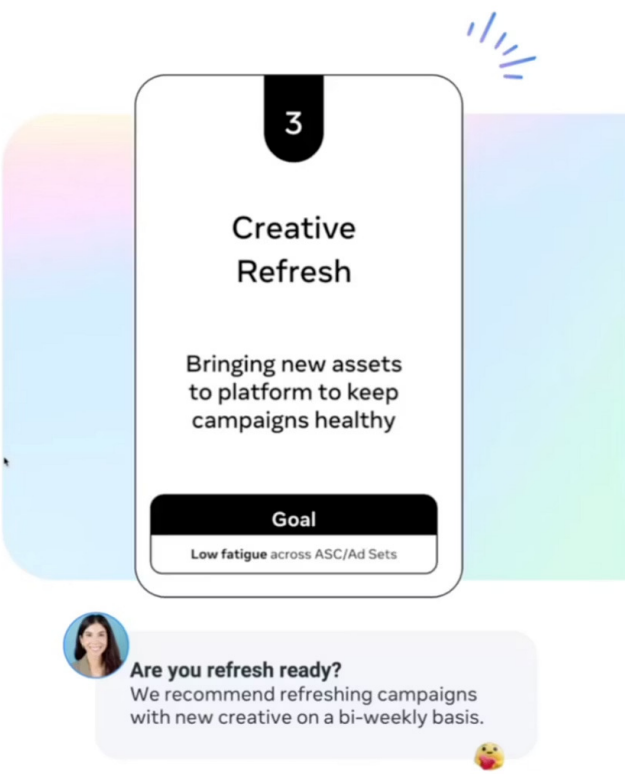


CREATIVE MACHINE | REFRESH

New assets are key to maintaining efficiency.

A test and learn mindset is mandatory.

- ✔ **Ads are fatiguing faster than ever.** Refreshing campaigns with new creative is best practice for performance.
- ✔ **Creative testing is equal parts art and science.** Leverage our testing framework to uncover new winners.



As you can see, Meta is no longer rewarding advertisers who rely on a handful of “winning ads.”

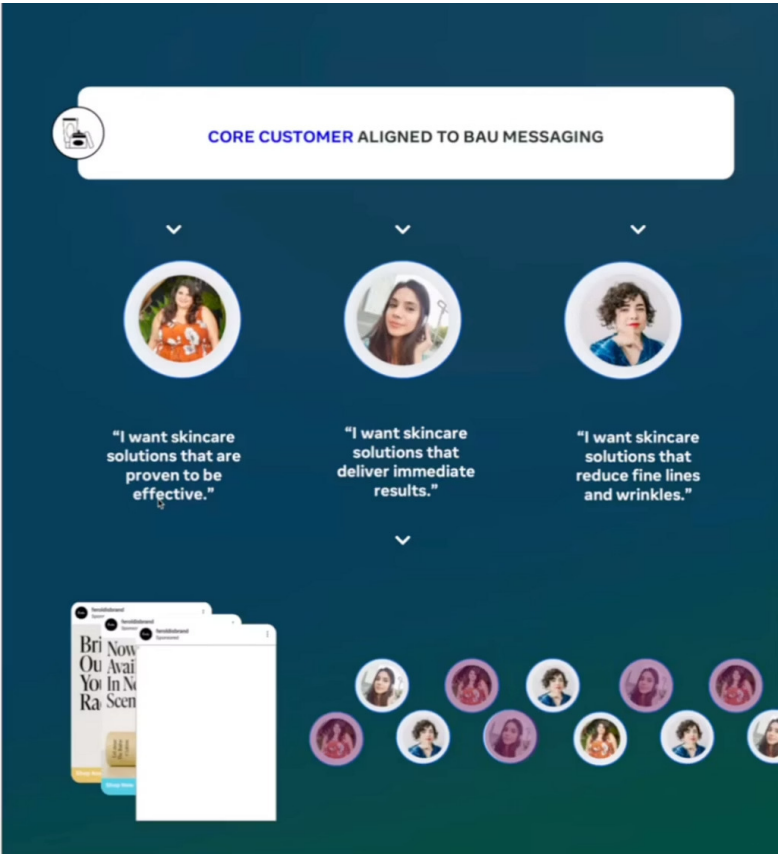
The new system thrives on **diversity**, **volume**, and **frequency** – it needs constant new creative inputs to learn and perform.

But here’s the caveat: **you can’t achieve volume and frequency without diversity.**

CREATIVE FOR NEW AUDIENCES
STRATEGY SHOW & TELL

Iterating on the same inputs ~~will take you very far~~ will only take you so far. 🙄😱

- ✔ Meta CPAs are rising
- ✔ Struggling to scale spend efficiently
- ✔ Chasing the same people around the bottom of the funnel



Meta’s algorithm now looks for *distinct creative signals* – different angles, formats, personas, and messages. In other words, **iterating on the same inputs will only take you so far.**

What Changes Vs The Old System

To understand why this matters, it helps to compare to “how things used to work”:

Before Andromeda	After Andromeda
You could scale a few “winning” ads for months.	You need a steady stream of fresh creatives — variety keeps performance alive.
Minor tweaks (new headline, color, or hook) kept ads profitable.	The system ignores small changes — it prefers <i>distinct angles</i> and <i>different messages</i> .
10–15 “hero” ads a month could carry your account.	You now need 10–50 new ads every week to keep learning strong.
Targeting and lookalikes were your edge.	Creative itself is the targeting — it tells Meta who the ad is for.
Success came from optimizing bids and budgets.	Success comes from feeding the algorithm <i>diverse, signal-rich creative</i> .

Andromeda Isn't as Complicated as It Sounds

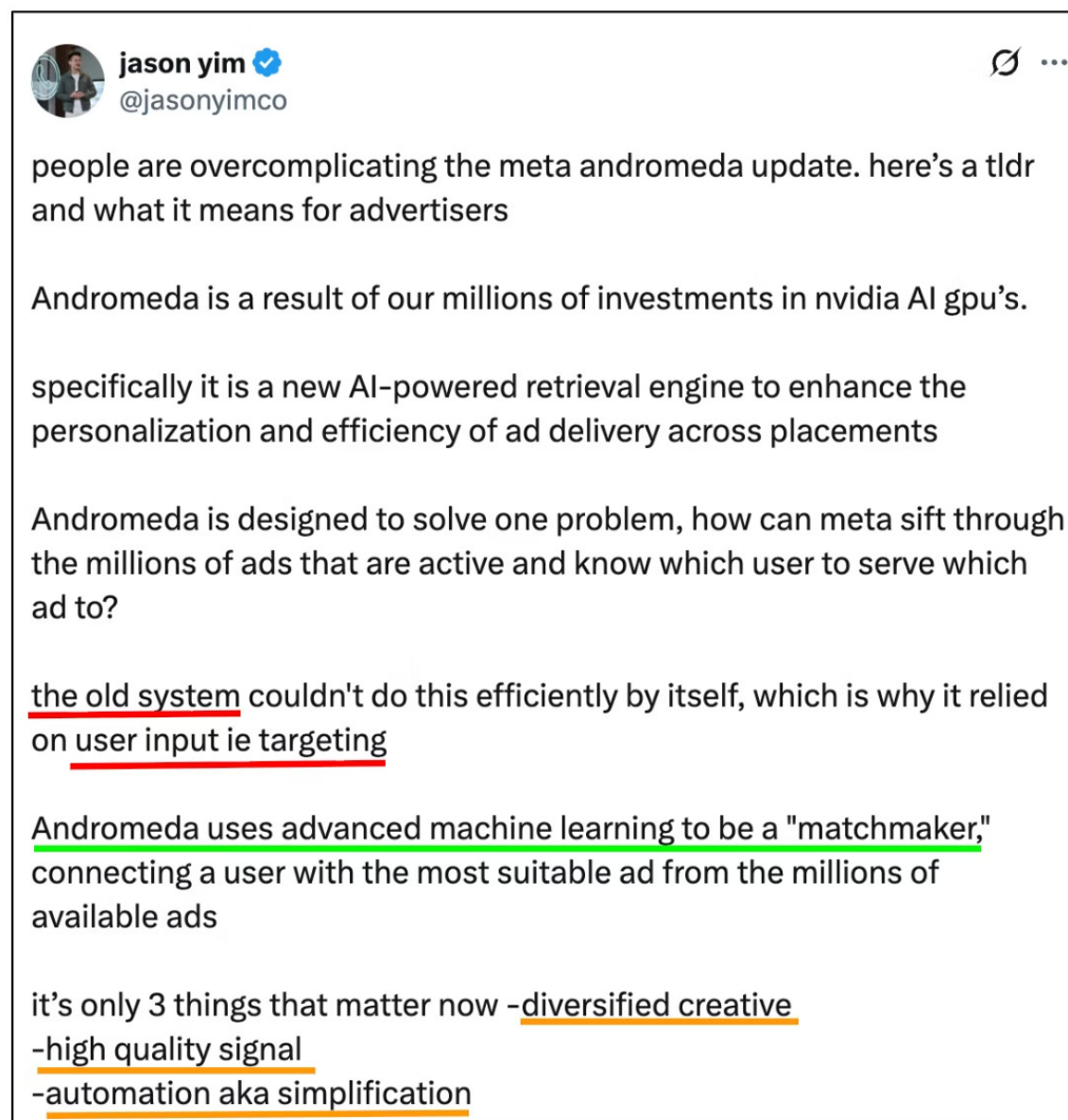
Jason from Meta Sums It Up Simply:

The old system needed you to tell it who to target. Andromeda uses AI as a **matchmaker**, automatically pairing the right creative with the right audience.

So, what really matters now?

Just three things:

1. **Diversified Creative** — give the algorithm more variety to learn from.
2. **High-Quality Signals** — clear, relevant visuals and messaging that help Meta understand who the ad is for.
3. **Automation & Simplification** — focus on producing high quality creatives and let Meta's system do the heavy lifting.



⚠ In theory, it's straightforward. In execution, it's anything but.

Before We Move On

You can already see the value of creatives for Andromeda.

If you have a strong design team, then you have a head start to adapt to the changes.

However, if you don't, that's fine too. You can add a designer to your team without blowing your marketing budget.

- **Speed:** 4-5 ad creatives everyday
- **Communication:** Designer in your timezone, fluent in english, everyday updates
- **Quality:** Trusted by 1400+ brands, 4.6 Rating on Trustpilot, Recommended by agency networks across the world
- **Price:** \$599/month

[Learn more](#)

The Creative Bottleneck

The idea behind Andromeda is simple — but executing it is where most brands fall short.

Meta now rewards brands that feed it **more creative variety**, and many experts report top performers launching **20–50 new ads every week**.

That's where most teams hit a wall.

In the next part of this playbook, we'll break them down one by one —

- how to keep coming up with fresh creative ideas,
- how to diversify your ads across formats and personas, and
- how to keep up with the production volume that Andromeda now demands.

Each section will show you *what to do* and *how to do it* — step by step.

2/ The Idea Engine

Why Creative Is the New Targeting

Before we answer the question of *how to keep coming up with ideas*, you first need to understand what “creative is your targeting” really means.

Like we saw in the previous section, **Meta’s AI now looks for signals inside your creative** — not your targeting settings — to decide who should see your ad.

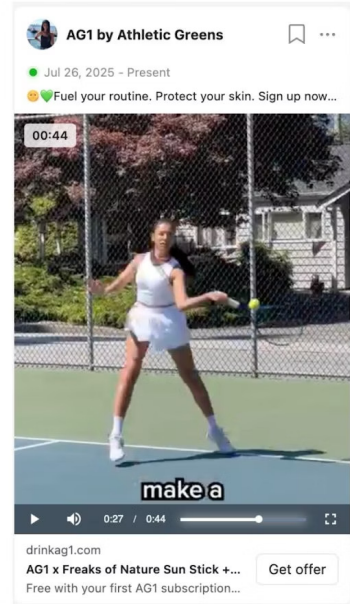
Every element in your creative sends a signal:

- **Visuals** – Who’s in the frame tells Meta who might relate
- **Audio/Voice** – Tone, accent, and language signal demographics
- **Primary Text** – Keywords and phrasing indicate interests and intent

Think of your creative as having a conversation with Meta’s algorithm. It’s constantly asking: *“Who would this resonate with?”*

Let me show you this in action with AG1’s ads:

Persona 1: The Tennis Player



Video Transcript

As someone who trains outdoors in the sun, I need healthy routines that actually work. For only a limited time, AG1 is offering a free welcome kit and Freaks of Nature sunstick with your first subscription.

As a former pro tennis player, AG1 helps me fill in nutrient gaps and stay energized while the Freaks of Nature sunstick is light, protective, and actually stays on throughout my training day.

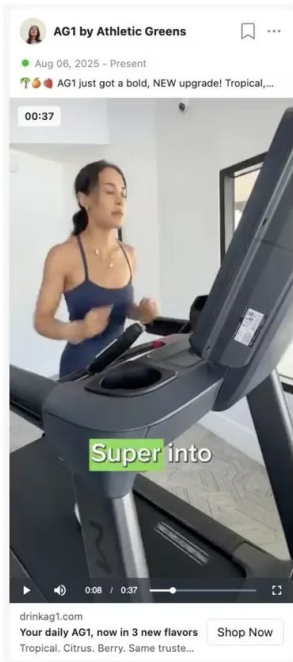
This combo has become an essential part of my daily routine and helps **support my performance** so I can **focus** on playing my best and enjoying every moment on the court.

They keep things so simple but honestly make a big difference in how I feel throughout my training. Protect your body on both the inside and out with AG1 and Freaks of Nature.

This bundle makes it easier than ever to feel my best both on and off the court.

- **Visual:** Athletic woman on tennis court in sporty outfit
- **Audio:** *"As someone who trains outdoors in the sun" + "As a former pro tennis player"*
- **Signal to Meta:** Find athletic women, outdoor fitness enthusiasts, performance-focused people.

Persona 2: The Gym Friend



You know that one friend who reads every label before she eats anything?

I mean I'd like to know what's in it. yeah even she gave ag1 the green light. **she's the healthy one in our group**, super into gut health but so picky about flavor.

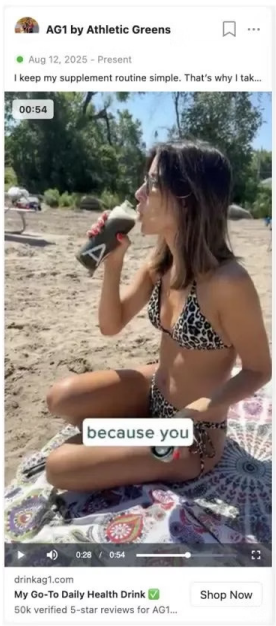
But ag1 just dropped new flavors, citrus, berry, and tropical and she actually liked them. she tried tropical first and literally said it's getting passion fruit.

But ag1 just isn't about taste, even my friend was impressed with its clinically backed formula. probiotics, plus vitamins and minerals to support digestive energy and fill common nutrient gaps even in the healthiest eaters. if she likes it you might be surprised too.

Check out ag1's new flavors for yourself.

- **Visual:** Young woman on treadmill in modern gym
- **Audio:** *"You know that one friend who reads every label" + "she's the healthy one in our group, super into gut health"*
- **Signal to Meta:** Find health-conscious young women, ingredient-focused consumers, gut health interested

Persona 3: The Frequent Traveler



Video Transcript

We travel a lot and while my schedule and the way I eat might change week to week, my body still craves consistency.

And what stays consistent for me is my A.G.1. It's a daily health drink that has multivitamins, minerals and a blend of superfoods.

The pre and probiotics in this also really help **alleviate any symptoms of bloating or any of the other fun gut stuff** that I have going on when I veer off my usual eating routine.

I love that A.G.1 redesigned their travel packs. They're so convenient and I prefer the energy that this gives me over coffee because you get a boost from the adaptogens and the B vitamins without the jitters and crash that comes with caffeine.

It can be hard to get all the key nutrients and minerals you need through food, but I feel good knowing that I've at least had my A.G.1, which is clinically shown to fill nutrient gaps. A.G.1 offers a 90-day money-back guarantee, so you might as well try it, see if you like it.

With your first purchase, you'll receive your welcome kit, five free A.G.1 travel packs and a bottle of vitamin D3K2 drops.

- **Visual:** Woman in bikini at beach/vacation setting
- **Audio:** *"We travel a lot"* + talks about schedule changes and digestive issues
- **Signal to Meta:** Find frequent travelers, people with inconsistent schedules, digestive health concerns

Persona 4: The Morning Routine Guy



Video Transcript

For all of you who still don't know what my secret weapon is, my secret weapon is AG1. I've been drinking AG1 for one and a half years now and I have to say that I'm incredibly happy with it because I feel it's just good for me. I particularly notice it when it comes to **my immune system and my skin**. I always drink it first thing in the morning because I then have 500 ml of water in my body and on top of that my foundation of nutrients. It tastes delicious, very neutral in fact, a bit fruity, a bit sweet, a little green, definitely not bitter, not sour or anything unpleasant. I find it super easy to handle.

I drink it every morning and can only recommend it to you. And now, for a short time only, there's this welcome kit which includes your first month of AG1 supply plus 10 travel packs for free so you're always well-supplied when you're on the go.

I know some of my closest friends have tried with other supplements but they weren't really happy with them so they just came back to drinking AG1. So people, get started.

- **Visual:** Casual man in home kitchen setting
- **Audio:** *"My secret weapon is AG1"* + focus on *"my immune system and my skin"*
- **Signal to Meta:** Find health-conscious men, morning routine people, skin/immune health focused

Lets look at another example from True Classic



Comfort-seeking shoppers



Fashion-conscious consumers



Men who are dating



Gym Bros



Customers who prioritize quality



Dads

Each of the ads is selling the same pair of jeans, but targets completely different people.

See the pattern?

Same product, same offer, but each creative is essentially saying *"Hey Meta, find me people like THIS person who care about THESE specific benefits."*

But here's the genius part - these ads serve two purposes:

1. **Send targeting signals to Meta** - The algorithm reads these creative elements to find similar audiences
2. **Make the ad feel personal to each viewer** - When a tennis player sees "As a former pro tennis player," they think *"That's literally me!"* and are way more likely to click

Each ad directly calls out a specific type of person, making them feel seen and understood. It's not generic health messaging - it's *"This is made for someone exactly like you."*

Now that you understand how Meta reads your creatives — and why diversity matters more than ever — the next question becomes clear:

How do you consistently come up with fresh, high-quality ad ideas that give Meta strong, varied signals?

The 4 Sources of Infinite Creative Ideas

Most brands run out of creative steam after 2–3 concepts.

So they default to the usual formula:

👉 Product shot + a few benefits = “new ad”

If you want to scale with Meta, you need to think like a publisher — not just an advertiser.

That means you need a system for generating fresh, strategic creative ideas every single week.

Let me introduce you to the framework we use with every brand:

The 4-Source Idea Generation System

This is how we keep ideas flowing on autopilot:

1. Customer Feedback Mining
2. Competitor Creative Analysis
3. Product Deep-Dives
4. Cultural Moments & Trends

Each of these gives you a goldmine of angles, hooks, and formats.

Source #1: Customer Feedback Mining

If you want to know how to sell your product... Listen to the people already buying it.

Your customers will hand you the exact language, motivations, and anxieties that led them to buy. You just have to mine it.

Where to dig:

- Your own product reviews
- Testimonials and post-purchase surveys
- Amazon reviews (your products + competitors)
- Reddit threads about your category
- Customer support transcripts and live chat logs

What to look for:

- Emotional words (“finally”, “obsessed”, “wish I’d found this sooner”)
- Unexpected use cases or routines
- Specific benefits that mattered to them
- Clear before/after transformation statements

You can use this ready-made prompt to get the result as shown in the examples below.

Here are some quick examples:

Review on AG1:

★★★★★

AG1

AG1 next GEN and general comments

"I've been using AG1 for about a year and like and can feel the benefits. I think the product itself is very good and helpful for energy and gut health. If I have any constructive criticisms it would be the following: First, I don't enjoy the taste of the new generation formula. I find it more bitter and a bad aftertaste, which I never got from the first generation. I'm not sure what change was made that made the taste less appealing. Secondly, I don't understand or like the design of the bottle it may be personal preference, but the opening is not wide enough to drink like a glass. The other option would be to have a small opening that you could put your mouth around and drink it more easily. I understand that it's open so that you can pour the formula into the bottle, but I've used many other more comfortable bottles. They had a top that spins off and has a smaller opening on top that is easier to drink through. Lastly, I just tried the D3 K2 supplement and I don't like how the dropper functions. It says to take one drop a day, but if you drop it directly into your mouth, it is very hard to control and get the right amount. The dropper does not hold the liquid in the vessel, and it leaks out without squeezing to dispense. Overall, I love the products but I think there are some flaws in the design of some of the products and I'm not crazy about the taste of the new generation."

[Read Less](#)

ROBERT S. · Verified Customer

Aug 10, 2025

Benefit-First Hooks

- “One year in — more energy, better gut health, real results.”
- “Love the products for what they do — powerful daily support for energy & digestion.”

Reframe / Problem-Solution Angle (Pair with tip or new product variant)

- “Not a fan of the new flavor? Mix it your way — benefits stay the same.”
- “Love the benefits, customize the experience — your health, your routine.”

Review on Amazon for a Luggage Brand

Susan Branson

★☆☆☆☆

UPDATES: Two trips - two problems...and now unsure about return options. CONFIRMED - no refund.

Reviewed in the United States on March 2, 2025

Size: Checked-Medium Spinner | Color: Navy | **Verified Purchase**

Not durable and now not sure if it can be returned.

Purchased in mid-January.

First trip in late January - zipper on expansion feature busted open. Was able to fix it.

Second trip in late February - did not pack as tightly, zipper was fine. However, extension feature on handle broke - push the button and one side unlocks to extend but the other side does not.

Checked on return - standard policy was that returns were only available for 30 days or so after purchase. Should have returned it after the zipper problem, I guess.

Trying to get in touch with someone to see if the product can be returned.

Flipped Angles

Reliability

Review pain: Handle’s extension feature broke on the second trip.

Flip: “Handles that work trip after trip — and if they don’t, we replace them fast.”

Easy Returns

Review pain: Return only allowed within 30 days — even if defect shows later.

Flip: “A warranty that works when you need it — not just in the first 30 days.”

Hassle-Free Repairs

Review pain: Required to ship at own expense or travel 700 miles to a repair center.

Flip: “If something breaks, we come to you — no 700-mile road trips for repairs.”

Reddit Thread around Haircare Category

r/EuroSkincare · 1 yr. ago

kunschi

Recommendations for itchy scalp/ sensitive scalp care

Hi,

I am looking for recommendations (shampoos and other products & big fan of drugstore products) for my itchy scalp (no dandruff tho). My scalp gets greasy super fast. My hair is wavy and low porosity. Since the itchiness started I feel like I lost more hair than usual.

Generally, if you have advice on how to take care of a sensitive scalp, I'll take it!

What I tried so far:

- two Elvital shampoos (Hydra [Hyaluronic] & the clay one (green bottle)) which worked for a couple of weeks but were waaay to harsh and I ended up with my itchy scalp
- Since then I tried the Isana Sensitive Blaue Lotusblüte (I am about to finish the bottle). Unfortunately, the Sebamed Everyday did not work for me
- hair soap (leaves me with a waxy feeling plus where I live we have super hard water)
- oiling my scalp for up to 3 hours (if I have the time)
- homemade hairwater (rosemary, nettle and chamomile) which let me feel like a witch plus I feel like it helps with the itchiness but sometimes I just don't have the time to make it

What I want to try out:

- Baby shampoo but I read in one of the older posts that baby shampoos aren't necessarily good for your scalp. Apparently the pH is too low?
- Salthouse shampoo
- This hair water from Rossmann (Isana Haarwasser Birke)

Sooo, I would be super grateful for any recommendations/experiences/opinions!! Thank you!

Problem → Relief Angle

"My scalp was itchy and sensitive for months. Everything made it worse — until I switched to [product]."

Emotional driver: desperation for relief.

Works for before/after storytelling ads.

Could be visualized as a “suffering → solution” split screen.

Sensitive Skin Safe Angle

"Most shampoos made my scalp burn. This one doesn't."

Emotional driver: safety, trust, “finally found something that doesn’t hurt.”

Perfect for trust-building ads targeting people who’ve tried and failed with other products.

Minimalist Fix Angle

"I stopped using 5 different products and now only use this one — my scalp has never felt better."

Emotional driver: simplicity & less stress.

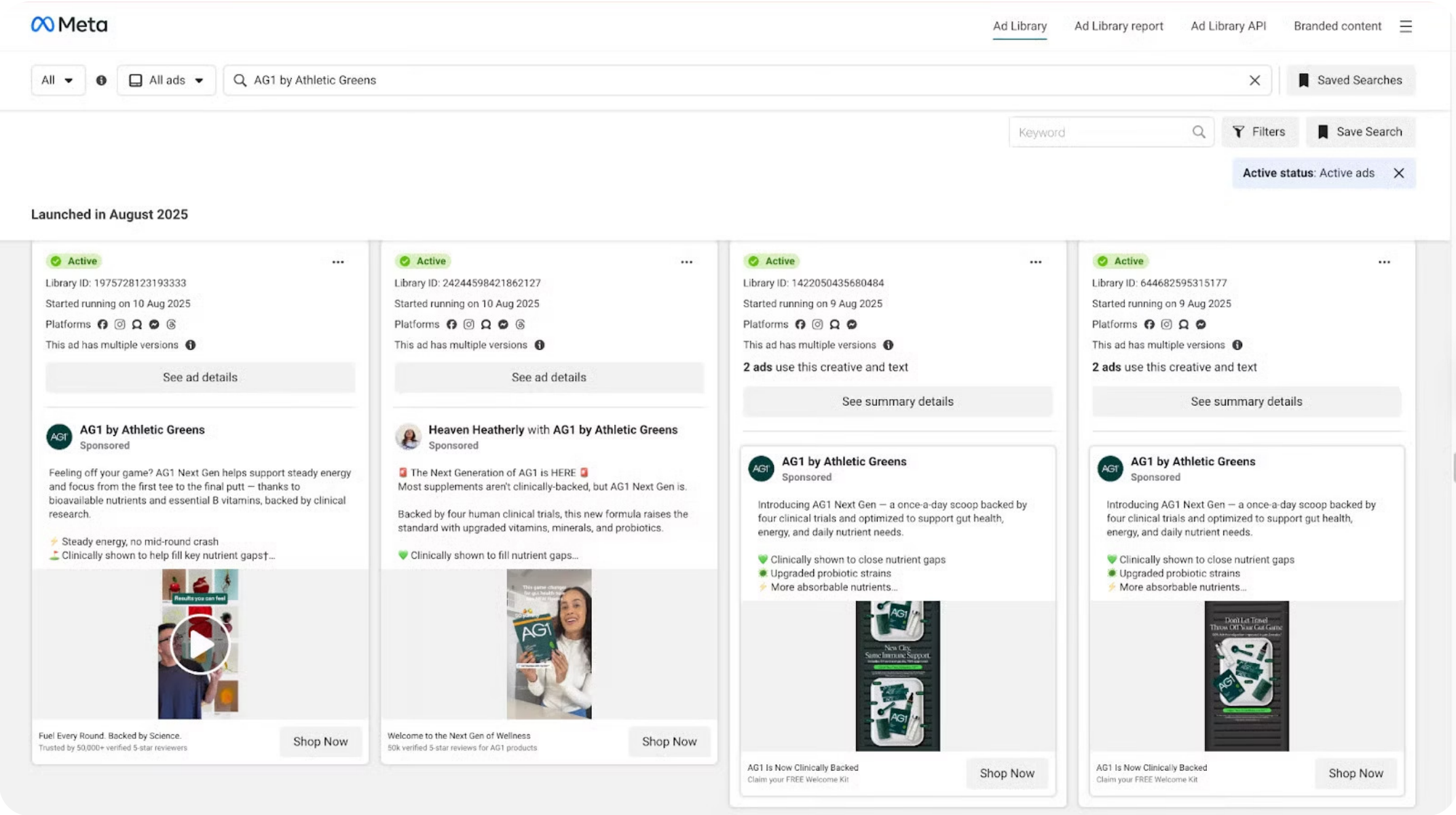
Great for “ditch the clutter” or “you don’t need a complicated routine” ads.

Source #2: Competitor Creative Analysis

Here's the insight: Your competitors are already spending money testing what works. Every ad they keep running is market research you can use.

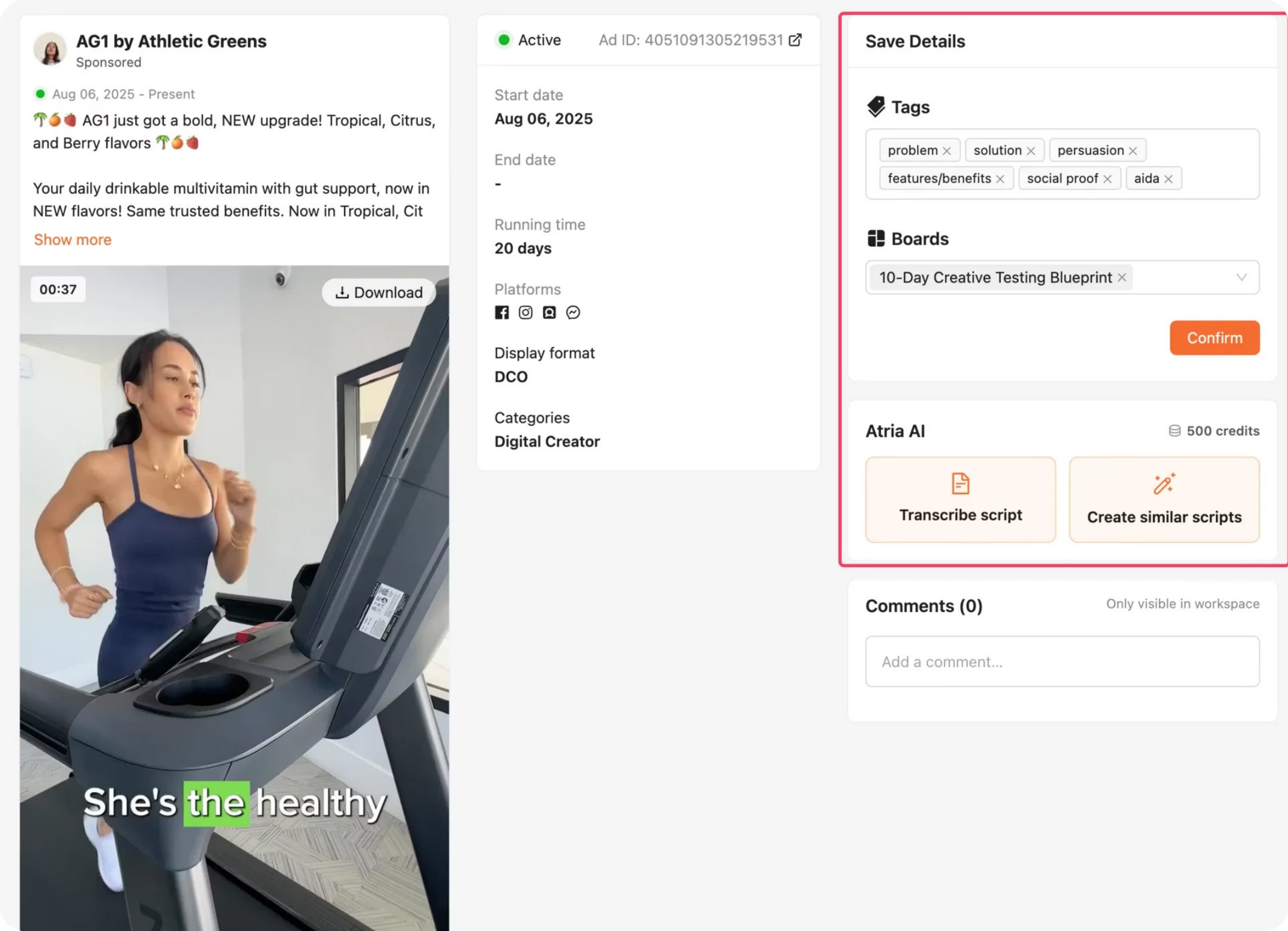
Where to find competitor ads:

- **Meta Ad Library** - <https://www.facebook.com/ads/library>



Pro tip: We use a platform like [Atria](#) for competitor research.

It keeps historical ads that disappear from Meta Ad Library, lets you organize ads into boards by angle/persona, and makes team collaboration easy. The transcript & analysis features save hours compared to manually writing everything down.



Who to analyze:

1. **Direct competitors** - Same product, same audience
2. **Indirect competitors** - Different product, same audience
3. **Market leaders** - The biggest players in your industry
4. **Leading ecommerce brands** - AG1, Poppi, Purple, Casper (they have the best creative teams)

What to look for in each ad:

1. **Ad Angles:** Problem/solution, before/after, social proof, founder story, comparison, etc.
2. **Hooks:** Opening lines, pain points mentioned, benefit claims, question formats
3. **Creative Types:** UGC testimonials, product demos, lifestyle shots, behind-the-scenes, talking heads
4. **Personas Targeted:** Who's featured? What setting? What language/tone is used?
5. **Messaging Patterns:** What benefits do they lead with? How do they handle objections? What's the CTA?

Important!

1. **Focus on the longest running ads** - Only if they're profitable will someone continue to spend on them

2. **Dissect the ads completely** - Break down the hook, persona, problem, solution, and CTA in each winning ad

3. **Look for patterns across competitors** - If 3+ brands use the same angle, it's probably workin

Source #3: Product Deep-Dives

Here's the problem: You think you know everything about your product. Your marketing team defaults to the same 2-3 benefits.

But you're only scratching the surface.

The reality check: You might think you have this all in your head, but you need to pen it down.

What happens when you deep-dive your product:

Each section of your product becomes a different creative angle:

- **Primary Promise** → Core value proposition hooks
- **USP** → Differentiation and competitive angles
- **Unique Mechanism** → Product demo and explanation content
- **Credibility** → Authority and trust-building ads
- **Benefits** → Multiple persona targeting angles
- **Proof** → Social proof and testimonial concepts
- **Features** → Educational and feature-focused content
- **Objections** → Objection-based Ad Angles
- **Risk Reversal** → Money-Back Guarantee additions

Example: AG1 discovers through their worksheet:

- **Primary Promise:** "Complete daily nutrition" → Hook: "75 vitamins and minerals in one scoop"
- **Unique Mechanism:** "Absorption technology" → Demo ad showing bioavailability science
- **Proof:** "Backed by clinical studies" → Scientific credibility and research montage

Same product, three completely different ad concepts from different worksheet sections.

But here's the next level: Each benefit may map to different personas.

Take AG1's "daily nutrition support":

- **Tennis players:** "Performance and energy for training"
- **Health-conscious consumers:** "Immunity and skin support"
- **Busy professionals:** "Convenient nutrition without meal planning"

Same benefit, same product, but three different creative angles speaking to different customer types.

Important: Some benefits appeal to everyone, others are persona-specific. Remember AG1 from Day 1? The tennis player cared about "performance and energy" while the health-conscious guy focused on "immunity and skin." Same product, different benefits highlighted.

When you list your benefits, add a second column noting who each benefit appeals to most:

- "Increased energy" → All personas
- "Better recovery" → Athletes
- "Clearer skin" → Health-conscious consumers
- "Immune support" → Health-conscious consumers

Source #4: Trending Moments

Here's why this matters: Trending moments give you instant relevance.

The 4 types of trending moments:

1. **Holidays & Seasonal** Christmas, Valentine's, back-to-school, summer prep, etc. Plan these months in advance.

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2. **Trending Topics**

Viral conversations, news events, social movements. Monitor daily and move fast.



3. **Memes & Pop Culture** Viral formats, celebrity moments, internet culture. High risk, high reward when done right.



4. **Announcements:** New product launches, sales, company updates, partnerships. Your own newsworthy moments.



Why trending moments work:

- Higher engagement when content feels "of the moment"
- Breaks through ad fatigue with fresh angles

The key: Don't force it. The moment has to genuinely connect to your product or audience.

By combining these four sources — **customer insights, competitor research, product deep dives, and trending moments** — you'll never run out of ideas again.

Now the real question is: **how do you turn these ideas into ads that actually convert?**

3/ The Diversity Engine

The Diversity Engine

If *The Idea Engine* helped you come up with great ad concepts,

The Diversity Engine helps you bring them to life — by showing how the *same idea* can speak to *different people* in *different ways*.

Turning ideas into ads involves two key steps:

- 1 Mapping Ideas to Personas
- 2 Choosing the Right Format

Let's start with the first.

Mapping Ideas to Personas

Creative ideas only work when matched to the right people. The same benefit can mean very different things depending on the audience.

Take AG1, for example:

- **Tennis players** hear *performance and recovery for training*.
- **Health-conscious consumers** hear *immunity and skin support*.
- **Busy professionals** hear *convenient daily nutrition without meal prep*.

Some benefits are universal (“more energy”), while others are persona-specific (“better recovery” for athletes, “clearer skin” for wellness seekers).

Mapping ensures each creative speaks directly to the audience it’s meant for — instead of hoping one-size-fits-all messaging will land.

Choosing The Right Format

Once mapped, ideas must be executed. The rule: **Show, don't tell.**

Eight proven formats:

1. UGC testimonials
2. Employee-generated content
3. Founder stories
4. Product demos
5. Comparisons
6. Social proof
7. Educational content
8. Statics/carousels

Choose formats that best demonstrate your benefit. And with AI tools (Arcads, MakeUGC, VEO3), production is faster and cheaper than ever.

Example: Take “more energy” →

- UGC: A parent saying, *“I have energy to play with my kids again.”*
- Comparison: *“Coffee gives jitters, this gives sustained energy.”*
- Founder: Story of solving an energy crash.

Same idea, multiple executions.

[Here](#) is a swipe file of ads that does a brilliant job at showing, not telling.

Pro Tip - What makes an Ad Good?

Before you hit publish, make sure every ad passes these five checks 📌

- **Stop the Scroll** – Does this ad grab attention in the first 3 seconds?
- **Connect Personally** – Does it speak directly to one specific person or audience?
- **Communicate Clearly** – Is the message simple, fast, and easy to understand?
- **Show Proof** – Does it visually demonstrate why the product works or why it's better?
- **Drive Action** – Is there a clear reason and prompt to act right now?

Send this checklist to your designer before creating every new batch of ads.

4/ The Production Engine

Add a designer to your team

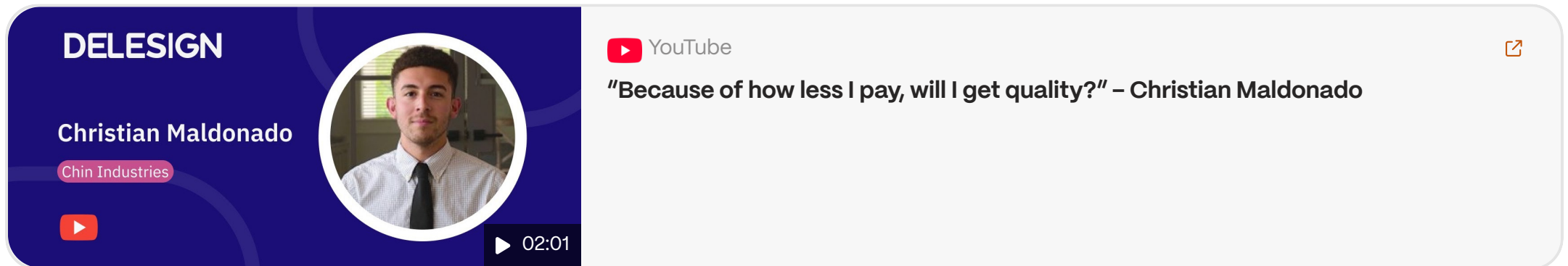
Create a process where you have a designer only focusing on generating ads.

It can add additional pressure to your creative team.

If you don't want to overwork them, you can add a pre-vetted deesign designer to your team to shoulder the workload.

Signing up with Deesign gives you access to a portal, where you can easily submit unlimited ad requests.

You'll have your own dedicated designer, giving you 5 ad creatives everyday, working in your timezone.



- Prevetted designer, added to your team
- Flexible - start and stop when you need to
- Easy to manage your design process

[Learn more](#)

Conclusion

The Bigger Shift

Andromeda didn't just change how ads are delivered — it changed **who wins**.

The algorithm now finds people who resonate with your message. But if you don't understand **who your audience is** or **what they care about**, your creative can't send the right signals — and the system won't know who to match you with.

You can't talk to everyone anymore. You need **more creatives**, each crafted to speak to a specific persona, because Meta no longer targets people — **your creative does**.

If you need to add a designer to your team - [click here](#)

The black box works the same for every advertiser. What separates winners from the rest isn't budget, hacks, or bid strategies — it's how deeply they understand their customer.

The Andromeda shift is simple:
the best marketers will win, not the best media buyers.