burst digital.

Meta Ads Playbook

Proven strategies to insanely increase your revenue with Meta ads.

Your competition is NOT doing #3

400+
brands worked with

$200M+
generated for clients

5.0
Google reviews

Read this first

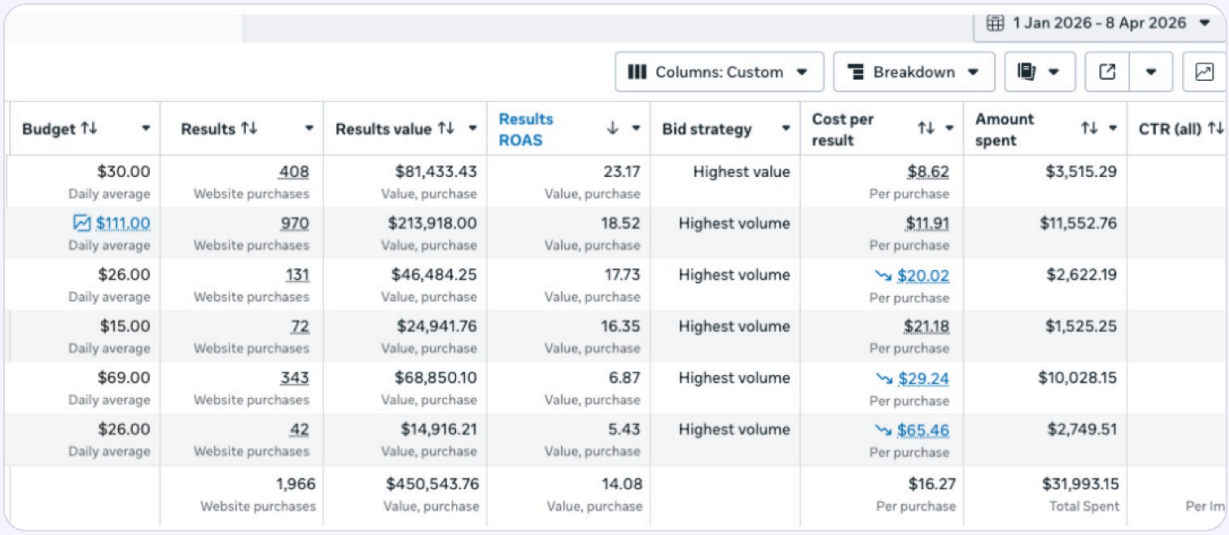
Meta changed how it picks who sees your ads.

Ads that used to work have gone quiet? Meta changed how it picks who sees your ad, and most businesses are still running ads the old way.

$31,993
Spent

$450,543
In sales

14.08
ROAS



1 Jan 2026 - 8 Apr 2026

Columns: Custom | Breakdown

Budget	Results	Results value	Results ROAS	Bid strategy	Cost per result	Amount spent	CTR (all)
$30.00 Daily average	408 Website purchases	$81,433.43 Value, purchase	23.17 Value, purchase	Highest value	$8.62 Per purchase	$3,515.29	
$111.00 Daily average	970 Website purchases	$213,918.00 Value, purchase	18.52 Value, purchase	Highest volume	$11.91 Per purchase	$11,552.76	
$26.00 Daily average	131 Website purchases	$46,484.25 Value, purchase	17.73 Value, purchase	Highest volume	$20.02 Per purchase	$2,622.19	
$15.00 Daily average	72 Website purchases	$24,941.76 Value, purchase	16.35 Value, purchase	Highest volume	$21.18 Per purchase	$1,525.25	
$69.00 Daily average	343 Website purchases	$68,850.10 Value, purchase	6.87 Value, purchase	Highest volume	$29.24 Per purchase	$10,028.15	
$26.00 Daily average	42 Website purchases	$14,916.21 Value, purchase	5.43 Value, purchase	Highest volume	$65.46 Per purchase	$2,749.51	
	1,966 Website purchases	$450,543.76 Value, purchase	14.08 Value, purchase		$16.27 Per purchase	$31,993.15 Total Spent	Per Im

A real Burst-run account, 1 Jan to 8 Apr 2026.

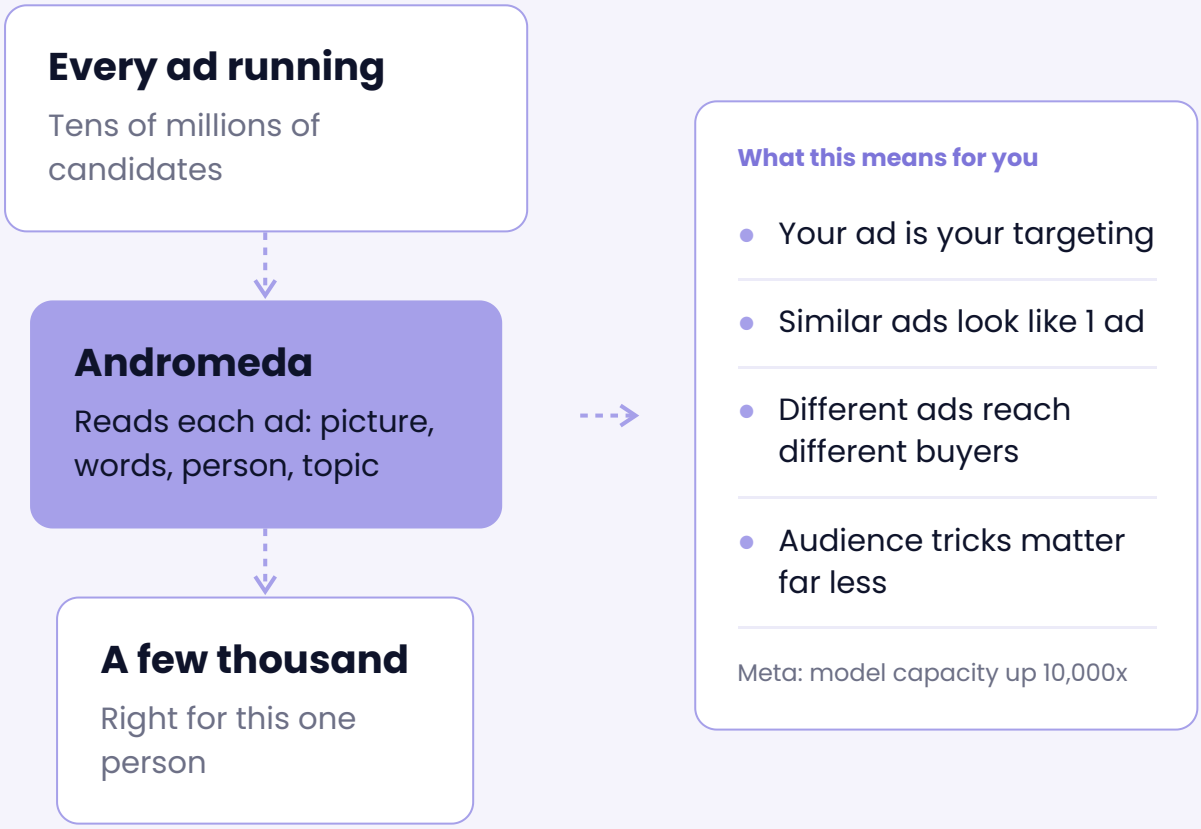
What's inside

What changed, the 3 mistakes we see most, and what the businesses scaling are doing differently.

01 Andromeda p.3
02 The 3 mistakes p.5
03 The 10 ad formats p.8
04 Headlines p.14
05 Campaign setup p.15
06 The numbers p.16
07 Landing pages p.17

Meta now reads every ad before it decides who sees it.

In December 2024 Meta switched on **Andromeda**. It reads every ad and decides who it's for.

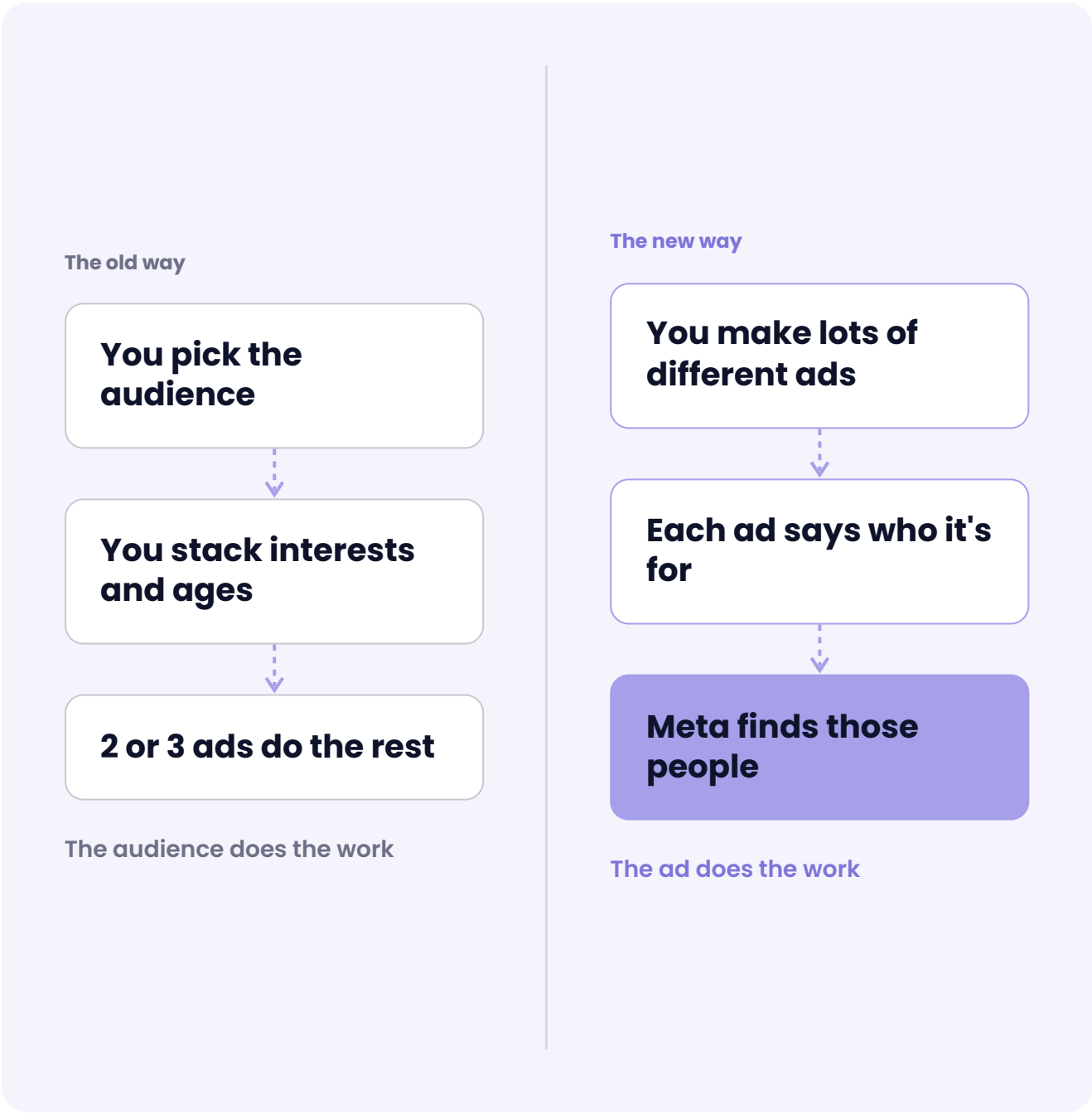


Source: Meta Engineering, "Meta Andromeda", 2 December 2024.

Remember Your ad is your targeting now.

Your ad is your targeting now, not your audience settings.

2 or 3 ads that look the same give Meta nothing to work with. Lots of genuinely different ads let it find different buyers.



Quick test

Count your live ads that are genuinely different. Fewer than 5? Meta doesn't have much to work with.

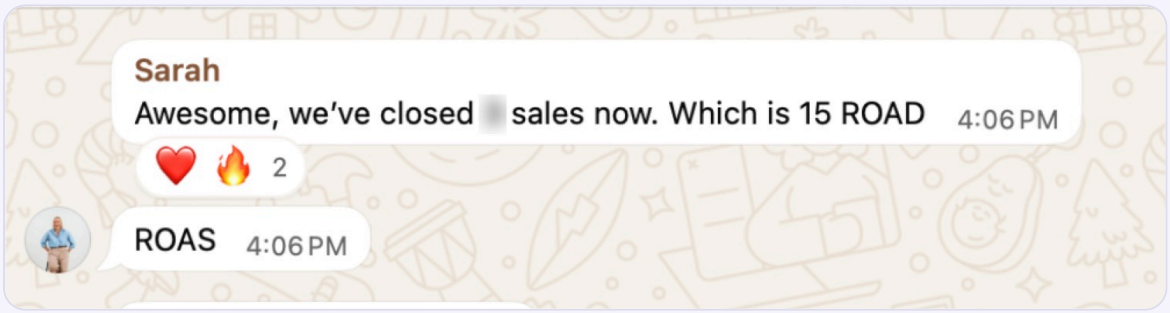
If Meta can't see who bought, it can only guess who to show your ads to.

If Meta can't see who bought, it can't find more people like them. You're paying for clicks and guessing at the rest.

15X

Sarah's return on ad spend

We fixed Sarah's tracking first. Once Meta could see real sales, it found more buyers: $15 back for every $1 spent.



Quick test

Look at your last 7 days in Ads Manager. If your sales column is empty but your bank account isn't, your tracking is broken.

Most ads only speak to people ready to buy today, and that group runs out.

People don't buy the first time they see you. Each stage needs a different ad.

1	2	3
Never heard of you	Thinking about it	Ready to buy
Stop the scroll. Name the problem.	**Show it works. Answer the doubts.**	**Make it easy. Give a reason today.**
Founder, callout, meme	Testimonial, comparison	Reviews, results, offer

Most businesses only make ads for the last box.

That's why they run out of buyers.

Pro tip Before you make another ad, ask which box it's for. If every ad you have says "buy now", you're missing 2 of the 3.

Section 02 · Mistake 3 of 3

The ad did its job. The page after the click lost the sale.

It's like inviting someone to dinner, then dropping them at the supermarket. The page has to finish what the ad started.

✓ Ad and page match

The ad says

"Free Meta Ads Playbook for builders"

Match

The page says

"Your free playbook for builders is here"

✕ Ad and page don't match

The ad says

"Free Meta Ads Playbook for builders"

Lost them

The page says

Homepage. Menu. Blog. "About us"

Quick test

Click your own ad on your phone. Can you tell what to do next in 5 seconds?

10 ad formats brands keep paying to run

Remember Andromeda? It rewards genuinely different ads. These are 10 formats pulled from the winning ads in our Foreplay swipe file, the ads brands keep paying to run.



01	Old me vs new me	06	Text message thread
02	Swap this for that	07	"Select all images"
03	Search card	08	Whiteboard explainer
04	Review over the product	09	Timeline meme
05	Notes app list	10	Friends sale thread

Every example that follows is a real winning ad from our Foreplay swipe boards, with the brand and product swapped for a generic one.



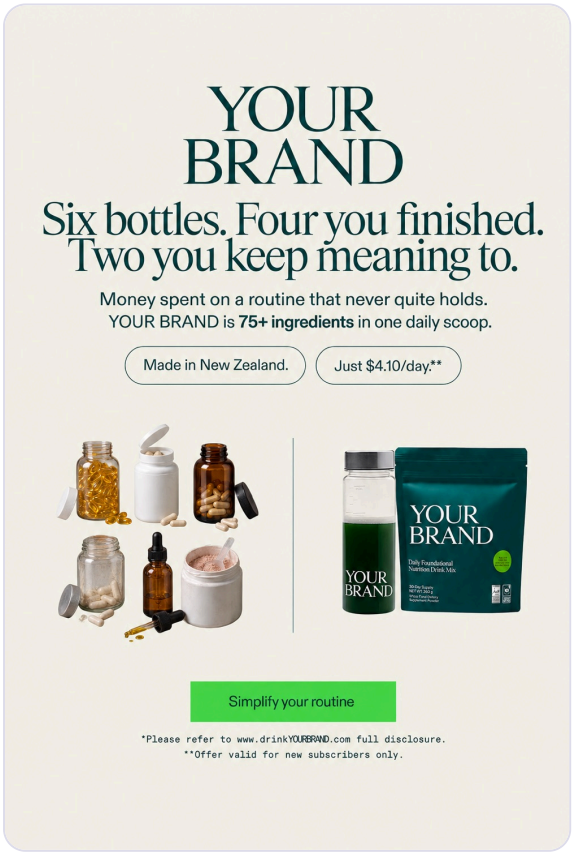
01

Old me vs new me

2 products side by side and a label each. The reader makes the swap in their head before they've read a word.

From Burst's Foreplay swipe boards

Product swapped to a generic brand



02

Swap this for that

Shows everything your product replaces. The saving does the selling.

From Burst's Foreplay swipe boards

Product swapped to a generic brand



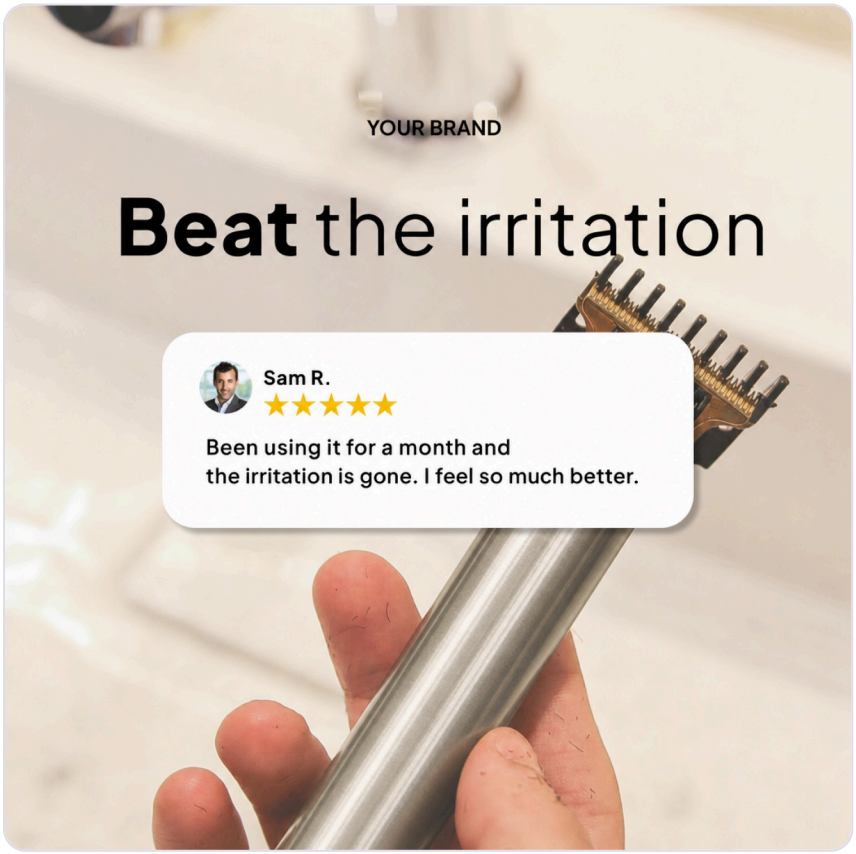
03

Search card

The exact questions people are already typing, answered by your product. Feels like help, not an ad.

Foreplay winner, ran 157 days

Product swapped to a generic brand



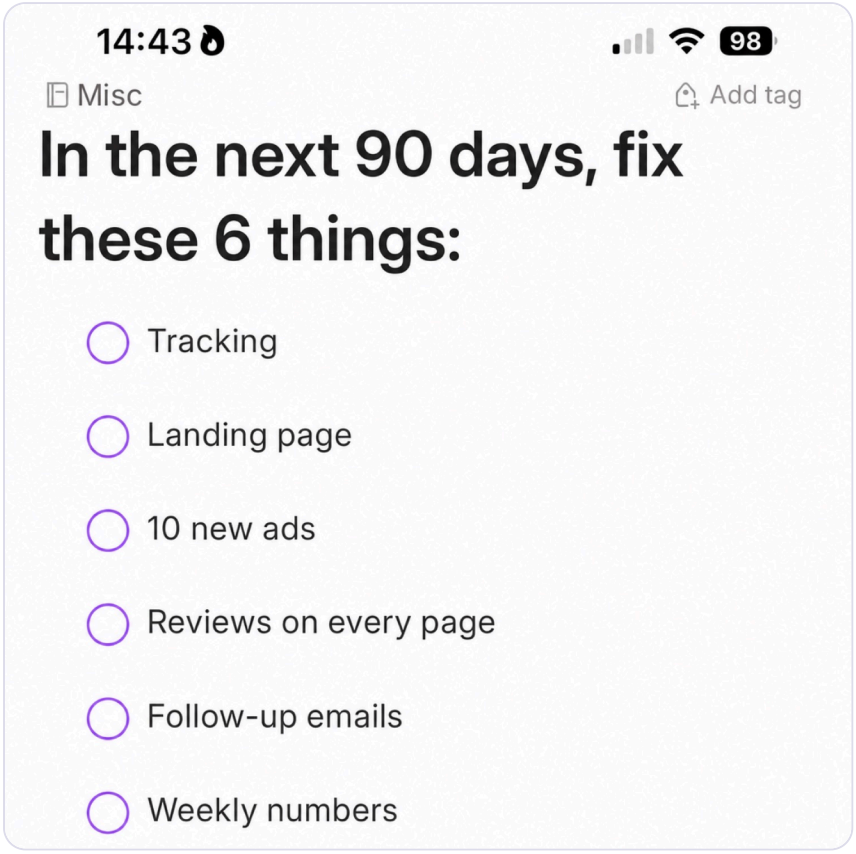
04

Review over the product

A real review sitting on top of the product in use. Proof and product in one glance.

Foreplay winner, ran 127 days

Product swapped to a generic brand



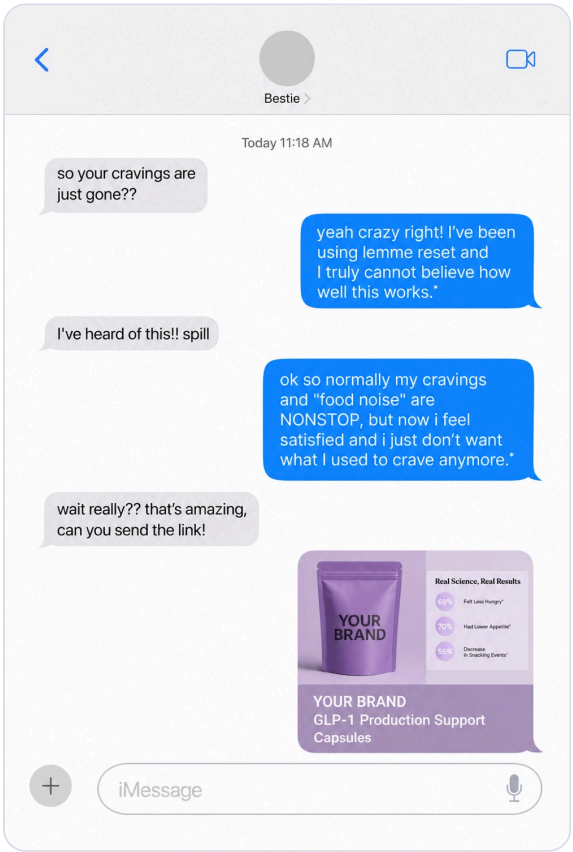
05

Notes app list

Looks like a private to-do list. People save it, and saves tell Meta the ad is worth showing.

From Burst's Foreplay swipe boards

Product swapped to a generic brand



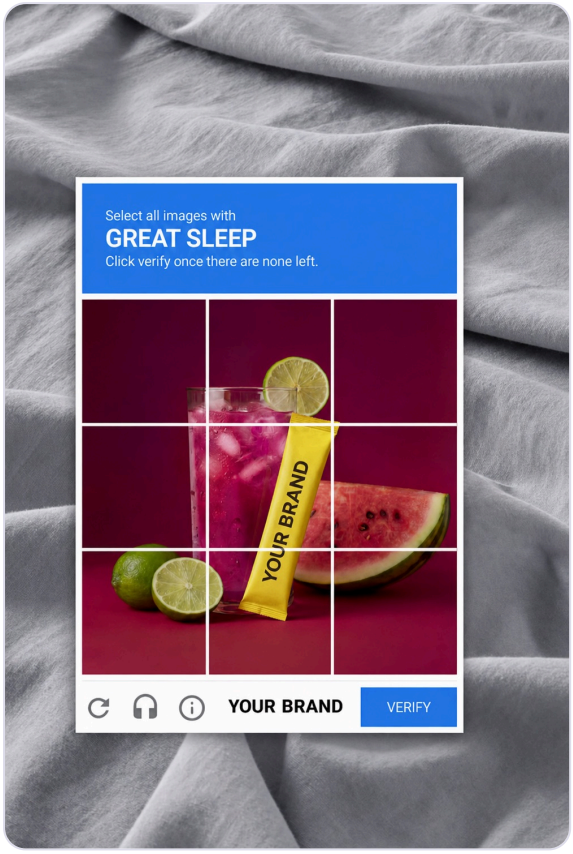
06

Text message thread

A conversation between friends that ends with the product. Reads like a recommendation.

From Burst's Foreplay swipe boards

Product swapped to a generic brand



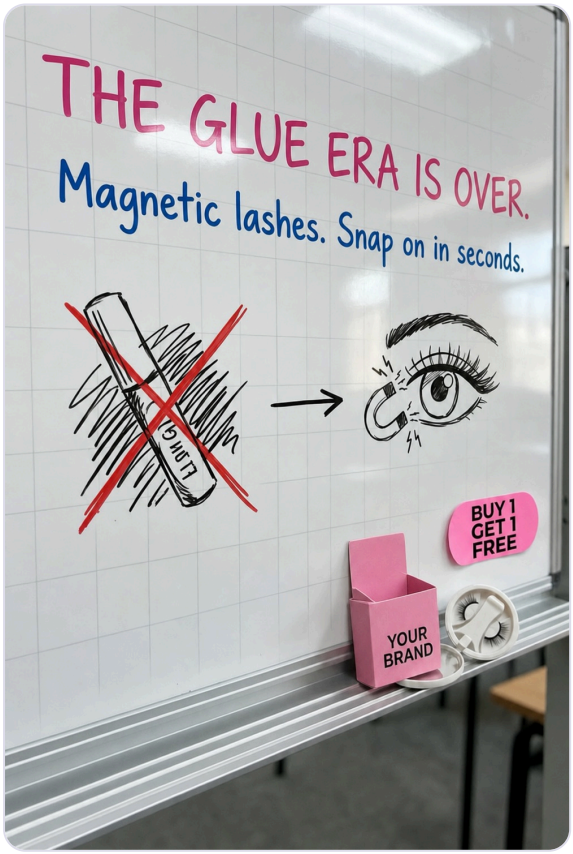
07

"Select all images"

A captcha everyone recognises, with your product hidden in the grid. Pattern interrupt, then the product.

From Burst's Foreplay swipe boards

Product swapped to a generic brand



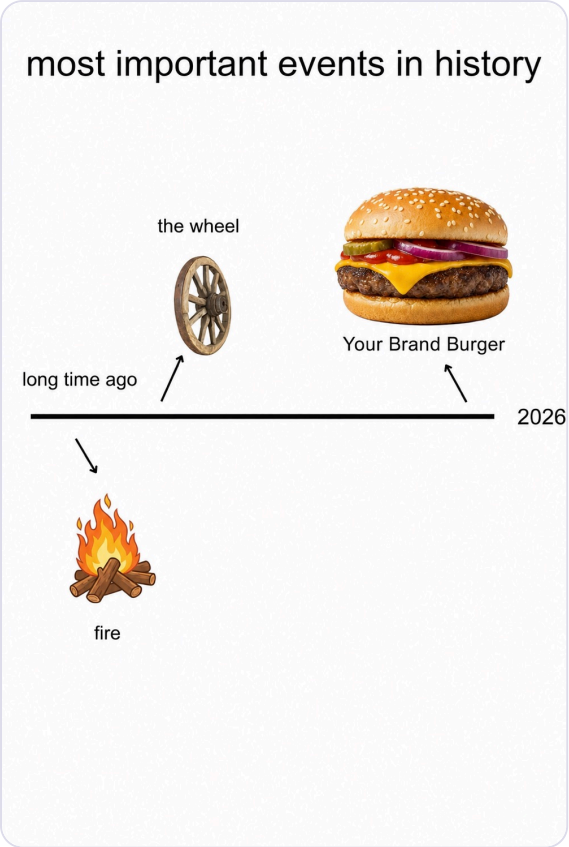
08

Whiteboard explainer

Old way crossed out, new way drawn in. Explains the product in 2 seconds.

From Burst's Foreplay swipe boards

Product swapped to a generic brand



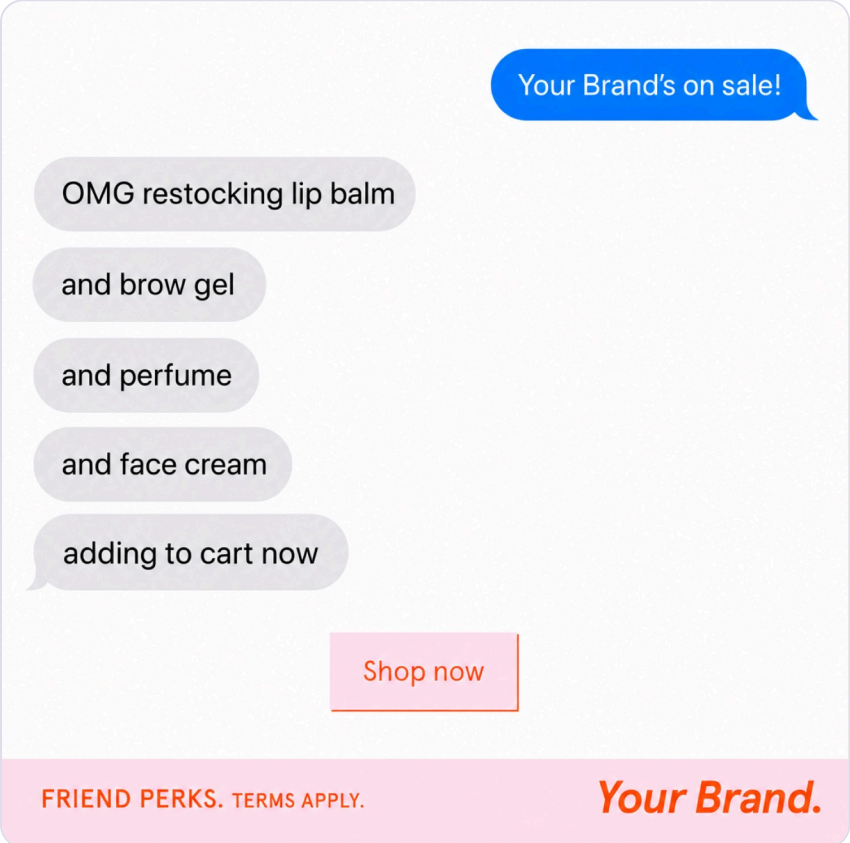
09

Timeline meme

A joke with your product as the punchline. Gets shared, and shares are free reach.

From Burst's Foreplay swipe boards

Product swapped to a generic brand



10

Friends sale thread

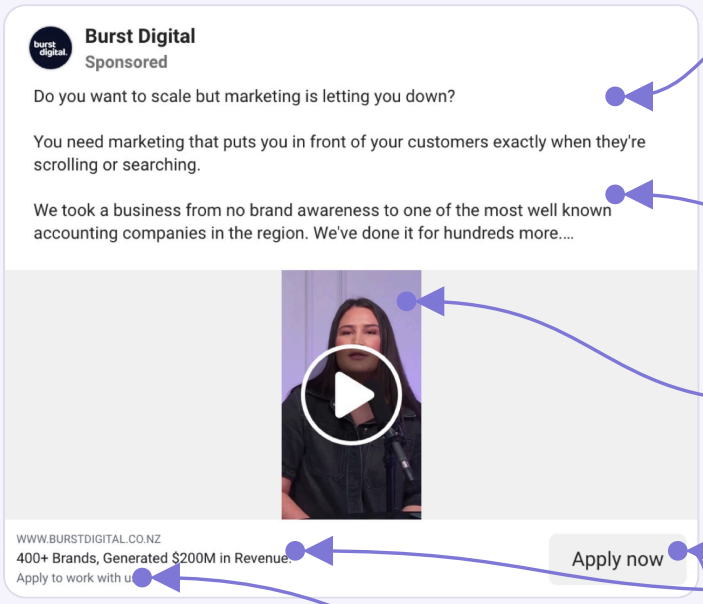
A group chat reacting to your sale. Urgency without shouting.

From Burst's Foreplay swipe boards

Product swapped to a generic brand

Most people only read your first line. Here's what the rest of a top ad does.

One of ours, live right now.



A big, relatable hook
The first 1 to 2 lines. Change only this and results can jump.

Body copy
Long copy beats short copy, when it's interesting.

A scroll-stopping picture
A real person, filmed on a phone. Looks like content, not an ad.

Headline
Curiosity and a specific benefit in 1 line.

Link description
The small line under it. Most people leave it blank.

A low-pressure call to action
"Learn More" tends to beat "Buy Now".

Section 05 · Campaign setup

Start with 1 campaign. Scale with 2.

Most accounts we take over have too many campaigns fighting for the same people. Start with 1.

Step 1 · Start

1 campaign

Broad audience

Optimised for sales or leads

A handful of genuinely different ads

Winners found

Step 2 · Scale

Winners campaign

About 80% of your budget. Only ads that have proven they bring in customers.

Beats it? Move it up

Testing campaign

About 20% of your budget. New versions of the winner, changing 1 thing at a time.

Where the budget goes



New ads every week. Winners get the money.

Losers get switched off, and the next test starts.

Remember Structure only matters once you have a winning ad. Get the ads right first.

The 5 numbers worth checking every week

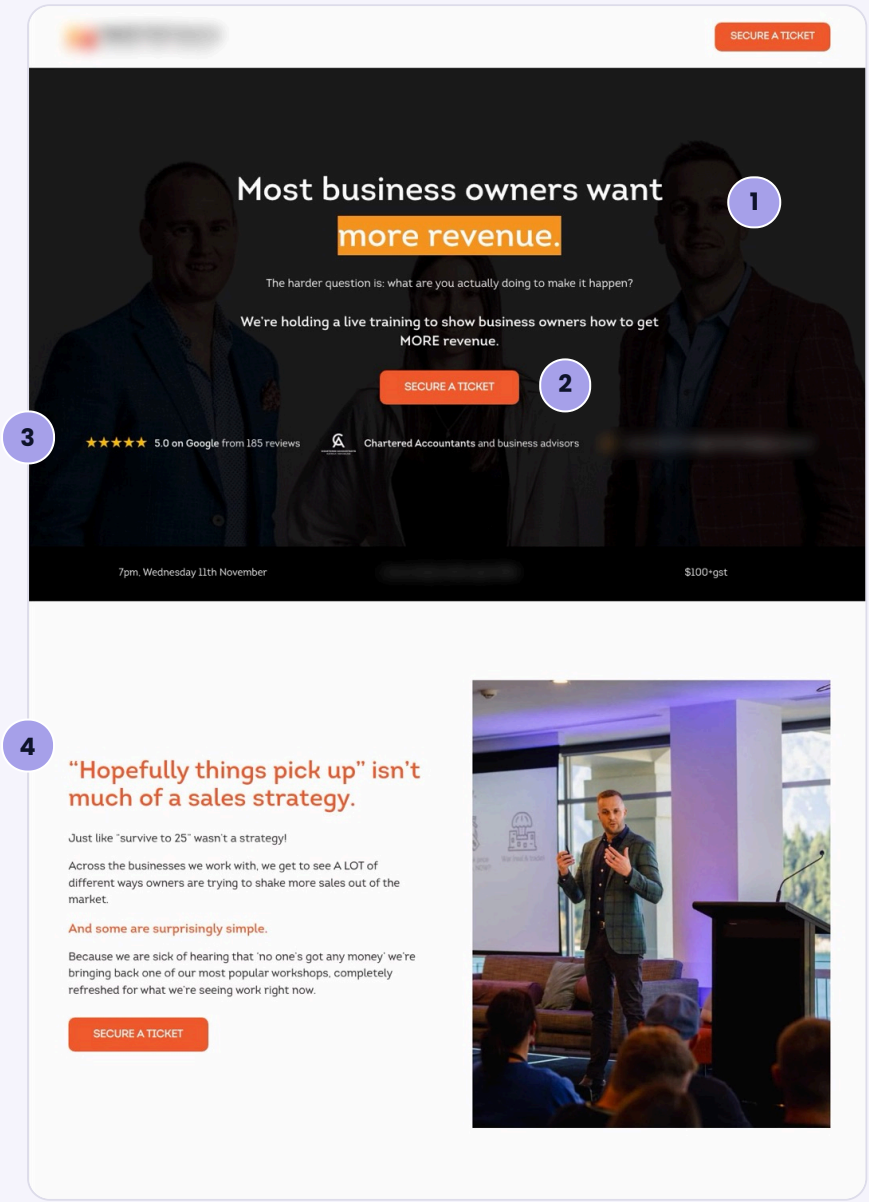
Ignore the rest until these make sense.

01	**Cost per lead or sale**	What each customer actually cost you. The number every other number answers to.
02	**Return on ad spend**	How much came back for every $1 you put in. The one that tells you if it's worth scaling.
03	**Hook rate**	Out of everyone who saw your video, how many watched the first 3 seconds. Low? Change the opening, not the ad.
04	**Click rate**	Out of everyone who saw the ad, how many clicked. Tells you if the ad made them want more.
05	**How often people see it**	When the same people see your ad again and again, results slip. Your cue for new ads.

Cost per purchase	Amount spent	Purchase ROAS	Purchases
$36.07	$1,334.74	3.11	37

What a landing page needs to turn clicks into customers

Big promise, proof straight away, one clear button. Here's a real page we built for a client.



1 **The promise, in their words**

2 **One clear button**

3 **Proof straight away**

4 **Speaks to the problem**

A real Burst-built page. Brand and names blurred.

Selling a service, show your face. Selling a product, give them a reason to buy more.

Selling a service?

Lead with a video

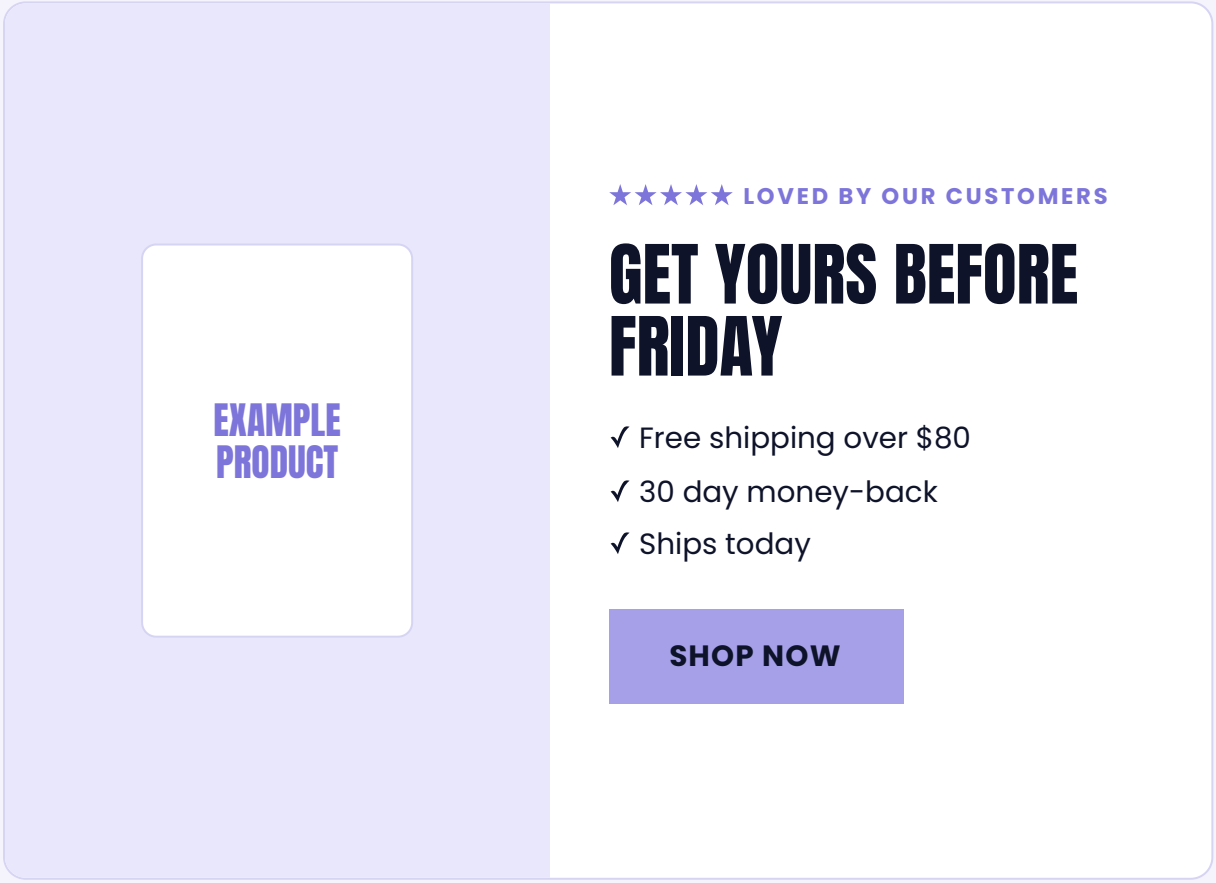
A short video of you explaining what you do and who it's for. People book people they feel they already know.

Selling a product?

Add something extra

A bundle or add-on at checkout. Same ad cost, bigger order, so you can afford to spend more on ads.

A call to action people actually click

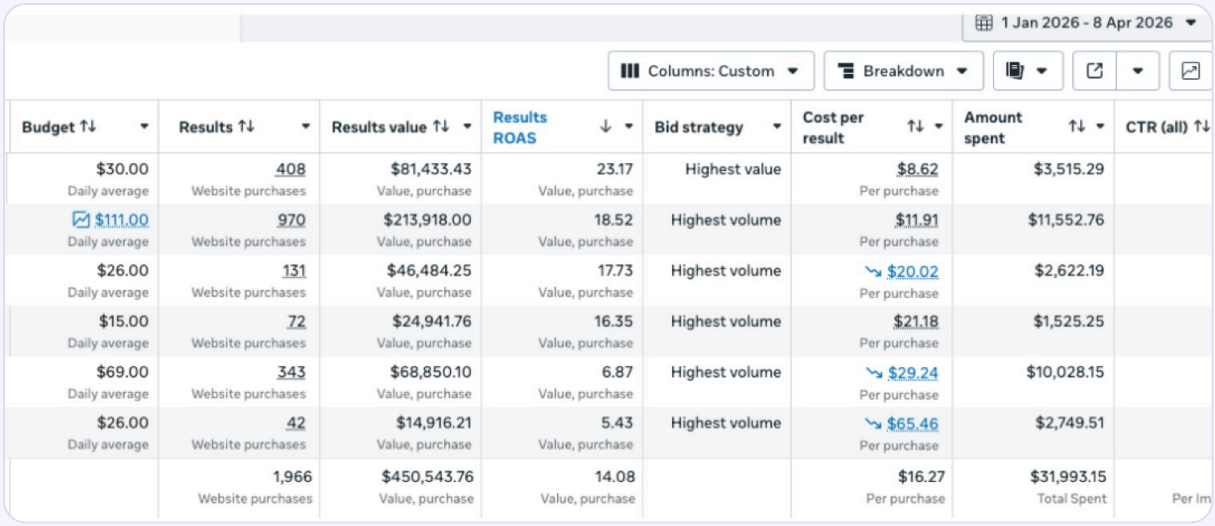


Mockup brand. A strong call to action stacks proof, the reasons to act now and one button in a single block.

The proof

400+ brands and $200M+ in client revenue

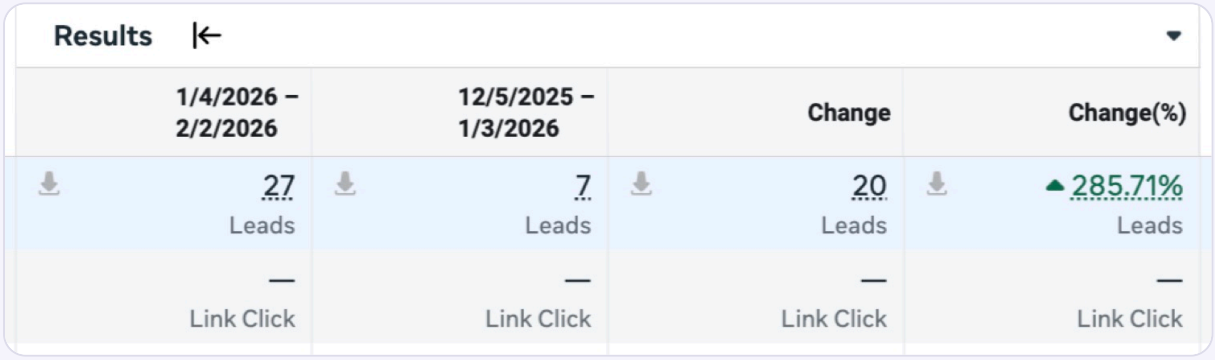
Real Ads Manager results



1 Jan 2026 - 8 Apr 2026

Columns: Custom | Breakdown

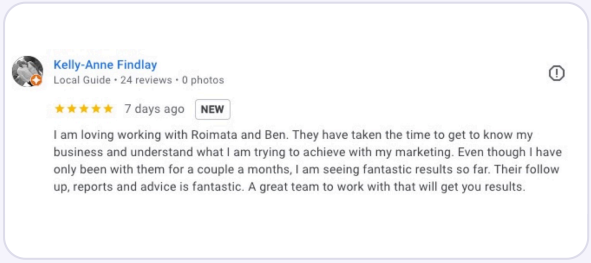
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Results

	1/4/2026 – 2/2/2026	12/5/2025 – 1/3/2026	Change	Change(%)
Leads	27	7	20	▲ 285.71%
Link Click	—	—	—	—

What clients say on Google



Kelly-Anne Findlay
Local Guide · 24 reviews · 0 photos

★★★★★ 7 days ago NEW

I am loving working with Roimata and Ben. They have taken the time to get to know my business and understand what I am trying to achieve with my marketing. Even though I have only been with them for a couple a months, I am seeing fantastic results so far. Their follow up, reports and advice is fantastic. A great team to work with that will get you results.



Ben Allen
5 reviews · 0 photos

★★★★★ 3 weeks ago NEW

Roi and the team at Burst have been an absolute dream to work with. They've expertly navigated the unknowns of marketing, providing clarity and delivering real, measurable results in lead generation. Our experience with them has been outstanding, and I'd highly recommend their services to anyone looking to optimize their marketing and ad campaigns. Burst Digital is a game-changer!

burst digital.

Want to learn how to run them yourself?

Our masterclasses cover the fundamentals of ads: how to run them, and how to scale them once they're working.

See our masterclasses.

burstdigital.co.nz/shop

400+
brands worked with

$200M+
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5.0
Google reviews