

COLLECTION ADS

VS

SINGLE-IMAGE STATIC ADS



CLIENTS:



Granville Apts



59 Evergreen



The Battery

Timeline:

3 Months and
6 Months

Budget:

\$500 Ad Spend

Tools Used:

Facebook & Instagram
Website Traffic Static Ads
Website Traffic Collection Ads

Snapshot:

We compared data from 3 client ad accounts in different regions over a 3-month and 6-month time period to compare the metrics between single-image static ad creative and collection ad creative. Based on our data, collection ads outperformed static ads by over 50% in Click-through-rate and by an average of over 8,000 total clicks.



HIGHLIGHTS

3-month Click-through-rate:

24.3% CTR

Collection Ads

VS

11.5% CTR

Static Ads

Collection ad click-through-rate performed **52.6%** better over 3 months

3-month Clicks:

30,698 CLICKS

Collection Ads

VS

14,622 CLICKS

Static Ads

Collection ads received **16,706** more clicks than static ads over 3 months

6-month Click-through-rate:

24.7%

Collection Ads

VS

11.4% CTR

Static Ads

Collection ad click-through-rate performed **53.6%** better over 6 months

6-month Clicks:

35,088 CLICKS

Collection Ads

VS

34,195 CLICKS

Static Ads

Collection ads received **893** more clicks than static ads over 6 months