

# From insight to impact

How creative experimentation drives sustainable growth



**Joe Johnston**

Head of Conversion



**Becky Herbert**

Head of Paid Social

A



B



A



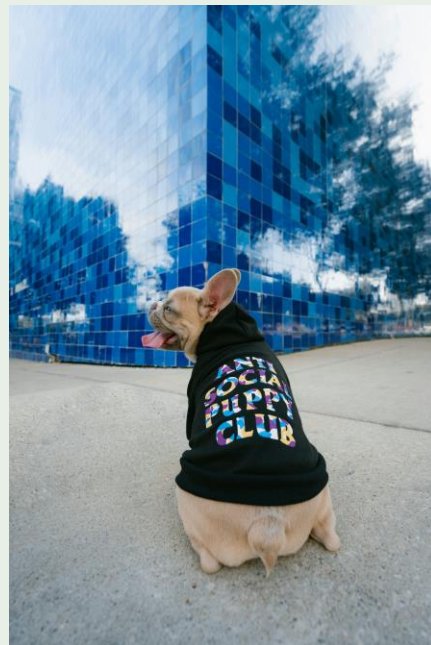
B



A



B





# What makes good creative?

**THESE 4 T-SHIRTS  
WILL LAST LONGER THAN  
MOST MARRIAGES.**



**SON OF A TAILOR**



Launch

Source: Meta Ads Library



Stop asking me.  
Start asking your  
customer.



A

B



Cultural norms

Media consumption

Emotional needs

Expectations & beliefs

Lived experience







# Let's play a game

Launch



A



B



★★★★★

### Starshine Organic Cotton Jersey Dress Mulled Wine Size 12

I have lots of these dresses as they are so comfy and smart enough for work without being too boring. The horse print is my absolute favourite. I love it 💖

How was the fit?

Too Small Just Right Too Big

A



B



Thank you for the feedback, now I know!

AB testing tells you which version won.

But it doesn't tell you **why** it won.

Or if there was a **better** version you didn't test.





Have a CHAT:



**C**ustomer Research



**H**ypothesis



**A**ction Test



**T**rack Outcome

## Customer Research:

“I'm not sure how much information I'm getting from this. What do you mean by ‘We do the planning’?”

“You're not giving me that much information of how you're going to help me.”




## Hypothesis:

Ad creative with more information about holiday details will get higher conversion rate.




# Action Test:






 **The Natural Adventure**  
Sponsored · 🌱


"Food, accommodation and luggage taken care of, all we had to do was walk to the next stop."  
...see more



**Camino dos Faros: Malpica...** [Book now](#) **Camino Le Puy-**










 Like  Comment  Share


A

 **The Natural Adventure**  
Sponsored · 🌱

"The Natural Adventure went above and beyond their roles and gave us 100% advice and help all the way."

Book now for...

-  An itinerary crafted by experts
-  A detailed guidebook of daily trip notes
-  Luggage transfers every step of the way
-  Handpicked accommodation planned and booked for you
-  24/7 local support
-  Your choice of travel companions
-  Travel dates that work around you
-  Walking at your own pace
-  The freedom to explore



thenaturaladventure.com  
**Self-guided Camino trips** [Book now](#)

B

Track Outcome:



**+425%** increase in  
enquiries

**-58%** reduction in  
Cost per enquiry

## Customer Research:

“I would expect to see other colour options.”

“I don't know if that's the only colour it comes in. Maybe there's other colours?”



## Hypothesis:

Adding alternative colour options to the creative will improve the add to cart rate.

# Action Test:



2 FOR £40\*  
ON T-SHIRTS



ADDING TO YOUR  
COLLECTION HAS  
NEVER BEEN EASIER.

\*selected lines

A

2 FOR £40\*  
ON T-SHIRTS



ADDING TO YOUR  
COLLECTION HAS  
NEVER BEEN EASIER.

\*selected lines

B



Track Outcome:



**+92%** improvement in CTR

**+110%** more add to carts

**+95%** more purchases

## Customer Research:

“There's actually no price on that product, which is a little bit off-putting.”

“It doesn't say what price it is though.”

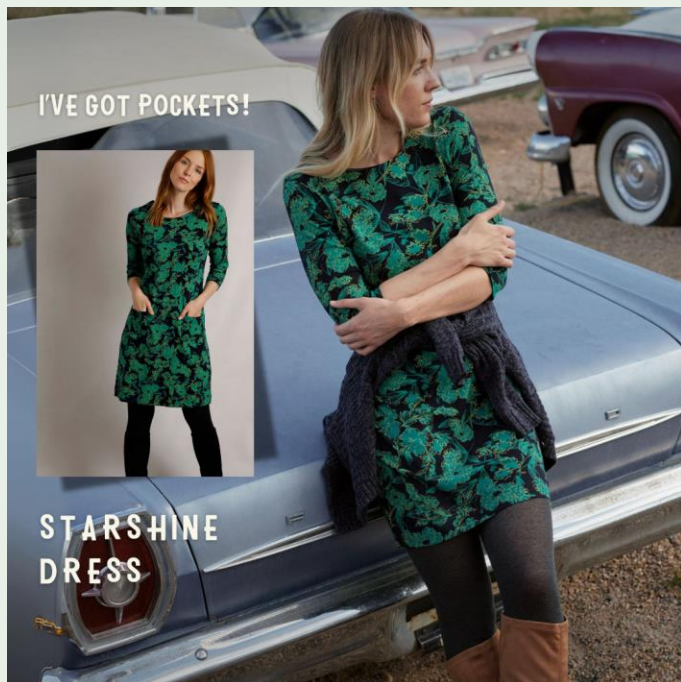


## Hypothesis:

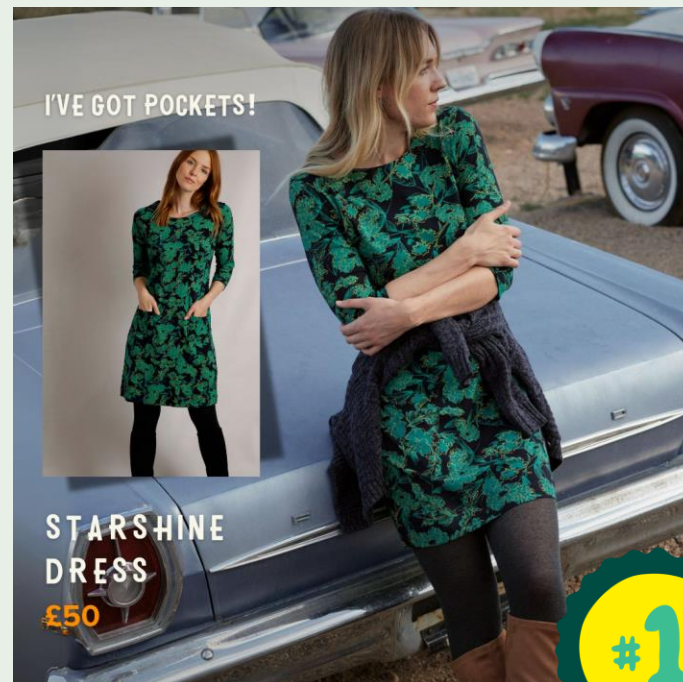
Adding price to the creative will  
improve quality of traffic &  
increase purchases



# Action Test:



A



B



Track Outcome:



**-10%** reduction in CTR

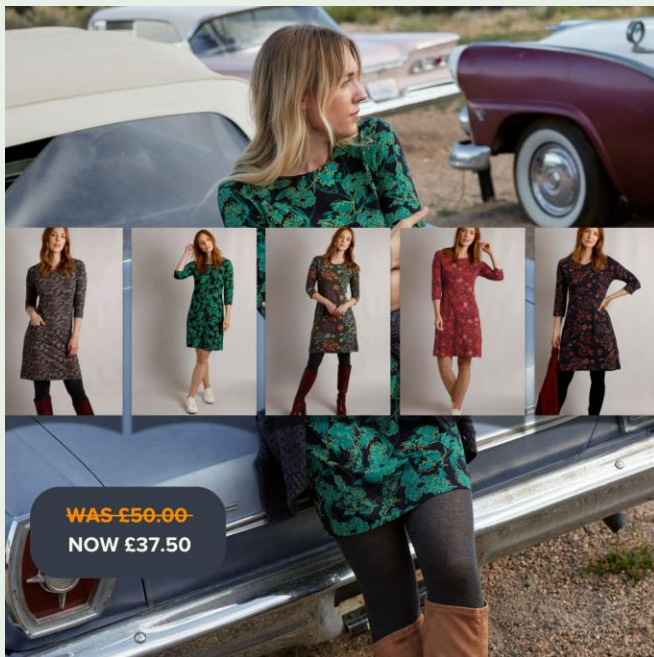
**+66%** more purchases

**+95%** improvement in ROAS



## Next Stage:

“A strikethrough price will result in more purchases than a percentage off on the creative”



A

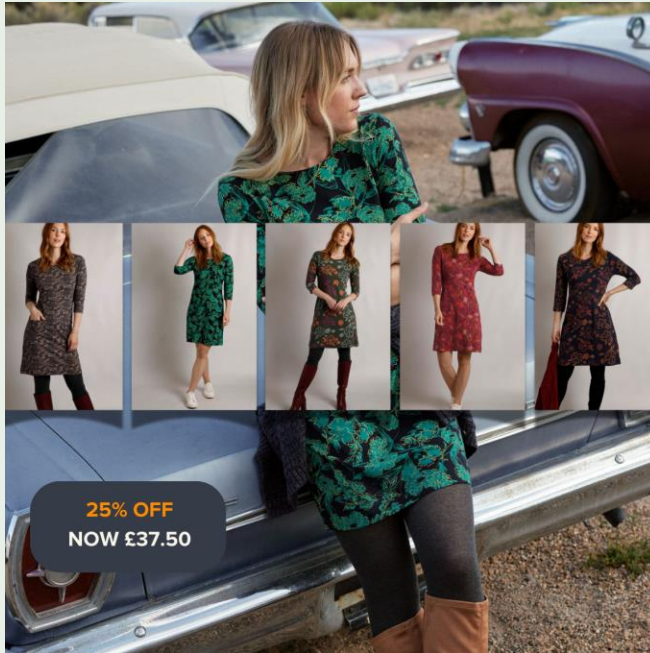


B



## Next Stage:

“Having a strike through price AND a percentage off on the creative, will result in more purchases than a % off on it’s own”



A



B

# Exploitation vs Exploration



# Exploitation

**Develop on a winning ad**

**What worked last year?**

**You don't need to exhaust yourselves**

**Don't let perfection stand in the way of progress**



# Exploration

**Customer Review Mining**

**Competitor Research**

**Create the space to have collaborative ideas**

**Don't go rogue at peak without testing!**



Customer Review Mining...

Customer reviews are not just for  
testimonial ads





**Pain Point:** Pre-purchase... what pain is your customer experiencing?

**Discovery:** What caused them to buy or how did they find you?

**Frustration:** What other solutions did they try before finding you?

**Happiness:** What was the 'happiness' that your product provided?



Frustration

Pain Point

★★★★★

3 Sept 2024

**I just wanted to congratulate gree...**

I just wanted to congratulate green people **i am a long time sufferer of Rosecea and have tried many many products until i had given up i then purchsed suncream and aftersun for a holiday and i thought i would try the cooling aftersun on my face before using abroad the effect has been amazing it has reduced the redness and no more itchy flaky skin thank you so much i cannot tell you the relief it has brought me i truly believe it helped by cooling my skin highly recommend**

**Date of experience** 26 August 2024

Useful % Share

Happiness

Discovery



How do we inspire more  
teams to **research** and  
**experiment**?

Worker bee



Scout bee



Creative experimentation is  
necessary for sustainable growth





1. Don't assume 'good'
2. Have a C.H.A.T.
3. Be more scout bee



The background features a dark green field with several large, overlapping, rounded shapes in a light pink color. These shapes resemble stylized petals or leaves, creating a layered, organic pattern. The pink shapes are positioned in the foreground, while the dark green is visible in the background and between the pink elements.

Thank you