

 INSENSE +

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Cheat sheet

A Deep Dive into a Real
Creative Testing Process



Think about creative testing as trying to **find those amazing ingredients** that make your recipe work every single time.

The recipe is the ad creative and the ingredients, the key elements that make it so successful (e.g. the angle, the transitions, the hook, etc).

Obviously, we want to know why certain things work and others don't. That's how we scale success and avoid repeating underperforming ads, in order to optimize ROAS.

We're going to show you:

1. How to properly test UGC ad creatives
2. How to identify a winning ad formula
3. How to scale winning ads
4. How to turn underperforming ads into winners

Now let's take a look at what The Snow Agency did for Kloro before their big launch.

Go get some ad creatives!

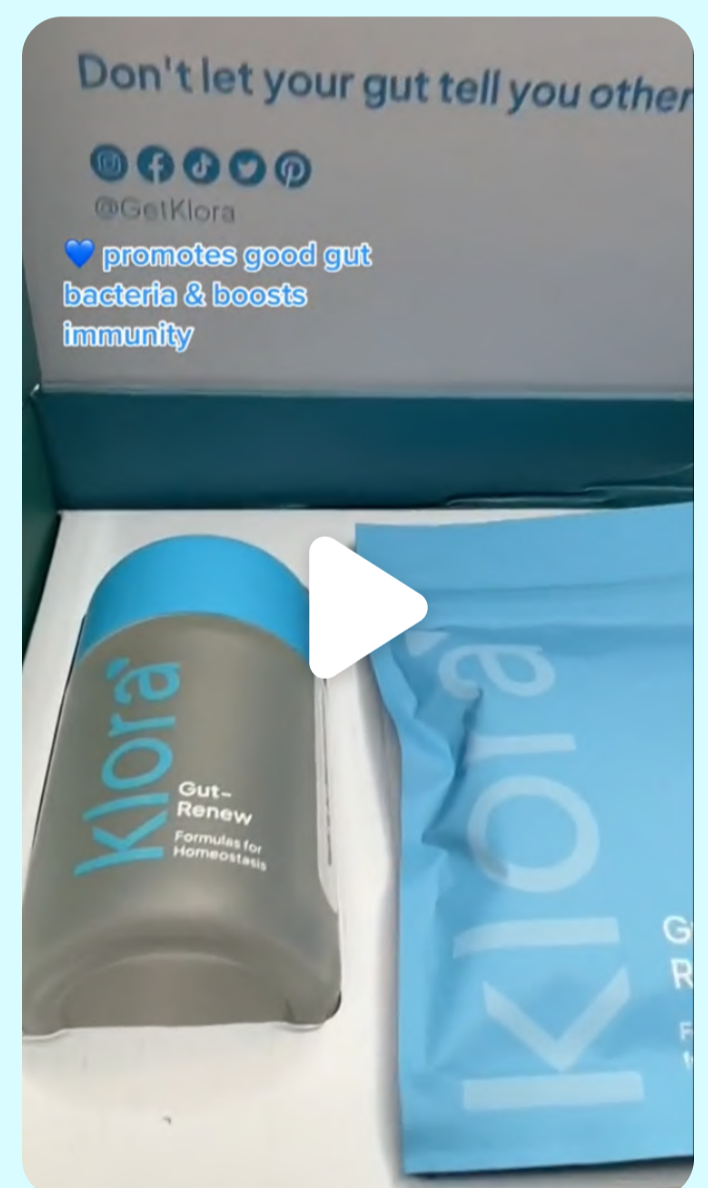
First, before you do any sort of creative testing you will need...

ad creatives!

So to continue with our recipe analogy, this is the moment where we get the stuff we want to work with. In this case, a creator marketing platform like [Insense](#) is the place to go.

The Snow Agency worked with Insense so they could get a big content library before [Kloro](#)'s launch. All 12 ad creatives were tested with an equal ad budget of \$150.

Each video was tested within the same age group and gender, so certain parameters would stay the same. And then the agency documented their performance.

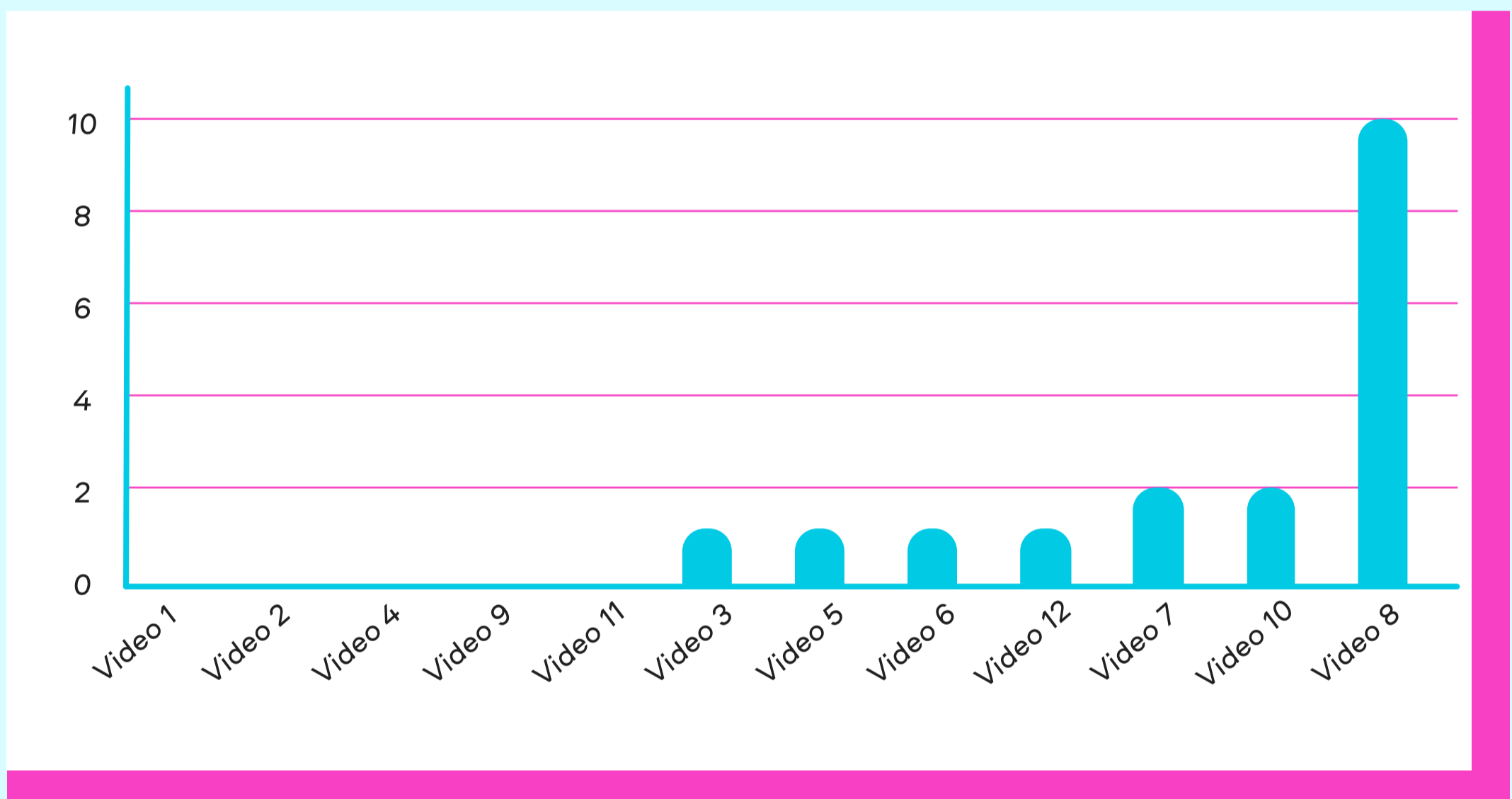


The first results they got followed what they call a Pareto distribution, also known as the 80/20 law.

In other words, they didn't expect that all the ads would bring conversions. The whole point of this step of ad testing is to find what works. So as you can see from the graph below, there is a clear winner.

This part is essential to the creative-testing process, it allows you to have a better understanding of what is clearly not working, and where there's potential for improvement.

The initial results from the test looked something like this:



After you've tried the different recipes and found the winning one, it's time to do some digging and find out what was so special about it.

Identify the key ingredients

Now it's time to determine what made the winning videos so successful to begin with. By dissecting the footage and asking the right questions, they identified the video's core elements.

You know like in storytelling you might have a hero, an emotional problem, a transformational journey, a battle, and an outcome. Ads are very similar.

They also have these elements that connect with your target audience. Like a funny scene, a strong CTA, or a problem that you're solving. In this case, **their winning video looked something like this:**

Winning Video (video #8)	Elements
I've started using Kloro	Solution
because all of a sudden my stomach became a disaster. I was always in pain,	Physical Problem
and I was DREADING my favorite meals, which was just such a depressing experience	Emotional Problem
Well, if you're in the same boat, PLEASE try Kloro	Call to Action
It did a complete 180 on my gut health and even my energy levels and mental clarity	Transformation
I take one capsule with breakfast and one with dinner	Plan
Their big claim to fame is something called "human milk oligosaccharides" which is a compound taken from breast milk	Secret Weapon
And yeah, I can absolutely vouch for how well it works	Credibility
Check it out and see for yourself!	Call to Action

At this point, [The Snow Agency](#) was already running ads using the winning ad creative, but this time they were targeting a broader audience.

The unsuccessful videos however didn't go into the trash... They just needed a little tweaking!

The footage they had could still be turned into great ads. They just needed to be cut and joined together in a new way.

Now that they know why the winning ad creative worked so well, they just had to figure out why the others didn't perform. So they repeated the process with the losing videos.

Basically, the whole idea was to understand how to reproduce a winning ad with the same elements and test if it works as well as the original one.



Source: [Insense](#)

Use the ingredients but switch it up!

After careful analysis, The Snow Agency realized that the winning and losing videos had similar elements but the order was very different.

So with this valuable piece of information, they rearranged the losing ads' raw footage to match the winning video's structure.

Because they had worked with all different creators, they could recreate the winning ad while still making the content look different because each creator has their own look, style, and personality.

Then, they took it to the next level because... why not?

Time to perfect the winning recipe

Instead of taking 1 losing video and turning it into a winning one, the agency then took the best shots from all the different ad creatives and stitched them together to replicate the winning ad format.

For this, they used a mixture of different creators and clips. And just like a film editor would do, they picked the best footage from each video and re-arranged it so that it performed better while improving the overall ad experience.

At this point, The Snow Agency was already running ads using the winning ad creative, but this time they were targeting a broader audience.

Conclusion

Creative testing is the most efficient way to quickly determine the best ad creative type for your brand — and it's not complicated at all.

As you can see, the results from this type of test were extremely valuable for Klora and The Snow Agency.

First, it helped Klora determine what type of brand voice worked better for their audience and which CTAs were most successful.

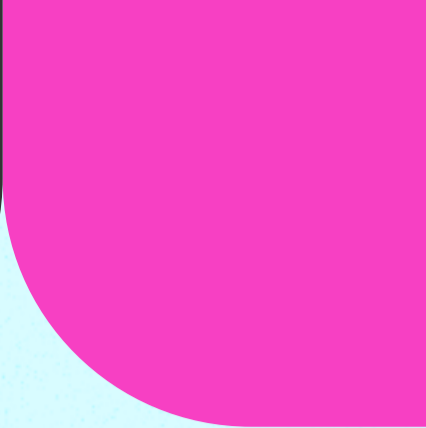
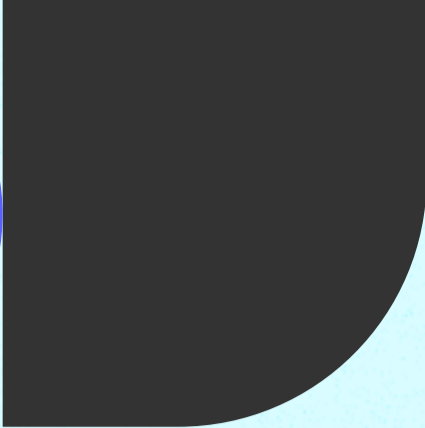
Secondly, creative testing allowed The Snow Agency to understand what they should include in their creatives for this campaign, and how to repurpose their content and improve it.

With Insense, any brand or agency can easily and quickly scale UGC production for campaigns and ad creative testing.

You will also be able to collaborate with multiple creators while having complete control over your budget. And the best thing is... it can all be managed by 1 marketer, so it's easily done even if you have a small team.

If you want to see how easy it is to scale your UGC production, [book a free 1-2-1 strategy call with them.](#)

[Book a demo](#)



Insense is a creator marketing platform helping brands scale their authentic, UGC production and partner with content creators through their creator marketplace.

With Insense you can:

- Get a steady flow of high-quality UGC
- Manage 50+ collaborations at once, in one space
- Receive affordable ready-to-use or raw footage assets, starting at \$50 per video
- All easily managed by 1 marketer

Get started today, visit www.insense.pro

The Snow Agency is a full-service digital marketing agency for businesses looking to grow.

Their unique digital strategies will produce real, tangible results for your business online. Through targeted Facebook, TikTok, Instagram, and Snapchat Ads.

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