

Carousel ads extend to Facebook mobile

Facebook has launched an extension of its carousel ad format to mobile app ads as well as highlighting some creative ways that advertisers are using the carousel format to meet different marketing goals.

Last year, it introduced the carousel format, which let advertisers showcase multiple images and links in one ad. Since then, advertisers have seen carousel link ads drive 30-50% lower cost-per-conversion and 20-30% lower cost-per-click than single-image link ads.

Mobile app ads

Supporting up to five images with links, the carousel format is interactive, attention-grabbing and helpful for both direct response and brand awareness marketing. Now mobile app developers have access to the same ad format for app install and engagement ads.

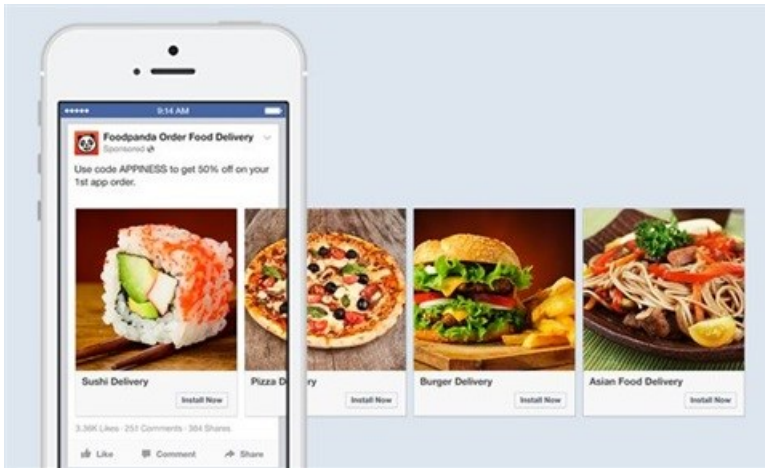


Image via Facebook

Using the carousel format to promote its app, foodpanda (and its marketing partner Smartly.io) increased click-through rates by 180% and reduced their cost per impression by 39%.

Advertisers are using the carousel format to highlight their brands and products in lots of different, creative ways. MINI used the carousel format as a storytelling canvas to take people on a virtual tour of the new MINI Hardtop 4 Door.

Neiman Marcus used the carousel format to bring its catalogue to Facebook, displaying beautiful imagery from its Spring Shoe & Handbag Collection. Compared to other advertising efforts, the carousel format drove 3X more conversions and

85% better click-through rates.

By showing carousel link ads to people that had visited its website, MVMT Watches increased click-through rates by 75% compared to other advertising platforms and saw one of the lowest prices per acquisition the company has ever experienced.

Carousel format insights also tell advertisers which links in the ad are performing best and give the option to let Facebook optimise the order of the links based on engagement and expected performance. Early analysis shows that this optional feature has helped increase click-through rates by an average of 12%.

Availability

Mobile app install and engagement ads in the carousel format are available now through the ads API. The carousel format continues to be available for link ads in the ads API, Power Editor and Ads Create Tool. For more information, go to www.facebook.com/business/news/carousel-ads.

For more, visit: <https://www.bizcommunity.com>