DRIVING SUCCESS

Best practices in Dynamic Ads for Automotive

Get your catalog ready

- Create a public URL, connect your e-commerce via API or use <u>Spreadsheets</u>
- Be sure to include all required fields
- If you don't know how to organize your catalog...

Download our template

Connect your catalog to Feeds

- Go to Data Import and enter the name and URL of your catalog
- Select the update frequency
- Mapping of imported data fields
- Preview your data

Optimize the information

- Create a Meta-specific Optimized Feed
- Optimize and segment your catalog
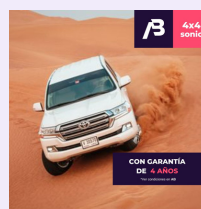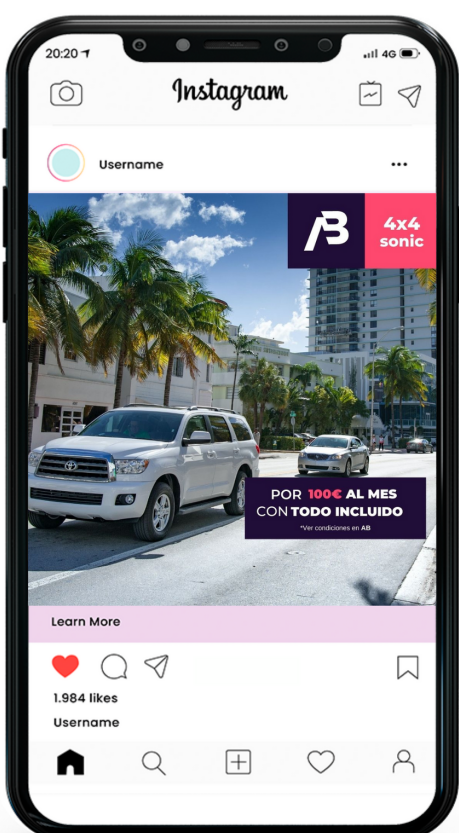- Design creatives with dynamic templates

Best practices

- Use <u>Advantage+ campaigns</u>
- More variety of cars, better performance
- Communicate added value: interest rate, benefits, etc.
- Use Collection
- New layouts monthly

Connecting a catalog to Meta

Ready to make magic with Feeds & Creatives?

Why Feeds?

- Take advantage of Machine Learning and AI techniques
- Enhance creatives at scale
- Build feeds without depending on your IT team
- Save more than 5 hours on manual tasks

Access to Knowledge Center