

Bottom-of-Funnel Creative Brief: Conversion Campaigns

Pattern89's Artificial intelligence analyzed its unparalleled advertiser data set to find the latest trends for your audiences.

Your brand will have its own specific creative predictions. [Want to know what they are?](#)

Use these insights to connect with your audience members for Facebook and Instagram ads.

	Ad Format	Image vs. Video	Platform
AD SETUP	✔ Video	✔ Video	✔ Facebook
	✘ DCO Single Image	✘ Image	✘ Messenger

	Tags	Text	People	Colors
IMAGERY INSIGHTS	✔ Athletic Equipment/Apparel	✔ Text	✔ No People	✔ #0080C0
	✘ Food/Produce	✘ No Text	✘ People	✘ #FFC080

	Tags	Text	People	Colors
VIDEO TRENDS	✔ Jewelry	✔ Text	✔ People	✔ #408080
	✘ Food/Produce	✘ No Text	✘ No People	✘ #C08000

	Headline Length	Headline Special Characters	Headline Emojis	Body Length	Body Special Characters	Body Emojis
COPYWRITING REPORT	✔ 55-70 characters	✔ #	✔ 🌈	✔ 70-80 characters	✔ ?	✔ 🍼
	✘ 15-20 characters	✘ ?	✘ 🕒	✘ 100-150 characters	✘ #	✘ 🍷