

Top-of-Funnel Cheat Sheet: Brand Awareness Campaigns

Artificial intelligence found these latest trends for top-of-funnel audiences.

Your brand will have its own specific creative predictions. Want to know what they are

Use these insights to connect with your newest audience members.

	Ad Format	Image vs. Video	Platform
AD SETUP	<ul style="list-style-type: none"> ↑ Carousel (53% lower CPM) ↓ Single Image 	<ul style="list-style-type: none"> ↑ Video (44% lower CPM) ↓ Image 	<ul style="list-style-type: none"> ↑ Instagram (48% lower CPM) ↓ Messenger

	Tags	Text	People	Colors
IMAGERY INSIGHTS	<ul style="list-style-type: none"> ↑ Food ↓ Machinery 	<ul style="list-style-type: none"> ↑ Text ↓ No Text 	<ul style="list-style-type: none"> ↑ People (50% lower CPM) ↓ No People 	<ul style="list-style-type: none"> ↑ #008080 ↓ #404040

	Tags	Text	People	Colors
VIDEO TRENDS	<ul style="list-style-type: none"> ↑ Indoor Decor ↓ Clothing/Apparel 	<ul style="list-style-type: none"> ↑ No Text ↓ Text 	<ul style="list-style-type: none"> ↑ No People (14% lower CPM) ↓ People 	<ul style="list-style-type: none"> ↑ #808080 ↓ #COCOCO

	Headline Length	Headline Special Characters	Headline Emojis	Body Length	Body Special Characters	Body Emojis
COPYWRITING REPORT	<ul style="list-style-type: none"> ↑ 40-45 characters ↓ 50-60 characters 	<ul style="list-style-type: none"> ↑ ! ↓ @ 	<ul style="list-style-type: none"> ↑ ✨ ↓ 📦 	<ul style="list-style-type: none"> ↑ 1-10 characters ↓ 100-150 characters 	<ul style="list-style-type: none"> ↑ ? ↓ @ 	<ul style="list-style-type: none"> ↑ 🏠 ↓ 🖥️