

# Bottom-of-Funnel Cheat Sheet: Consideration Campaigns

Artificial intelligence found these latest trends for mid-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"> <li>↑ Video (90% lower CPR (link clicks))</li> <li>↓ DCO Single Image</li> </ul>	<ul style="list-style-type: none"> <li>↑ Video (39% lower CPR (link clicks))</li> <li>↓ Image</li> </ul>	<ul style="list-style-type: none"> <li>↑ Facebook (80% lower CPR (link clicks))</li> <li>↓ Messenger</li> </ul>

	Tags	Text	People	Colors
IMAGERY INSIGHTS	<ul style="list-style-type: none"> <li>↑ Athletic Equipment/Apparel</li> <li>↓ Food/Produce</li> </ul>	<ul style="list-style-type: none"> <li>↑ Text (5% lower CPR)</li> <li>↓ No Text</li> </ul>	<ul style="list-style-type: none"> <li>↑ No People (20% lower CPM)</li> <li>↓ People</li> </ul>	<ul style="list-style-type: none"> <li>↑ #0080C0</li> <li>↓ #FFC080</li> </ul>

	Tags	Text	People	Colors
VIDEO TRENDS	<ul style="list-style-type: none"> <li>↑ Jewelry</li> <li>↓ Food/Produce</li> </ul>	<ul style="list-style-type: none"> <li>↑ Text (1% lower CPR)</li> <li>↓ No Text</li> </ul>	<ul style="list-style-type: none"> <li>↑ People (30% lower CPM)</li> <li>↓ No People</li> </ul>	<ul style="list-style-type: none"> <li>↑ #408080</li> <li>↓ #C08000</li> </ul>

	Headline Length	Headline Special Characters	Headline Emojis	Body Length	Body Special Characters	Body Emojis
COPYWRITING REPORT	<ul style="list-style-type: none"> <li>↑ 55-70 characters</li> <li>↓ 15-20 characters</li> </ul>	<ul style="list-style-type: none"> <li>↑ #</li> <li>↓ ?</li> </ul>	<ul style="list-style-type: none"> <li>↑ 🌈</li> <li>↓ 🕒</li> </ul>	<ul style="list-style-type: none"> <li>↑ 70-80 characters</li> <li>↓ 100-150 characters</li> </ul>	<ul style="list-style-type: none"> <li>↑ ?</li> <li>↓ #</li> </ul>	<ul style="list-style-type: none"> <li>↑ 🍼</li> <li>↓ 🍷</li> </ul>