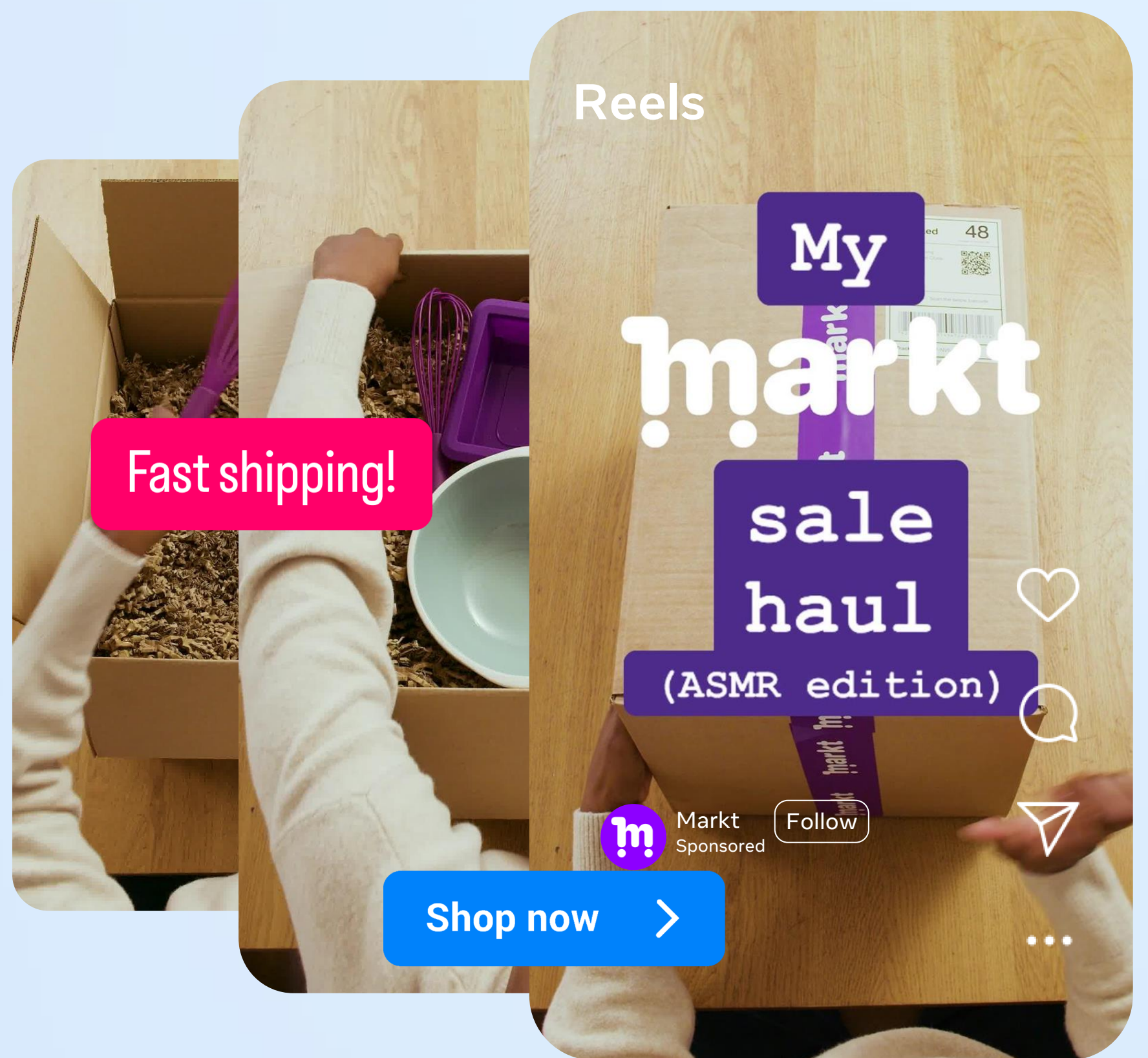


Supercharge your campaign with Reels ads

Reels is a rich, growing, creative canvas where brands can turn attention into action and where creativity multiplies success. 3.24 billion people use at least one Meta technology each day,¹ and we're seeing sustained growth in Reels and video overall. Video now represents more than 60% of time on Facebook and Instagram,² and approximately 50% of time spent on Instagram is on Reels.³



Reels turn attention into action

Reels ignite connection

Reels are built on top of your existing social graph, meaning your friends and family are already here. People reshare reels over 3.5 billion times per day.⁴

Reels spark action

85%

of people surveyed have followed a business after watching reels.⁵

79%

of people surveyed have purchased a product or service after watching reels.⁶

Reels supercharge results across the funnel

Direct response

- Adding the Instagram Reels placement to business-as-usual (BAU) direct response campaigns drove more incremental value than BAU campaigns alone and significantly increased the likelihood of page visits (97%), adds to cart (97%) and purchases (90%).⁷
- Adding the Facebook Reels placement to BAU campaigns drove 3% more incremental purchases per dollar spent than BAU campaigns alone in a large-scale study measuring incremental effects.⁸

Brand

- Campaigns using Reels ads resulted in a 14% higher average brand lift and 24% higher median brand lift than BAU campaigns.⁹

Build reels. Build results.

When you build them the right way using the Reels creative essentials – vertical video (9:16) with audio and key messages in the safe zone – they're even more effective.

They drive better performance...

9:16 video ads with audio in the safe zone resulted in, on average, 34.5% lower cost per result (CPR) than image ads¹⁰ and 15% lower CPR than non-9:16 video ads without audio on Reels.¹¹

... and see stronger delivery.

Campaigns that include ads with the Reels creative essentials get 101% (2X) higher delivery to the Reels placement.¹²

1 Build 9:16 video to make your Reels ads captivating

Reels is a full-screen immersive video format. To help your creative feel at home here, consider leading with video and resizing it to 9:16.

- [Crop your video ad to 9:16 in Meta Ads Manager](#)

2 Build with audio to make your Reels ads entertaining

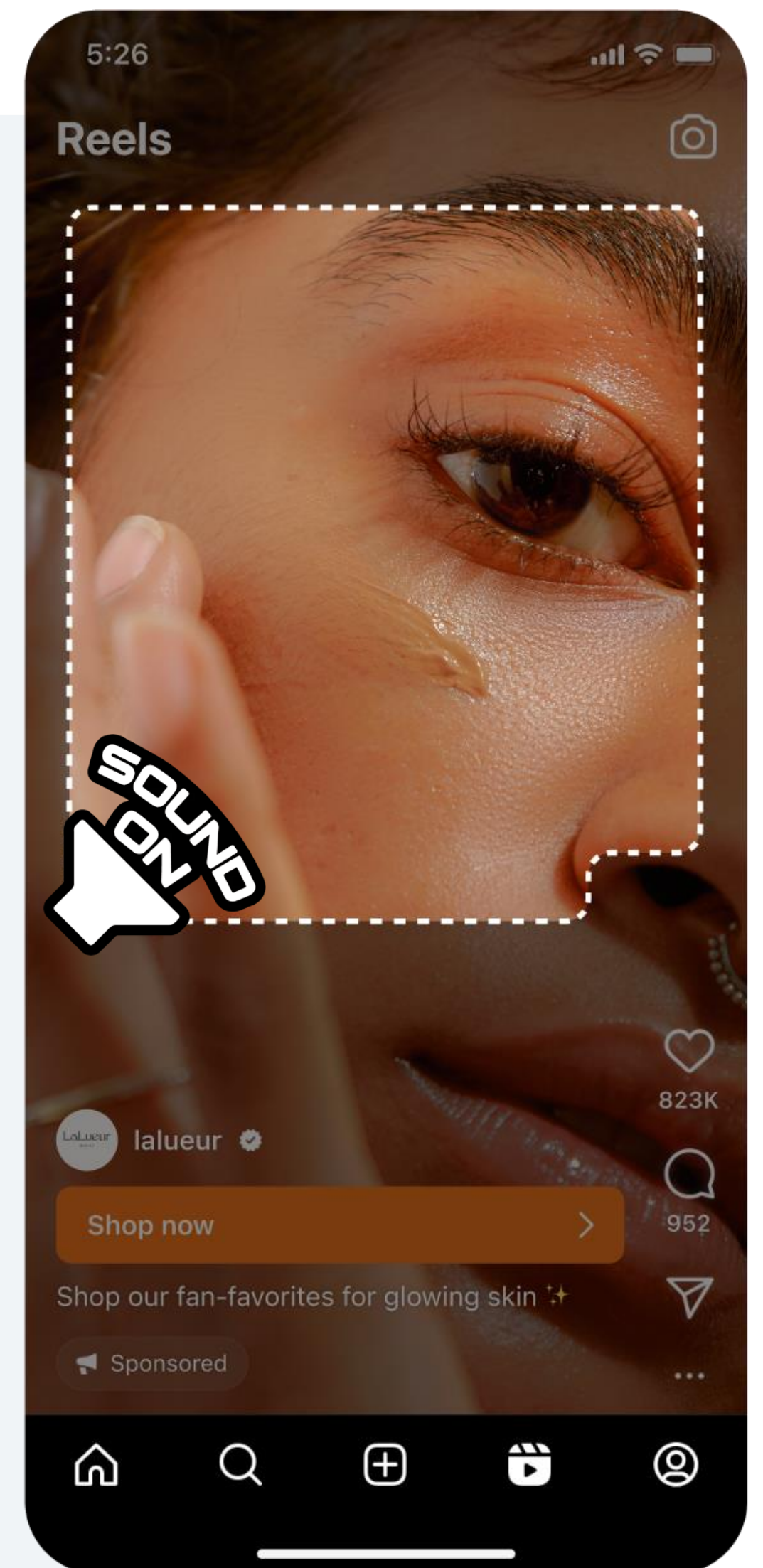
Audio – whether that's music, voiceover or sound effects – is a key driver of engagement and entertainment on Reels.

- Download free audio from the [Sound Collection](#) that you can use in your creative. Sound Collection now features a library of sounds created specifically for Reels. Simply search for "Reels Sound" in the search bar to discover audio for different story types.

3 Build in the safe zone so that your message is clear

To ensure that your messaging isn't overlapped by the Reels user interface, keep the bottom 35% of your ads free of key creative elements, text and logos.

- Check that your key creative elements are in the [safe zone](#) with the safe zone checker for Reels ([PowerPoint](#), [Photoshop](#), [Keynote](#))
- Toggle on the [safe zone guardrail](#) in Meta Ads Manager to see how your ad fits within the Reels safe zone



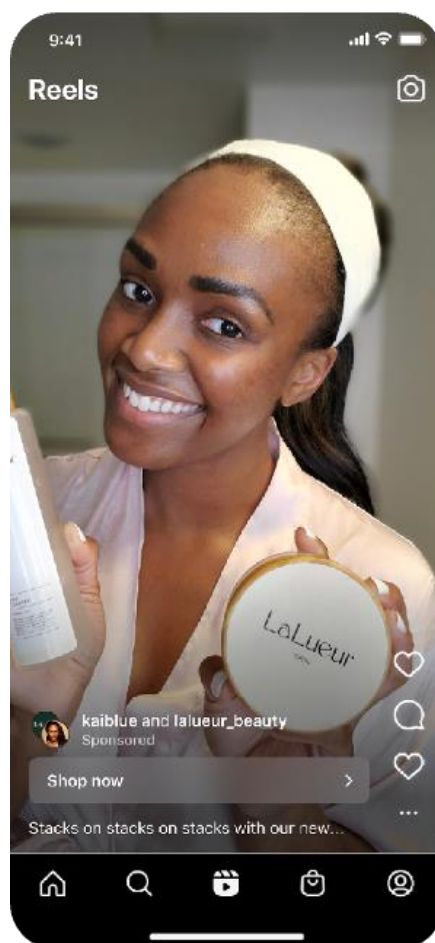
Connect with a Meta Business Partner to efficiently create Reels ads

Meta Business Partners are companies Meta has vetted for their technical skills, services and unique ability to help businesses grow.

From lightweight templates to full-scale production and working with creators, Meta Business Partners offer end-to-end solutions for Reels ads on Facebook and Instagram, enabling you to create quality campaigns at speed and scale.

In a recent study, we saw that adding partner-enabled Reels creative (9:16 video with audio in the safe zone) to a BAU campaign setup drove, on average, a 5% lower cost per result and an 11% higher conversion rate.¹³

➔ [Find the perfect partner for production, asset optimisation and templates for Reels.](#)



Partner with creators as your creative or production partner

Creators are fuelling the Reels ecosystem, driving creativity, authenticity and relatability, and can help drive business outcomes from discovery to purchase:

55%

of people surveyed agree that creators on Reels help them discover new brands.¹⁴

53%

of people surveyed agree they are more likely to purchase an item if it's been promoted by a creator on Reels.¹⁵

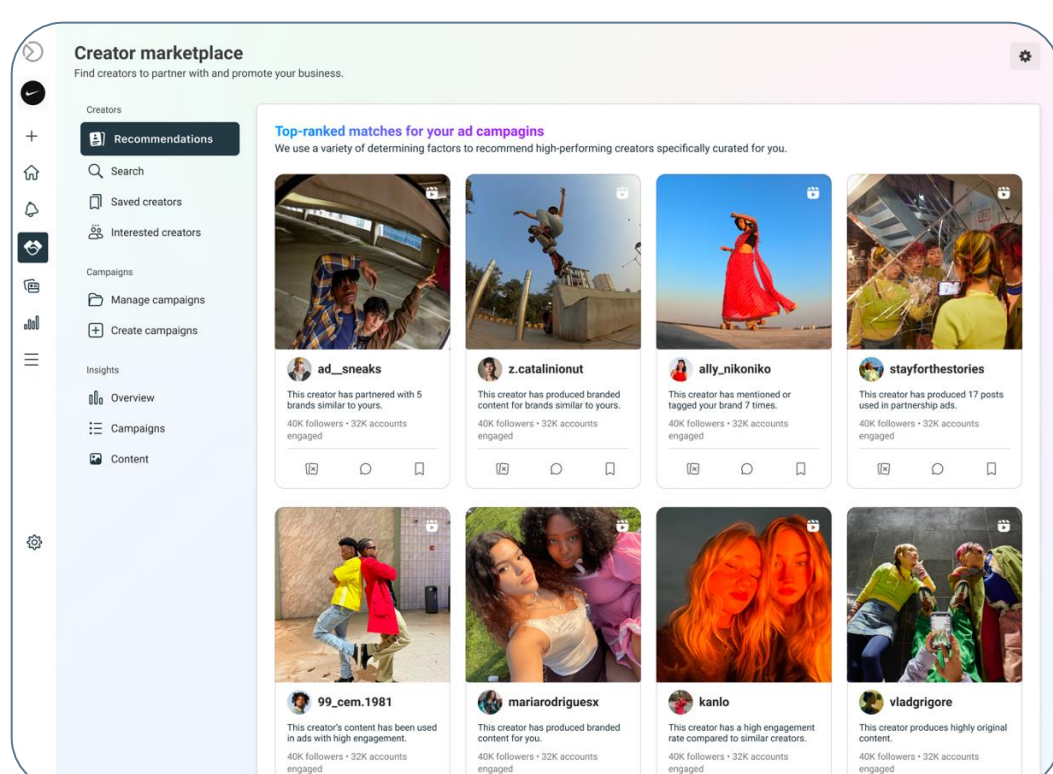
Tap into the potential of partnership ads to scale your creator collaborations

Adding partnership ads on Reels to existing BAU campaigns led to median 5% improvement in cost per result and 20% higher conversion rate in comparison to BAU alone.¹⁶

Leverage the creator marketplace on Instagram to discover and more easily connect and collaborate with creators around partnership opportunities

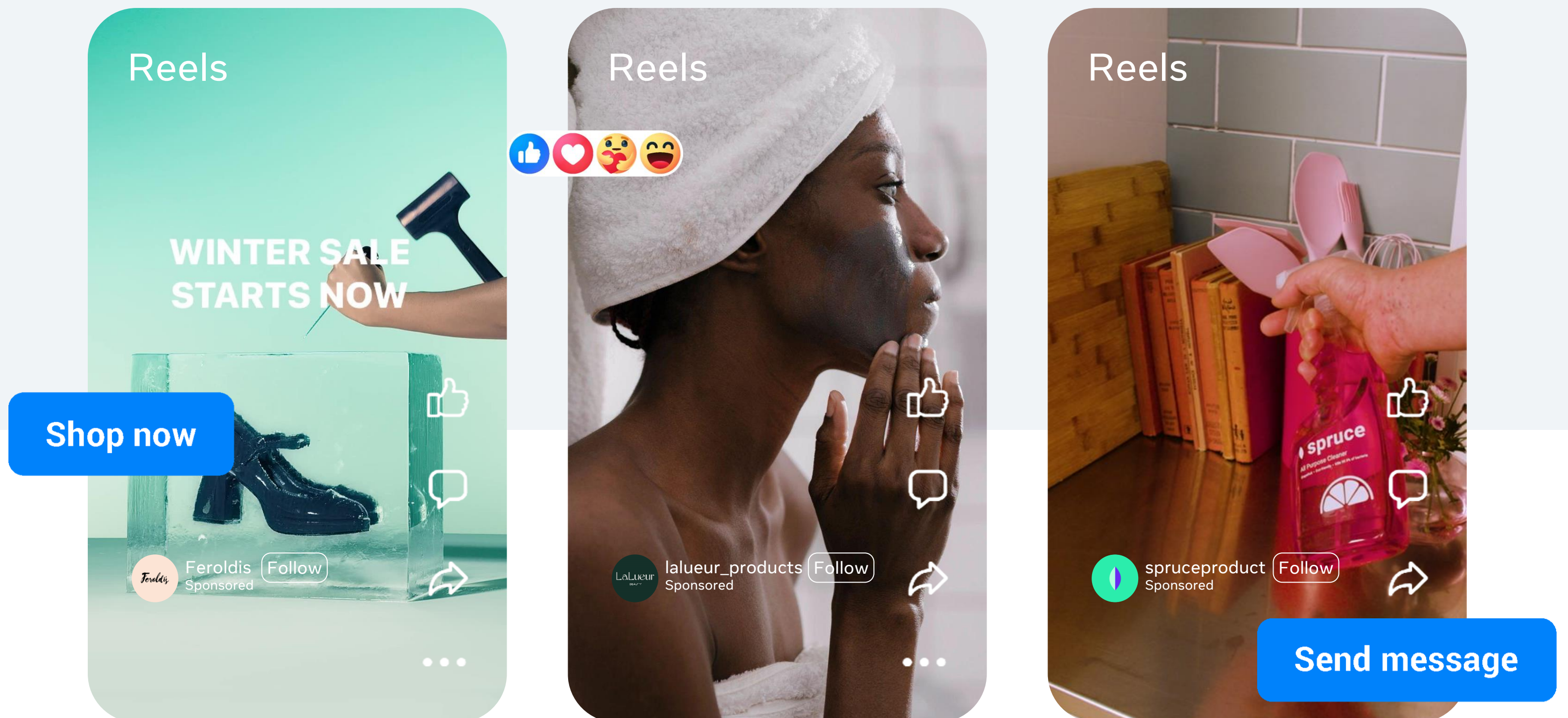
The creator marketplace utilises personalised, machine learning-driven creator recommendations based on first-party data to help you identify branded content reels for your brand that can be boosted into high-performing campaigns.

➔ [Learn more about the creator marketplace on Instagram.](#)



13. Results from the Meta-analysis of a series of 15 A/B tests across verticals and global regions (DE, ES, ID, UK and US); n = 15 studies conducted May 2022-Apr 2023. Test cell setup (Partner-enabled creative on Reels placement with at least 30% campaign budget and business-as-usual non-9:16 creative across other placements). 14. Meta-commissioned research with GWI, 2023. Base: 6,758 heavy short-form video consumers (1,178 in Brazil, 1,110 in Germany, 1,178 in India, 557 in Japan, 515 in South Korea, 1,113 in UK, 1,107 in US) aged 16-64 who are at least weekly Reels users. 15. Meta-commissioned research with GWI, 2023. Base: 6,758 heavy short-form video consumers (1,178 in Brazil, 1,110 in Germany, 1,178 in India, 557 in Japan, 515 in South Korea, 1,113 in UK, 1,107 in US) aged 16-64 who are at least weekly Reels users. 16. Statistical Meta-analysis of 12 lift studies that were run from Sep 2022 to Jun 2023 by global advertisers from various verticals that only delivered to Reels.

Once you've mastered the creative essentials, take your campaign to the next level by exploring the language of Reels.



There isn't just one way to create reels.

Reels can be comedic, mesmerising or thought-provoking. They can surprise us, teach us something we didn't know or introduce us to a brand or product we haven't met yet. But they do have one thing in common – and that's a style of communicating that's a little bit different. A style that's entertaining, digestible and relatable all at once. We call it the language of Reels.

Adding creative that is built for Reels improves overall campaign performance.

Adding Reels ads that include the creative essentials and at least one additional creative element (human presence, text overlay, lo-fi content, or a "hook" in the first few seconds) to business-as-usual campaigns led to a 16% improvement in CPR, 13% higher ROAS, 29% higher conversion rate and 11% higher reach across Reels, Feed and Stories.¹⁷

1 Make it entertaining

Great Reels ads provoke an emotional response through a mix of music, visual effects and storytelling. They can entertain us by sharing something useful, by making us smile or by satisfying our curiosity.

2 Make it relatable

Great Reels ads are relatable because they tell stories we recognise, feature people who feel like us and use a visual tone and set of codes we know.

3 Make it digestible

Great Reels ads respect the limited time that their audiences have by being direct, immediate and easy to understand. Focus on the pace of your reels to ensure that you're capturing, maintaining and rewarding attention.

**Every connection is an opportunity.
It's your world.**