



Catalog Ad Learnings from

6,500,000,000

impressions on Facebook

How to crack the Catalog Ad code



Let's look at a classic



Adding prices?





Unieuro ✓

18m · 🌐



Sul nostro store online trovi il meglio della tecnologia per te e per la tua casa! Cosa stai aspettando? Visita il nostro sito per scoprire tutti i prodotti.



€24.99

 unieuro

Music Sound Maxi 2
Auricolare Wireless...

[Learn more](#)



€24.99

 unieuro

Music Sound Maxi 2
Auricolare Wireless...

[Learn more](#)



Sony
Blue



Catalog Ads showing the price have a 41% higher ROAS on average



Product's price in design



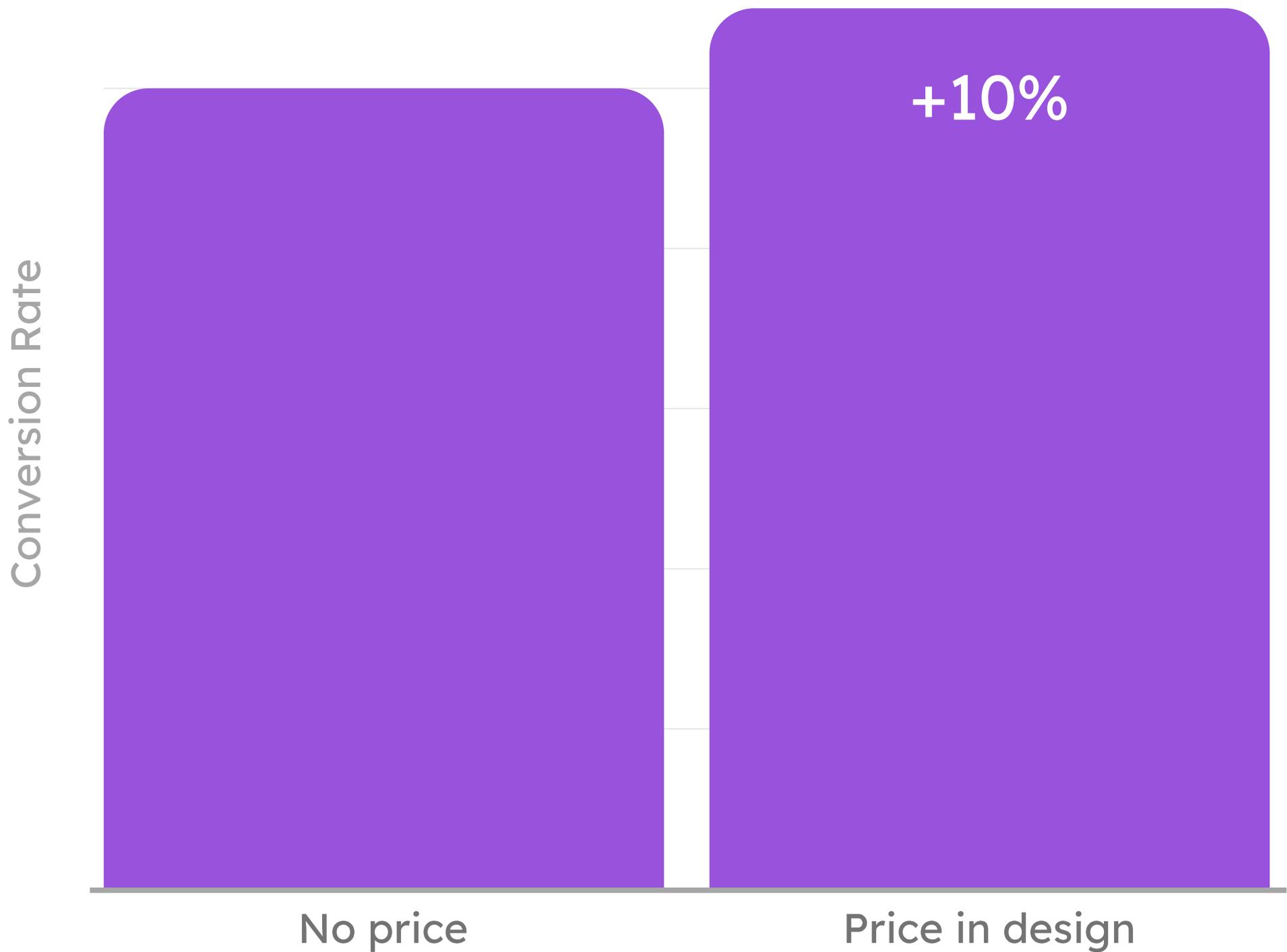
The price makes people **less likely** **to click** on the Catalog Ad



Product's price in design

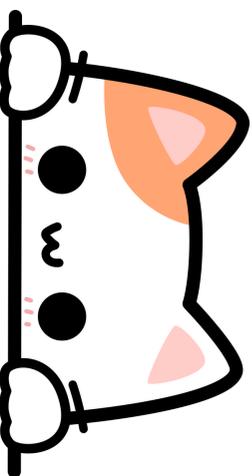


But the price also makes users
more likely to convert on the site



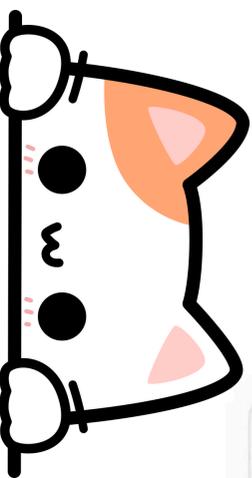
Product's price in design





How does the **price point** affect this?





Humac Danmark

Sponsored (demo)



Julen er nær, og med et Apple-produkt under træet er glæden især. Når du køber dine julegaver i Humac giver vi dig 100 dages returret og en landsdækkende bytteservice.

10% studierabat på MacBook.



21243,06 kr.
med studierabat*

22599,00 kr.

MacBook Pro 2024 14" M4
Apple

iPhone 16 128GB Black

Shop now

10% studierabat på MacBook.



12971,06 kr.
med studierabat*

13799,00 kr.

MacBook Air 2024 15" M3
Apple

Apple AirPods 2019
Wireless Charging...

Shop now



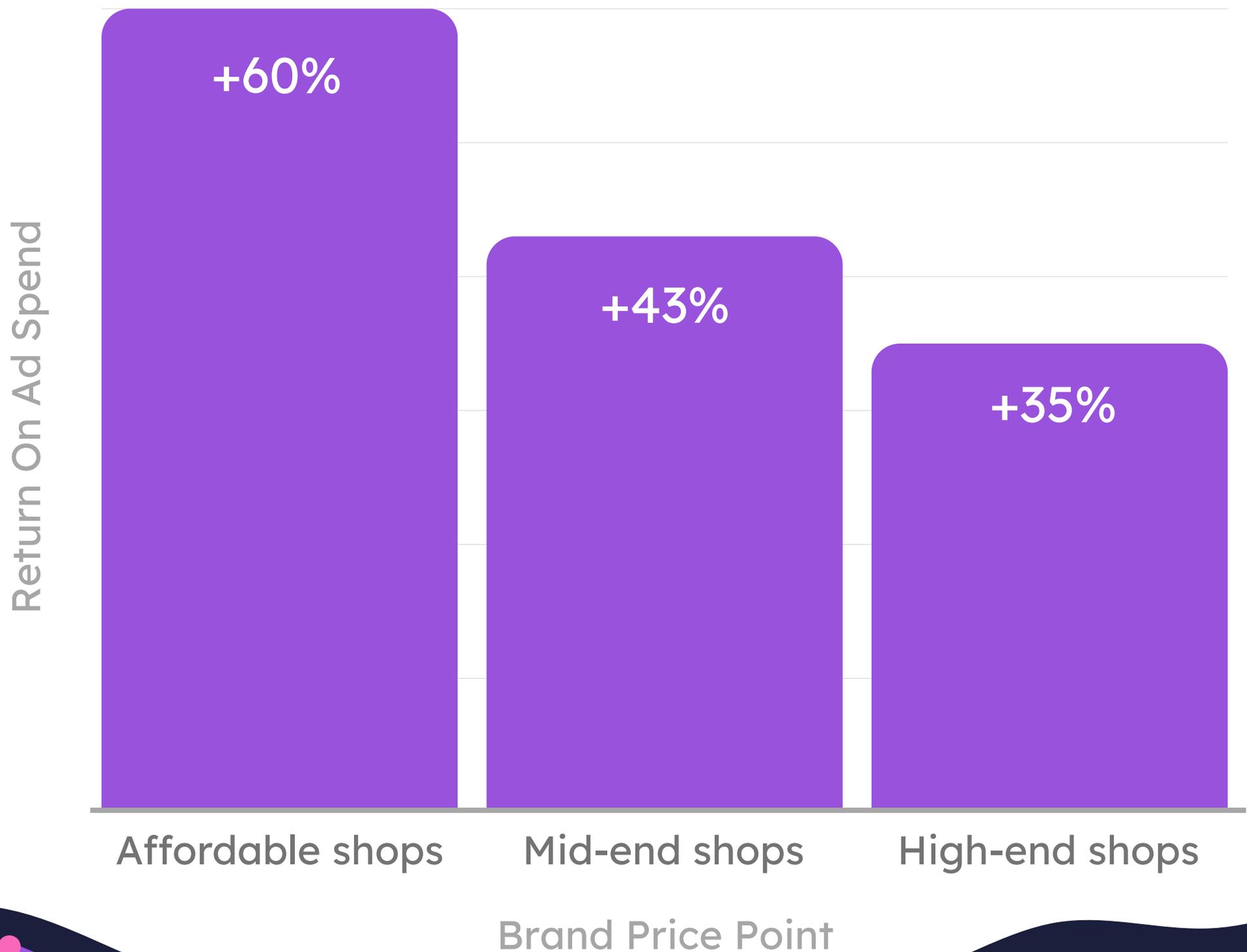
10% stu
Ma



iPho
256

82

Naturally, affordable shops see a higher ROAS by including the price.



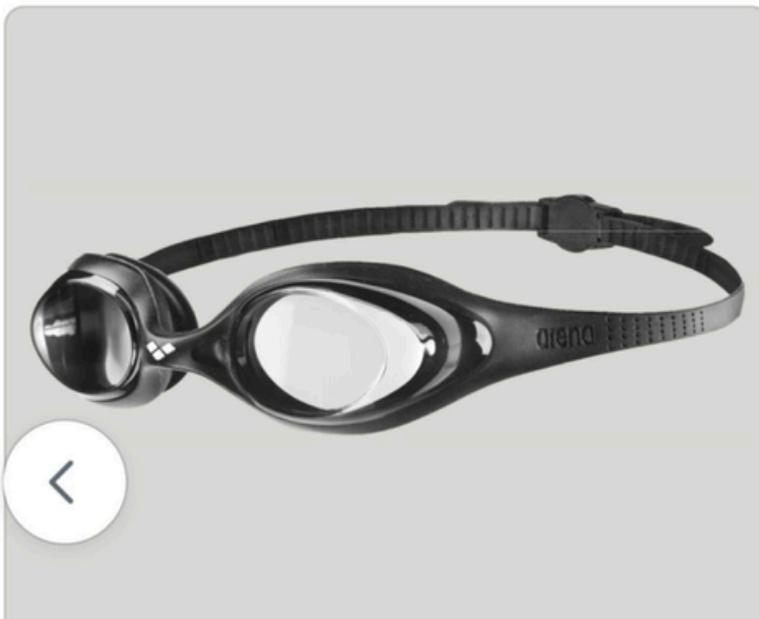


Arena

Sponsored · 🌐



Spare bis zu 70% und profitiere von unschlagbaren Preisen. ❤️🕒
Schnell sein lohnt sich!



Spider Goggles
9€

Shop now



3D Soft Cap
37€

Shop now

👍 13





VERO MODA

Sponsored (demo) ·



See something you like? Shop now and add the latest fashion must-haves to your wardrobe.

100 days return policy

Fast delivery

Pay with Klarna



BLAZER
€39.99

Pay with

VERO MODA

Vmharuki Blazer |
DKK299,95

Shop now



DRESS
€49.99

Pay with

VERO MODA

Vmzera Long Dress |
DKK379,95

Shop now



Pay with

Vmh
DKK

58

Like

Comment

Share



You could also lean into discounts



veromoda



CODE:
EXTRA20

40%
OFF
+20% EXTRA

SHOP NOW

VERO MODA

veromoda



CODE:
EXTRA20

25%
OFF
+20% EXTRA

SHOP NOW

VERO MODA

veromoda



CODE:
EXTRA20

40%
OFF
+20% EXTRA

SHOP NOW

VERO MODA





VERO MODA

Sponsored (demo) ·



Get amazing deals on your favourite styles! Don't wait – these styles are selling fast!

100 days return policy

Fast delivery

Pay with Klarna



SALE

25% OFF

VERO MODA

-25% Mishelby Briefs

Shop now



SALE

25% OFF

VERO MODA

-25% Maternity-trousers

Shop now



-25% Wais

237

Like

Comment

Share





Nike

2h · 🌐

Get up to 50% off the season's finest so you can keep playing at your best.

**END OF SEASON
SALE**



~~£69.95~~ **£48.97**

NikeCourt Legacy Next Nature

Free Delivery & Returns

NikeCourt Legacy Next
Nature

Shop now

SAVE 30%



SAVE 30%



**END OF SEASON
SALE**



~~£124.95~~ **£87.47**

Nike Air Force 1 '07 LX

Free Delivery & Returns

Nike Air Force 1 '07 LX

Shop now

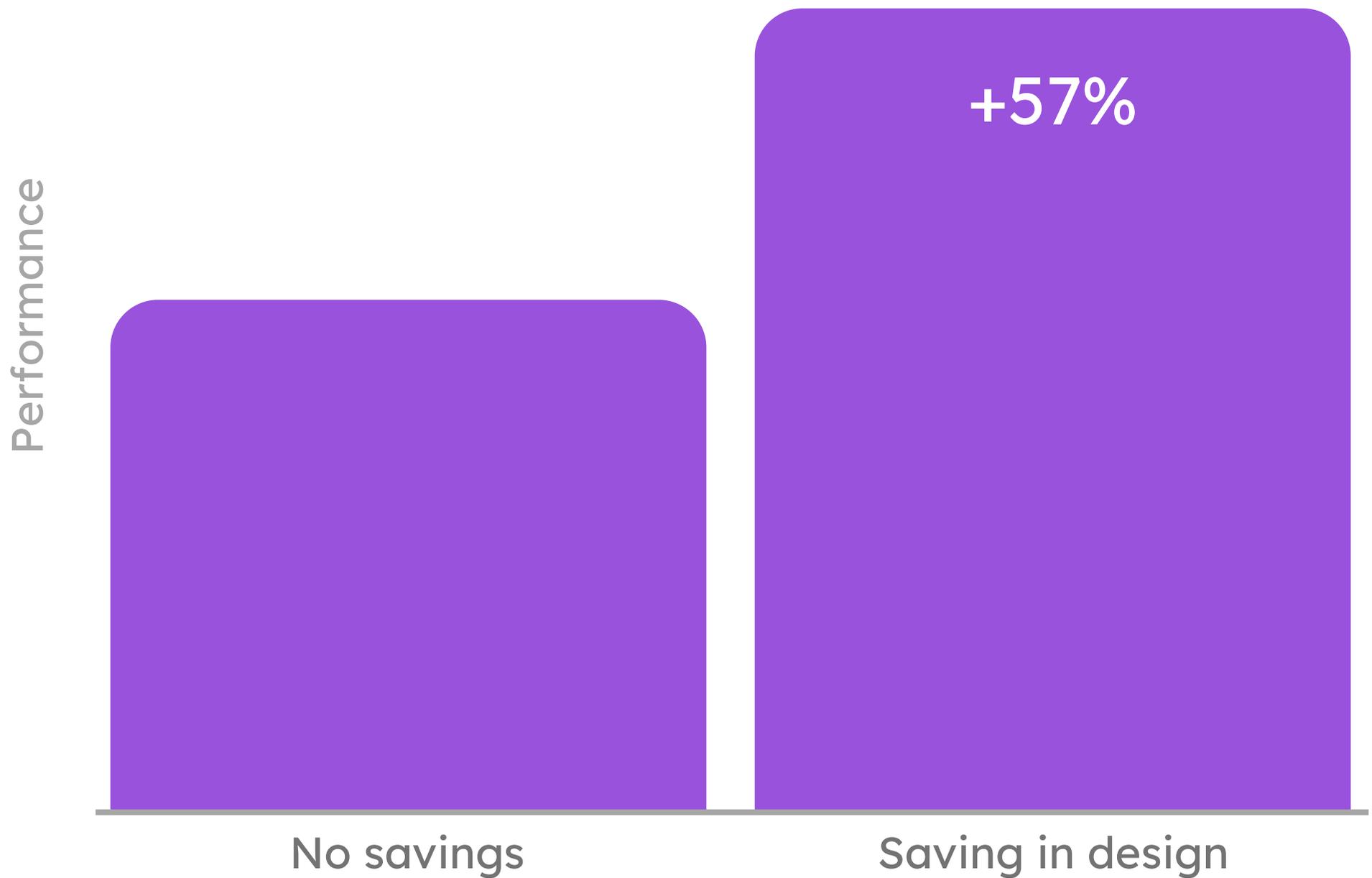
SAVE 30%



SAVE 30%



Savings and Discounts perform very well in Catalog Ads

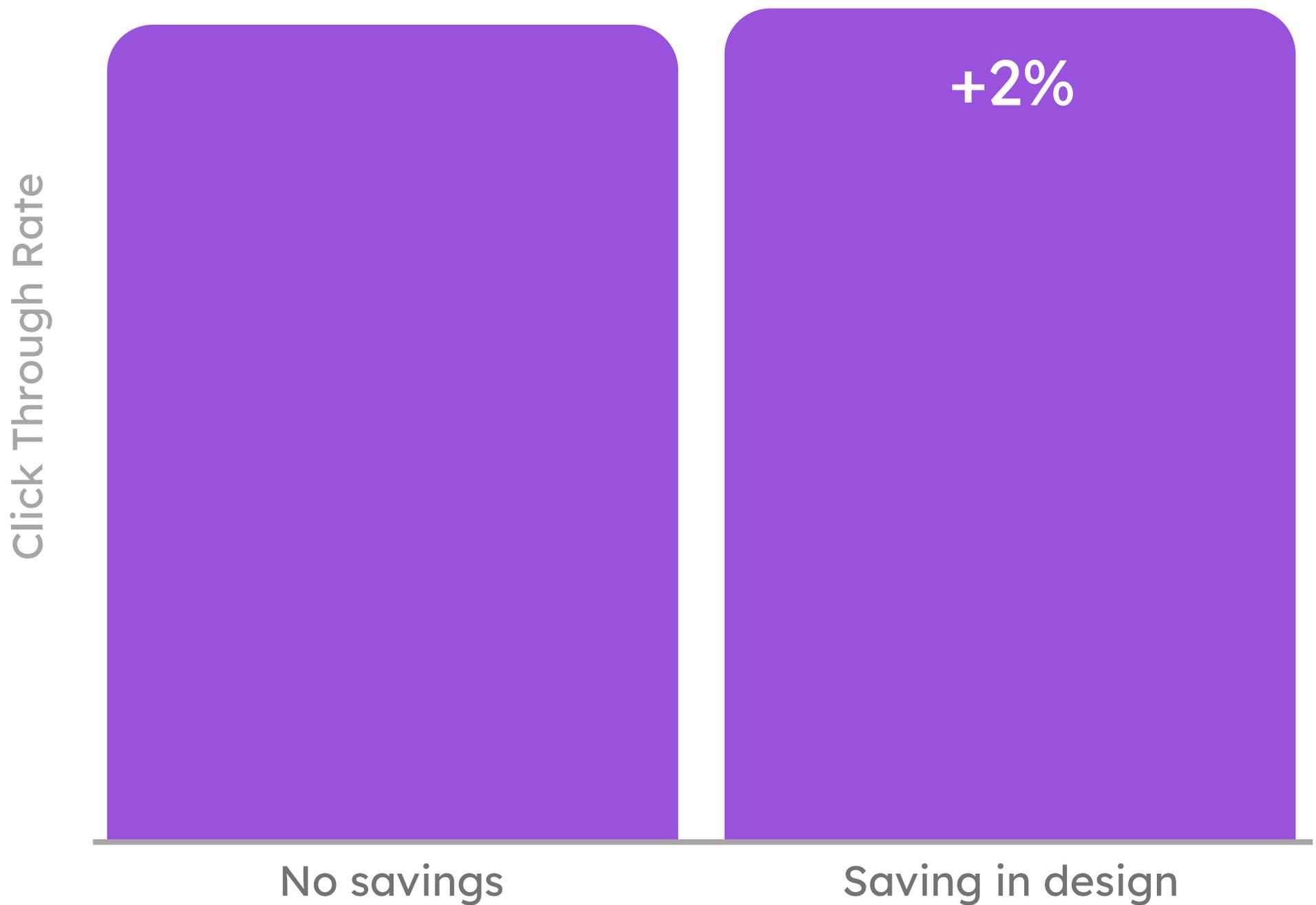


Product's savings in design

ads via [Confect.io](https://confect.io)



Savings and Discounts don't really affect CTR in Catalog Ads



Product's savings in design

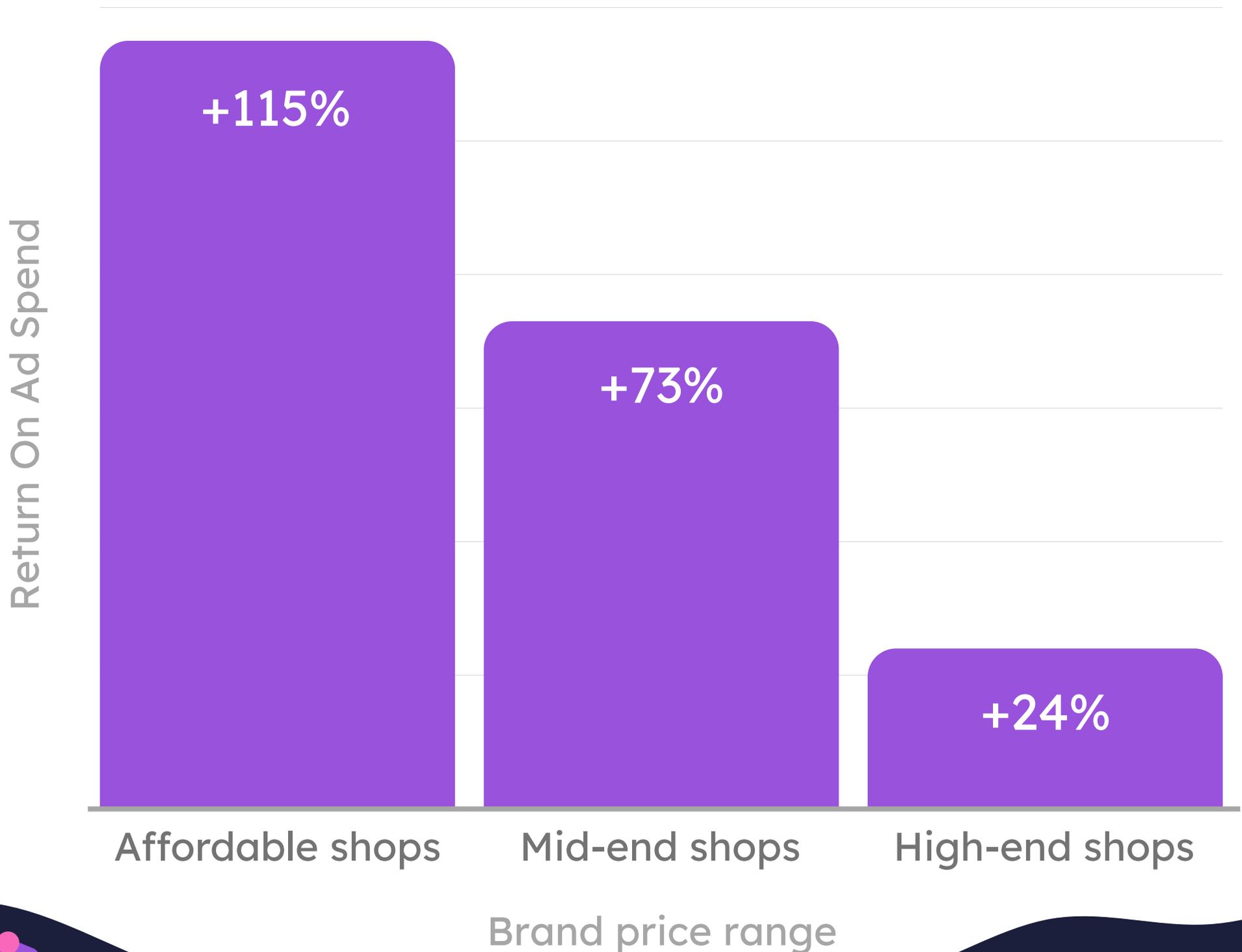
ads via Conflect.io



But what if you are a premium brand? Would it then still work?



An increase in ROAS really depends on your products' price-range





Humac Denmark ✓

Sponsored (demo) · 🌐



Julen er nær, og med et Apple-produkt under træet er glæden især. Når du køber dine julegaver i Humac giver vi dig 100 dages returret og en landsdækkende bytteservice.

10% studierabat på MacBook.



21243,06 kr.
med studierabat*

22599,00 kr.

MacBook Pro 2024 14" M4
Apple

iPhone 16 128GB Black

Shop now

10% studierabat på MacBook.



12971,06 kr.
med studierabat*

13799,00 kr.

MacBook Air 2024 15" M3
Apple

Apple AirPods 2019
Wireless Charging...

Shop now



10% stu
Ma



iPho
256

👍 82

Adding logo?





ZARA

49 min · 🌐



Descubre las últimas tendencias de ZARA MAN



ZARA

Mocasín Piel Soft

Køb nu



ZARA

Camisa Estampado
Combinado

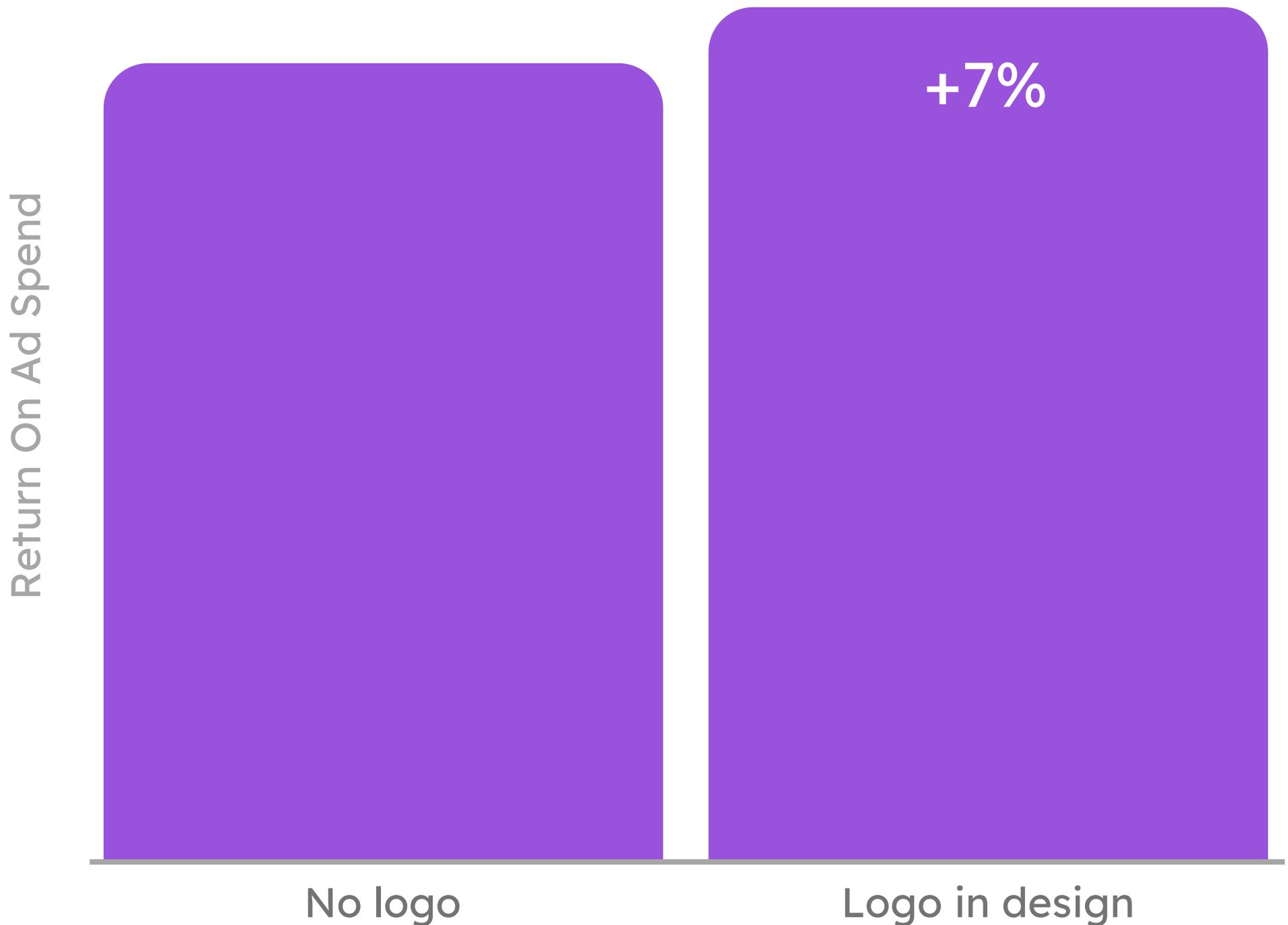
Køb nu



Moc

👍 😂 661

Catalog Ads with the advertiser's logo doesn't really affect ROAS



Shop's logo in design



In fact, it doesn't affect any performance metrics

RETURN ON AD SPEND

+7%

COST PER PURCHASE

-6%

CLICK THROUGH RATE

-3%

COST PER CLICK

-3%

CONVERSION RATE

-5%

USAGE

54%



It increases awareness
and exposure



Add product names?





Argos ✓

August 16, 2023 · ⚙️



Looking for the best school supplies? Explore our back to school bargain on Nokia phones



Back to school
discount

Shop now



Back to school
discount

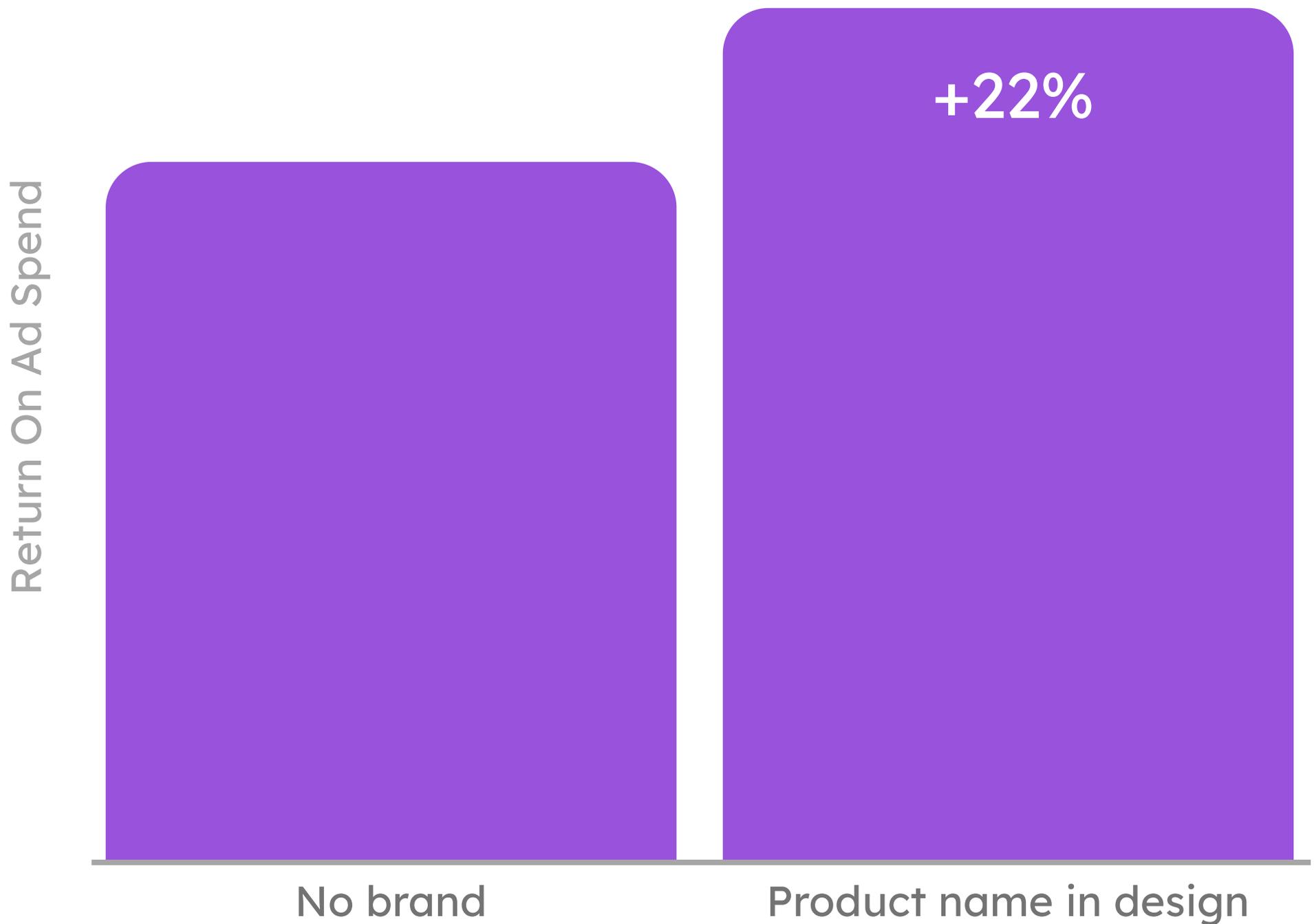
Shop now

👍 78

5 comments 1 share



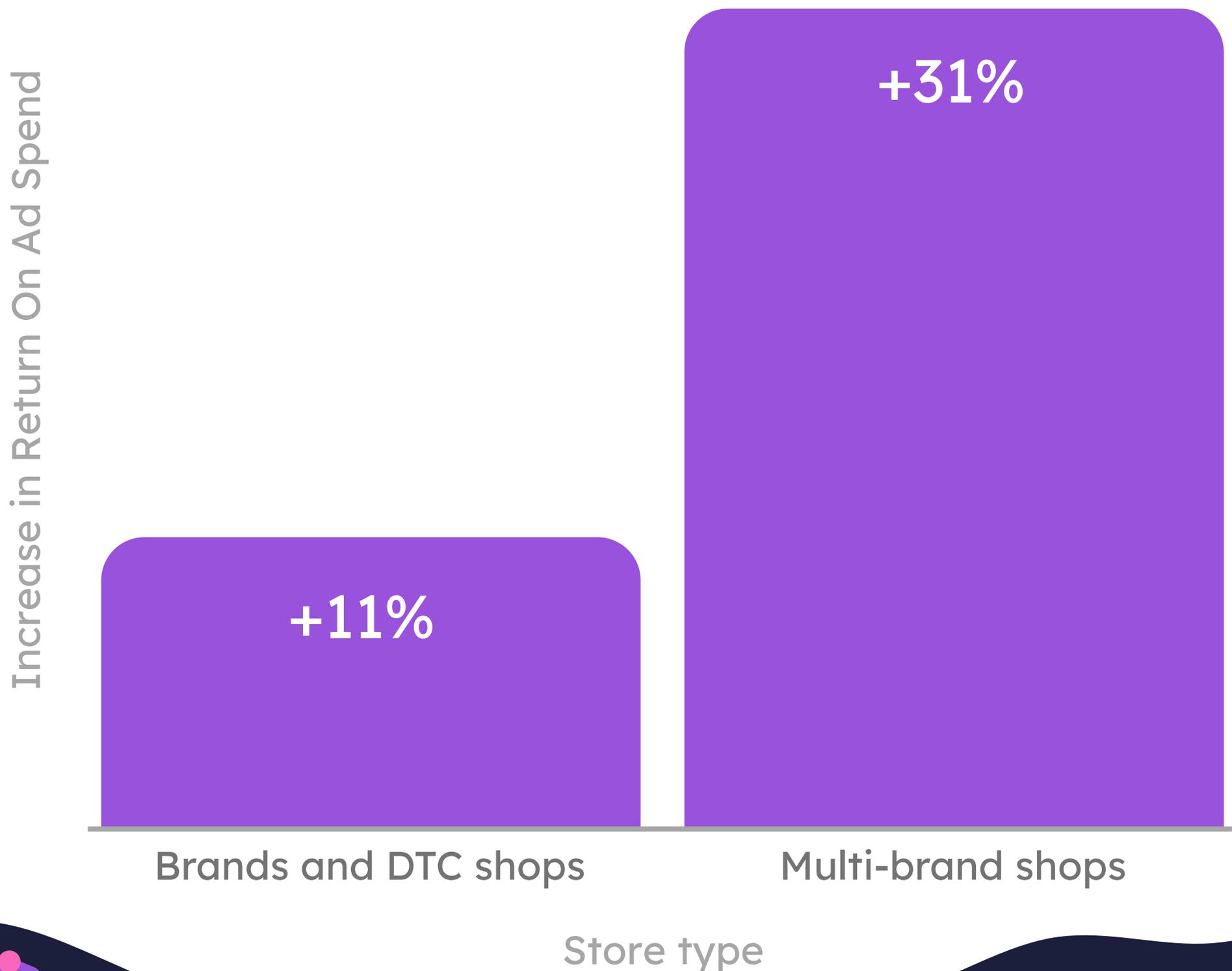
Catalog Ads with the product's name have a **22% higher ROAS** on average



Product's name in design



Product names perform especially well, for multi-brand stores



**This can also help you with exposure
as Vero Moda found out**



+25%

Uplift in **Searches** from
people exposed to the ads

“There was a 25 % uplift in both generic searches and shopping searches for people exposed to the Meta ads compared to those who weren’t exposed.”



Karoline Meldgaard
Social Media Manager @ Vero Moda





vmharuki blazer



All Products Images Videos Forums News Web : More

Black

Grey

Brown

Beige

Blue

Reviews

Man

Woman



Vero Moda

<https://www.veromoda.com/slim-fit-reverse-blazer>

VMHARUKI Blazer | Black

VMHARUKI Blazer from Vero Moda® NL for 39,99 EUR. Outer:

70% Polyester, 30% Cotton; Lining: 100% Polyester.

€39.99



Zalando.dk

<https://www.zalando.dk/vero-mo...> · [Translate this page](#)

Vero Moda VMHARUKI - Blazer - grey/blå

Modellens størrelse: Vores model er 180 cm høj og iført størrelse 36.

Fit: Normal. Design: Fitted. Længde: Normal længde. Ærmelængde:

Med lange ærmer.

239,95 kr.





VERO MODA

Sponsored (demo) ·



See something you like? Shop now and add the latest fashion must-haves to your wardrobe

100 days return policy

Fast delivery

Pay with Klarna



VMHARUKI
BLAZER

VERO MODA

Vmharuki Blazer |
DKK299,95

Vero Moda

Shop now



VMZERA
DRESS

VERO MODA

Vmzera Long Dress |
DKK379,95

Vero Moda

Shop now



Vmh
DKK
Vero

501

Like

Comment

Share



Now we have tried the **product names** but what about **products brand**





Sunglass Hut ✓

4h · 🌐

Explore shades that highlight your unique style. Shop now at Sunglass Hut®.

● sunglass hut



POLO
RALPH LAUREN

**Free Shipping &
Returns**

Sunglass Hut®

Shop now

● sunglass hut



BURBERRY
LONDON ENGLAND

**Free Shipping &
Returns**

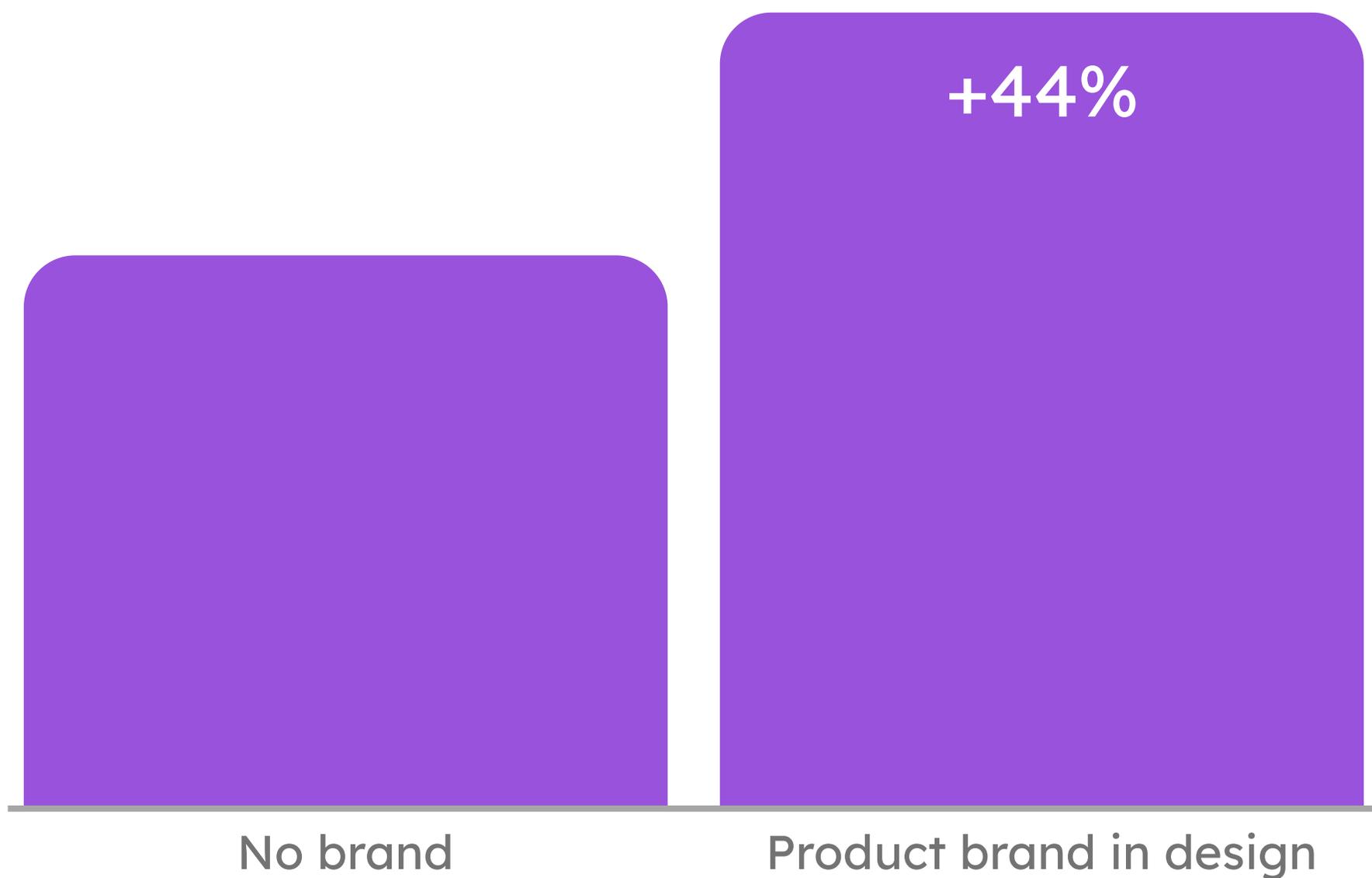
Sunglass Hut®

Shop now



Catalog Ads with the product's brand have a **44% higher ROAS** on average

Return On Ad Spend



Product's brand in design

ads via [Confect.io](https://confect.io)





Zalando ✓

2h · 🌐



Najveći izbor, najnoviji trendovi, najbolje ponude: kupnja nikada nije bila jednostavnija. Zalando.

	<p>BOSS</p>  <p>zalando</p>	<p>Nike Performance</p>   <p>zalando</p>	
<p>BOSS BULTON RUNN - Tennis - white</p> <p>Shop now</p>	<p>Nike Performance AIR MAX ALPHA TRAINING...</p> <p>Shop now</p>	<p>Nike ZOO</p>	



Add Shipping information?





Nike

6 November 2017

**NIKE
SALE**



~~€109.99~~ **€76.97**

Nike SB Zoom Blazer Mid Premium

Free Delivery & Returns

SAVE 30%



SAVE 30%



**NIKE
SALE**



~~€109.99~~ **€65.97**

Nike Blazer Mid '77

Free Delivery & Returns

SAVE 40%



SAVE 40%



**NIKE
SALE**



~~\$149.99~~ **\$104.99**

Nike Blazer Mid '77

Free Delivery & Returns



Shop now

Shop now

It's **very rare** for shipping information to affect Return On Ad Spend



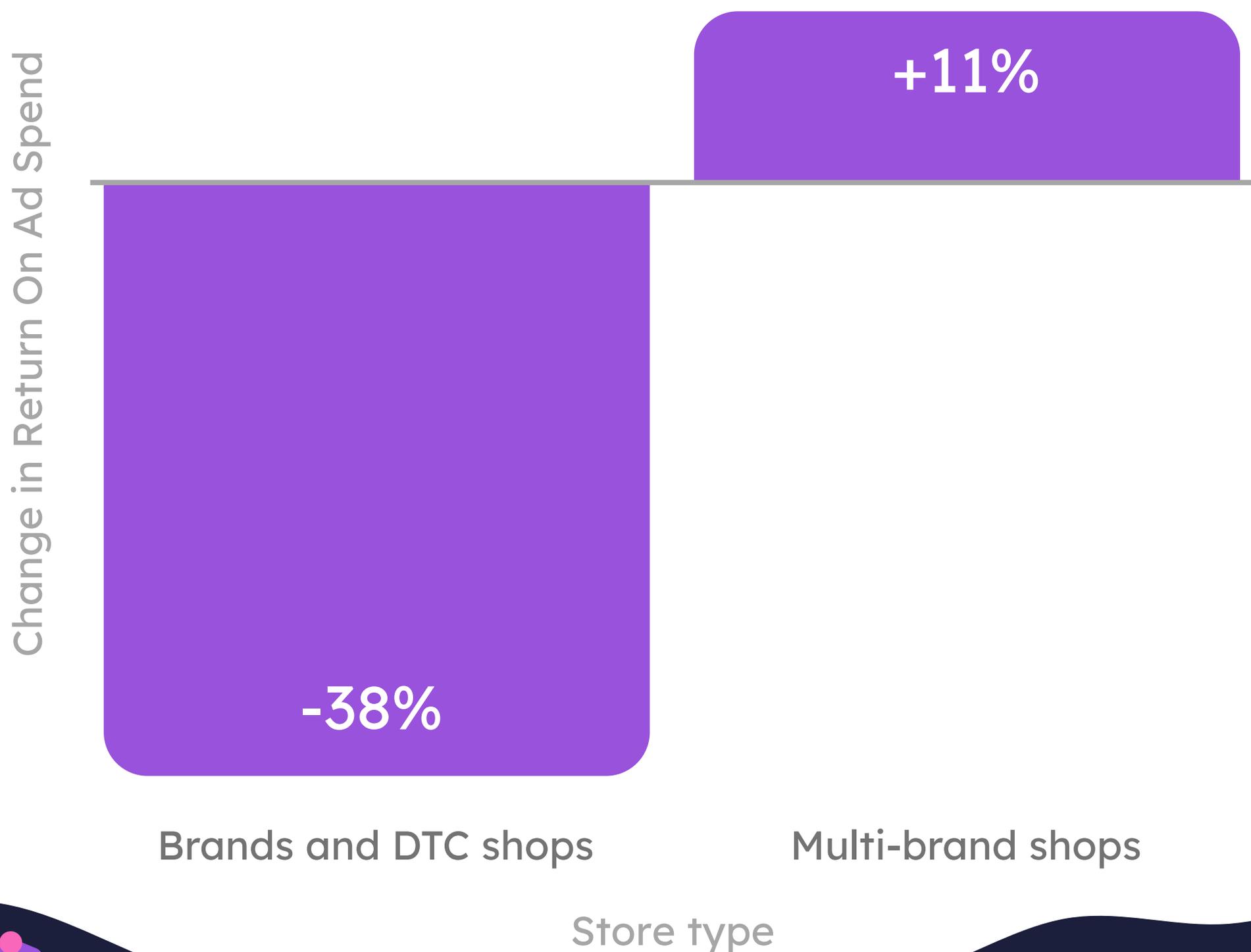
Shipping information in design



**Because everyone has fast or free
shipping today**



When looking at shop types we actually see a big difference



Brands and DTC shops

Multi-brand shops

Store type



And now some **hidden gems**





INTERSPORT Danmark

Sponsored · 🌐



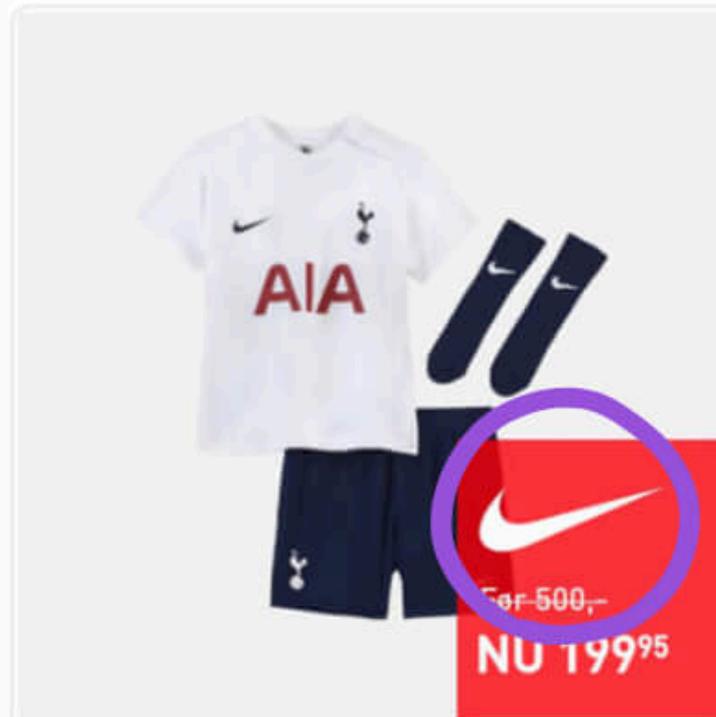
En aktiv livsstil kræver det rigtige udstyr.
Find tusindvis af sportsprodukter til mænd, kvinder og børn hos INTERSPORT.

Hos INTERSPORT har vi altid:
✅ Fri fragt over 499kr.... [See more](#)



adidas - Ajax
Amsterdam 21/22...

Shop now



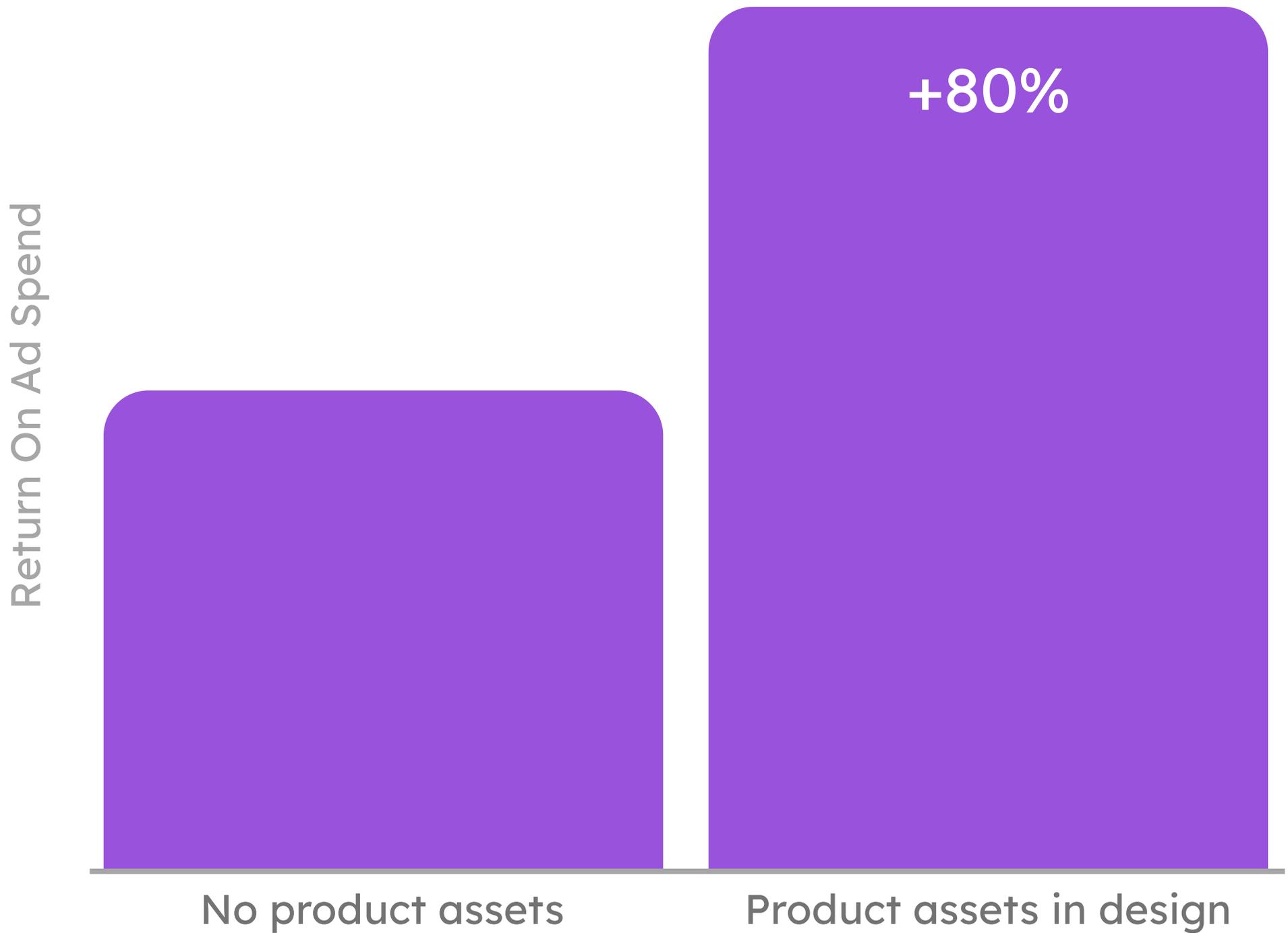
Nike - Tottenham
Hotspur 21/22...

Shop now

Hummel
Danmark



Catalog Ads with product assets have a 80% higher ROAS on average



Product assets in design

ads via [Confect.io](https://confect.io)





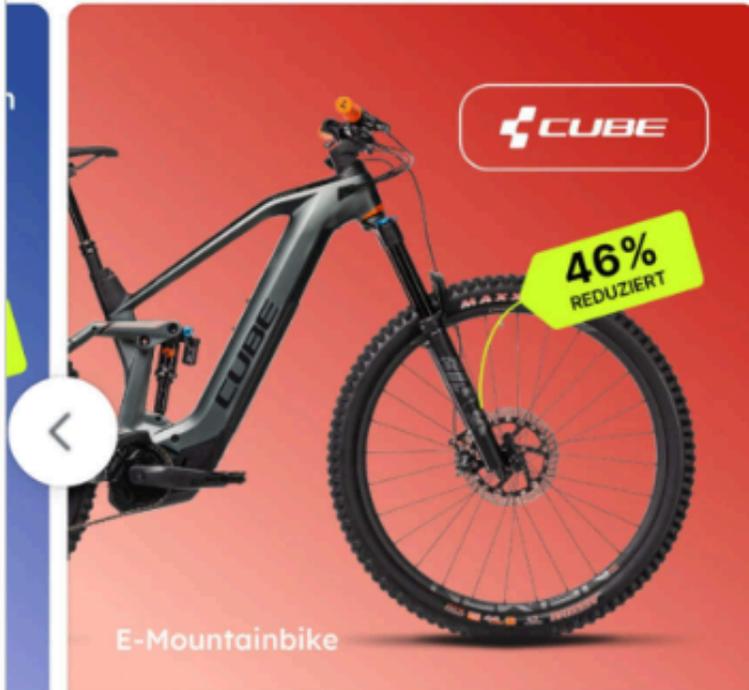
velio.de

17 July 2023 · 🌐



Mehr als 1.000€ auf Premium E-Bikes mit Velio sparen ✓ Generalüberholt in höchster Qualität mit Garantie 🚲 Wähle unsere generalüberholten E-Bikes und genieße Stil, Komfort und Ersparnisse!

See translation



E-Mountainbike

CUBE E-Bikes bis zu
51% Rabatt

Shop now



E-Trekkingbike

Bis zu 39% reduziert

Shop now

H
R



adidas

21m · 🌐



Zmień swój styl, wybierz coś zupełnie nowego.



adidas

188,30 zł ~~269,00 zł~~ 30% KIDS

adidas NMD 360 x
LEGO® Shoes

Shop now



TERREX

374,25 zł ~~499,00 zł~~ 25%

Terrex Swift Solo
Approach Shoes

Shop now





Adding trust signals?





Amazon Alexa ✓

40m ·



Shop these deals and discover what your home can do with Alexa. Control your lights, stream live camera feeds, and more.



Limited-Time Deal

Jabra Elite 5 True
Wireless In Ear...

Shop now



Limited-Time Deal

Fire TV Cube | Hands-
free streaming media...

Shop now



Like



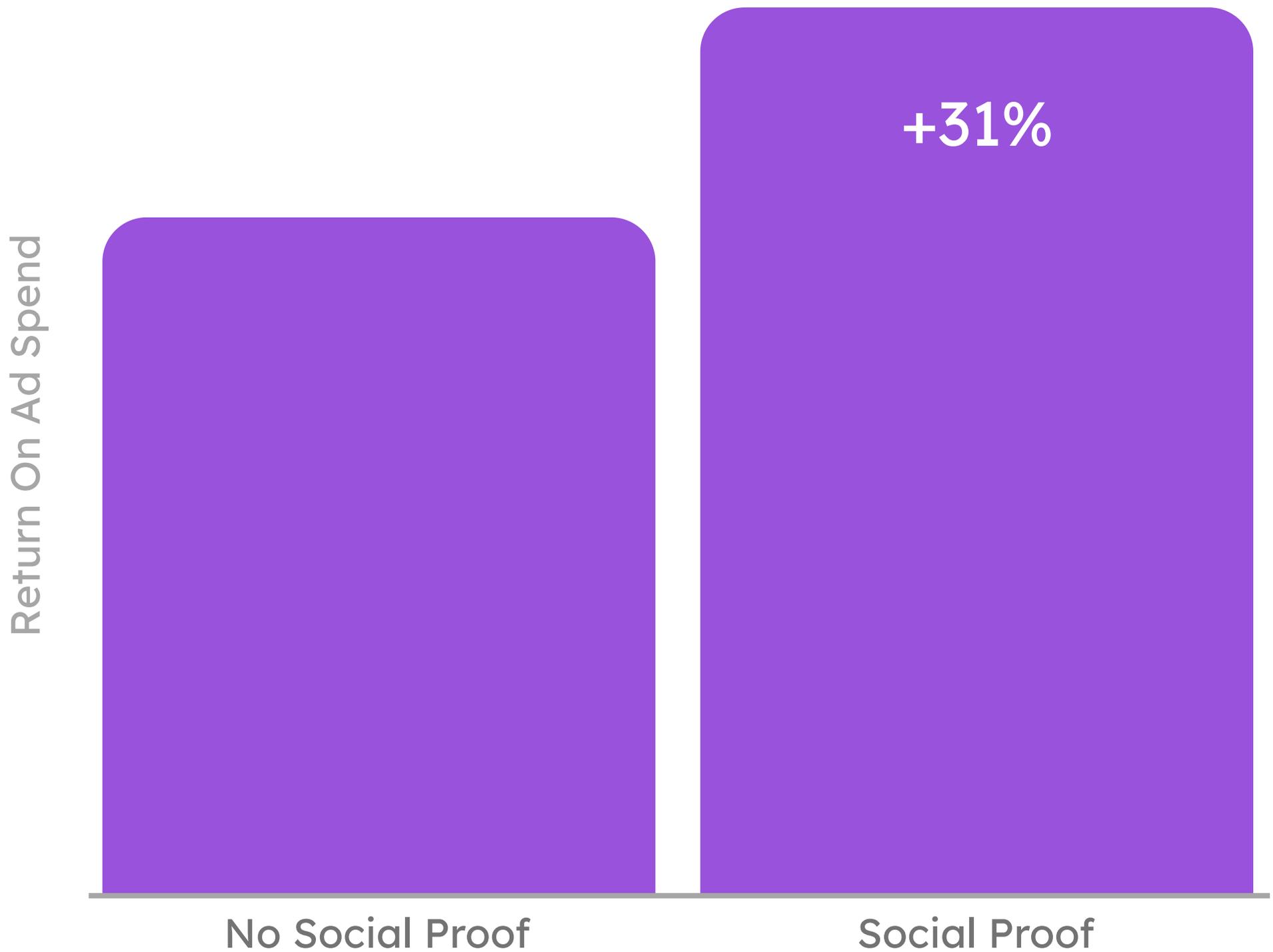
Comment



Share



Catalog Ads with social proof have a **31%** higher ROAS on average



Social Proof in designs

ads via [Confect.io](https://confect.io)





Patch plants

June 7, 2023 ·



From bathrooms to bedrooms, we've got the perfect plants to transform your favourite spaces and bring your home to life



Plants bring bedrooms to life

[Shop now](#)



Plants bring hallways to life

[Shop now](#)



Plants bring life to



**For more Catalog Ad
examples check out
confect.io**

