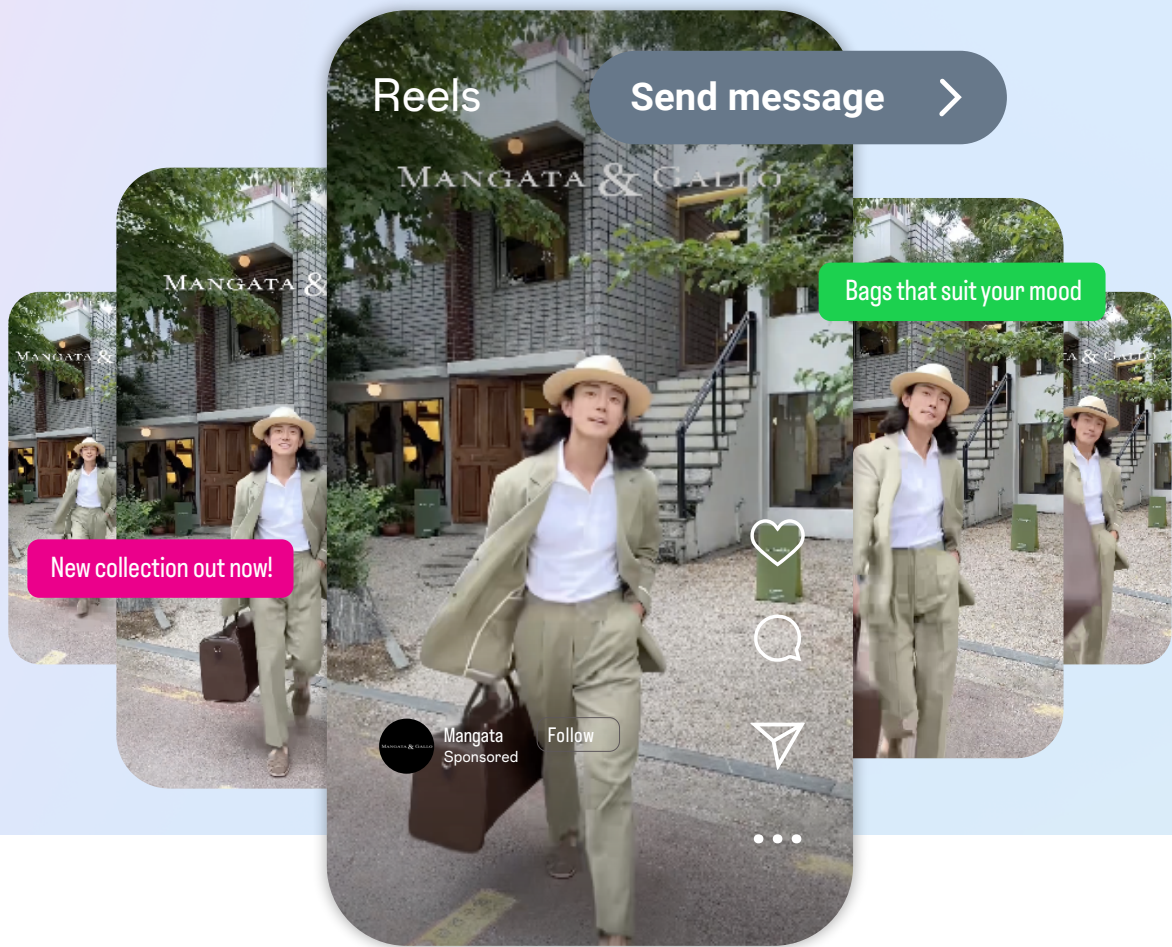


Build reels. Build results.



The Reels ads guide for building creative
that supercharges results

Supercharge your Reels ads by mastering the creative essentials

Reels ads turn attention into action, supercharging business results. And when you build them the right way — vertical video (9:16) with audio, in the safe zone — they're even more powerful.

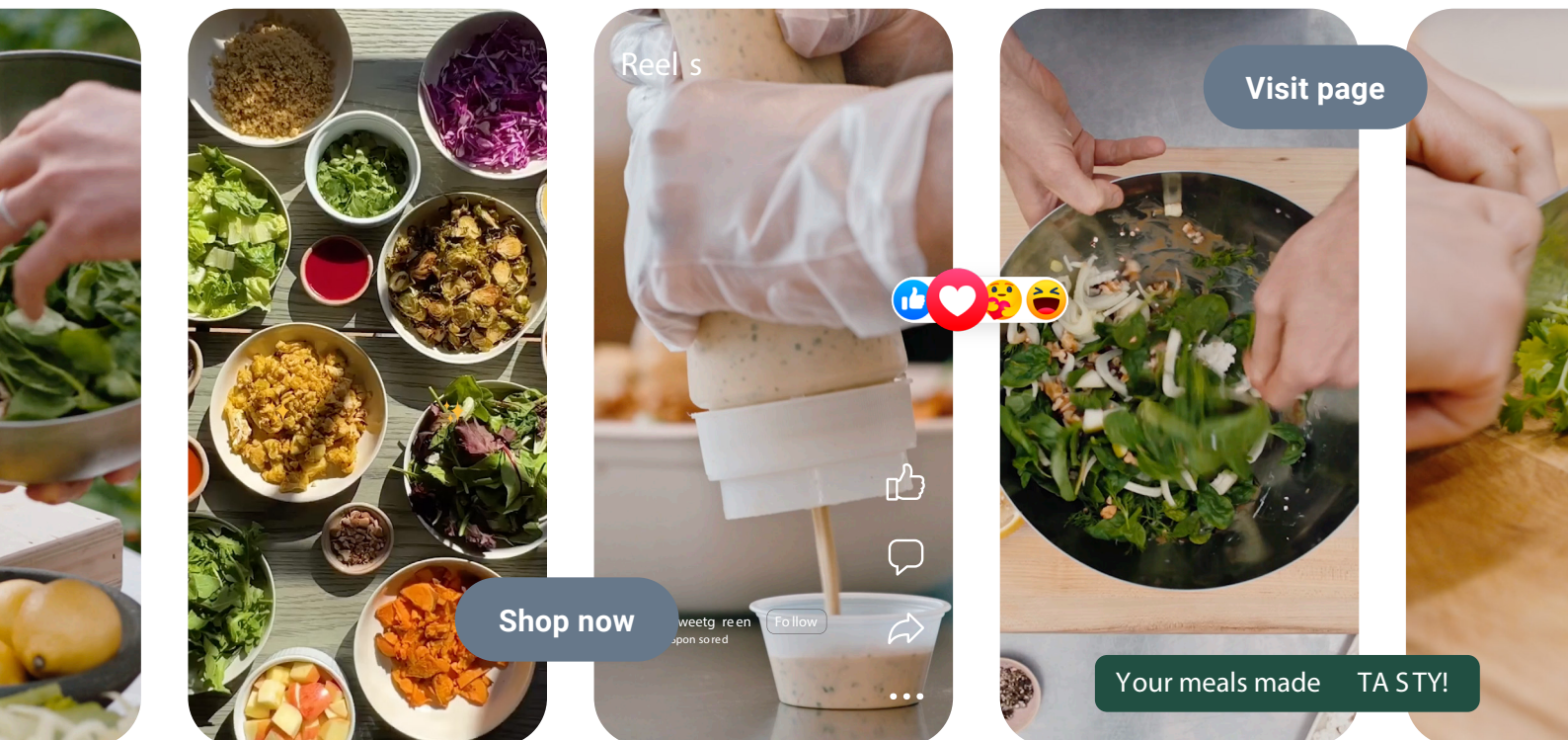
9:16 video ads with audio, in the safe zone, resulted in on average 34.5% lower CPA than image ads¹ and 15% lower CPA than non-9:16 video ads without audio on Reels.²

1 Build in 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.

Learn how to crop your video to 9:16 in Meta Ads Manager.

[Visit Ads Manager](#)





Visit Instagram profile >

2

Build for sound-on 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.

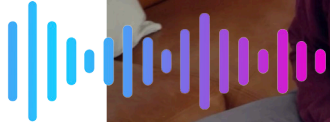
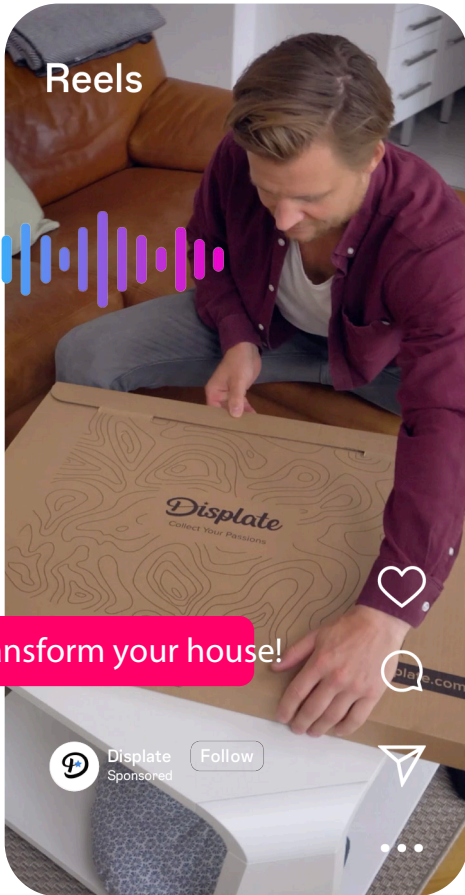
+15pts

Reels ads with both music and voice-over achieved a 15-point higher positive response score versus those without sound.³

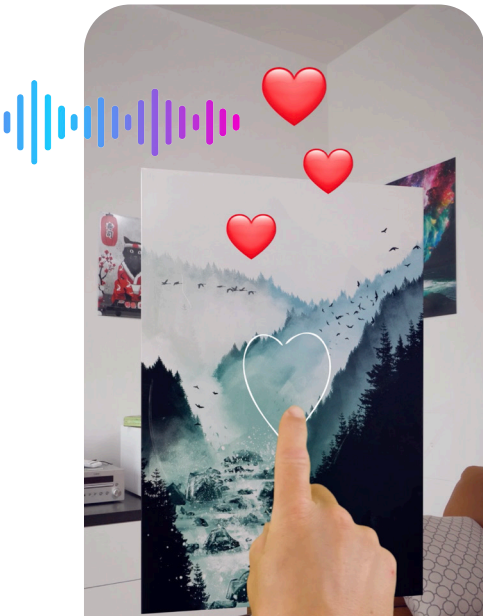
Visit [Meta’s Sound Collection](#) to download free audio that you can use in your creative.

Or you can let Meta’s Advantage+ Creative tool in Ads Manager automate your music selection

Visit Ads Manager



Transform your house!



3

Build in the safe zone so your message is clear

To ensure 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.

What the safe zone is and why does it matter?

[Learn more](#)

39%

Reels ads that respected the safe zone had a 39% higher click-through rate, on average, versus those that violated it.⁴

Use our safe zone checker templates on desktop and mobile to check that your key elements are within the Reels safe zone.

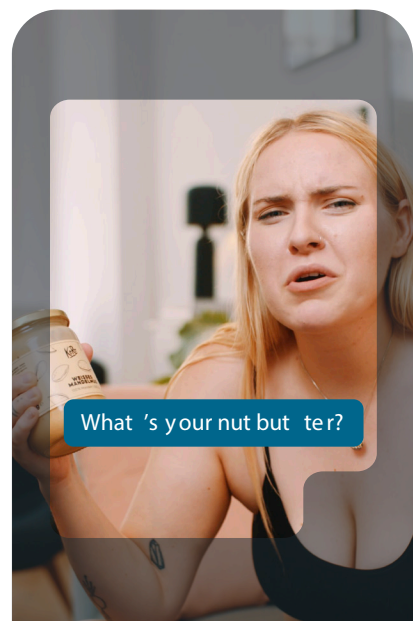
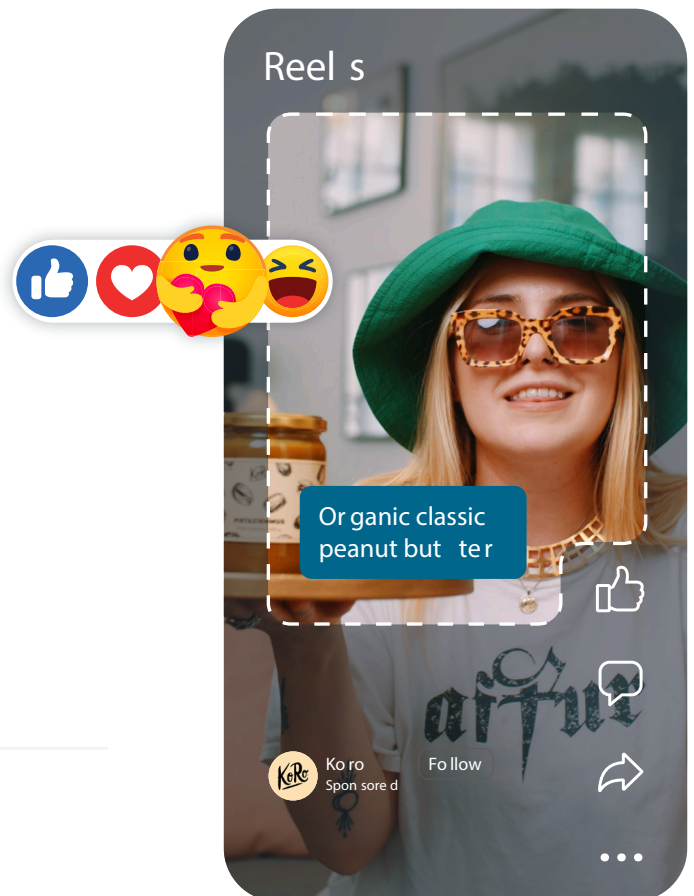
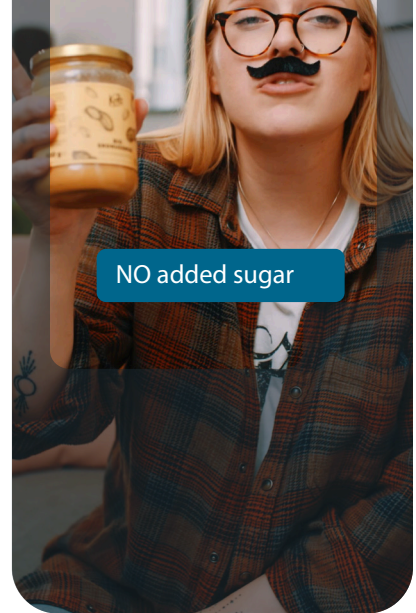
Desktop:

[PPT](#)

[PSD](#)

Mobile:

Search for [@thesafezonechecker](#) on Instagram to access a page where you check if your messages are within the safe zone. Scroll to the effects icon (insert visual), click "Try it" and upload your 9:16 video.





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

There isn't just one way to Reel.

Reels can be comedic, mesmerizing 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 9:16 video creative with audio, in the safe zone, with at least one additional creative element (human presence, text stickers, voice over, lo-fi content, or a 'hook' in the first few seconds) to

existing creative in direct response campaigns led to a 16% improvement in CPA, 13% higher ROAS, 29% higher CVR and 11% higher reach across Reels, Feed, and Stories.⁵

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.



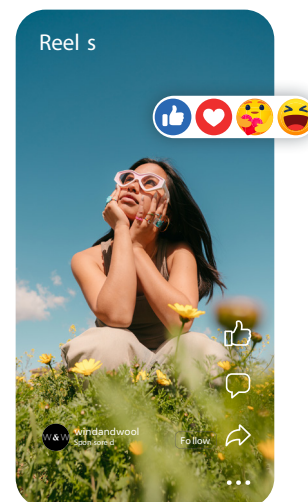
Try this:

Many great Reels have a way of capturing our attention at the outset and encouraging us to keep watching until the end. Experiment with using those first few seconds to “nail the hook.”



+22pts

Reels creative that featured audio brand cues showed a statistically significant higher average positive response by 22 points than ads without audio brand cues.⁶



Make it relatable

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



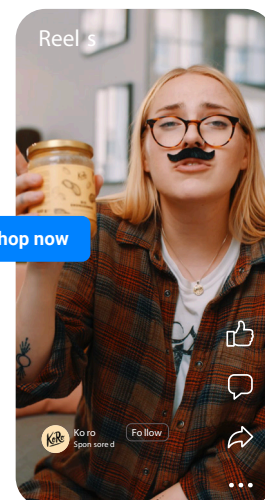
Try this:

Invite a connection by casting real people in your reel - whether that’s creators or your own staff or customers.



+27%

Based on a sample of 1.2M Reels ads, Reels ads with a human presence in the creative (such as a face, person, or child) had a 27% higher CTR than those that did not.⁷



Make it digestible

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



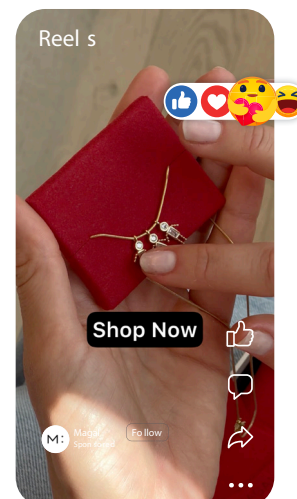
Try this:

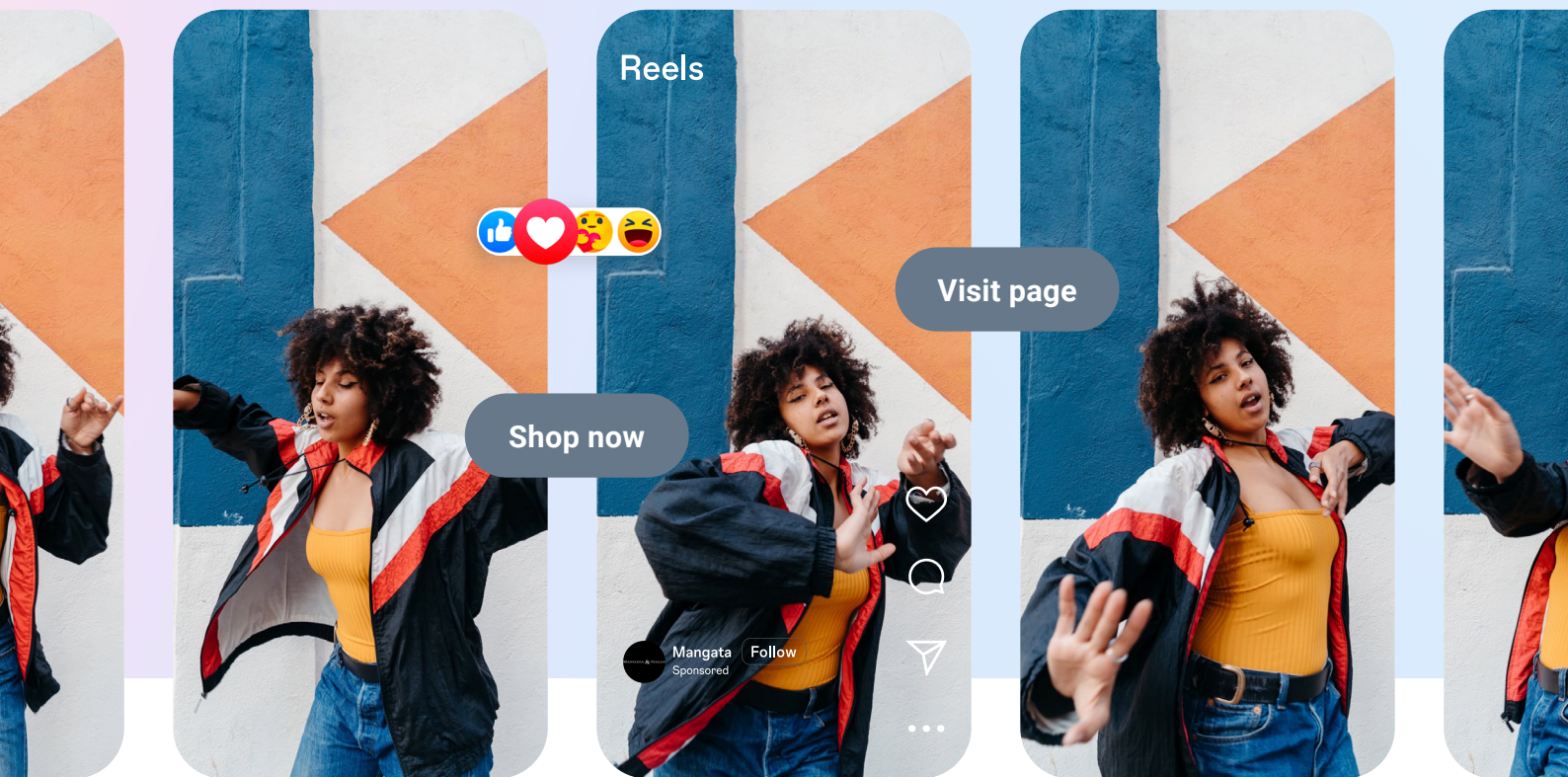
Show and tell by combining audio and text. To reinforce ideas simply and clearly, use both text and voice-over to strengthen key brand and product takeaways. Text stickers are also a great way to make sure you land a strong call to action at the end of your reel.



+11pts

Reels creative that featured text or text stickers showed a +11-point statistically significant higher average positive response score compared to reels creative without text or text stickers.⁸





Leverage Meta Business Partners to efficiently create effective Reels ads

Meta Business Partners are companies Meta has vetted for their technical skills and services, and their 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 on Instagram and Facebook, enabling you to create quality campaigns at speed and scale.

In a recent study, we saw adding partner-enabled native Reels creative — 9:16 video with audio, in the safe zone — to a business-as-usual campaign setup drove on average a 5% lower cost per acquisition and an 11% higher conversion rate.⁹

Find the perfect partner for Reels templates

Access self-serve DIY creative platforms that have a suite of tools and templates to help you create Reels assets with speed and simplicity.



Canva is the world's fastest growing online design platform. With over 2 billion designs created, Canva empowers businesses around the world to design anything, publish anywhere, on every device, and in every language. Millions of Facebook designs are created each day using Canva's simple drag-and-drop user interface, which also provides marketers, advertisers, and businesses access to free and premium creative content including: stock photography, videos, font libraries, illustrations, music, as well as hundreds of high quality customizable mobile-first ad templates. Canva enables anyone to create and publish compelling Facebook posts with speed and at scale.



VideoLeap enables you to make content for Reels like never before. Experience seamless video creation with our intuitive editor, premade templates and AI tools. Lightricks is a pioneer in innovative technology that bridges the gap between imagination and creation. As an AI-first company, we aim to enable content creators and brands to produce engaging, top-performing content



Adobe Express is an all-in-one design, photo, and video tool to make content creation easy. Quickly and easily make stunning social content, videos, logos and more. You can use the Adobe Express free Reels maker online to create and edit stunning video content in minutes with free, customizable templates.

Sources: **1** Statistical global meta-analysis of 15 split tests of Reels-only campaigns where advertisers used a still image asset in one campaign and 9:16 video with sound on respecting safe zones in another campaign. Advertiser verticals included eCommerce, Retail, and Consumer Packaged Goods and included small and medium businesses. This approach outperformed with 99.9% confidence. **2** Statistical global meta-analysis of 15 split tests of Reels-only campaigns where advertisers used a business as usual video asset in one campaign and 9:16 video with sound on respecting safe zones asset in another campaign. Business as usual was defined as any video that was smaller than 9:16 and did not include audio. Advertiser verticals included eCommerce, Retail, and Consumer Packaged Goods and included small and medium businesses. This approach directionally outperformed, with 70% confidence **3** Consumer Study by MetrixLab (Meta-Commissioned online study of 10,000 people ages 18+; monthly active users are users who are active Instagram users in Q1 2022). Positive response score includes positive responses like relevance, likeability, purchase intent, and authenticity. **4** A Meta analysis of placement-level results for ads associated with 58 global Brand Lift studies that were self-identified as testing the addition of Reels as a placement to a current campaign strategy. Studies ran from June 2021 through March of 2022. An ad was determined to have violated the Reels safety zone if any portion of overlaid text, brand identity, or product label was obscured by any portion of Reels user interface or persistent Camera icon. **5** Results are based on 10 lift studies that were run from April 2023 to May 2023 by global advertisers from various verticals including eCommerce, CPG, Retail, and Tech. Results are in comparison to campaigns with only BAU creatives. **6** Consumer Study by MetrixLab. (Meta-Commissioned online study of 10,000 people in the US ages 18+; monthly active users who are active Instagram users in Q1 2022). Positive response score includes positive responses like relevance, likeability, purchase intent, and authenticity. **7** Analysis of approximately 1.2M global Facebook and Instagram Reels Ads. Research findings do not guarantee future results. **8** Consumer Study by MetrixLab. (Meta-Commissioned online study of 10,000 people in the US ages 18+; monthly active users who are active Instagram users in Q1 2022). Positive response score includes positive responses like relevance, likeability, purchase intent, and authenticity. **9** 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 05/2022-04/2023. 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).

***Partner recommendations are provided for reference only.** You should conduct your own due diligence of any partner you choose to work with. All offers, work products, and/or services provided by a partner are executed and owned by such partner and are independent from Meta. Additional creative partners can be found through our partner directory.

Source: 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 05/2022-04/2023. 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).

