

Account Audit

Meta Ads · ██████████

REDACTED
REAL CLIENT · REAL NUMBERS

We scored all 80 of ██████████'s ads on how well they stop the scroll, keep people watching and turn views into sales. The short version: real women in real western settings, wearing a dress, sell. Studio try-ons of blazers and shirts don't.

\$13,990	75	\$187	\$82
Meta spend analyzed	Confirmed ad sales	Average cost per sale	Per sale, best creative

01 The winning ads

#	AD AND WHY IT WON	SPEND	SALES	PER SALE	VALUE VS. AVERAGE
1	Post – ██████████ (creator post, dress) A musician, ██████████, filmed at ██████████. 19% of spend, 44% of all sales, and the best hook rate (36.5%) and click-through (4.8%).	\$2,722	33	\$82	+\$3,434
2	██████████ Video Dakota Dress (creator try-on) One creator, one dress. Lowest cost per sale of any ad with 3+ sales.	\$217	3	\$72	+\$343
3	Carousel 1 – Best Sellers Best-selling styles in one swipe. The top non-video ad.	\$291	3	\$97	+\$269
4	UGC Lauren Dress (UGC try-on) The only UGC try-on to beat average. Blazers in the same format: \$339.	\$1,129	7	\$161	+\$177
5	Video 2 – Dress (brand video) A dress-focused edit that held 51% of hooked viewers to 15 seconds or the end.	\$327	2	\$163	+\$46

Value vs. average = what the ad's sales would have cost at the account's \$187 average, minus what it actually spent. The pattern across all five: a real person on screen, and most often a dress. That pattern is what we build the next videos around, not the one-off hit.

02 What's working in the creative: hooks, angles, formats and length

VIDEO CONCEPT	TYPE	PRODUCT	SPEND	SALES	PER SALE	HOOK RATE	HOLD RATE	AVG. WATCH
Post – ██████████	Creator post	Dress	\$2,722	33	\$82	36.5%	27.3%	5.2s
UGC Blazers	UGC try-on	Blazer	\$1,695	5	\$339	24.2%	19.6%	3.3s
Video 1 – GRWM	GRWM	Mixed	\$1,213	6	\$202	41.2%	51.1%	6.0s
UGC Lauren Dress	UGC try-on	Dress	\$1,129	7	\$161	25.8%	21.1%	3.8s
Video 2 – Lifestyle	Brand video	Mixed	\$649	2	\$325	38.7%	25.4%	4.3s
UGC Chantilly	UGC try-on	Shirt	\$530	1	\$530	20.2%	22.2%	3.8s
Video 6 – Ways To Style	GRWM	Mixed	\$520	1	\$520	29.2%	48.2%	6.1s
Video 1 – GRWM Styling	GRWM	Mixed	\$473	2	\$237	24.0%	57.8%	3.7s
Video 2 – Dress	Brand video	Dress	\$327	2	\$163	28.6%	51.4%	4.7s
██████████ Video Lauren Dress	Creator try-on	Dress	\$270	0	none	24.6%	15.7%	3.6s
Video Cowboy Up UGC	UGC try-on	Shirt	\$234	0	none	24.9%	17.9%	3.5s
██████████ Video Dakota Dress	Creator try-on	Dress	\$217	3	\$72	26.6%	16.4%	3.1s

Video concepts with \$200+ spend, copies and relaunches combined. ThruPlay counts a full play on videos under 15 seconds, so short cuts show higher hold rates.

03 Creative by content type

CONTENT TYPE	ADS	SPEND	SHARE OF SPEND	SALES	COST PER SALE	HOOK RATE	HOLD RATE	CTR
Creator post ()	2	\$2,722	19%	33	\$82	36.5%	27.3%	4.8%
Carousel	9	\$1,223	9%	7	\$175	n/a	n/a	1.4%
GRWM / styling video	14	\$2,527	18%	10	\$253	33.3%	48.9%	3.3%
UGC / creator try-on	15	\$4,200	30%	16	\$263	24.0%	19.9%	2.9%
Brand / lifestyle video	14	\$1,401	10%	5	\$280	29.9%	30.9%	2.8%
Sale / promo	8	\$412	3%	1	\$412	n/a	n/a	1.6%
Static image	12	\$1,326	9%	3	\$442	n/a	n/a	2.5%
Loop / slideshow	5	\$180	1%	0	none	19.7%	16.8%	2.1%

Hook rate = 3-second video plays ÷ impressions: how often the first seconds stop the scroll. Hold rate = ThruPlays ÷ 3-second plays: of the people hooked, how many watched 15 seconds or the whole video. Red marks the best in each column. Hook and hold apply to video only.

HOOK

Open on a person in a real setting, not the product

The top ad opened on a real woman at a real event and stopped 37% of viewers. Studio try-ons stopped 20–26%, whatever the product. A one-off hit can't be scheduled, but its parts can be shot on purpose: a real place, a person who looks like the buyer, the product worn in context.

HOLD & LENGTH

It wasn't watch time. It was the talent.

The top ad was watched about as long as the others (5.2 seconds vs. about 6 for GRWM), and GRWM held viewers best but sold at \$253. What set the winner apart was who was on screen: a woman the audience could see themselves in. Cast talent that looks and lives like your buyer.

ANGLE & PRODUCT

Lead with dresses; blazers and shirts don't sell from cold ads

Dress-led videos ran \$162 per sale; blazer and shirt try-ons \$371. The same pattern shows on the site: dresses turn product views into purchases about twice as often as blazers and shirts.

04 Audience and placement

85% of sales came from women 45+, with only 7% of spend going under 35.	\$138 per sale for women 55–64, the account's best age group.	\$159 vs \$220 per sale, Facebook vs Instagram placements.	2× cost per sale when ages were capped. Keep targeting broad and let the creative pick the buyer.
---	---	--	---

05 Strategy: the videos to make next

ANGLE 1 · REBUILD THE WINNER

On-location try-on

WHO & WHERE
A creator cast to match the buyer (45+, sizes L/XL), shot in a real setting the buyer knows, not a studio

HOOK (0–2S)
Her, already in the dress and mid-moment. Product second, logo last.

FORMAT
15s + 30s, 9:16 and 4:5, one product per ad

ANGLE 2 · FIX A STRONG FORMAT

Dress-first GRWM

WHO
A real customer-size creator (L/XL), not a studio model

HOOK (0–2S)
The finished look first, then "here's how I put it together." Three hook variants on one body.

FORMAT
15s and 30s cuts, best-selling dresses in current prints

ANGLE 3 · NEW STORY TO TEST

Founder & product story

WHO
The founder on camera: why the product exists and what makes it different

HOOK (0–2S)
Hands on the product: "You won't find this anywhere else."

FORMAT
15s, 30s, 60s. Only \$39 has ever tested a founder video.

How to test it: one shoot day covers all three angles, each cut with 3 different hooks, so 9+ ads to test. Pause any ad at about \$135 spent with no sale, scale what sells, and refresh winners before frequency passes 3. **Stop:** blazer and shirt try-ons as cold ads, and "% off" statics.