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## When and How to Use Facebook Dynamic Ads



Have you ever found yourself trying to choose between single, carousel, or dynamic ads? Advertising on Facebook gives you a lot of different options to choose from when you're creating your advertisement.

One of those options is your ad format. It can be quite a conundrum to decide when to use each format and which will have the best effect on your target audience. Each format has its benefits and situations for best uses.

To determine the right format to use, it's good to first understand your options. Keep reading to learn more about each Facebook ad type and what goal they're best at accomplishing.

## The difference between Dynamic and Non-Dynamic ads

Here is how and when to use the most common Facebook ad formats:

## Single Ads

Single ads are the traditional Facebook ad type. They are also the most simplistic of the other ad types. These ads consist of one product image or video, a headline, and text. Single ads typically look like any other Facebook post

Unlike dynamic ads, single ads are static. For a single ad, all you have to do is determine the product you want to promote and the headline and text that will go with it. This combination will stay the same.

Though simplistic, single ads have many benefits. They're more optimized for clicks and can provide just enough information if your sole focus is to drive traffic to your ecommerce store.

Single ads are best used for promoting one product if you have a message to convey quickly, if you're demonstrating a product with video, or if you're just prospecting.

These ads are also helpful when you're sure about the image and text you want to use. You're in control of the content of the ad, and can be sure that you won't end up with a combination of text and images that don't make sense.

At the top of the funnel, your single ad will use ad copy, not with the goal of selling, rather introduce your brand and generate interest among cold audiences.

In the middle of the funnel, your single ad should convey a message that builds trust and educate your audience about the benefits of your product. The image can show product combinations or your product in action.

Bottom of the funnel single ads should be made with the intention of pushing purchases. This includes messages of retargeting, discounts, and other offers that encourage conversions. The image can include products that consumers may have viewed, left in their cart, or would be interested in purchasing.

## Carousel Ads

Much like single ads, carousel ads are static. Since you're in control of the text and image combinations that appear in the carousel, you can make sure that the combinations you use will make sense. These combinations will also not change in the ad unit.

To create a carousel ad you'll need to determine the products you want to showcase in the ad. Once you have up to ten, then you can select the headline you feel works best with the product. Since you can also include ten different links, each product can lead to different areas of your ecommerce store.

Carousel ads are great if a product needs more than one image to convey its value. You could use the format to highlight different product features, a step by step of how to use your product, or even to tell a story using your product.

It's also effective for creating sequences that better help your consumers understand how your product solves their problem. Your carousel ads could show off bundles or products that are related to each other or even blog posts that educate your audience.

For example, if you're selling clothing you could use the carousel format to create a head-to-toe outfit for every day of the week. Not only are you promoting multiple products, but you're solving a common consumer problem by giving them ideas on how to dress for the week.

One important thing to remember is to make sure your first few images and headlines are eye-catching. If not, you risk losing your consumers. The initial images get the most exposure, so make them count; give your consumers a reason to scroll through your entire ad.

Carousel ads at the top of the advertising funnel can be used to tell your brand's story. They can also be used to showcase values as a way to introduce yourself.

Middle funnel carousel ads can show different variations of your product. This is an effort to show how you can solve user pain points. For example, you can show your product in different sizes, which of your products work well together, or even different colors.

In the bottom of the funnel, carousel ads can be used to show your consumers products they have viewed previously. If they've already purchased, then you can use cross-selling and upselling tactics to show products they'd be interested in.

## **Non dynamic carousel ads**

# **Dynamic Ads**

## **Dynamic Creative Ads**

This ad type is a good tool for optimization, especially if you're not sure of what creatives work best for different audiences. You can select up to 10 images or videos and five of each text asset (including body text, title, description, and CTA) to test.

These components are automatically generated and optimized for the best possible ad combinations. You can analyze the performance of each ad combination with different audiences across placements to determine which is most effective.

In the top of the advertising funnel, dynamic creative ad text assets should accomplish the goal of connecting with cold audiences. This can be through showing off your brand's style, values, or how you relate to your consumers' pain points. The images you select should show your product in action.

Dynamic creative ads in the middle of the advertising funnel should be created with the goal of demonstrating value and gaining consumer trust. These text and image combinations should aim to educate your consumers on the benefits and qualities of your product.

At the bottom of the advertising funnel, dynamic creative ads should showcase combinations that encourage your consumers towards purchase.

To do this you should include components that retarget consumers or promote discounts and offers such as free shipping. The images you select should be based on consumers' past interactions with your ecommerce store.

## Dynamic Product Ads

To create dynamic product Facebook ads, you make ads that will automatically use images and copy from data of things you'd like to advertise. If you have a wide range of products, you'll need to segment them into different product sets.

The dynamic part of this ad is with the text and the order of the cards. The item description, price, or product name is brought over from your product catalog and will be shown in the ad.

Each dynamic product ad is personalized and relevant to each customer. These ads will contain products they have recently viewed on your website.

Dynamic product ads are great for targeting users based on past behaviors, actions, or interests on your website. They're best used to accomplish retargeting goals, and if you want to show a specific message to your consumer.

Bottom of funnel dynamic ads will be based on your customers interactions with your store. These ads will include product and text information from your product catalog that retarget or offer your audience a deal they can't resist such as free shipping.

### **Additional Tips**

- If you are creating campaigns you can switch between carousel and single ads
- You can have more than one dynamic creative ad
- Carousel ads can be an alternative to your dynamic product ads if you're just starting out with not many products.


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