Customizable Templates Roll Out for Stories Ads on Facebook, Instagram, Messenger

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Facebook released a series of customizable templates for Stories ads across Facebook, Instagram and Messenger.

The social network said in a blog post that while it recommends that brands create unique assets for different ad placements when they can, it also realizes that not every advertiser has the time and resources to accomplish this.

Facebook said the new customizable templates will provide those brands with more flexibility by simplifying the process of customizing existing assets.

After uploading existing assets to Ads Manager, advertisers can choose from several layouts, and then use the feature’s editing capabilities to tweak background colors, text and cropping.

Facebook said in its blog post, “Using Stories templates helps extract more value from your assets and can save time and resources. They also provide any business the opportunity to extend their reach to Stories placements with creative that feels native to the immersive Stories environment.”

Streetbees, which helps businesses access real-time insights, participated in initial tests of the new templates on Instagram Stories.

Facebook said Streetbees used one of its automatic templates for an Instagram Stories ad that drove 468 incremental application installs. After using one of the new customizable Stories ad templates, incremental app installs rose 40% and cost per incremental click fell 29% versus the ad generated by the automatic template.

Streetbees head of network and growth Viktor Zaveskin said in the blog post, “After the test’s results, it was clear that the video ad created with Stories templates for Instagram Stories worked quite well and much better than a static image. As a result, we have started to customize our ads and create videos for Instagram Stories in our campaigns.”

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