Next Level eCommerce | Webinar series

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Create, test, and scale product creatives that perform

Turn product feeds into relevant ads built for the AI era

Yann Poulain



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Next Level eCommerce | Webinar series

Level up your PPC skills

Guided by the best in the industry!

- Hands-on tips
- Ready-to-use frameworks
- Step-by-step scripts







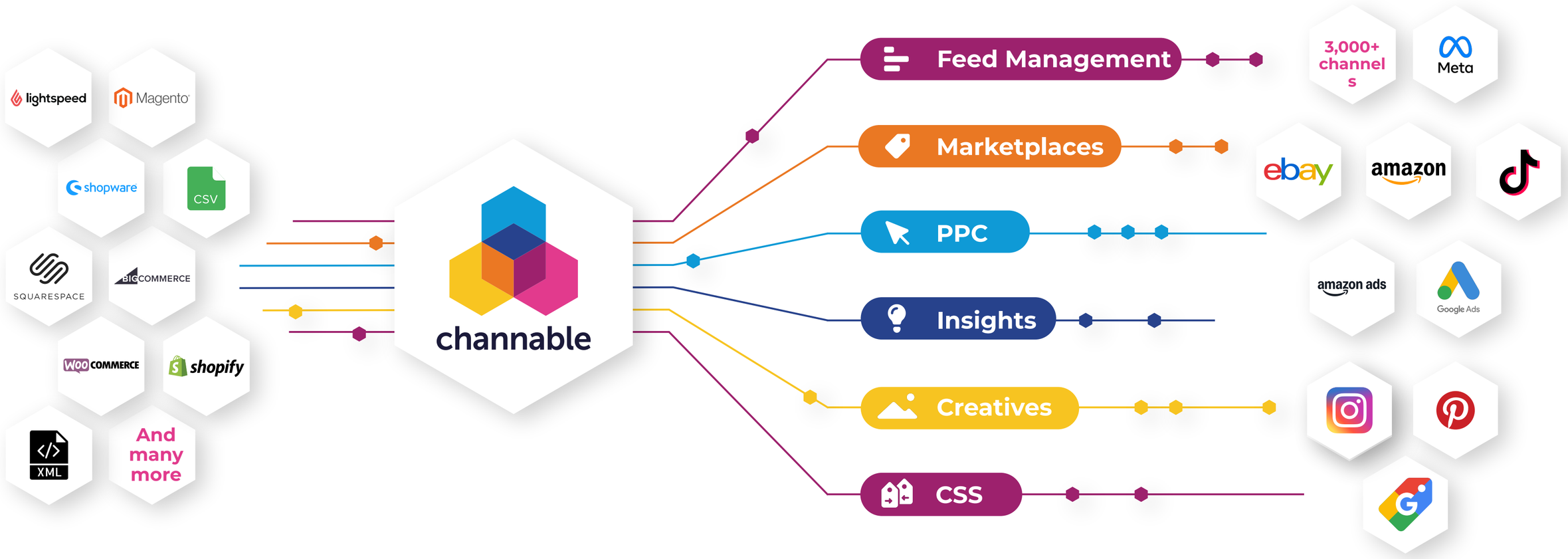






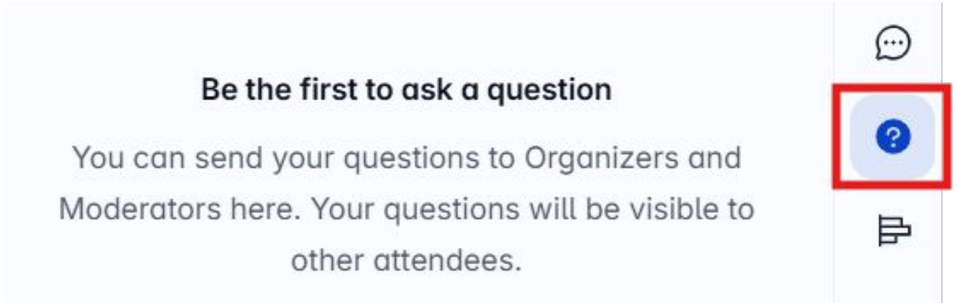
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Next Level eCommerce is powered by...



Yes... *we have some* 🏠 *rules*

1. Be here :)
2. Time
3. Questions tab



Join our reddit community to check out all the answers!
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Today's plan

1. **Why creative matters now**
   What changes when Meta automates more of the targeting?
2. **Where most catalogues start**
   Why there is often very little creative variety
3. **The fix: create, test, scale**
   Enrich, produce, test, and refresh product creatives from your feed
4. **In practice with NextMomentum**
   How a performance agency runs this for real brands
5. **Q&A**
   Your questions, answered by our speakers

POLL

How often do you refresh your product creatives?

A) Every month or more often
B) Every few months
C) When performance starts to drop
D) Rarely or never

Why creative matters now

What changes when the platform picks the audience



Creative is the **new targeting**

With **targeting increasingly automated**, creatives are one of the **strongest levers you still control.** It shapes which people the system can match your ads to. So performance depends more on how **relevant, varied, and fresh** your ads are.

89%

of marketers say creative is important for campaign performance

72%

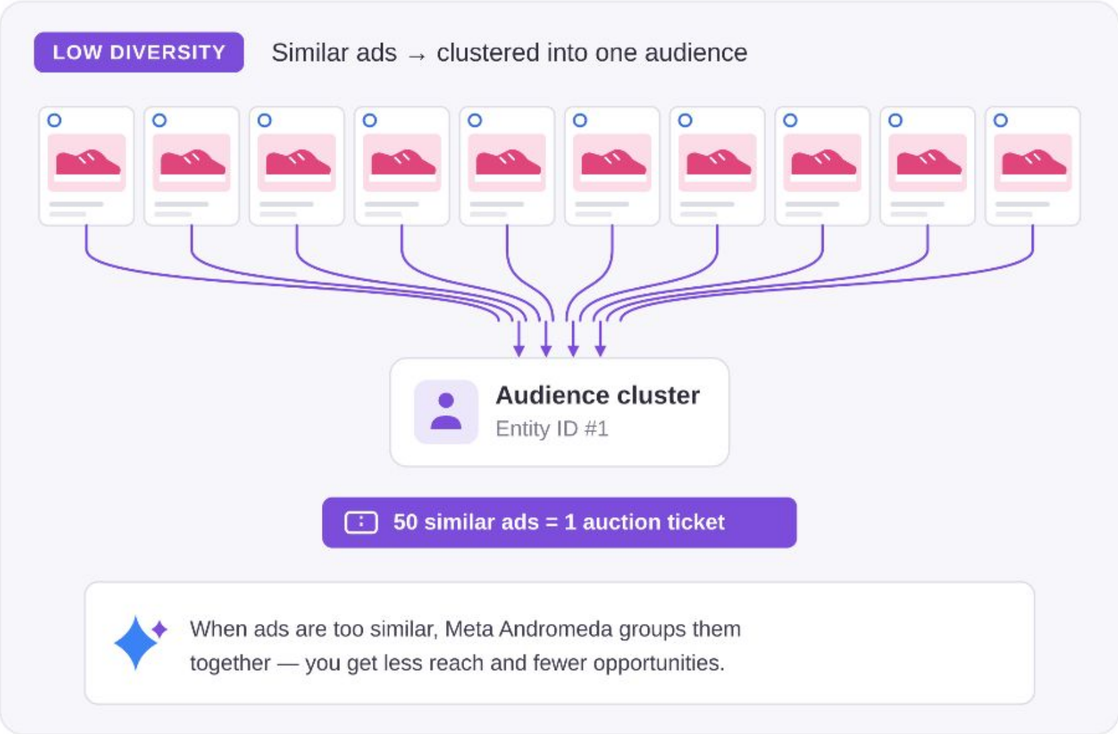
wait for performance to drop before refreshing creative

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Source: EMARKETER × Perion, 'The Creative Optimization Gap', Feb 2026.
Survey of 111 US agency and brand marketers with $5M+ annual media spend.

Explaining **Meta Andromeda**

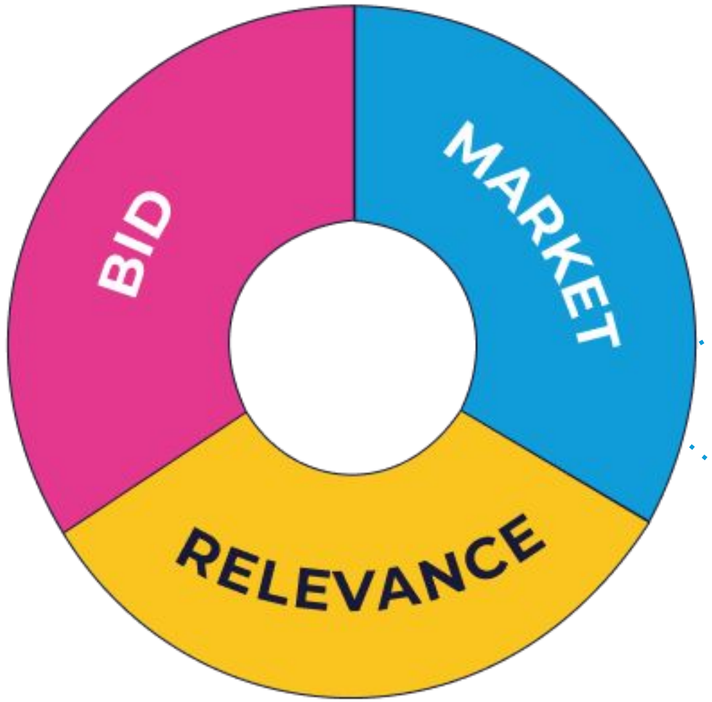
Ads that look similar give the system fewer distinct options to match to different people





Our **Shopping Ad Framework**

Relevance needs both: Product data the system understands + Creatives people respond to



Product content

- Feed Management
- Rules
- Title Optimizer
- Products AI (CSS Pro)
- AI Product Attributes
- AI Text Generation
- AI Readiness Audit

+

Creative Assets

- **Dynamic Product Ads**
- **AI Product Image Generation**

Product content: helping systems understand what you sell

Creative assets: how you show it, and who it signals the ad is for

POLL

What’s your biggest challenge with product creatives?

A) Producing enough variations without adding workload
B) Making ads that stand out from a plain packshot
C) Adapting creatives for different channels, audiences and seasons
D) Knowing which creatives actually perform

Where most catalogues start?

Your **start point**



Supplier packshot



The same template on every product

80%
of manual creation looks like this

60%

of marketers say creative production constraints are the main barrier to optimizing creatives continuously

Variation isn't the same as diversification

Iteration

Small tweaks to one idea

- Different badge color
- Slightly reworded headline
- Same image, different CTA button

Useful for fine-tuning a winner. Unlikely to reach new people.

Diversification

Genuinely different ideas

- Packshot vs. lifestyle vs. in use
- Price-led vs. benefit-led vs. seasonal message
- Square vs vertical, static vs motion
- Design style

Gives the system distinct options to match to different people.

The fix

How to diversify creatives

Create, test, and scale product creatives from your feed

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One loop: *enrich, produce, test, scale*

1

Enrich

Add lifestyle context to product images where it helps

AI Lifestyle Images · Core Pro

2

Design

Turn feed data into on-brand variations across products and formats

Creatives · templates + rules

3

Test

Compare distinct variants in Meta's native A/B testing

Creatives · Meta Variant Testing

4

Learn & Repeat

Roll out winners to similar products. Refresh before fatigue sets in

Rules + scheduled updates

↻ **Learn and repeat:** each test shows which context, message, and format to make more of.

From packshot to lifestyle, *in a few steps*

1. Your existing packshot



2. Placed in a relevant scene



(with Core Pro)

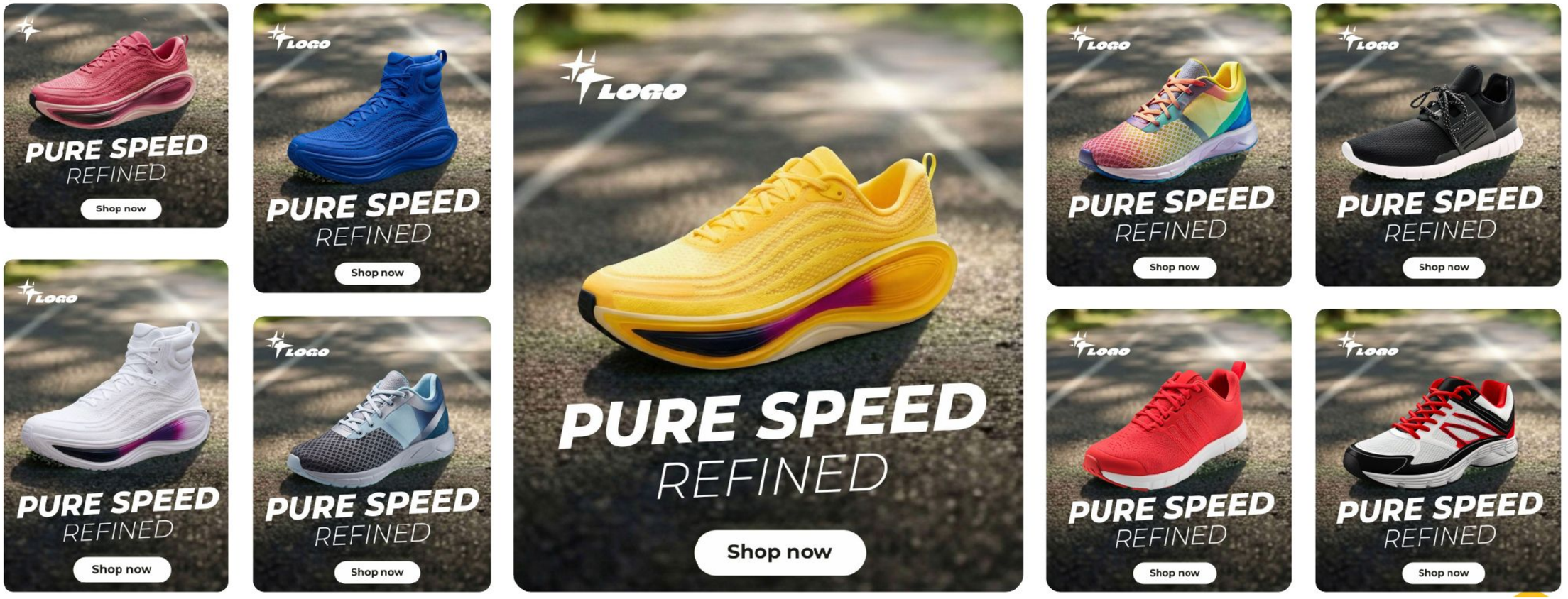
3. Turned into an on-brand ad



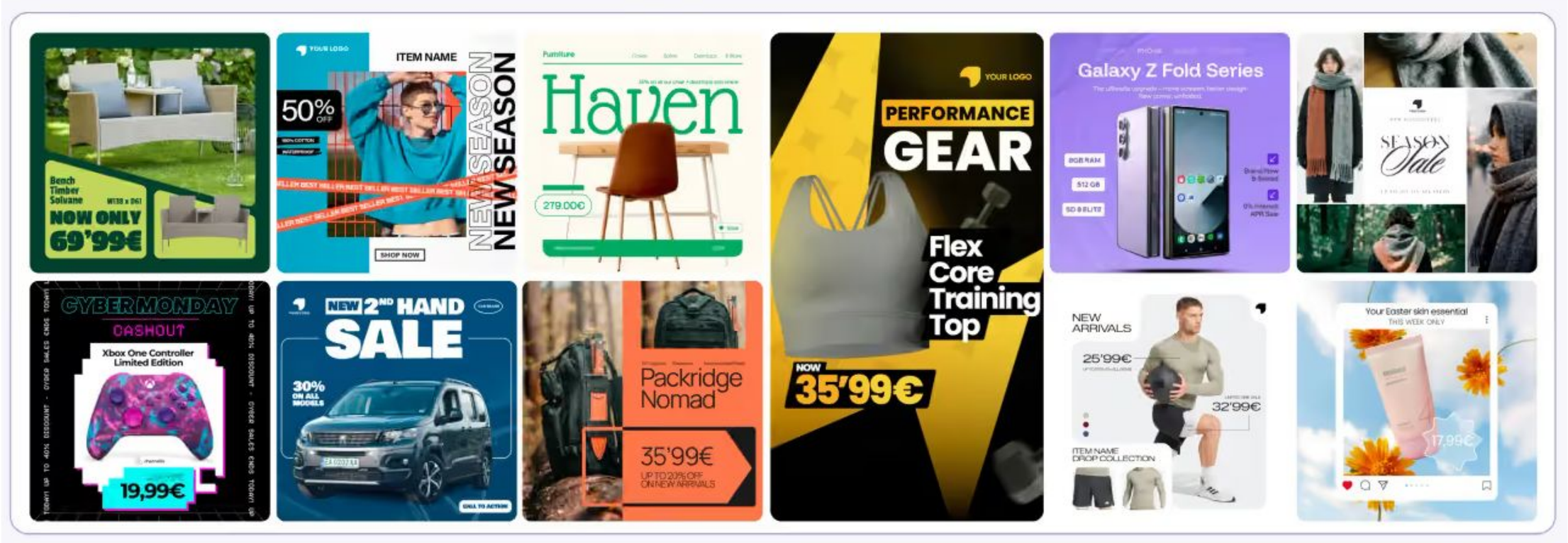
(with Creatives)

The **Multiplier effect**

One template + your feed = on-brand ads for every product.
Add contexts, messages, and formats to create distinct variants worth testing.



The **Template foundation**



One product photo, **every channel**

One product photo → channel-ready lifestyle visuals.

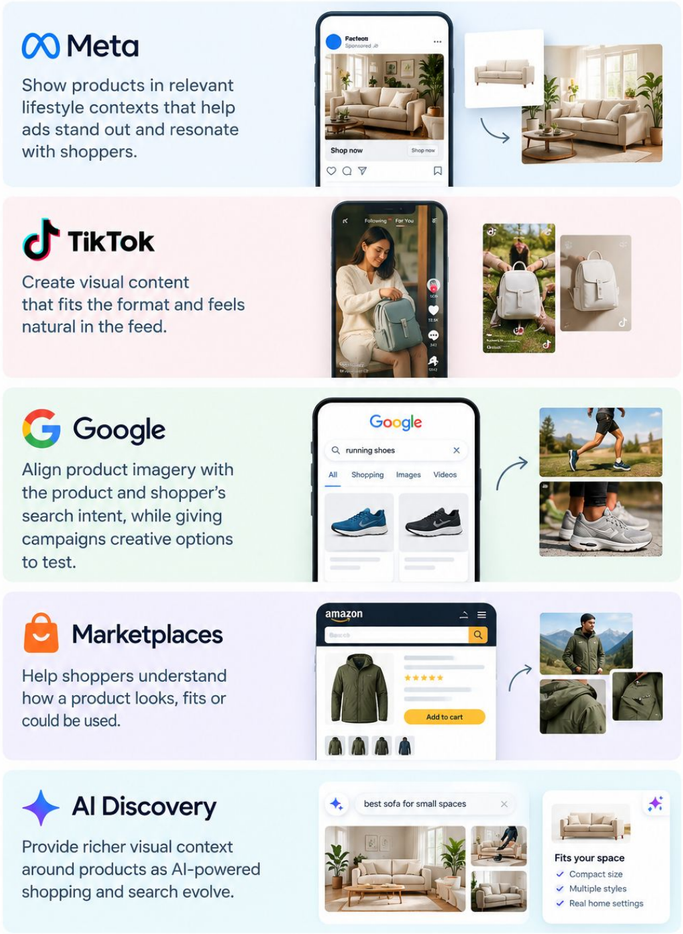
Each channel has its own rules, formats, and shopping context.

Start from one image, then adapt it for marketplaces, search, and social.

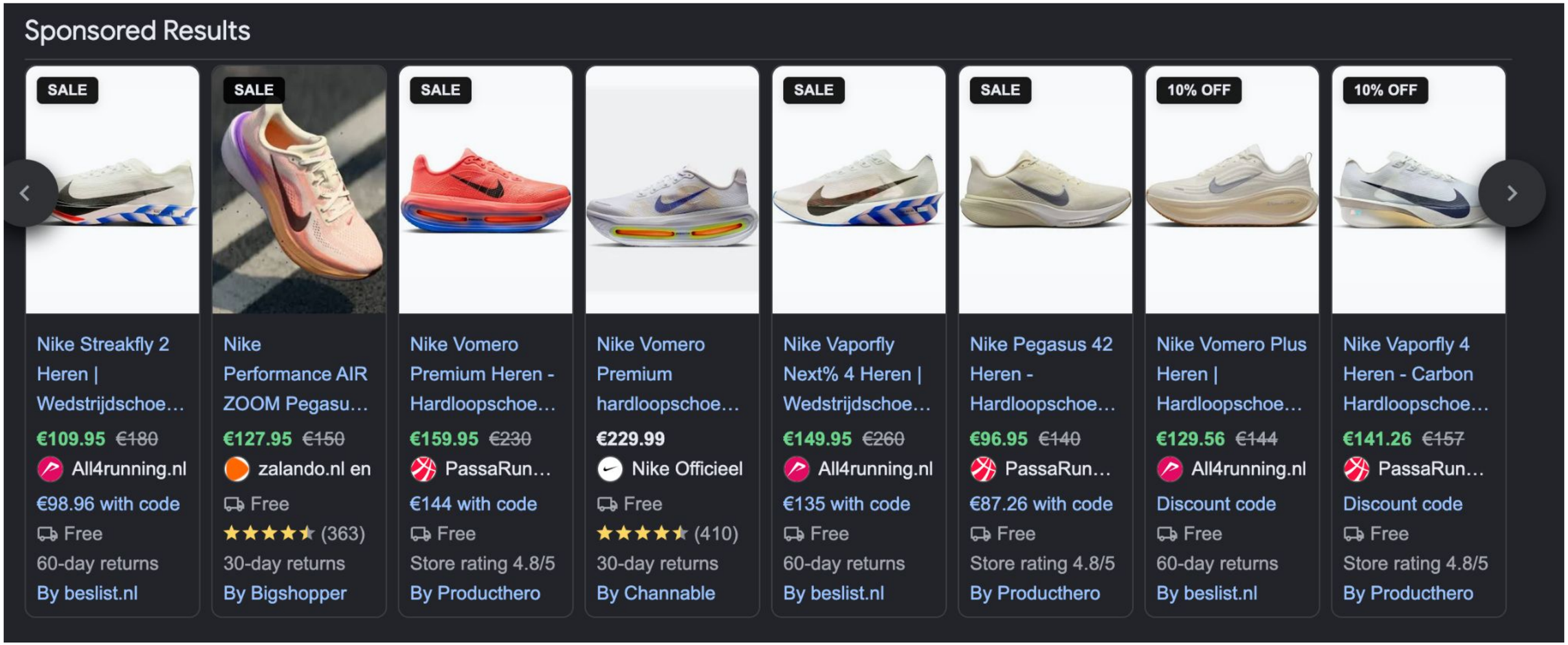


Creative relevance **goes beyond Meta**

Channel	Why Creative Relevance Matters
Meta	Show products in relevant lifestyle contexts and test variations.
TikTok	Create visuals that feel natural in the feed.
Google	Match product imagery to search intent and test variations.
Marketplaces	Show how products look, fit or are used.
AI Discovery	Help shoppers evaluate products with accurate information and useful visuals



When to use **life style images**



Don’t let **image #1** *do all the selling*

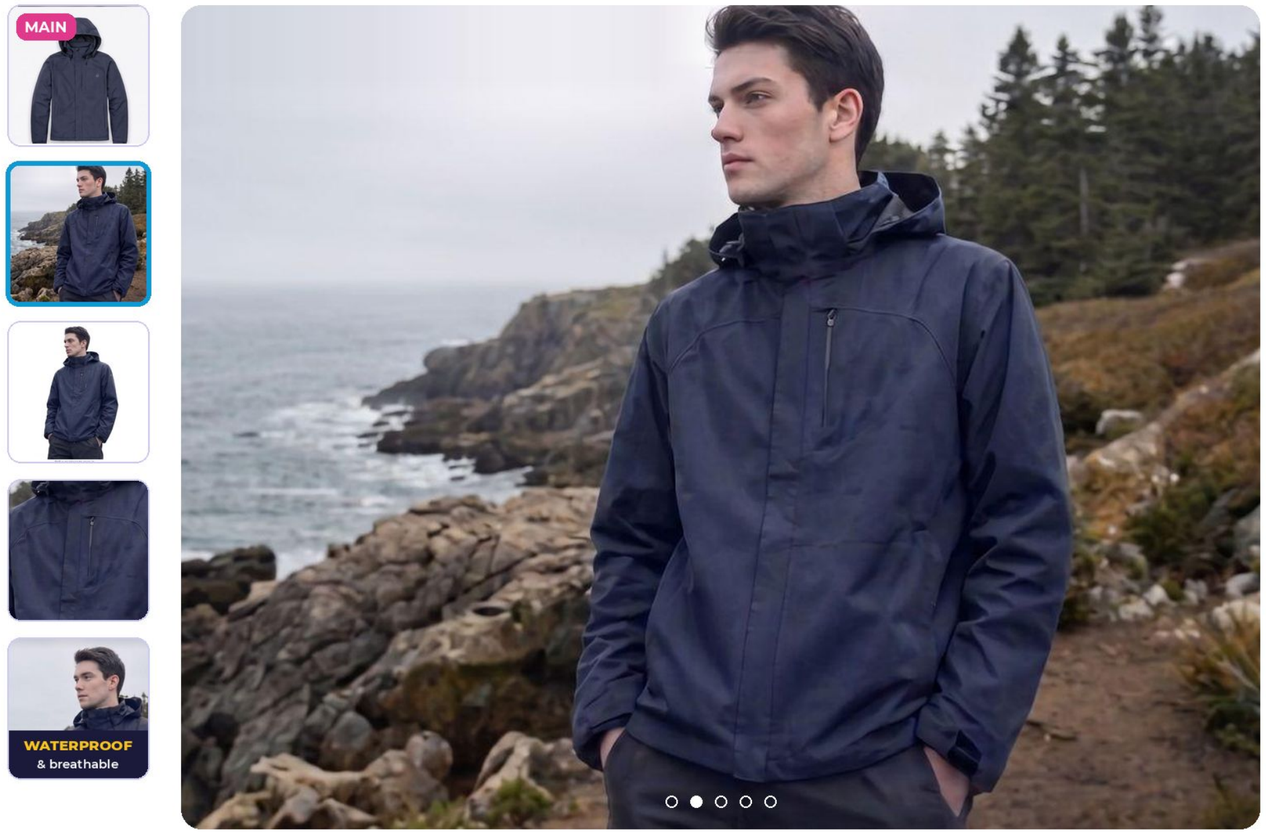


IMAGE 1
Main image

Strict rules: white background, no text, logos, or props. Keep your packshot here.

IMAGE 2 +
Secondary images

Far fewer restrictions: lifestyle scenes, context, and product details are allowed.

POLL

How do you test creative today?

A) We regularly test genuinely different concepts
B) We mostly test small tweaks to existing ads
C) We rely on a few proven ads and rarely test
D) We don’t have a testing process yet

Ad fatigue & Meta variant testing

Keep creative working, and let data pick the winners



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Ad fatigue

What is it?

The same people see the same creative too often, and engagement drops. Meta can flag fatigue when cost per result rises against the ad's own history.

How to spot it

1. Decreased impressions
2. CTR falling
3. Cost per result rising

Ad fatigue

How to solve it

1

Monitor regularly

Keep an eye on performance daily not weekly

2

Keep the challenger live

Always have a new variant testing against the current winner

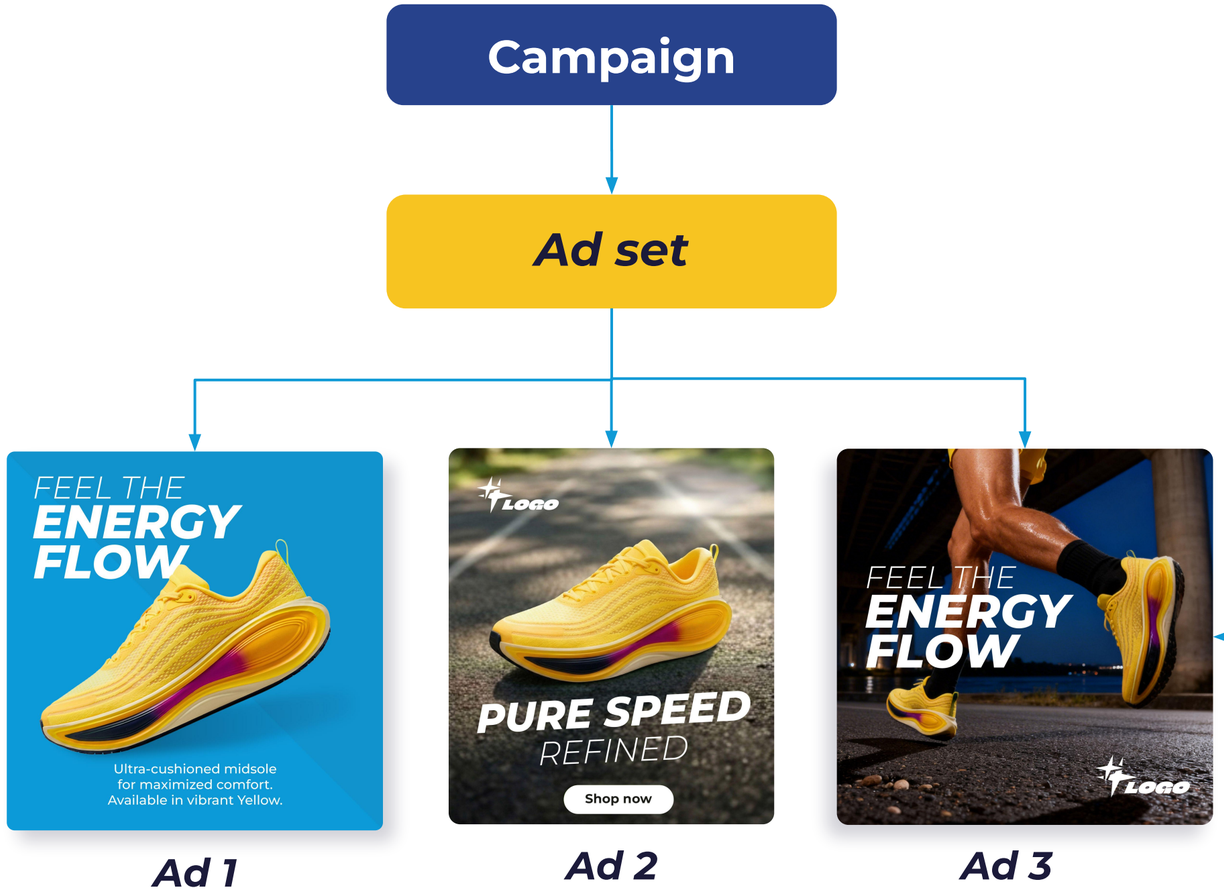
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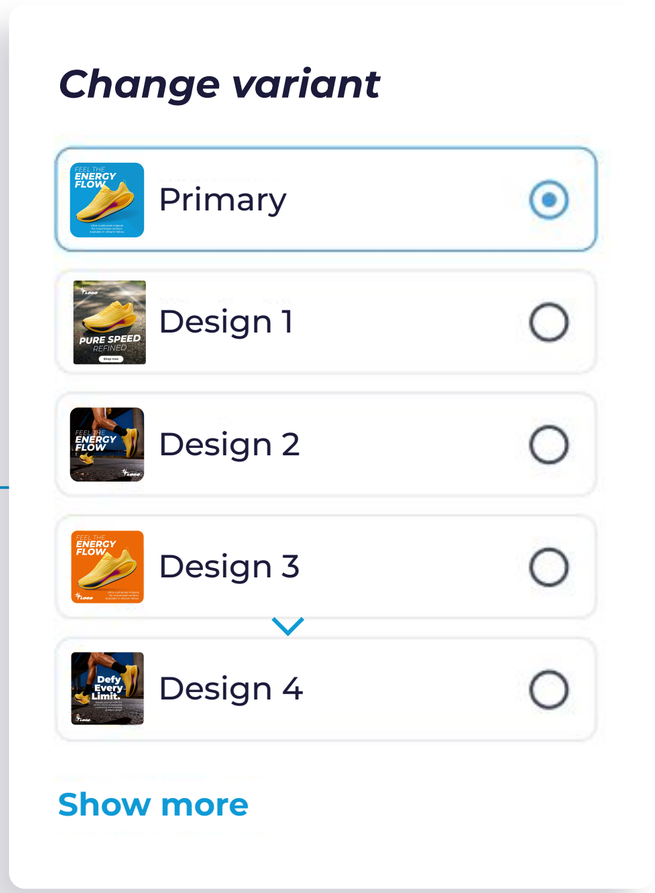
Roll out winners

Apply a winning context or message to similar categories



Meta variant testing





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Trusted By Ambitious Brands

noreva
LABORATOIRE DERMATOLOGIQUE

Merci Maman
LONDON • PARIS

PERCKO

krème

BREWDOG

SIMONE
À BORDEAUX

BEST
Mobilier

theLine®

SOFITEL
Boutique

dynamo

THE
SOCIALITE
FAMILY

MAAREE

PERS

eclo

Beauty &
Skin Care

92
products

The 1st
customer

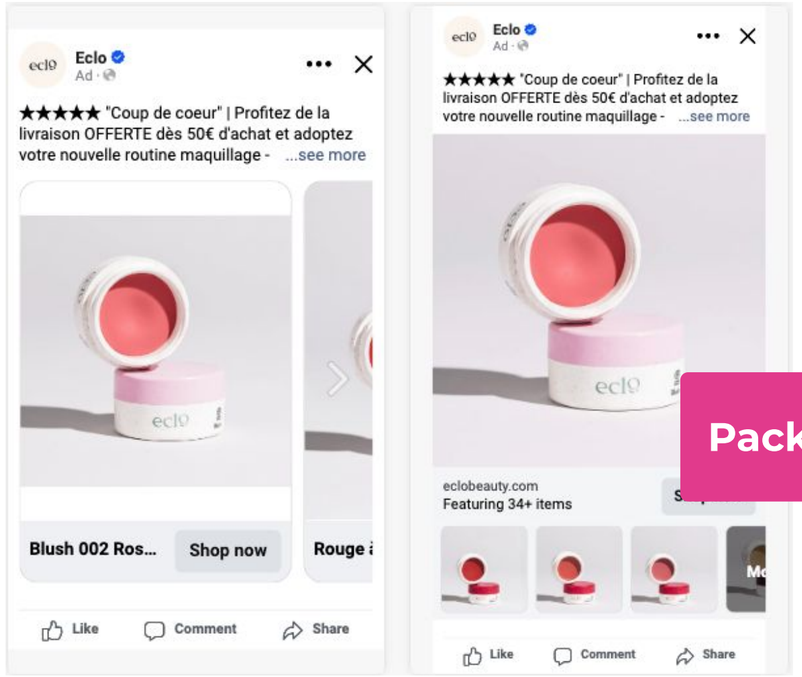
Phase 1

Identifying what's missing

Overview of catalog ads



Your lips. Your signature.
Eclo Beauty crafts lipsticks for women who dare to stand out.

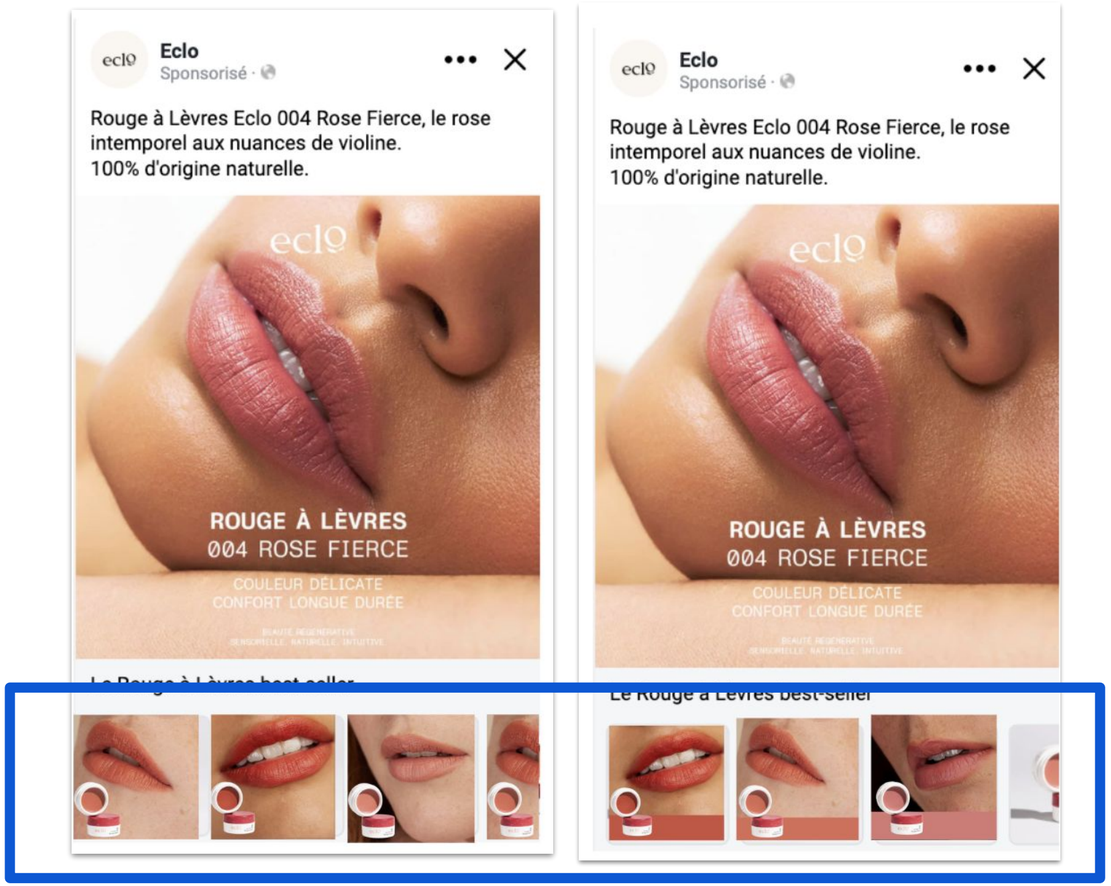


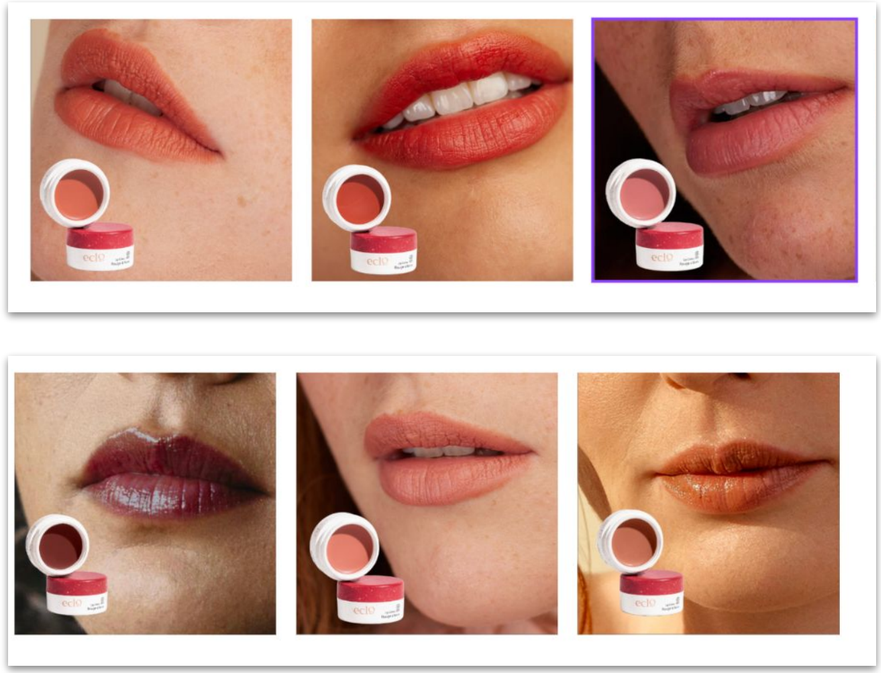
Packshot is not enough

Phase 2

How can I improve it?

Lifestyle images + packshots = **Better understanding**





Phase 3

A/B testing

new one Campagne|Channable

Charts Edit Duplicate Compare ...

existing Campagne

DPA existing campaign



VS

DPA Channable new campaign



87%

more CTR

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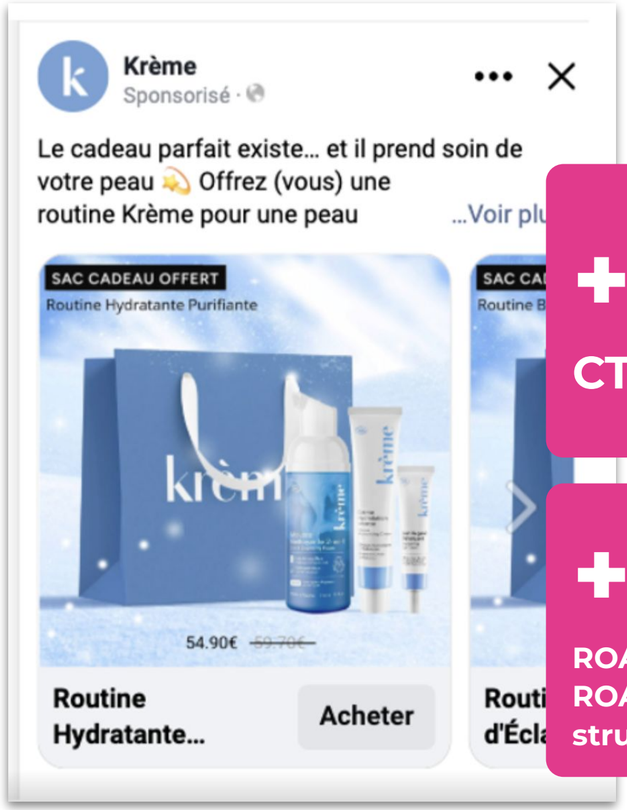
Scaling creatives across clients

Bringing seasonality in the templates

🎄 Specific time of the year

- Strong seasonal contextualisation
- Emotional trigger activation
- Scroll-stopping effect
- Message–visual alignment

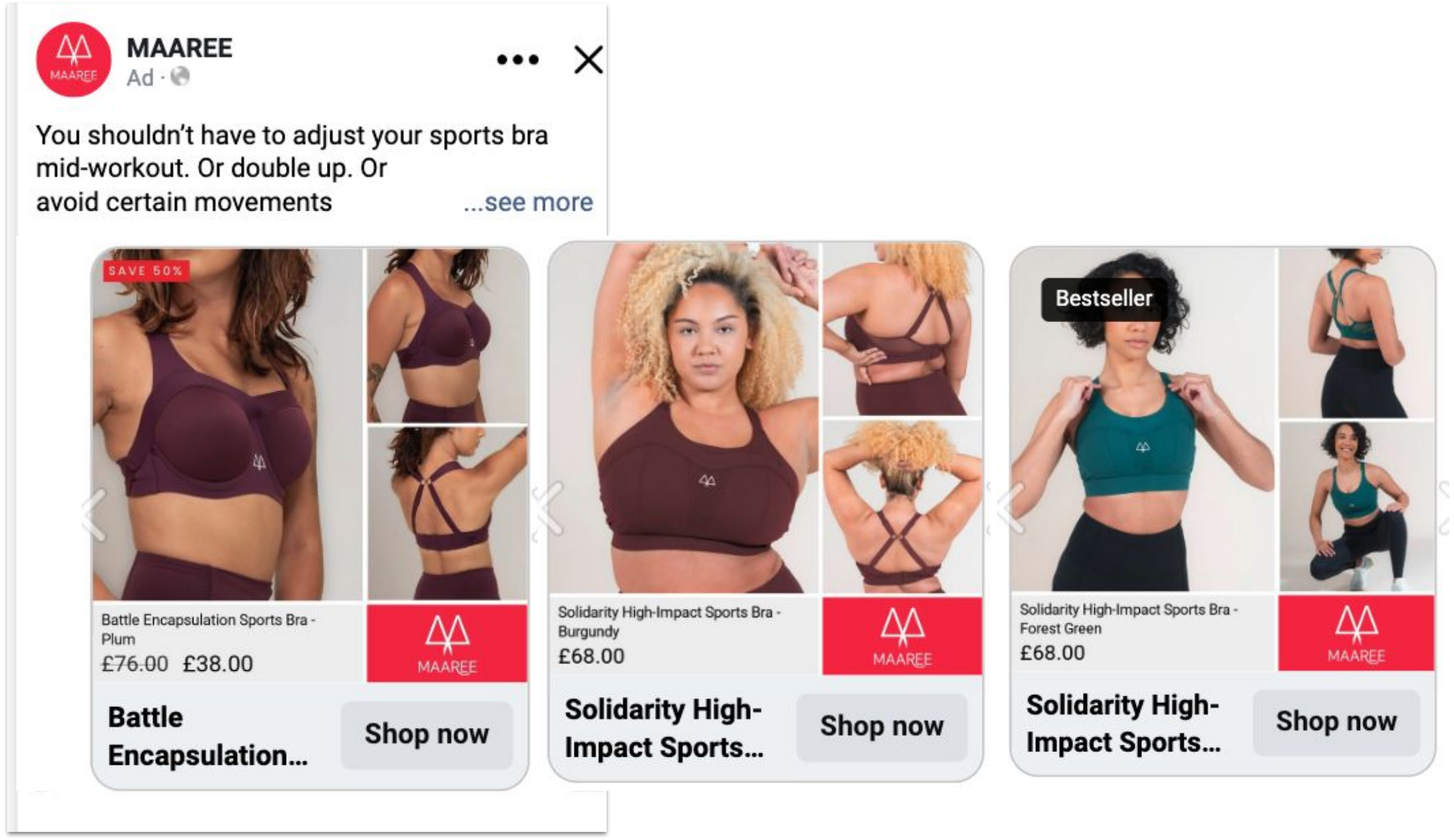




+8%
CTR

+14%
ROAS vs average ROAS of the structure

Bringing seasonality in the templates



Best CTR%

Of the whole structure

⅔ Purchases

Of the whole structure

Higher ROAS

Of the whole structure

How **to go further**

1. **Easily measuring what drives performance**

2. **Testing multiple variants to see which creative fits best.**

Meta variant testing

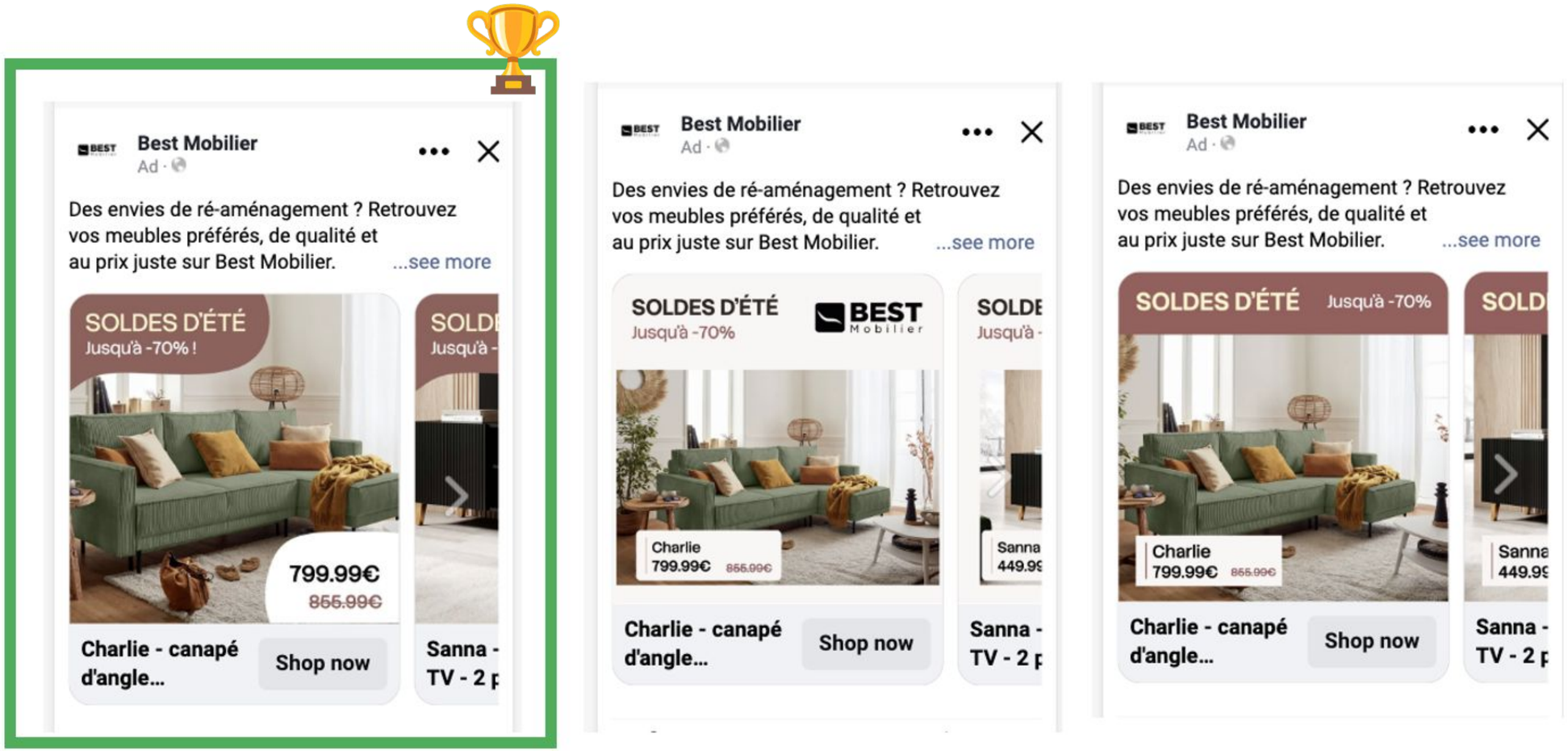
Creating different templates - running them at the same time in Meta





Meta variant testing

Finding **the winner**



Meta variant testing: **Results**



Best Mobilier's purchases went up by +50%.

ROAS increased by x2.3.

Now: **Time for Black Month**





POLL

Which PPC topics should we explore in 2027?

A) Demand Generation Strategies
B) Creative Strategy
C) Google AI Mode
D) Conversational Attributes
E) Advanced Strategies for Performance Max
F) Advanced Product Bucketing & Segmentation
G) Product feed optimization with AI

Next *steps*

New to Channable?

Request a demo to see how Creatives and AI Image generator work together in your own catalogue.

Already a customer?

Talk to your Customer Success Manager about Core Pro and Creatives.

Want to go deeper?

The recording, slides, and resources arrive in your inbox tomorrow.

Questions? Let's go to Q&A.