

# META DYNAMIC CREATIVE OPTIMIZATION

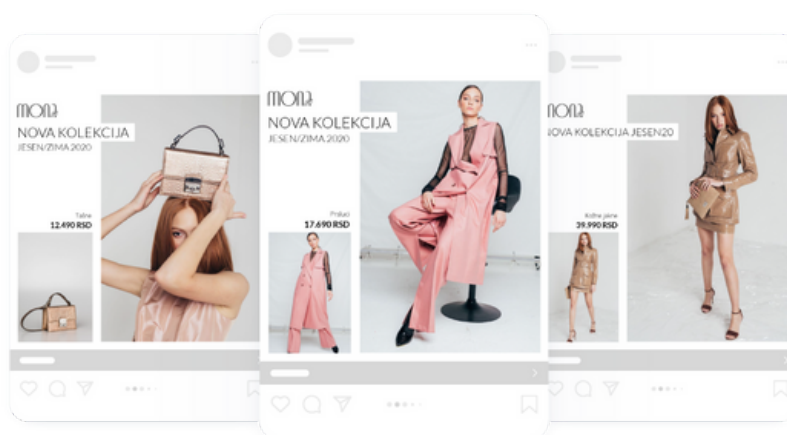
Dynamic creative optimization (DCO) in Meta is a feature that allows you to automatically generate and assemble ad variations by mixing and matching different creative components based on user data and preferences. This enables you to deliver personalized ad experiences to each individual user, potentially leading to increased engagement and conversions.

## How it Works:

- **Component Upload:** You provide various creative assets like images, videos, headlines, text descriptions, and call-to-action buttons.
- **User Data Integration:** DCO integrates with user data, such as demographics, interests, behavior, and browsing history, available through Meta or uploaded by you.
- **Automated Assembly:** Based on the available data, the system dynamically assembles different combinations of your uploaded components to create unique ad variations for each user.
- **Personalized Ad Delivery:** The most relevant ad variation, based on the user's specific profile, is then displayed to them.

## Benefits for using DCO

- **Increased Relevancy:** Users see ads tailored to their interests and preferences, leading to higher engagement.
- **Improved Efficiency:** Saves time and resources by managing a set of components instead of creating numerous static ads.
- **Data-Driven Optimization:** Allows you to leverage data insights to continuously refine your campaigns and identify the most effective combinations.



<p style="text-align: center;"><b>Design Recommendations</b></p>	<ul style="list-style-type: none"> <li>• File Type: MP4, MOV or GIF Ratio: 1:1 (for desktop or mobile) or 4:5 (for mobile only)</li> <li>• Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+</li> <li>• Resolution: At least 1080 x 1080 pixels</li> <li>• Video Captions: Optional, but recommended</li> <li>• Video Sound: Optional, but recommended</li> <li>• Up to 10 images/videos max</li> <li>• Videos should not contain edit lists or special boxes in file containers.</li> </ul>
<p style="text-align: center;"><b>Text Recommendations</b></p>	<ul style="list-style-type: none"> <li>• Primary Text: 125 characters (recommended to keep text short)</li> <li>• Up to 5 text options max</li> <li>• Headline: 25 characters</li> <li>• Up to 5 options max</li> <li>• Description: 25- characters</li> <li>• Up to 5 options max</li> </ul>
<p style="text-align: center;"><b>Technical Requirements</b></p>	<ul style="list-style-type: none"> <li>• Video Duration: Trim video to 15 seconds or less</li> <li>• Maximum File Size: 4GB</li> <li>• Minimum Width: 120 pixels</li> <li>• Minimum Height: 120 pixels</li> </ul>
<p style="text-align: center;"><b>Available Objectives</b></p>	<p>Awareness, Traffic, Engagement, App Promotion, Leads or Sales</p>
<p style="text-align: center;"><b>Available CTAs</b></p>	<p>Shop Now, Learn More, Download, Sign Up, Get Quote, Contact Us, Book Now, See Menu, Listen Now, Request Time, Donate NowUp to 5 options max</p>