



CREATIVE *BENCHMARKS* 2026

What 1.3 billion dollars in ad spend reveals about performance, probability, and creative success.

Advertising is described as a science of prediction.

The right message, the right angle, for the right audience. Marketers often try to isolate and optimize as many variables as possible so that they can guarantee an ad's success. But in practice, most ads are forgettable. And that's okay. This report examines why that's normal and what it suggests about how creative strategy should actually work.

We analyzed an anonymized dataset of **+550,000** ads launched by **+6,000** advertisers, representing roughly **\$1.3 billion** in spend across Facebook and Instagram between September 2025 and early January 2026.

The window spans one of the most competitive promotion cycles of the year — pre-holiday testing, Black Friday and Cyber Monday (BFCM), and the post-holiday reset. Creative turnover is high. Competition for attention is higher. And that pressure makes the underlying mechanics of advertising easier to see.



Key Findings

Winning ads are rare. Only a small share of ads — roughly five percent — spend at least 10× their account median. Low hit rates are not necessarily a sign of weak creative. They are a statistical feature of how performance advertising works.

Scale changes frequency, not fundamentals. Larger advertisers surface more winning ads because they introduce more variation into the system. Smaller advertisers are not excluded from getting winners, but they get them less often.

Trends are not universal. The most popular ad formats are not always the ones that capture the most spend. Performance shifts with context — scale, industry, timing, and saturation.

This report answers the four biggest questions in creative strategy...

How many ads are most advertisers testing?

How many ads typically become winners?

Which formats become winners most often?

How does our creative strategy compare to others?

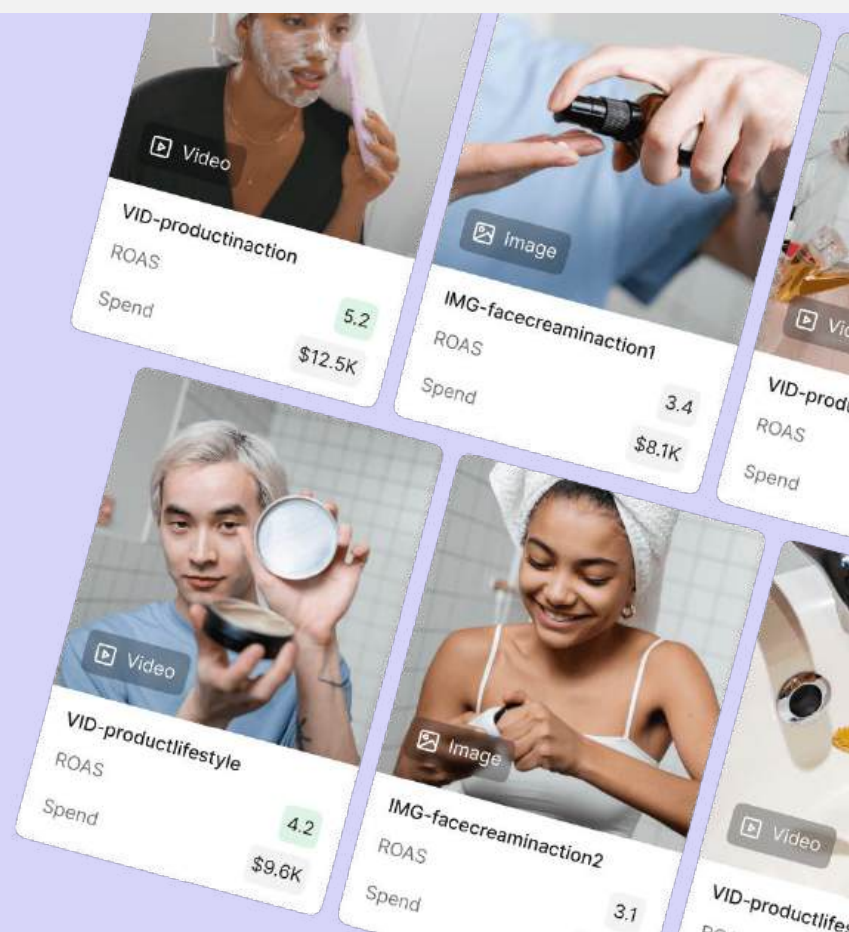


Want to see how your data stacks up to these benchmarks?

Create a free Motion account and our AI will tag your ads based on formats, hooks, and asset types so you can close gaps and spot opportunities.

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***PART 1: THE
SEARCH FOR
WINNERS***

Creative volume is a structural advantage

Across industries and budget sizes, one pattern is consistent. Advertisers that launch more ads get more winners.

This doesn't mean they are better at predicting what will work. It means they are running more tests in an environment where wins are rare.

Ad performance on Meta behaves like probability. Roughly half of all ads don't receive spend — or they receive very minimal amounts of spend. Meanwhile, 6% of ads are responsible for the majority of the spend in any given account. Put simply, a very small number of ads “work.” Each new ad that an advertiser launches is another chance to find one of these standouts.

What separates stronger advertisers is not sharper intuition. It's how their testing cadence works. They create enough new ideas to give wins a chance to appear, and they notice when something starts to take off.

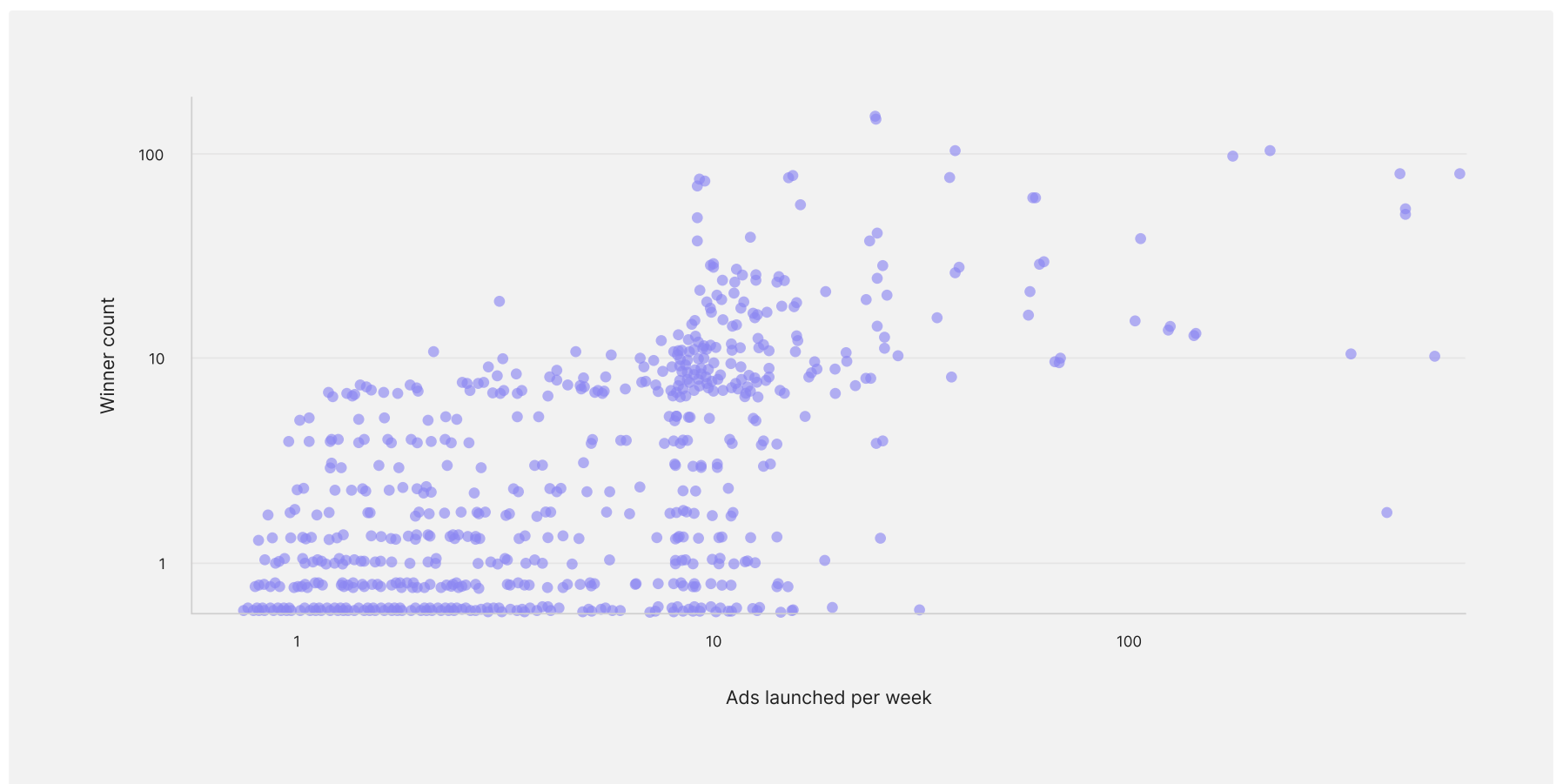
This pattern shows up even when comparing advertisers with similar budgets. Bigger budgets allow more testing, but the pace of launching new ads explains the difference between top-performing advertisers and everyone else.

In simple terms, volume helps because it creates more opportunities to get winners. It doesn't make the average ad better. It increases how often an advertiser runs into something exceptional.

In a system where big wins are uncommon but crucial, taking more chances matters more than being certain about any individual ad.

Winners become more common as volume rises, indicating testing increases the odds of breakout ads.

Relationship between weekly ad volume and number of winning creatives across advertisers.



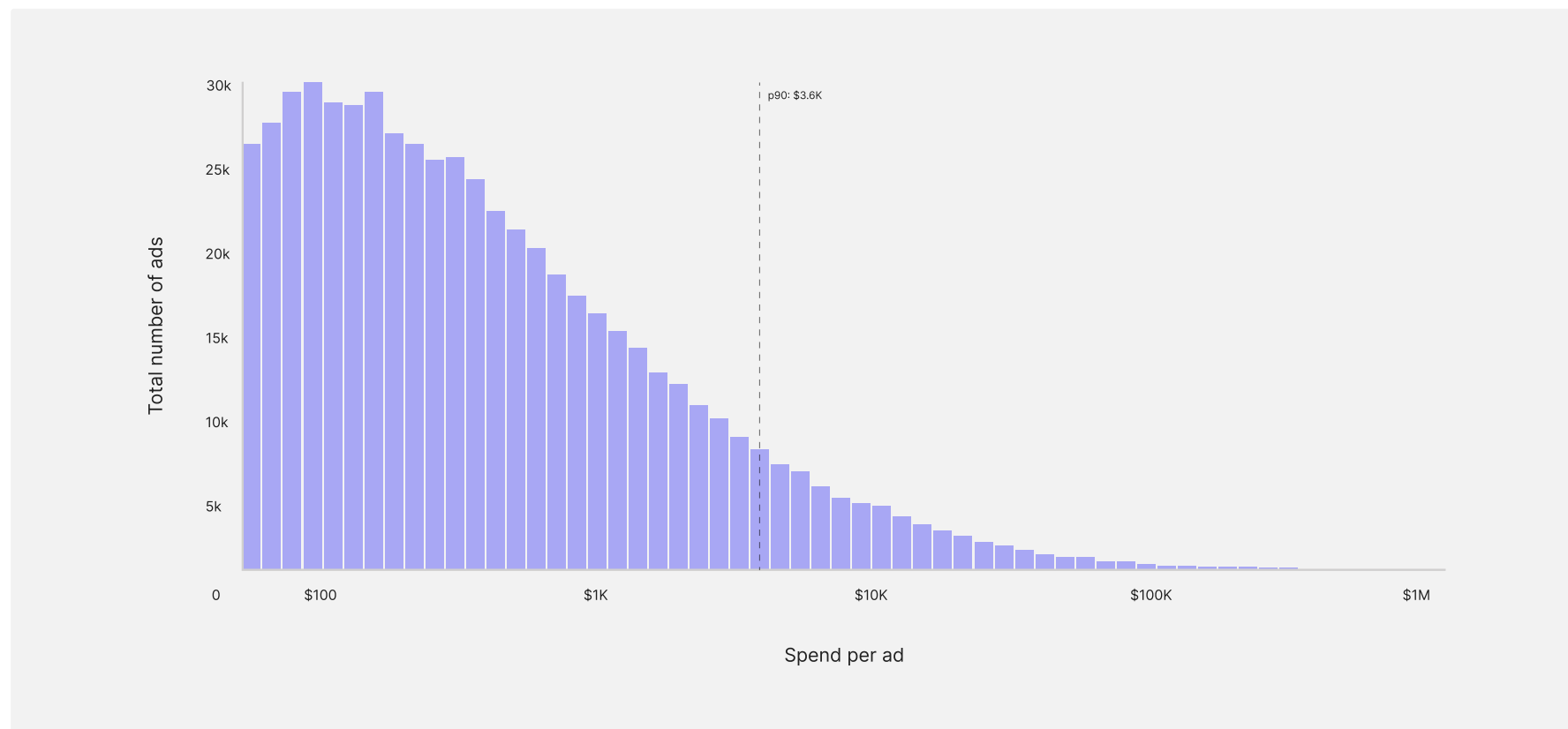
Winners are rare — and that's okay

If performance were evenly spread out, improving results would mostly be about optimization. The data shows that's not how it works.

Most ads don't spend, or they spend very little. Meanwhile, a small number of ads receive far more spend than the rest.

Spend concentrates heavily among a small share of ads.

Spend per ad distribution across Motion's dataset.



This isn't just a holiday effect. It's not a sign of bad creative decisions. It's how performance advertising behaves.

In this report, we use a strict definition of a **winner**. In order to become a winner, an ad must spend at least 10× more than the account's median ad. This helps us find ads that truly stand out, not just ads that run a bit longer.

As accounts get larger, the bar gets higher. Bigger brands run more ads and spend more overall. That raises the level of spend an ad must reach to stand out compared to the account average. Winners grow unevenly as volume increases.

This helps explain a common frustration. When results are inconsistent, it doesn't always mean an ad that doesn't spend is “weak.”

It suggests that advertisers are much better off asking themselves why an ad worked than why it didn't. Because the majority of ads will predictably fail, understanding your winners has significantly greater impact on your account than interrogating “losing” ads.

Spend tier (per month)	Average testing volume (per week)	Average hit rate (as a percentage)
Micro (<\$10K)	2.80	4.03%
Small (\$10K-\$50K)	4.10	6.47%
Medium (\$50K-\$200K)	6.67	8.13%
Large (\$200K-\$1M)	11.24	8.64%
Enterprise (\$1M+)	18.85	8.80%

Rethinking hit rate

Hit rate is often used as a scorecard for creative strategists. A high hit rate can look like proof that a marketer knows what will work. It might be treated as a measure of someone's intuition or quality of judgement.

But on the contrary, high hit rates may actually signal that someone isn't testing enough to maximize their accounts' potential.

Two accounts can have the same hit rate but work very differently. One might launch only a few ads and put most of their spend behind them. Another might test many ads and find a few strong outliers along the way. Hit rates are likely to look lower for the latter, despite more testing.

This is why high hit rates need context. They could mean strong judgment. They can also mean limited testing. The metric itself cannot tell you which is true. Lower hit rates often appear in accounts that test more ideas. More testing naturally produces more average ads as well as more winners.

Hit rate is still a valuable metric. But it is not a proxy for performance success or efficiency. It just tells us how often rare events happen within a certain ad set.

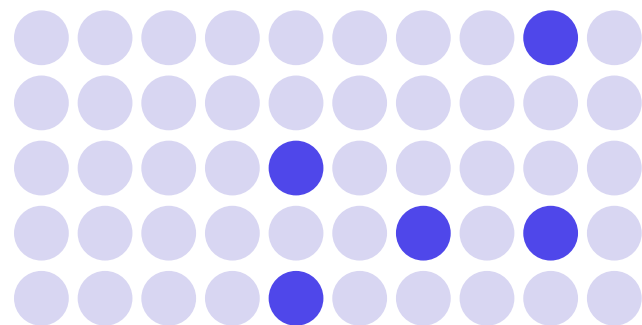
Why hit rate can be misleading

Account A



5 launches
1 winners
Hit rate: 20%

Account B



50 launches
5 winners
Hit rate: 10%

Mid-range spenders and portfolio logic

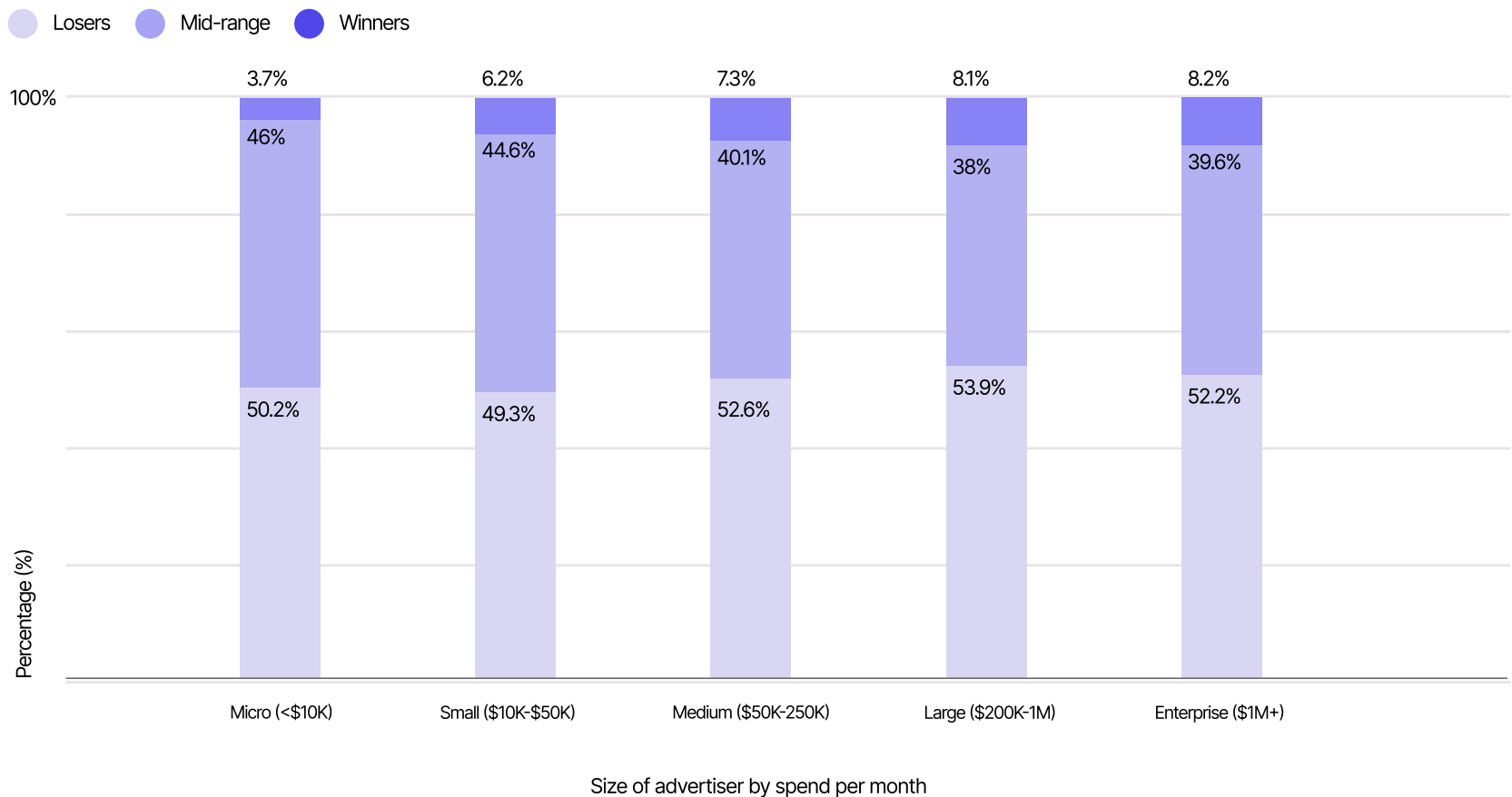
Between winning ads and losing ads sits a third group that often gets less attention: **mid-range spenders**.

These ads are not big outliers. They never become winners. But they keep running, receive steady spend, and in many accounts they quietly support day-to-day performance.

The chart below shows how ads are split between three groups: losing ads, mid-range ads, and winners. Across spend tiers, mid-range ads make up a large share of active ads.

Winning ads make up a small share of portfolios, even for higher-spend advertisers.

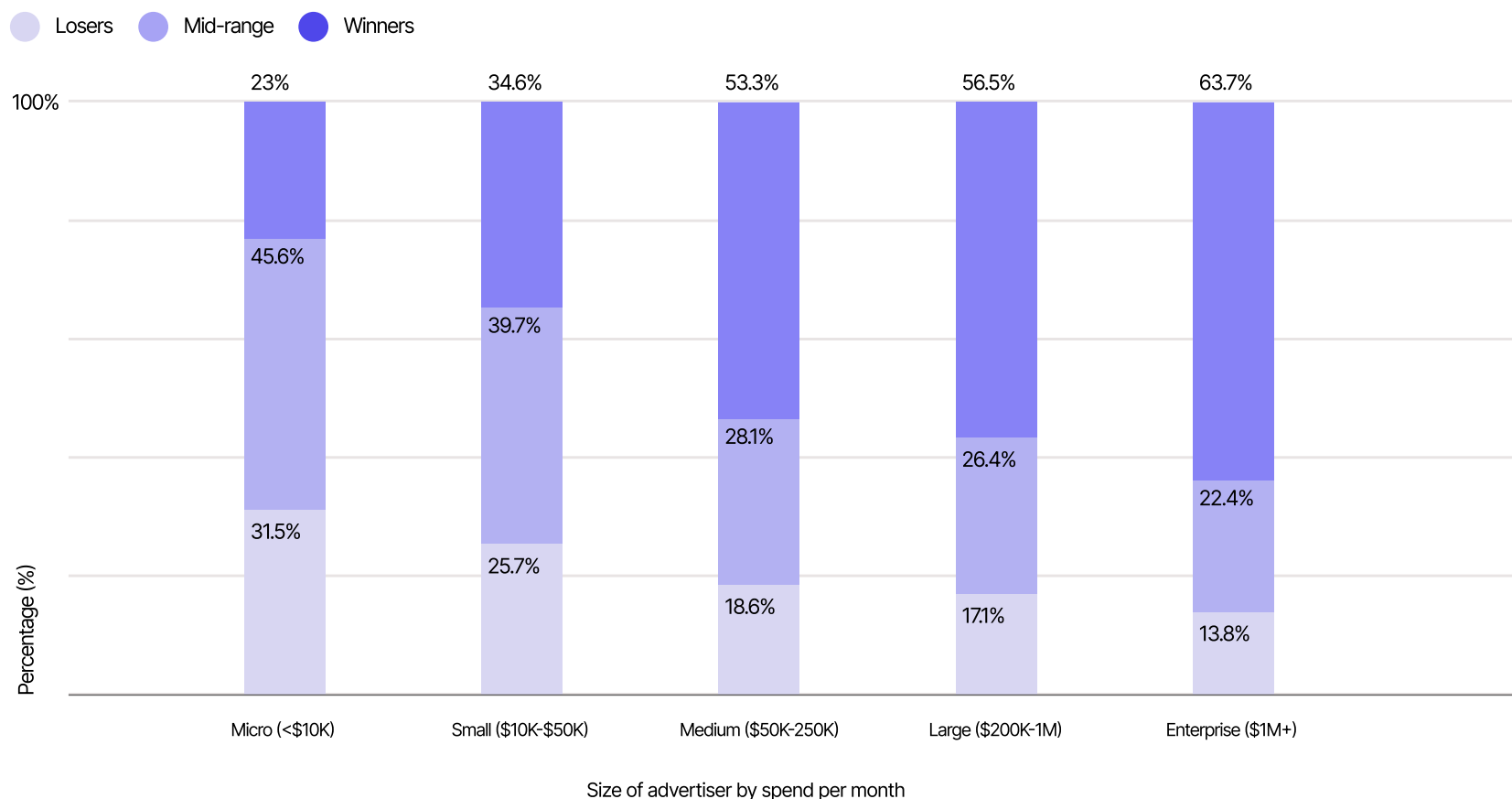
Percentage breakdown of losing ads, mid-range spenders and winners by monthly ad spend.



The chart below looks at how spend is distributed across these portfolios. Here, a clear pattern appears. While winners typically absorb the largest share of spend, mid-range ads still carry a meaningful proportion of spend — particularly in smaller accounts.

Ad spend shifts toward winners as accounts grow, rather than spreading evenly across creatives.

Percentage of spend going to losing ads, mid-range spenders, and winners by spend tier.



Mid-range spenders play a different role from winners. They don't spike performance. But they help keep results stable.

Larger accounts often behave like volatile portfolios. Some ads aim for big gains. Others provide consistency. Winners can drive growth, but they are unpredictable.

Smaller accounts, on the other hand, depend more on stability. They have less budget for big swings and rely more heavily on sure bets. That's reflected in the table above.

Mid-range ads make high testing volume easier to manage. When teams launch many ads, most will fail quickly. Without stable ads in the mix, that churn can create volatility. Mid-range ads act as a ballast.

The mistake is to treat mid-range ads as "second-best," or as failed tests. In a healthy account, they connect testing and scaling. They help keep performance steady while new ideas compete for budget.



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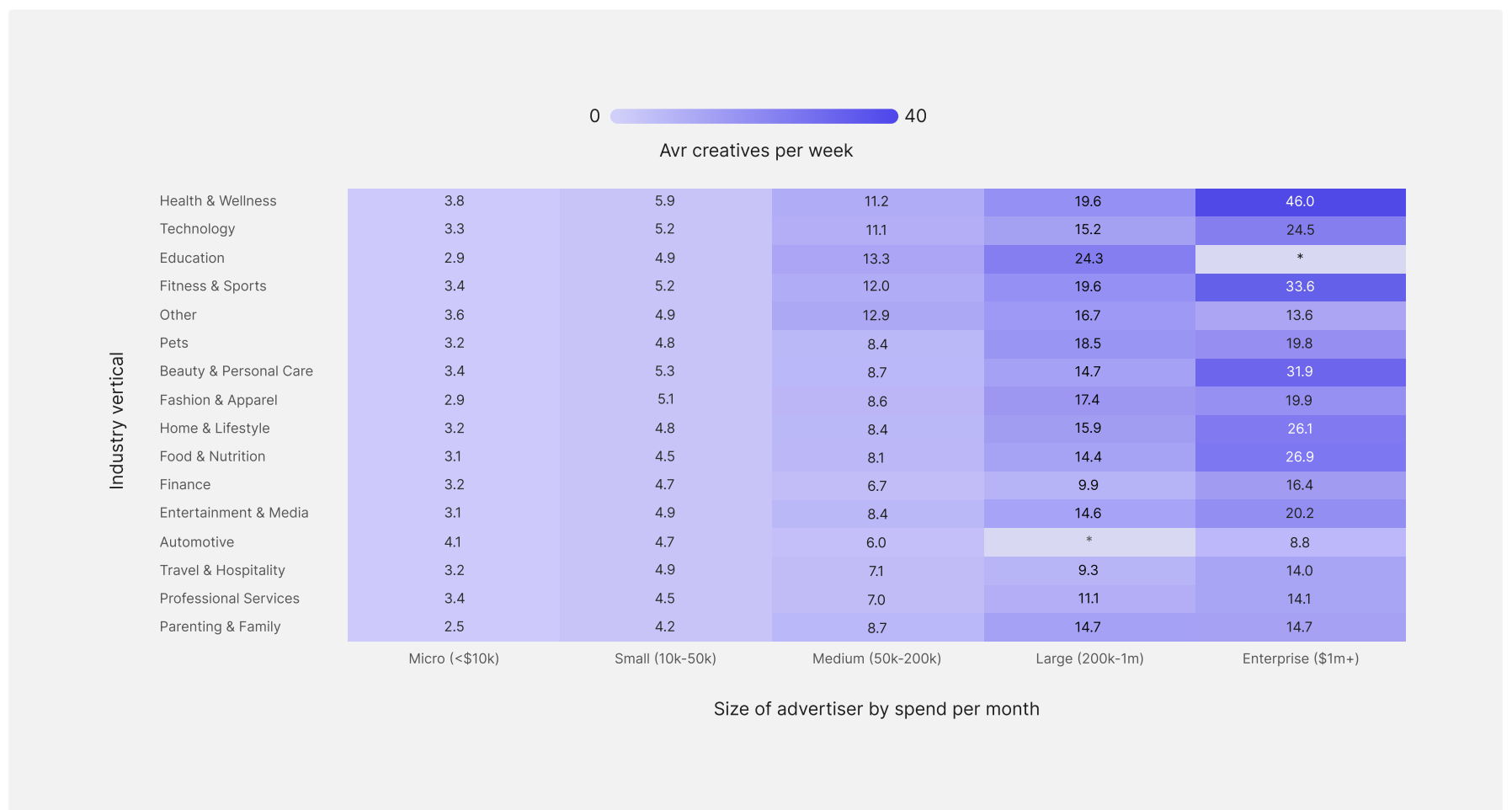
How many ads should you be testing?

There's no universal testing volume that's "best" for all advertisers. The right testing volume depends on budget, team size, and how quickly an advertiser can produce new ideas.

Creative output varies widely across accounts. Some advertisers launch only a few ads per week. Others launch many more. This reflects resources and workflow as much as strategy.

Below are the median testing volumes listed out by vertical and by spend tier.

Average weekly testing volume by industry vertical



Spend tier	All accounts creative volume	Top 25% creative volume	All accounts winners/month	Top 25% winners/month
Micro (<\$10K)	2.80	4.83	0.00	0.00
Small (\$10K - \$50k)	4.10	8.09	0.25	0.50
Medium (\$50K - \$200K)	6.67	15.95	0.75	2.00
Large (\$200K - \$1M)	11.24	31.11	1.75	5.99
Enterprise (\$1M+)	18.85	54.64	3.99	10.48

Top advertisers consistently ship more creative than average

Creative volume rises with scale. As advertisers move up spend tiers, they typically launch more ads per week, surface more winners, and show higher average hit rates.

This reflects organizational capacity as much as budget. Larger advertisers are not simply spending more, they are building systems that support faster testing.

Within each spend tier, the pattern still holds. Top advertisers ship materially more creative than average. And the gap is not marginal.

For a smaller advertiser, testing a few ads per week or month may be enough to get winners. For a mid-market or growth-stage brand, that level of output is unlikely to produce enough surface area to generate as many winners as they could.

At larger scales, conservative testing virtually guarantees that winners will be rare because shipping volume is not designed to find them.

The most useful question creative strategists should be asking is are **we shipping enough ads to make winners possible?**

Many teams anchor output to comfort — what production and approval workflows can easily support. The research suggests that this constraint is often organizational rather than algorithmic.

Creative strategy should be seen more as capacity planning than optimization.

***PART 2: THE
ANATOMY OF
WINNING ADS***



What types of ads should you be testing?

If ad performance works like probability, then not all ads have the same odds of success. Some formats, hooks, and types of assets become winners more often than others.

This is where an opportunity exists for creative strategists. There is no perfect formula for understanding what will get spend. The strength of a creative strategist is in understanding and interpreting the patterns behind what does.

These patterns are what some might call “trending hooks” or “trending formats” or just “trends.” Instead of making recommendations based on a limited set of accounts, we’re able to look at how these formats are truly trending in aggregate.

Two simple measures — when considered together — help describe these patterns: **hit rate** and **spend use ratio**.

Hit rate looks at how often ads become winners.

It answers: How frequently did this format produce a winner?

Spend use ratio looks at where spend was concentrated.

It answers: When we use this format, how likely is it to get spend?

How to read it:

- >1.0 → Format punches above its weight
- ≈1.0 → Performs as expected
- <1.0 → Overused relative to results

These are not the same thing. A format may produce many winners but not spend much relative to how often it is used. Another might rarely produce winners but receive a lot of consistent mid-range spend.

Neither metric says an ad format is “good” or “bad.” But formats with high hit rates and high spend use ratios suggest collective confidence.

When looking at the tables that follow, keep in mind that this dataset represents a very specific window (BFCM, gifting season) and that results are time-bound.

Top Visual Styles

Hit rate

Visual format	Winners	Mid-range	Hit rate (%)
Offer-first banner	11006	39448	8.68
Demo	5563	28551	8.11
Testimonial	5073	30517	6.57
Headline	4570	35228	6.26
Montage	3704	21565	7.02
Before & after	1724	9771	6.07
Listicle	1641	12072	5.30
Split screen	1491	10723	5.62
Us vs them	1365	8203	6.52
Unboxing	1229	5295	9.83
Feature benefit point	1142	9242	5.61
Cinematic b-roll	900	5847	6.85
Grid swap	882	4975	7.98
Screen recording	879	5446	5.49
Problem agitation	818	4433	5.98
Review	804	6859	4.89
How to	793	5129	6.62
POV	792	3797	8.28
Behind the scenes	772	3831	8.64
Founder	692	2989	8.57
Statistic	645	4961	5.81
Influencer endorsement	635	3777	7.71
Collage	626	4331	6.50
Static to video hybrid	586	3130	5.18
Expert explainer	581	3359	5.96

Spend use

Visual format	% Creatives	% Spend	Spend use ratio
Celebrity	0.86	1.87	2.17
Letter	0.68	1.34	1.97
Unconventional text placement	0.27	0.39	1.44
Post it	0.73	1.01	1.38
Offer-first banner	21.92	29.33	1.34
Unboxing	2.16	2.86	1.32
ChatGPT	0.07	0.09	1.29
Social post mockup	0.04	0.05	1.25
Sign	0.68	0.84	1.24
Text message	0.55	0.66	1.20
UGC overlay	1.31	1.53	1.17
Influencer endorsement	1.42	1.65	1.16
Grid swap	1.91	2.09	1.09
Founder	1.40	1.51	1.08
Demo	11.86	12.75	1.08
Headline	12.62	12.99	1.03
Notes app	0.35	0.36	1.03
Stitch	0.06	0.06	1.00
Testimonial	13.34	13.35	1.00
ASMR	0.50	0.50	1.00
US vs them	3.62	3.62	1.00
Billboard	0.22	0.22	1.00
Case study	0.79	0.79	1.00
Reaction video	0.45	0.44	0.98
POV	1.65	1.60	0.97

The visual styles that attract the most spend are not always the ones that become winners most efficiently. And the visual styles with the highest hit rates are not always the ones that absorb the most budget.

Some visual styles sit at the intersection. Offer-first banners and demos show up prominently in both tables. These are scale formats. They are widely used, easy to deploy, and trusted when performance matters.

Other visual styles show high hit rates but lower spend use. Unboxing, POV, behind the scenes, and founder ads fall into this category. These tend to be more volatile formats.

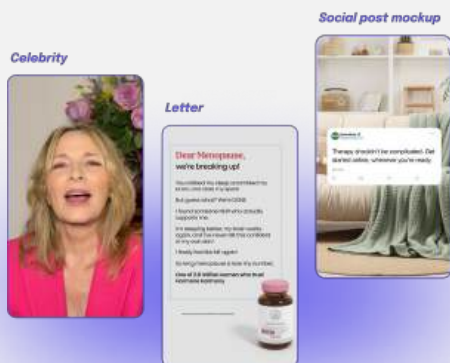
Then there are high-volume visual styles that receive meaningful spend but become winners less often. These function as testing or coverage formats. They help teams explore ideas, even if most never become true winners.

Some visual styles are built for scale. Some are built for testing. And others are sustainable drivers of steady spend. The healthiest advertisers usually rely on a mix of all three.

Top visual styles differ by vertical

It's tempting to look at lists of "top-performing" or "trending" visual styles and treat them as universal advice. But advertising rarely behaves that neatly. When hit rates and spend use are broken down by vertical, patterns shift. A visual style that looks strong overall may perform well in one category and barely appear in others.

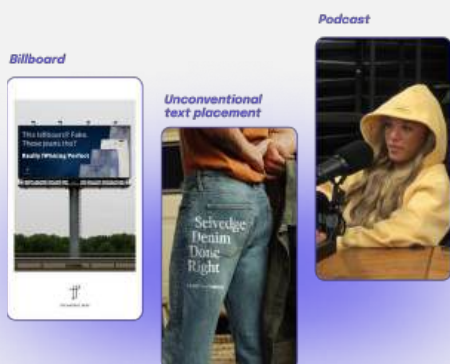
Health & wellness



Visual format	Hit rate (%)
Stitch	12.50
Reaction video	11.24
Unboxing	10.86
Celebrity	10.35
Founder	10.18
Letter	9.78
Stop motion	9.03
Influencer endorsement	8.77
POV	8.70
Transformation	8.43

Visual format	Spend use ratio
Social post mockup	4.00
Letter	3.40
Celebrity	1.90
Case study	1.62
Offer-first banner	1.59
Behind the scenes	1.56
UGC overlay	1.53
Founder	1.38
Transformation	1.35
Billboard	1.33

Fashion & apparel



Visual format	Hit rate (%)
Post it	27.40
Quiz	25.99
Stylized product shot	21.21
Meme	17.28
ASMR	15.09
Product shot	14.95
Social comments	14.78
Podcast	13.95
Product showcase	13.95
Unconventional text placement	13.40

Visual format	Spend use ratio
Podcast	2.50
Unconventional text placement	2.33
Billboard	2.00
Text message	1.75
Sign	1.60
Celebrity	1.55
Slideshow	1.36
Post it	1.33
Offer-first banner	1.30
Demo	1.27

Beauty & personal care



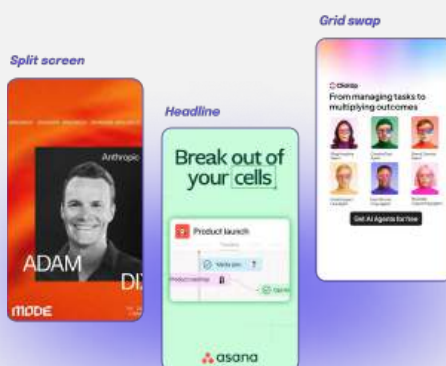
Visual format	Hit rate (%)	Visual format	Spend use ratio
Trend	12.32	Educational	3.20
Letter	12.27	Letter	2.00
Stop motion	11.98	Meme	2.00
Founder	11.49	Post it	1.64
Duet	11.11	Unboxing	1.62
Celebrity	10.05	Billboard	1.50
Notes app	9.59	Celebrity	1.43
Unboxing	9.58	Sign	1.43
Unconventional text placement	9.47	Offer-first banner	1.30
Behind the scenes	9.31	Grid swap	1.29

Home & lifestyle



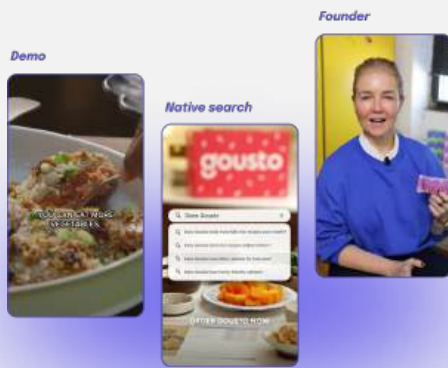
Visual format	Hit rate (%)	Visual format	Spend use ratio
Reaction video	22.54	Celebrity	3.00
Social proof mashup	18.78	Post it	3.00
Letter	17.97	Reaction video	2.00
Trend	17.59	Social proof mashup	2.00
Unconventional text placement	17.02	Sign	1.57
POV	16.63	Influencer endorsement	1.40
Post it	16.54	Offer-first banner	1.38
Expert explainer	15.42	Listicle	1.35
Street interview	15.17	Stop motion	1.33
Demo	15.03	Problem agitation	1.30

Technology



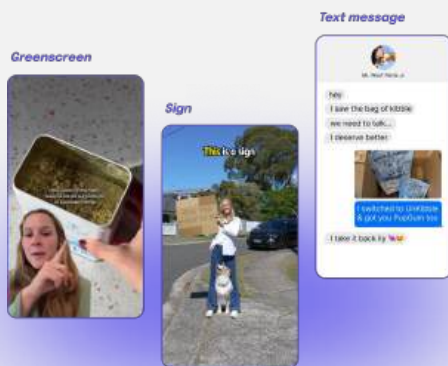
Visual format	Hit rate	Visual format	Spend use ratio
Letter	17.57	Grid swap	7.67
Slideshow	15.22	Headline	7.02
Live auction	14.81	Split screen	4.10
Unboxing	13.33	ChatGPT	4.00
Before and after	13.21	Unboxing	4.00
Headline	12.85	UGC Overlay	2.75
Statistic	12.80	Meme	2.00
UI mockup	12.50	Skit	1.92
UGC overlay	12.03	Influencer endorsement	1.80
Split screen	11.95	Letter	1.67

Food & nutrition



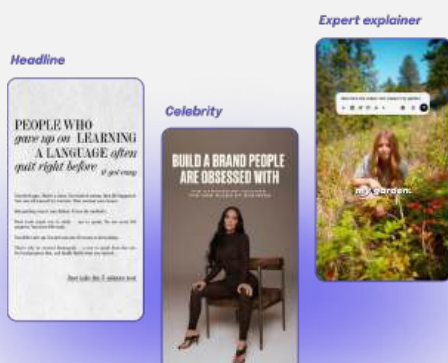
Visual format	Hit rate (%)	Visual format	Spend use ratio
Letter	17.90	Celebrity	2.33
Countdown	16.67	Founder	2.00
Unconventional text placement	15.91	Native search	2.00
Time lapse	15.15	Trend	2.00
Infographic	13.75	Unboxing	1.59
Trend	13.04	Post it	1.50
Notes app	12.94	Reaction video	1.50
Transformation	12.70	Letter	1.33
Nostalgia	12.62	Montage	1.31
Sign	11.21	Influencer endorsement	1.29

Pets



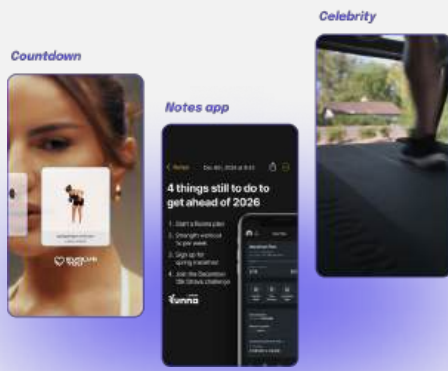
Visual format	Hit rate (%)	Visual format	Spend use ratio
Nostalgia	26.09	Text message	12.00
Unconventional text placement	20.93	Sign	3.50
Native search	18.52	Greenscreen	3.00
ASMR	18.42	Humor	3.00
Sign	16.03	Unconventional text placement	3.00
Letter	15.25	Offer-first banner	2.94
Infographic	14.29	Letter	2.50
Educational	12.50	ASMR	2.00
Social comments	12.50	Infographic	2.00
-	-	Montage	2.00

Education



Visual format	Hit rate (%)	Visual format	Spend use ratio
Celebrity	14.68	Text message	3.00
Text message	11.28	Celebrity	2.00
Unconventional text placement	11.11	Letter	1.50
Feature benefit pointout	10.42	Offer-first banner	1.50
Letter	9.22	Feature benefit pointout	1.00
Offer-first banner	8.76	Nostalgia	1.00
Unboxing	8.70	Post it	1.00
Social comments	8.33	Social comments	1.00
Other	8.08	Social proof mashup	1.00
Sign	8.04	Transformation	1.00

Fitness & sports



Visual format	Hit rate
Post it	20.00
Trend	14.08
Countdown	12.50
Unboxing	11.27
Podcast	11.11
Sign	10.87
Letter	10.64
Statistic	10.31
Feature benefit pointout	10.05
Meme	10.00

Visual format	Spend use ratio
Celebrity	1.00
Countdown	1.00
Notes app	1.00
Sign	1.00
Trend	1.00
Unboxing	1.00
Unconventional text placement	1.00
Grid swap	0.75
Offer-first banner	0.75
Demo	0.73

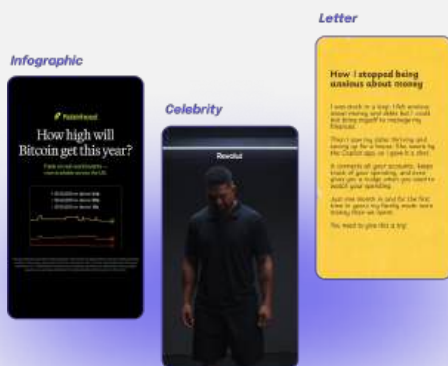
Entertainment & media



Visual format	Hit rate (%)
How to	19.51
Reaction video	15.38
Founder	13.79
Unconventional text placement	12.12
Skit	10.26
Screen recording	10.13
Listicle	9.80
POV	9.65
Review	8.97
Unboxing	8.70

Visual format	Spend use ratio
Skit	4.00
Unconventional text placement	4.00
Reaction video	3.50
Celebrity	1.60
Behind the scenes	1.00
Demo	1.00
Educational	1.00
Expert explainer	1.00
Greenscreen	1.00
How to	1.00

Finance



Visual format	Hit rate (%)
Social proof mashup	20.00
Unconventional text placement	14.81
Letter	13.16
Skit	12.18
Trend	11.73
Street interview	11.72
Quiz	11.26
Behind the scenes	11.11
Podcast	10.69
Influencer endorsement	10.34

Visual format	Spend use ratio
Celebrity	3.00
Infographic	3.00
Letter	3.00
Comment response	2.00
Offer-first banner	1.56
Before and after	1.50
Case study	1.50
Podcast	1.50
Us vs them	1.33
Skit	1.25

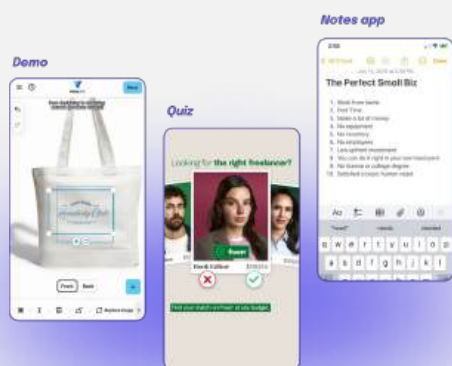
Travel & hospitality



Visual format	Hit rate (%)
How to	16.67
Greenscreen	14.29
ASMR	13.64
Grid swap	13.16
Founder	12.50
UGC overlay	12.28
Meme	12.00
Review	11.80
Behind the scenes	9.43
Nostalgia	9.30

Visual format	Spend use ratio
Testimonial	2.80
Demo	2.17
POV	1.50
Cinematic b-roll	1.14
Offer-first banner	1.11
Behind the scenes	1.00
Founder	1.00
Greenscreen	1.00
Grid swap	1.00
Influencer endorsement	1.00

Professional services



Visual format	Hit rate (%)
Notes app	16.67
Grid swap	16.07
Demo	12.50
Screen recording	9.65
UI mockup	8.82
Educational	8.70
Pattern interrupt	8.70
Skit	8.51
How to	8.47
Letter	8.00

Visual format	Spend use ratio
Notes app	3.00
Quiz	1.50
Screen recording	1.17
Celebrity	1.00
Cinematic b-roll	1.00
Educational	1.00
Expert explainer	1.00
Grid swap	1.00
Infographic	1.00
Offer-first banner	1.00

Automotive



Visual format	Hit rate (%)
Street interview	30.00
Behind the scenes	13.68
Meme	9.52
Greenscreen	8.33
Headline	7.35
Post it	6.25
Skit	6.00
UGC overlay	5.71
Unboxing	5.33
Us vs them	5.31

Visual format	Spend use ratio
Influencer endorsement	2.00
Unboxing	2.00
Offer-first banner	1.71
Us vs them	1.50
Before and after	1.00
Behind the scenes	1.00
Cinematic b-roll	1.00
Collage	1.00
POV	1.00
Post it	1.00

Parenting & family



Visual format	Hit rate (%)	Visual format	Spend use ratio
Expert explainer	25.00	Us vs them	2.00
Unboxing	25.53	Montage	1.33
Cinematic b-roll	21.88	Demo	1.20
Founder	20.00	Cinematic b-roll	1.00
Unformatted	17.31	Grid swap	1.00
Before and after	15.79	Listicle	1.00
Static to video hybrid	15.38	Other	1.00
Montage	15.03	POV	1.00
POV	14.29	Static to video hybrid	1.00
Us vs them	12.33	Unboxing	1.00

Top hooks & headlines

Hit rate

Hook headline tactics	Winners	Mid-range	Hit rate (%)
Newness	83	498	11.37
Sale announcement	16	29	11.35
Price anchor	71	255	10.89
Urgency	4855	13497	9.73
Announcement	37	229	9.59
Offer only	4798	16666	9.29
FOMO	364	1720	9.20
New product announcement	29	195	8.76
Confession	675	2672	8.74
Exclusivity	421	2157	8.44
Curiosity	2402	12009	7.77
Giveaway	33	191	7.69
Event announcement	33	172	7.62
Bold claim	2308	13310	7.19
Reverse psychology	61	338	7.14
Shocking statement	597	2790	7.12
If then	876	4241	7.12
Warning	316	1570	7.07
Wordplay	21	143	7.02
Contrarian	421	2203	7.01
Relatability	3377	21215	6.85
Contrast	2035	12449	6.78
Direct address	343	2154	6.65
Product announcement	32	295	6.52
Authority	590	4034	6.40

Spend use

Hook headline tactics	% Creatives	% Spend	Spend use ratio
Giveaway	0.07	0.16	2.29
Price anchor	0.11	0.22	2.00
Announcement	0.07	0.11	1.57
Event announcement	0.07	0.11	1.57
Offer only	8.92	12.71	1.42
Confession	1.33	1.88	1.41
Urgency	8.62	11.27	1.31
Curiosity	5.34	6.89	1.29
FOMO	0.68	0.83	1.22
Wordplay	0.05	0.06	1.20
Contrast	5.19	6.25	1.20
Myth busting	0.84	0.96	1.14
Call to action first	0.90	1.01	1.12
Contrarian	1.04	1.08	1.04
Exclusivity	0.86	0.88	1.02
If then	2.13	2.17	1.02
Warning	0.77	0.78	1.01
Shocking statement	1.45	1.47	1.01
Authority	1.59	1.59	1.00
Product announcement	0.08	0.08	1.00
Sale announcement	0.02	0.02	1.00
Bold claim	5.55	5.54	1.00
Direct address	0.89	0.86	0.97
Storytelling	4.95	4.70	0.95
Reasons why	0.24	0.22	0.92

Like with visuals, it's tempting to look for a list of "winning hooks." But hook performance also depends on context and timing.

Looking across both hit rates and spend use, certain themes appear repeatedly.

Hooks that signal immediacy, clarity, or a concrete reason to act tend to surface often. Language tied to price framing, offers, urgency, and product newness reduces the effort required to understand the value of the ad.

Other hooks rely less on direct offers and more on attention. Curiosity, confessional framing, bold claims, or unexpected statements can interrupt scrolling and create tension or surprise.

It is also telling what appears less often near the top of these rankings. Broad lifestyle statements and vague benefit claims are common in advertising overall, but they surface less frequently among winners in this dataset. Messages that delay clarity or require more interpretation may struggle when attention is limited.

Keep in mind that these patterns are time-bound. The dataset includes heavy promotional periods (BFCEM & the holidays), when shoppers are primed for deals and product announcements.

Hooks and headlines that emphasize immediacy or value naturally align with what shoppers expect during this window. In a different season, it's reasonable to expect that this looks very different — a point that warrants future analysis.

Top asset types

Hit rate

Asset type	Winners	Mid-range	Hit rate (%)
Text only	1728	4766	11.60
Product image with text	6256	29402	8.75
Lifestyle-product image	24	186	7.59
UGC	11374	60699	7.56
High production	2653	15812	6.97
Gif	215	972	6.82
Illustration	1447	6776	6.80
UGC mashup	779	4193	6.28
Lifestyle-product image with text	3173	22533	6.18
Lifestyle image with text	8769	62631	6.10
Lifestyle image	386	3540	5.91
Hybrid	1983	10621	5.74
Product image	32	339	5.39
Animation	731	4267	4.57
Carousel	15	135	4.45

Spend use

Asset type	% Creatives	% Spend	Spend use ratio
Text only	2.57	5.07	1.97
Product image with text	12.35	15.20	1.23
Illustration	3.68	3.93	1.07
UGC	26.01	26.03	1.00
Lifestyle-product image with text	8.88	8.82	0.99
Lifestyle image with text	24.82	23.50	0.95
UGC mashup	2.14	1.92	0.90
Hybrid	5.96	4.78	0.80
Product image	0.10	0.08	0.80
High production	6.58	5.22	0.79
Gif	0.54	0.42	0.78
Lifestyle image	1.13	0.83	0.73
Lifestyle-product image	0.05	0.03	0.60
Animation	2.77	1.54	0.56
Carousel	0.06	0.03	0.50

Asset choice is not only a creative decision. It is also an operational one. Some asset types are easier to adjust, remix, and relaunch. Others take more time and coordination to produce. That difference affects how quickly a team can test ideas and respond to performance signals.

The table below shows how different asset types appeared among winners and where spend concentrated.

Text-forward assets appear among winners more often than many teams expect. Text-only ads, product images with text overlays, and simple GIFs frequently rank well. Their strength is speed and clarity. They communicate value quickly and allow small framing changes without reimagining entire campaigns.

Because they are fast to produce, these assets also make experimentation easier. A team can test multiple variations in a short period, which increases exposure to different outcomes. In a system where rare wins matter, the ability to try more variations can influence what surfaces.

Higher-production assets play a different role. In some cases, they signal credibility or brand quality. But they are slower to change. When iteration slows, the number of ideas tested often slows as well. That does not make these assets ineffective, but it changes how they function during testing.



The distinction is not between “scrappy” and “polished.” It is between assets that support fast learning and assets that require longer cycles. Both can have a place. They simply serve different roles inside a creative system.



Structuring your strategy for success

One quiet takeaway from this research is that advertising — and creative strategy — is humbling.

For all the planning, optimizing, and iteration, creative performance resists tight control. The system is shaped by human attention, platform dynamics, and competition that never sits still. Outcomes cluster. A few ads carry accounts. Many barely move the needle.

Performance advertising looks less like careful optimization and more like broad exploration. Not blind guessing, but structured searching in an environment where success is rare.

The role of a creative strategist is not to predict the future perfectly. It's to build conditions where good ideas can surface, where signals are noticed, and where decisions are made with evidence rather than attachment.

There is also something reassuring in the benchmarks themselves. They show that uneven returns are not a personal failing or a team-specific problem. They are a shared reality across thousands of advertisers. The pressure to “crack the code” often oversells how deterministic performance advertising really is.

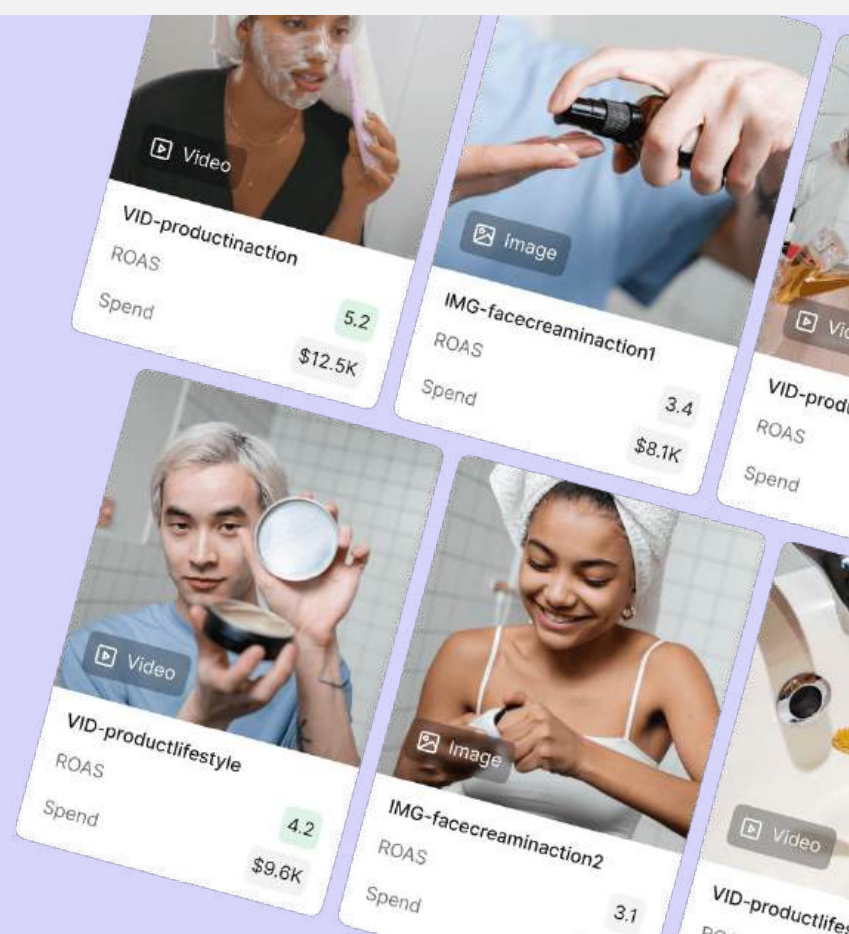
The advertisers who win out will not be the ones who eliminate failure. They will be the ones who make it survivable and routine. They'll keep shipping high volume. They'll keep adjusting. And they'll keep looking for a signal in the noise.

Want to see how your data stacks up to these benchmarks?

Create a free Motion account and our AI will tag your ads based on formats, hooks, and asset types so you can close gaps and spot opportunities.

[Book a demo](#)

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Key Benchmarks & Insights Summary

1. Spend concentration: winners vs mid-range vs losers

- ~55% of total spend goes to winning ads; ~28% to mid-range; ~17% to losing ads.
- Share of spend on winners rises by tier: micro ~23% → enterprise ~64%.
- ~4–8% of creatives are winners by tier (micro 3.8%, enterprise ~8.2%); 38–46% are mid-range; ~50–53% are losers (discarded before 28 days).

Implication: Most creatives are turned off before 28 days. A small fraction of creatives capture the majority of spend. Plan budgets for many small tests and a few large allocations to winners.

2. Creative volume by spend tier

Spend tier	Median creatives/week	Mean creatives/week	Avg hit rate
Micro (<\$10K)	2.8	3.3	4.0%
Small (\$10K - \$50K)	4.1	5.1	6.5%
Medium (\$50K - \$200K)	6.7	9.3	8.1%
Large (\$200K - \$1M)	11.2	16.6	8.6%
Enterprise (\$1M+)	18.9	29.2	8.8%

- Middle tier account ships ~6–7 creatives/week; top spending accounts ship 12–19+.
- Hit rate increases with tier (4% → 9%); larger brands both ship more and have higher hit rates.

Implication: Compare your weekly creative output to these tier benchmarks. Higher-spend accounts tend to have both higher volume and higher hit rate.

3. Hit rate and volume: what actually associates with more winners?

- 10× benchmark: ~92.3rd percentile of ratio-to-median (i.e. 8% of creatives above become winners).

Implication: Don't expect more than 1 in 10–13 creatives to be winners on average. If almost none of your creatives ever become winners, review creative strategy and product fit. If you're above the benchmark, ensure you're testing broadly enough. Set expectations with stakeholders: a handful of ads will scale and drive most results.

4. Creative longevity (winners vs losers)

- Mid-range = 28+ days of spend, not a winner. Loser = turned off before 28 days (or never reached 28 days).
- ~50–53% of creatives are losing ads; ~38–46% are mid-range; ~4–8% are winners, by tier.
- Aggressive testing and fast optimization are the norm: many creatives are retired well before 28 days.

Implication: If your ads typically run much longer, keep them fresh or test new ads more often to avoid fatigue. Consider testing new concepts frequently rather than leaning on a few long-running ads.

5. Top accounts (top 25% by winner count within each tier)

- Top 25% of accounts within each spend tier have higher creative volume than the tier median.
- Use the tier-level tables (median creatives/week, median winner count, “Top 25% vs All”) to benchmark your account against peers in the same spend band.

Implication: These benchmarks are a reference checklist. Compare your metrics (e.g. “we launch X creatives/week, our hit rate is Y%, our top format is Z”) to the above and to the tier breakdowns to spot improvement or experimentation opportunities.

Methodology & Definitions

This report analyzes creative-level performance data from advertisers connected to the Motion platform. The objective is not to evaluate outcomes like ROAS or revenue, but to understand how **spend, winners, and hit rate** distribute across accounts. Those metrics allow for more consistent cross-account comparisons than conversion-based measures, which vary widely by attribution setup, margin structure, and reporting practice.

All data is anonymized.

Scope

The analysis covers creatives launched between **September 1, 2025 and January 1, 2026**. The end date is set at least 28 days before the last available data point so that all creatives have an equal opportunity to be classified as mid-range, avoiding end-of-window censoring.

The dataset includes:

- **578,750 unique creatives**
- **6,015 advertiser accounts**
- **\$1.29 billion in realized spend**

This window spans pre-holiday testing, Black Friday and Cyber Monday saturation, and the post-holiday reset — a period when competitive pressure is high and creative turnover is accelerated.

Spend as the primary success metric

Performance is evaluated using **realized spend**, not CTR, CPA, or ROAS. Spend reflects how budget is allocated within accounts. Creatives that receive continued spend are, by definition, being prioritized by Meta.

This does not mean spend perfectly captures business value. It serves as a consistent proxy for which creatives attract sustained delivery across many heterogeneous accounts. Using spend avoids distortions introduced by different attribution models or conversion setups.

Definitions

Creative volume

Creative volume is the number of unique creatives launched per week at the account level. It is treated descriptively, not as a success metric.

Winner

A creative is classified as a winner when:

- Spend $\geq 10\times$ **the account median**, and
- Spend \geq **\$500 floor**

This rule identifies ads that meaningfully outperform their account baseline while filtering out low-spend noise. In this dataset, the $10\times$ threshold corresponds roughly to the **92nd percentile** of the ratio distribution.

Mid-range creative

An mid-range creative:

- Has ≥ 28 days of spend, and
- Does not meet the winner threshold.

Mid-range are durable, scaled creatives that persist without reaching winner status.

Hit rate

Hit rate is calculated at the account level:

$$(Winner\ creatives \div Total\ creatives) \times 100$$

Unless specified, hit rates are **unweighted**, meaning each account contributes equally regardless of size.

Spend tiers

Accounts are grouped by average monthly Meta spend:

- Micro ($< \$10K$)
- Small ($\$10K - \$50K$)
- Medium ($\$50K - \$200K$)
- Large ($\$200K - \$1M$)
- Enterprise ($\$1M+$)

Spend–use ratio

A format's share of total spend divided by its share of total creative usage.

Simple version: When we use this format, does Meta reward it with budget?

How to read it:

- > 1.0 → Format punches above its weight
- ≈ 1.0 → Performs as expected
- < 1.0 → Overused relative to results

It gives creative strategists a **prioritization tool**.

Interpreting the metrics

These definitions are designed to describe how creative performance is distributed across Meta. They are not intended as recommendations for what advertisers “should” achieve.

A winner classification indicates statistical rarity, not creative excellence in isolation. Hit rate reflects how often rare events occur in a system, not how “good” a team's ideas are.

The goal of this framework is to provide a consistent lens for observing how creative performance behaves at scale.