

Example 1: Hook test (guarantee or price)

Fictional example. Brand, offer and figures are invented to show the format; not a customer.

Decision	Does opening on the 60-day guarantee beat opening on the introductory price for cold prospecting?
Variable	The opening line, first three seconds only.
Held constant	Offer (20% off first order), broad prospecting, same landing page, "Shop now", 9:16 at 15 seconds, brand palette and logo.
Audience and belief	First-time buyers who find the category hard to judge and expect to be disappointed.
Claim and evidence	"Send it back within 60 days." Evidence: the published returns policy.
Deliverables	5 variants, each in 9:16, 4:5 and 1:1, 15 seconds.
Metric and stopping rule	Hook rate as the gate. Stop at a fixed impression count per variant or 7 days, whichever comes first. No edits mid-test. Variants that clear the gate are then judged on link click-through rate.
Rights	Licensed library track cleared for paid social. No customer likeness.
Variants	"60 days to change your mind" / "Don't like it? Send it back." / "20% off your first order" / "Cheaper than the one you almost bought" / "Most people keep it. You don't have to."

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Example 2: Offer framing (percentage or currency)

Fictional example. Brand, offer and figures are invented to show the format; not a customer.

Decision	For a \$48 bundle, does "Save \$12" beat "25% off"?
Variable	How the same discount is written.
Held constant	Same discount, same Stat Drop static layout, same audience, landing page and CTA.
Audience and belief	Returning visitors who viewed the bundle and did not buy.
Claim and evidence	The discount itself; evidence is the live checkout price.
Deliverables	4 statics, 4:5 and 1:1.
Metric and stopping rule	Link click-through rate, fixed impression count per variant, set before launch.
Rights	Own product photography only.
Variants	"Save \$12" / "25% off" / "\$36 instead of \$48" / "Save \$12 (25%)"

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Example 3: Proof type (review or demonstration)

Fictional example. Brand, offer and figures are invented to show the format; not a customer.

Decision	Does a real customer review beat a product demonstration as proof of durability?
Variable	The type of proof in the body of the ad.
Held constant	Opening line, offer, 9:16 at 20 seconds, audience, landing page.
Audience and belief	Buyers who think the product will break within a season.
Claim and evidence	"Built for daily use." Evidence: a verified review quote with permission, or an unedited stress-test clip.
Deliverables	3 variants, 9:16 and 4:5.
Metric and stopping rule	Link click-through rate after the hook gate; 7 days, no edits.
Rights	Written permission for the review quote and name; no paid actor presented as a customer.
Variants	Review quote on screen / Stress test demonstration / Review read aloud over the demonstration

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Example 4: Format (static or video)

Fictional example. Brand, offer and figures are invented to show the format; not a customer.

Decision	For this product page, does a single static beat a 15-second video carrying the same message?
Variable	Format only. Same headline, same visual, same offer.
Held constant	Message, offer, audience, landing page, CTA.
Audience and belief	Cold prospects who have never heard of the brand.
Claim and evidence	One product specification shown in both formats.
Deliverables	1 static (4:5, 1:1) and 1 video (9:16, 4:5), built from the same frame.
Metric and stopping rule	Cost per landing page view, fixed budget per variant, 7 days.
Rights	Music licensed for paid social.
Variants	Static / Video

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Example 5: Main subject (product or person)

Fictional example. Brand, offer and figures are invented to show the format; not a customer.

Decision	Does showing a person using the product beat a product-only shot for this audience?
Variable	What fills the frame.
Held constant	Headline, offer, layout, audience, landing page.
Audience and belief	Buyers who cannot picture the product in their own routine.
Claim and evidence	"Fits in one hand." Evidence: product dimensions.
Deliverables	4 statics, 4:5 and 1:1.
Metric and stopping rule	Link click-through rate, fixed impression count per variant.
Rights	Model release covering paid social for 12 months.
Variants	Product on plain background / Product in hand / Person using it, face visible / Person using it, face out of frame

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