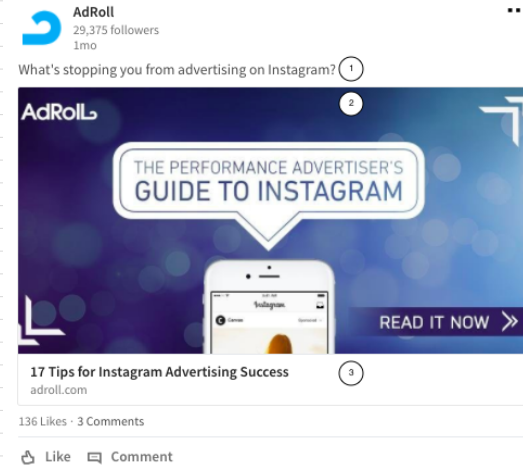


FB NF (1200 x 628 px)	copy	remaining characters	recommended copy
	Provide 3 options for each section		
1	message		
	How did Nav's ad campaign hit an insane 27x ROI?	42	<i>make this one a clickbait statement (e.g., XX tips to win ads)</i>
	message		
	What's the secret behind Claudio Lugli's global growth?	35	<i>make this one a question + command</i>
	message		
	Learn how Nav saved his business and drove a 27x ROI.	37	<i>make this one a question with a stat</i>
2	image		
	(no text)	31	<i>title of webinar, whitepaper, etc.</i>
	image		
	(no text)	31	<i>title of webinar, whitepaper, etc.</i>
	image		
	(no text)	31	
3	Headline		
	Nav's #DareToGrow story	2	<i>Offer a compelling reason or highlight a specific benefit (e.g. Free attribution tips)</i>
	Headline		
	Nav's #DareToGrow story	2	<i>Offer a compelling reason or highlight a specific benefit (e.g. Free attribution tips)</i>
	Headline		
	Nav's #DareToGrow story	2	<i>Offer a compelling reason or highlight a specific benefit (e.g. Free attribution tips)</i>
4	description		
	Find out how AdRoll helps Claudio Lugli and 37,000+ brands grow online	0	<i>(e.g., repurpose Paragraph 2 of webinar landing-page/email copy)</i>
	description		
	Find out how AdRoll helps Claudio Lugli and 37,000+ brands grow online	0	<i>(e.g., repurpose Paragraph 2 of webinar landing-page/email copy)</i>
	description		
	Find out how AdRoll helps Claudio Lugli and 37,000+ brands grow online	0	<i>(e.g., repurpose Paragraph 2 of webinar landing-page/email copy)</i>



LinkedIn (1200 x 627px)	copy	remaining characters	recommended copy
	Provide 3 options for each section		
1	body	102	make this one a clickbait statement (e.g., "XX tips to win ads")
	body	95	make this one a question + command
	body	97	make this one a question with a stat
2	image	31	title of webinar, whitepaper, etc.
	image	31	title of webinar, whitepaper, etc.
	image	31	
3	Headline	13	Offer a compelling reason or highlight a specific benefit
	Headline	13	Offer a compelling reason or highlight a specific benefit
	Headline	13	Offer a compelling reason or highlight a specific benefit



Display (300px x 250px) (728px x 90px) (160px x 600px) (300px x 600px) (320px x 50px) (970px x 250px)		copy	Character count	recommended copy
Please provide 2 options for each size				
1 (300px x 250px)	image	How did Nav's ad campaign hit an insane 27x ROI?	-3	
	CTA	LEARN HOW	11	
2 (300px x 250px)	image	Secrets behind Claudio Lugli's global growth?	0	
	CTA	WHAT IS IT?	9	
3 (728px x 90px)	image	How did Nav's ad campaign hit an insane 27x ROI?	-3	
	CTA	LEARN HOW	6	
4 (728px x 90px)	image	Secrets behind Claudio Lugli's global growth?	0	
	CTA	WHAT IS IT?	4	
5 (160px x 600px)	image	How did Nav's ad campaign hit an insane 27x ROI?	-3	<i>*if a report, just use report title</i>
	CTA	LEARN HOW	6	
6 (160px x 600px)	image	Secrets behind Claudio Lugli's global growth?	0	
	CTA	WHAT IS IT?	4	
7 (300px x 600px)	image	Learn how Nav saved his business and drove a 27x ROI.	7	
	CTA	GROW MY BUSINESS	4	
8 (300px x 600px)	image	Learn how Nav saved his business and drove a 27x ROI.	7	
	CTA	GROW MY BUSINESS	4	
9 (320px x 50px)	image	What's the secret behind Nav's 27x ROI?	-4	<i>*if a report, just use report title</i>
	CTA	WHAT IS IT?	4	
10 (320px x 50px)	image	What's the secret behind Nav's 27x ROI?	-4	
	CTA	WHAT IS IT?	4	
11 (970px x 250px)	image	Learn how Nav saved his business and drove a 27x ROI.	22	
	CTA	GROW MY BUSINESS	14	
12 (970px x 250px)	image	Learn how Nav saved his business and drove a 27x ROI.	22	
	CTA	GROW MY BUSINESS	14	



FB NF (1200 x 628 px)	copy	remaining characters	recommended copy
	Provide 3 options for each section		
1	message	45	How did Sunski drive over 2x ROI with AdRoll? <i>make this one a clickbait statement (e.g., XX tips to win ads)</i>
	message	40	One-man marketing team? Not a problem with AdRoll. <i>make this one a question + command</i>
	message	47	Rebrands are scary. AdRoll's got your back. <i>make this one a question with a stat</i>
2	image	31	(no text) <i>title of webinar, whitepaper, etc.</i>
	image	31	(no text)
	image	22	(no text)
3	Headline	1	Rich's #DareToGrow story <i>Offer a compelling reason or highlight a specific benefit (e.g. Free attribution tips)</i>
	Headline	1	Rich's #DareToGrow story <i>Offer a compelling reason or highlight a specific benefit (e.g. Free attribution tips)</i>
	Headline	1	Rich's #DareToGrow story <i>Offer a compelling reason or highlight a specific benefit (e.g. Free attribution tips)</i>
4	description	0	Find out how AdRoll helps Sunski (and 37,000 other brands) grow online <i>(e.g., repurpose Paragraph 2 of webinar landing-page/email copy)</i>
	description	0	Find out how AdRoll helps Sunski (and 37,000 other brands) grow online <i>(e.g., repurpose Paragraph 2 of webinar landing-page/email copy)</i>
	description	0	Find out how AdRoll helps Sunski (and 37,000 other brands) grow online <i>(e.g., repurpose Paragraph 2 of webinar landing-page/email copy)</i>



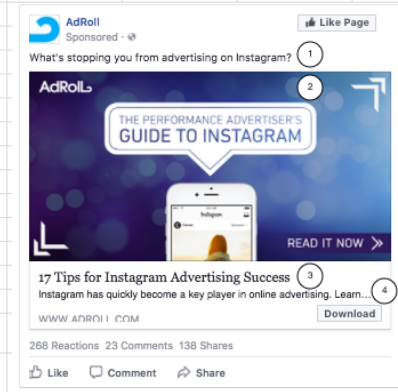
LinkedIn (1200 x 627px)	copy	remaining characters	recommended copy
	Provide 3 options for each section		
1	body	105	How did Sunski drive over 2x ROI with AdRoll? <i>make this one a clickbait statement (e.g., "XX tips to win ads")</i>
	body	100	One-man marketing team? Not a problem with AdRoll. <i>make this one a question + command</i>
	body	107	Rebrands are scary. AdRoll's got your back. <i>make this one a question with a stat</i>
2	image	31	(no text) <i>title of webinar, whitepaper, etc.</i>
	image	31	(no text) <i>title of webinar, whitepaper, etc.</i>
	image	31	(no text) <i>title of webinar, whitepaper, etc.</i>
3	Headline	12	See Rich's #DareToGrow story <i>Offer a compelling reason or highlight a specific benefit</i>
	Headline	12	See Rich's #DareToGrow story <i>Offer a compelling reason or highlight a specific benefit</i>
	Headline	12	See Rich's #DareToGrow story <i>Offer a compelling reason or highlight a specific benefit</i>



Display (300px x 250px) (728px x 90px) (160px x 600px) (300px x 600px) (320px x 50px) (970px x 250px)		copy	Character count	recommended copy
Please provide 2 options for each size				
1 (300px x 250px)	image	How did Sunski drive over 2x ROI with AdRoll?	0	
	CTA	LEARN HOW	11	
2 (300px x 250px)	image	One-man marketing team? Not a problem with AdRoll.	-6	
	CTA	SEE RICH'S STORY	4	
3 (728px x 90px)	image	Rebrands are scary. AdRoll's got your back.	1	
	CTA	SEE RICH'S STORY	-1	
4 (728px x 90px)	image	Rebrands are scary. AdRoll's got your back.	1	
	CTA	SEE RICH'S STORY	-1	
5 (160px x 600px)	image	How did Sunski drive over 2x ROI with AdRoll?	0	<i>*if a report, just use report title</i>
	CTA	LEARN HOW	6	
6 (160px x 600px)	image	Rebrands are scary. AdRoll's got your back.	1	
	CTA	SEE RICH'S STORY	-1	
7 (300px x 600px)	image	One-man marketing team? Not a problem with AdRoll.	9	
	CTA	SEE RICH'S STORY	4	
8 (300px x 600px)	image	One-man marketing team? Not a problem with AdRoll.	9	
	CTA	SEE RICH'S STORY	4	
9 (320px x 50px)	image	How did Rich drive 2.4x ROI with AdRoll?	-5	<i>*if a report, just use report title</i>
	CTA	LEARN HOW	6	
10 (320px x 50px)	image	How did Rich drive 2.4x ROI with AdRoll?	-5	
	CTA	LEARN HOW	6	
11 (970px x 250px)	image	One-man marketing team? Not a problem with AdRoll.	24	
	CTA	SEE RICH'S STORY	14	
12 (970px x 250px)	image	One-man marketing team? Not a problem with AdRoll.	24	
	CTA	SEE RICH'S STORY	14	



	copy	remaining characters	recommended copy
	Provide 3 options for each section		
1	message	Learn how Adam smashed his holiday sales goals.	43 <i>make this one a clickbait statement (e.g., XX tips to win ads)</i>
	message	How TeePublic crushed their sales target by 2x.	43 <i>make this one a question + command</i>
	message	Adam crushed his revenue goal by 2x. Can you?	45 <i>make this one a question with a stat</i>
2	image	(no text)	31 <i>title of webinar, whitepaper, etc.</i>
	image	(no text)	31 <i>title of webinar, whitepaper, etc.</i>
	image	(no text)	31
3	Headline	Adam's #DareToGrow story	1 <i>Offer a compelling reason or highlight a specific benefit (e.g. Free attribution tips)</i>
	Headline	Adam's #DareToGrow story	1 <i>Offer a compelling reason or highlight a specific benefit (e.g. Free attribution tips)</i>
	Headline	Adam's #DareToGrow story	1 <i>Offer a compelling reason or highlight a specific benefit (e.g. Free attribution tips)</i>
4	description	Find out how AdRoll helps TeePublic and 37,000+ brands grow online	4 <i>(e.g., repurpose Paragraph 2 of webinar landing-page/email copy)</i>
	description	Find out how AdRoll helps TeePublic and 37,000+ brands grow online	4 <i>(e.g., repurpose Paragraph 2 of webinar landing-page/email copy)</i>
	description	Find out how AdRoll helps TeePublic and 37,000+ brands grow online	4 <i>(e.g., repurpose Paragraph 2 of webinar landing-page/email copy)</i>



LinkedIn (1200 x 627px)	copy	remaining characters	recommended copy
	Provide 3 options for each section		
1	body	Learn how Adam smashed his holiday sales goals.	103 <i>make this one a clickbait statement (e.g., "XX tips to win ads")</i>
	body	How TeePublic crushed their sales target by 2x.	103 <i>make this one a question + command</i>
	body	Adam crushed his revenue goal by 2x. Can you?	105 <i>make this one a question with a stat</i>
2	image	(no text)	31 <i>title of webinar, whitepaper, etc.</i>
	image	(no text)	31 <i>title of webinar, whitepaper, etc.</i>
	image	(no text)	31
3	Headline	See Adam's #DareToGrow story	12 <i>Offer a compelling reason or highlight a specific benefit</i>
	Headline	See Adam's #DareToGrow story	12 <i>Offer a compelling reason or highlight a specific benefit</i>
	Headline	See Adam's #DareToGrow story	12 <i>Offer a compelling reason or highlight a specific benefit</i>



Display (300px x 250px) (728px x 90px) (160px x 600px) (300px x 600px) (320px x 50px) (970px x 250px)		copy	Character count	recommended copy
Please provide 2 options for each size				
1 (300px x 250px)	image	Learn how Adam smashed his holiday sales goals.	-2	
	CTA	GROW MY BUSINESS	4	
2 (300px x 250px)	image	How TeePublic crushed their sales target by 2x.	-2	
	CTA	LEARN HOW	11	
3 (728px x 90px)	image	How TeePublic crushed their sales target by 2x.	-2	
	CTA	LEARN HOW	6	
4 (728px x 90px)	image	Learn how Adam smashed his holiday sales goals.	-2	
	CTA	GROW MY BUSINESS	-1	
5 (160px x 600px)	image	How TeePublic crushed their sales target by 2x.	-2	<i>*if a report, just use report title</i>
	CTA	LEARN HOW	6	
6 (160px x 600px)	image	Learn how Adam smashed his holiday sales goals.	-2	
	CTA	GROW MY BUSINESS	-1	
7 (300px x 600px)	image	Adam crushed his revenue goal by 2x? Can you?	15	
	CTA	WHAT'S ADAM SECRET SAUCE?	-5	
8 (300px x 600px)	image	Adam crushed his revenue goal by 2x? Can you?	15	
	CTA	WHAT'S ADAM SECRET SAUCE?	-5	
9 (320px x 50px)	image	TeePublic crushed their sales goal by 2x.	-6	<i>*if a report, just use report title</i>
	CTA	LEARN HOW	6	
10 (320px x 50px)	image	Learn how Adam smashed his sales goals.	-4	
	CTA	GROW MY BUSINESS	-1	
11 (970px x 250px)	image	Adam crushed his revenue goal by 2x? Can you?	30	
	CTA	WHAT'S ADAM SECRET SAUCE?	5	
12 (970px x 250px)	image	Adam crushed his revenue goal by 2x. Can you?	30	
	CTA	WHAT'S ADAM SECRET SAUCE?	5	



FB NF (1200 x 628 px)	copy	remaining characters	recommended copy
Provide 3 options for each section			
1 message	Learn how Abby's last-minute change helped drive 7.6x ROI for Topo Designs.	15	<i>make this one a clickbait statement (e.g., XX tips to win ads)</i>
message	What's the secret behind Topo Designs' 7.6x ROI?	42	<i>make this one a question + command</i>
message	How did Topo Designs save their Cyber Monday campaign?	36	<i>make this one a question with a stat</i>
2 image	(no text)	31	<i>title of webinar, whitepaper, etc.</i>
image	(no text)	31	<i>title of webinar, whitepaper, etc.</i>
image	(no text)	31	
3 Headline	Abby's #DareToGrow story	1	<i>Offer a compelling reason or highlight a specific benefit (e.g. Free attribution tips)</i>
Headline	Abby's #DareToGrow story	1	<i>Offer a compelling reason or highlight a specific benefit (e.g. Free attribution tips)</i>
Headline	Abby's #DareToGrow story	1	<i>Offer a compelling reason or highlight a specific benefit (e.g. Free attribution tips)</i>
4 description	Find out how AdRoll helps Topo Designs and 37,000+ brands grow online	1	<i>(e.g., repurpose Paragraph 2 of webinar landing-page/email copy)</i>
description	Find out how AdRoll helps Topo Designs and 37,000+ brands grow online	1	<i>(e.g., repurpose Paragraph 2 of webinar landing-page/email copy)</i>
description	Find out how AdRoll helps Topo Designs and 37,000+ brands grow online	1	<i>(e.g., repurpose Paragraph 2 of webinar landing-page/email copy)</i>
	Learn how Abby's last-minute change helped drive 7.6x ROI for Topo Designs.		
	What's the secret behind Topo Designs' 7.6x ROI?		
	Find out how AdRoll helps Topo Designs and 37,000+ brands grow online.		



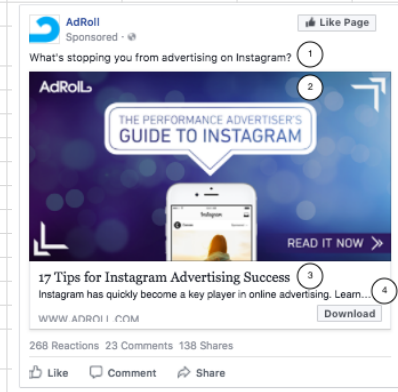
LinkedIn (1200 x 627px)	copy	remaining characters	recommended copy
Provide 3 options for each section			
1 body	Learn how Abby's last-minute change helped drive 7.6x ROI for Topo Designs.	75	<i>make this one a clickbait statement (e.g., "XX tips to win ads")</i>
body	What's the secret behind Topo Designs' 7.6x ROI?	102	<i>make this one a question + command</i>
body	How did Topo Designs save their Cyber Monday campaign?	96	<i>make this one a question with a stat</i>
2 image	(no text)	31	<i>title of webinar, whitepaper, etc.</i>
image	(no text)	31	<i>title of webinar, whitepaper, etc.</i>
image	(no text)	31	
3 Headline	See Abby's #DareToGrow story	12	<i>Offer a compelling reason or highlight a specific benefit</i>
Headline	See Abby's #DareToGrow story	12	<i>Offer a compelling reason or highlight a specific benefit</i>
Headline	See Abby's #DareToGrow story	12	<i>Offer a compelling reason or highlight a specific benefit</i>



Display (300px x 250px) (728px x 90px) (160px x 600px) (300px x 600px) (320px x 50px) (970px x 250px)		copy	Character count	recommended copy
Please provide 2 options for each size				
1 (300px x 250px)	image	How did Abby save her Cyber Monday campaign?	1	
	CTA	LEARN HOW	11	
2 (300px x 250px)	image	What's the secret behind Topo Designs' 7.6x ROI?	-3	
	CTA	WHAT IS IT?	9	
3 (728px x 90px)	image	How did Abby save her Cyber Monday campaign?	1	
	CTA	LEARN HOW	6	
4 (728px x 90px)	image	What's the secret behind Topo Designs' 7.6x ROI?	-3	
	CTA	WHAT IS IT?	4	
5 (160px x 600px)	image	What's the secret behind Topo Designs' 7.6x ROI?	-3	<i>*if a report, just use report title</i>
	CTA	FIND OUT	7	
6 (160px x 600px)	image	What's the secret behind Topo Designs' 7.6x ROI?	-3	
	CTA	FIND OUT	7	
7 (300px x 600px)	image	How did Topo Designs save their Cyber Monday campaign?	6	
	CTA	GROW MY BUSINESS	4	
8 (300px x 600px)	image	How did Topo Designs save their Cyber Monday campaign?	6	
	CTA	GROW MY BUSINESS	4	
9 (320px x 50px)	image	What's the secret behind Abby's 7.6x ROI?	-6	<i>*if a report, just use report title</i>
	CTA	WHAT IS IT?	4	
10 (320px x 50px)	image	What's the secret behind Abby's 7.6x ROI?	-6	
	CTA	WHAT IS IT?	4	
11 (970px x 250px)	image	Learn how Abby's last-minute change helped drive 7.6x ROI for Topo Designs	1	
	CTA	GROW MY BUSINESS	14	
12 (970px x 250px)	image	Learn how Abby's last-minute change helped drive 7.6x ROI for Topo Designs	1	
	CTA	GROW MY BUSINESS	14	



FB NF (1200 x 628 px)	copy	remaining characters	recommended copy
	Provide 3 options for each section		
1	message Learn how a change in strategy led to 50% more sales for Wigs.com	25	<i>make this one a clickbait statement (e.g., XX tips to win ads)</i>
	message How did Wigs.com boost their sales by 50%?	48	<i>make this one a question + command</i>
	message Wigging out over 50% more online sales	52	<i>make this one a question with a stat</i>
2	image <i>(no text)</i>	31	<i>title of webinar, whitepaper, etc.</i>
	image <i>(no text)</i>	31	<i>title of webinar, whitepaper, etc.</i>
	image <i>(no text)</i>	31	
3	Headline Learn how to #DareToGrow	1	<i>Offer a compelling reason or highlight a specific benefit (e.g. Free attribution tips)</i>
	Headline Learn how to #DareToGrow	1	<i>Offer a compelling reason or highlight a specific benefit (e.g. Free attribution tips)</i>
	Headline Learn how to #DareToGrow	1	<i>Offer a compelling reason or highlight a specific benefit (e.g. Free attribution tips)</i>
4	description Find out how AdRoll helps Wigs.com and 37,000+ brands grow online	5	<i>(e.g., repurpose Paragraph 2 of webinar landing-page/email copy)</i>
	description Find out how AdRoll helps Wigs.com and 37,000+ brands grow online	5	<i>(e.g., repurpose Paragraph 2 of webinar landing-page/email copy)</i>
	description Find out how AdRoll helps Wigs.com and 37,000+ brands grow online	5	<i>(e.g., repurpose Paragraph 2 of webinar landing-page/email copy)</i>



LinkedIn (1200 x 627px)	copy	remaining characters	recommended copy
	Provide 3 options for each section		
1	body		
	Learn how a change in strategy led to 50% more sales for Wigs.com	85	<i>make this one a clickbait statement (e.g., "XX tips to win ads")</i>
	body	108	<i>make this one a question + command</i>
	How did Wigs.com boost their sales by 50%?		
	body	112	<i>make this one a question with a stat</i>
	Wigging out over 50% more online sales		
2	image		
	(no text)	31	<i>title of webinar, whitepaper, etc.</i>
	image	31	<i>title of webinar, whitepaper, etc.</i>
	(no text)		
	image	31	
	(no text)		
3	Headline		
	See Darren's #DareToGrow story	10	<i>Offer a compelling reason or highlight a specific benefit</i>
	Headline	10	<i>Offer a compelling reason or highlight a specific benefit</i>
	See Darren's #DareToGrow story		
	Headline	10	<i>Offer a compelling reason or highlight a specific benefit</i>
	See Darren's #DareToGrow story		



Display (300px x 250px) (728px x 90px) (160px x 600px) (300px x 600px) (320px x 50px) (970px x 250px)		copy	Character count	recommended copy
Please provide 2 options for each size				
1 (300px x 250px)	image	Wigging out over 50% more online sales	7	
	CTA	LEARN HOW DARREN DID IT	-3	
2 (300px x 250px)	image	How did Wigs.com boost their sales by 50%?	3	
	CTA	FIND OUT HOW	8	
3 (728px x 90px)	image	Wigging out over 50% more online sales	7	
	CTA	FIND OUT	7	
4 (728px x 90px)	image	How did Wigs.com boost their sales by 50%?	3	
	CTA	FIND OUT	7	
5 (160px x 600px)	image	Wigging out over 50% more online sales	7	<i>*if a report, just use report title</i>
	CTA	FIND OUT HOW	3	
6 (160px x 600px)	image	How did Wigs.com boost their sales by 50%?	3	
	CTA	FIND OUT	7	
7 (300px x 600px)	image	A change in strategy led to 50% more sales for Wigs.com	5	
	CTA	WHAT WAS IT?	8	
8 (300px x 600px)	image	A change in strategy led to 50% more sales for Wigs.com	5	
	CTA	WHAT WAS IT?	8	
9 (320px x 50px)	image	How did Darren get 50% more sales?	1	<i>*if a report, just use report title</i>
	CTA	FIND OUT	7	
10 (320px x 50px)	image	How did Darren get 50% more sales?	1	
	CTA	FIND OUT	7	
11 (970px x 250px)	image	Learn how a change in strategy led to 50% more sales for Wigs.com	10	
	CTA	GROW MY BUSINESS	14	
12 (970px x 250px)	image	Learn how a change in strategy led to 50% more sales for Wigs.com	10	
	CTA	GROW MY BUSINESS	14	

