

Experiment:

Are high school students more likely to click a Facebook/Instagram ad with emojis in the headline?

Audience:

- High School Students
- Geo/other factors to be determined by partner

Campaign Size:

Minimum Impressions: 80K
Desired Impressions: 125K+

Experiment Details:

Two identical ads will be created; same static photo and same headline and ad copy. The only difference will be that one ad's headline will include 3-5 emojis. The exact emojis used will be determined based on the subject matter and goals of the partner.

Impressions will be split between these two ads.

Additional Analysis:

- Compare males/females
- Compare differences of desktop/mobile
- Compare other analytics KPIs, such as:
 - Time spent on site
 - Bounce rate
 - Conversion rate (if applicable)
 - Pages viewed

Research Investment:

Current Rekrewt Customer:
\$599

All Others:
\$799

Reserve this experiment today! Email zach@rekrewt.com