

**Experiment:**

# On Facebook, how much more likely are adults aged 35+ to click a carousel ad than a regular static ad?

**Audience:**

- Adults aged 35+
- Geo/other factors to be determined by partner

**Campaign Size:**

Minimum Impressions: 80K  
Desired Impressions: 125K+

**Experiment Details:**

Two Facebook-only ads (no Instagram) will be created. One will be a single static image. The other will be a Facebook Carousel ad comprised of 3-5 “slides;” one of which will match the static image used in the other ad. Impressions will be split between these two ads.

Primary goal of experiment is to determine which ad generates a higher click-thru rate (CTR). Do older audiences respond better to the simpler presentation of static ads instead of the interactivity of Carousel 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](mailto:zach@rekrewt.com)