

## Paid Social Ads - Facebook & LinkedIn

<p><b>Primary Text</b></p> <p><i>Character Count: 160 max</i></p>	<p>Move your business forward faster with ecommerce. Discover how you can optimise your data, enhance user experience, and boost profitability today.</p> <p>Embrace the ecommerce revolution. Stay ahead of the game by exploring the latest trends in ecommerce.</p> <p>Ecommerce is here to stay. Is it your business? Learn how to make the most of your online channels.</p>
<p><b>Image Text</b>- no character limit but must be 20% less than image</p>	<p>Move forward faster with ecommerce.</p> <p>Your guide to ecommerce excellence.</p> <p>Accelerate your business expansion and optimise data, personalisation, and profit.</p>
<p><b>Headline</b></p> <p><i>Character Count: 30 max</i></p>	<p>Drive Your Business with Ecommerce // Drive Business Growth with Ecommerce</p> <p>Unleash the Power of Ecommerce</p> <p>Mastering Ecommerce Trends</p>
<p><b>Link Description</b></p> <p><i>Character Count: 30 max</i></p>	<p>Download</p> <p>Download Now</p> <p>Download Today</p> <p>Free Download</p>
<p><b>QA</b> (Agency Initial)</p>	

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<p><b>Primary Text</b></p> <p><i>Character Count: 160 max</i></p>	<p>Embrace the power of ecommerce. Get expert insights to help propel your business forward.</p> <p>Ready to elevate your brand experience with ecommerce? Download our report for expert insights on optimization, user experience, and more.</p>
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	Stay competitive in the ever-changing digital landscape. Discover the secrets of successful ecommerce strategies.
<b>Image Text</b> - no character limit but must be 20% less than image	Elevate your business.
<b>Headline</b>  <i>Character Count: 30 max</i>	Grow Your Brand with Ecommerce  Drive Growth with Ecommerce  Staying Ahead in Ecommerce
<b>Link Description</b>  <i>Character Count: 30 max</i>	Download Now  Get the Report  Download the Report
<b>QA</b> (Agency Initial)	

## **Paid Social Ads - [Facebook](#) & [Linkedin](#)**

<b>Primary Text</b>  <i>Character Count: 160 max</i>	Unlock the potential of ecommerce for your business. Explore our new report with insights to boost your business growth.  Ecommerce is the future of business expansion. Discover how to maximise its potential in our latest report.  Seeking to future-proof your activity and optimise data? Our report was designed to help your brand scale.
<b>Image Text</b> - no character limit but must be 20% less than image	Master ecommerce with BigCommerce and Raconteur (LOGO)
<b>Headline</b>  <i>Character Count: 30</i>	Leverage Ecommerce for Growth  Maximise Growth with Ecommerce

<i>max</i>	Drive Growth with Ecommerce
<b>Link Description</b>  <i>Character Count: 30 max</i>	Read Now  Read the Report  Free Report
<b>QA</b> (Agency Initial)	

### [GDN: Responsive Display Ads \(link for best practices\)](#)

<b>Short Headline</b> <i>Up to 5 Headlines (interchange) at 30 characters each.</i>	<ol style="list-style-type: none"> <li>1. Accelerate Your Business Growth</li> <li>2. Drive Your Business with Ecommerce</li> <li>3. Unleash the Power of Ecommerce</li> <li>4. Mastering Ecommerce Trends</li> <li>5. Elevate Your Brand with Ecommerce</li> <li>6. Drive Growth with Ecommerce</li> </ol>
<b>Long Headline</b> <i>90 characters or fewer</i>	<ul style="list-style-type: none"> <li>● Unlock the potential of ecommerce for your business. Explore our new report.</li> <li>● Ecommerce is the future of your business expansion. Discover how to leverage its potential.</li> <li>● Seeking to future-proof your ecommerce business? Our report was designed to help your brand scale online and beyond.</li> </ul>
<b>Image Text</b> <i>Less than 20%</i>  <u><i>NO CTA in image</i></u>	<ul style="list-style-type: none"> <li>● Ecommerce insights from experts.</li> </ul>

<b>Description URL</b> <i>Up to 5 Descriptions (interchange) at 90 characters each.</i>	<ol style="list-style-type: none"> <li>1. Download</li> <li>2. Download the Report</li> <li>3. Free Download</li> <li>4. Get the Report</li> <li>5. Read the Report</li> </ol>
<b>QA</b> (Agency Initial)	

**[GDN: Discovery Ads \(link for best practices\)](#)**

<b>Headline</b> <i>Up to 5 Headlines (interchange) at 40 characters each.</i>	<ol style="list-style-type: none"> <li>1. Accelerate Your Business Growth</li> <li>2. Drive Your Business with Ecommerce</li> <li>3. Unleash the Power of Ecommerce</li> <li>4. Mastering Ecommerce Trends</li> <li>5. Elevate Your Brand with Ecommerce</li> <li>6. Drive Growth with Ecommerce</li> </ol>
<b>Image Text</b> <i>Less than 20%</i>  <u>NO CTA in image</u>	<ul style="list-style-type: none"> <li>● Ecommerce Insights from experts.</li> </ul>
<b>Description URL</b> <i>Up to 5 Descriptions (interchange) at 90 characters each.</i>	<ol style="list-style-type: none"> <li>1. Download</li> <li>2. Download the Report</li> <li>3. Free Download</li> <li>4. Get the Report</li> <li>5. Read the Report</li> </ol>
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