

## Facebook A-Lead Ads:

Test: Vague stat vs specific stat

### Version A: Vague stat

**Text:** Google connects businesses with billions of customers. Turn traffic into restaurant takeout sales with Google & ChowNow.

**Headline:** Boost Orders With Google

**Link description:** Restaurateurs: Schedule a Demo

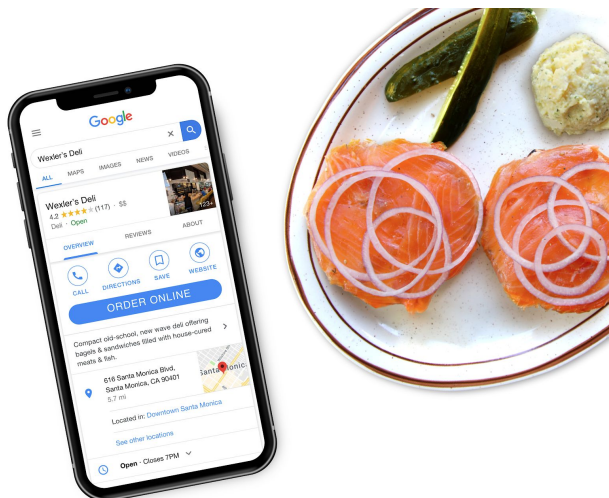
### Version B: Specific stat

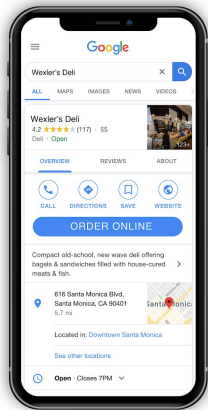
**Text:** Google Ordering—powered by ChowNow—sends local restaurants \$3.5 million in takeout sales every month. Don't miss out.

**Headline:** Boost Orders With Google

**Link description:** Restaurateurs: Schedule a Demo

**Instagram A-Lead Ads:** Run both sets of copy with both images





#### Option A:

Take orders on Google and connect with millions of customers. Google Ordering, powered by ChowNow, sends local restaurants \$3.5 million in takeout sales every month. Don't miss out—schedule a demo of ChowNow's commission-free online ordering platform today.

#### Option B:

 Take orders on Google and connect with millions of customers. Google Ordering, powered by ChowNow, sends local restaurants \$3.5 million in takeout sales every month. Don't miss out—schedule a demo of ChowNow's commission-free online ordering platform today.