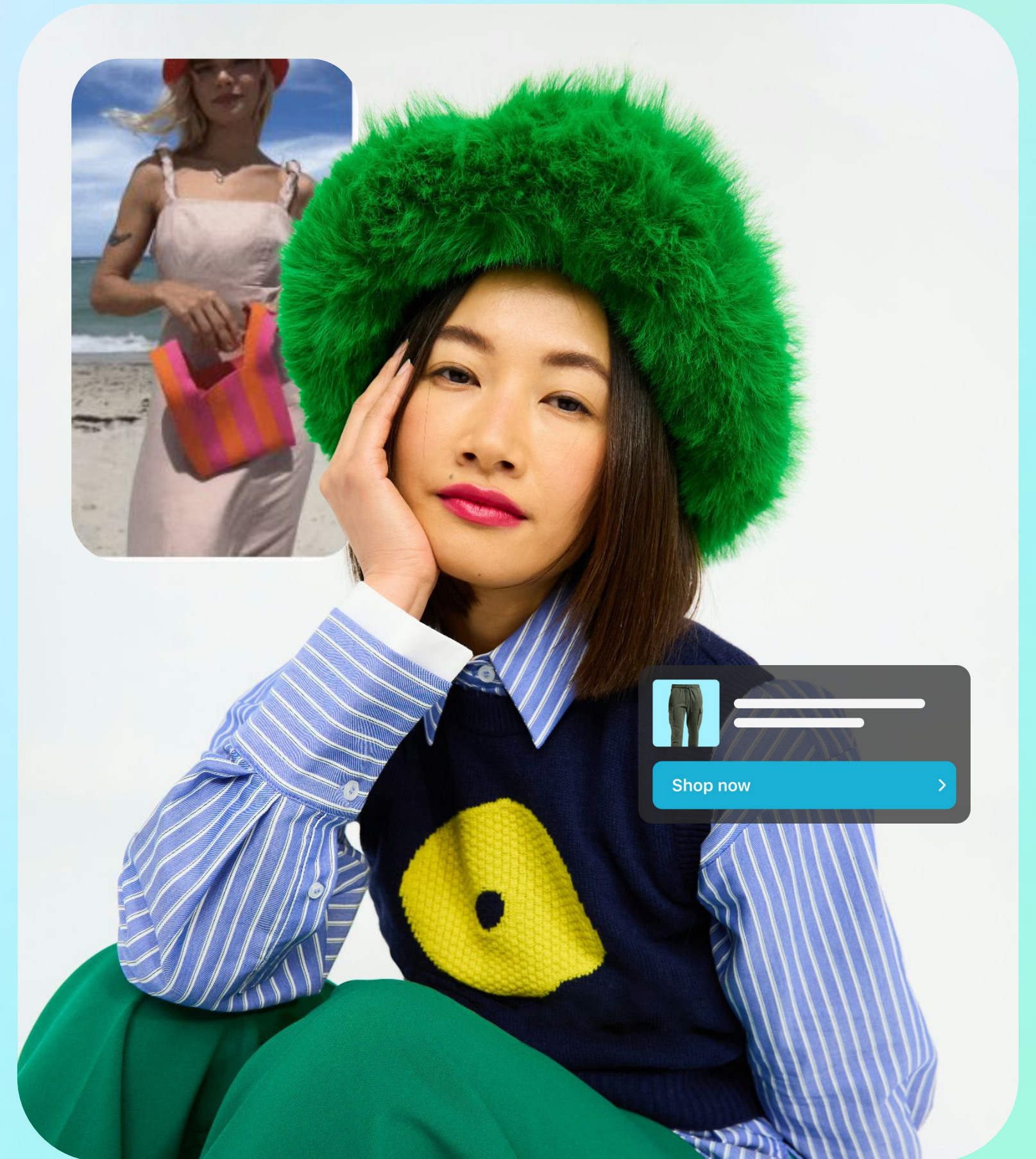




Creative Playbook Catalog product video

Creative ideas for adding video to your catalog

Creative Shop



Catalog Product Video turns engagement into results, using automation to deliver either images or videos of catalog items based on what shoppers are most likely to engage with.

Catalog product video allows you to upload video assets directly into a catalog at the product/SKU level.



Single Product CPV

Advantage+ catalog ads are part of Meta Advantage+

End-to-end solutions

The most efficient way to reach your campaign goals by applying AI across your campaign.

Available for sales, app and leads campaigns.



Advantage+ sales campaigns*



Advantage+ app campaigns



Advantage+ leads campaigns

Single-step solutions

Select individual automation levers to address specific needs.

Available for all campaign objectives.



Audience automation

Advantage+ audience
Advantage custom audience
Advantage lookalike
Advantage+



Placement automation

Advantage+ placements



Budget automation

Advantage+ campaign budget



Creative automation

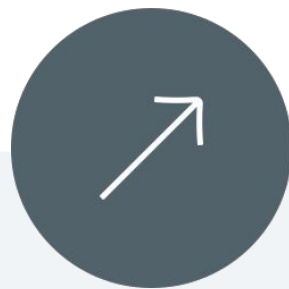
Advantage+ creative
Advantage+ catalog ads



Destination automation

Advantage+ destination

Catalog product video empowers you to combine personalized targeting with immersive video creative at scale to drive efficient campaign performance



Scale video creative

Advertisers can extend existing investments in video production across all Meta placements with Reels, Feed, Stories & Video.



Deliver creative personalization

Machine learning identifies and targets the highest value customers and delivers personalized and high-performing creative at scale - choosing between images or videos.



Improve product discovery

New capability that helps catalog advertisers more efficiently incorporate video as an incremental lever to drive product discovery, especially with broad audiences.

Catalog product video allows you to drive performance outcomes through video at scale

88%

Lift in omni-sales by using product video for catalog ads, compared to using still catalogs due to increased Reels delivery & video

19%

Delivery in Reels placement by using product video for catalog ads, compared to 0% using still catalogs

85%

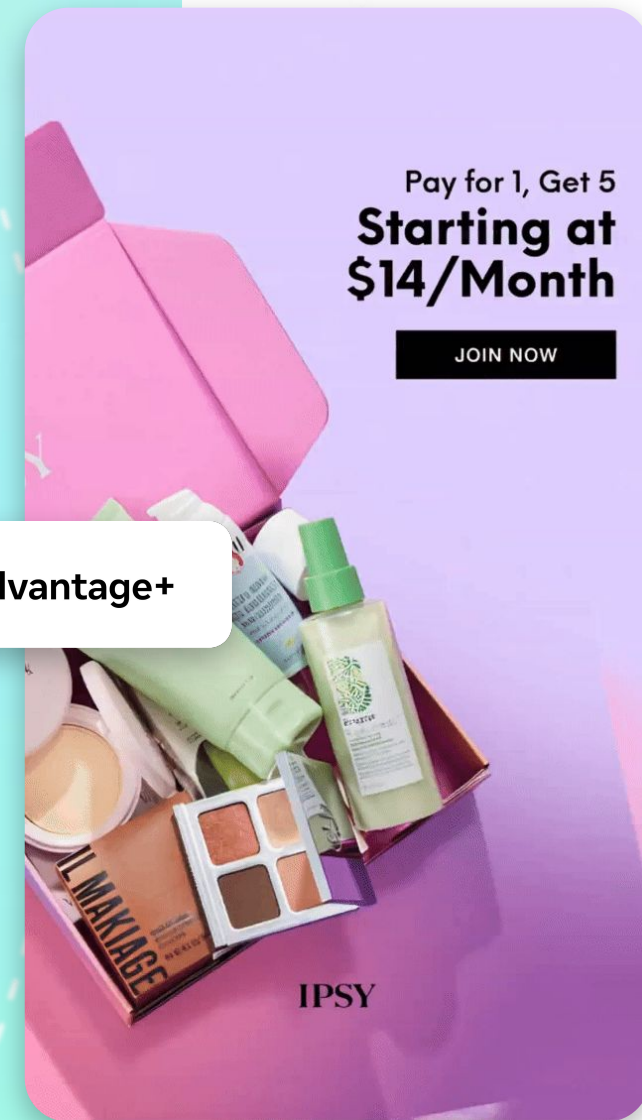
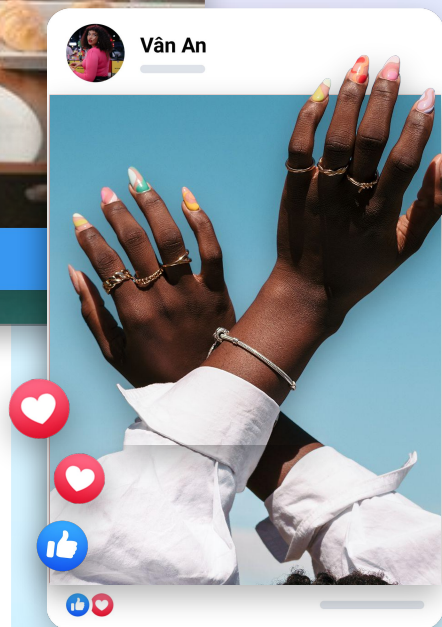
Higher reach by using product video for catalog ads, compared to using still catalogs

All results are self reported and not identically repeatable. Generally expected individual results may differ. Source: Meta case study 2025



“Catching attention today is harder than ever, so delivering a personalized experience is key. Catalogue product videos helped Pandora do just that -- delivering relevant and personalized ads... to better reach users with reels where they spend a significant amount of their time, previously a challenge with still catalogs. Catalog ads with video outperformed our usual strategy and proved to be the perfect solution for boosting sales and delivering personalization at scale.”

Roxana Sandru
Paid Social Manager
Pandora



Meta technologies don't just
help you get discovered.

It's where
discovery
becomes action.

 Advantage+

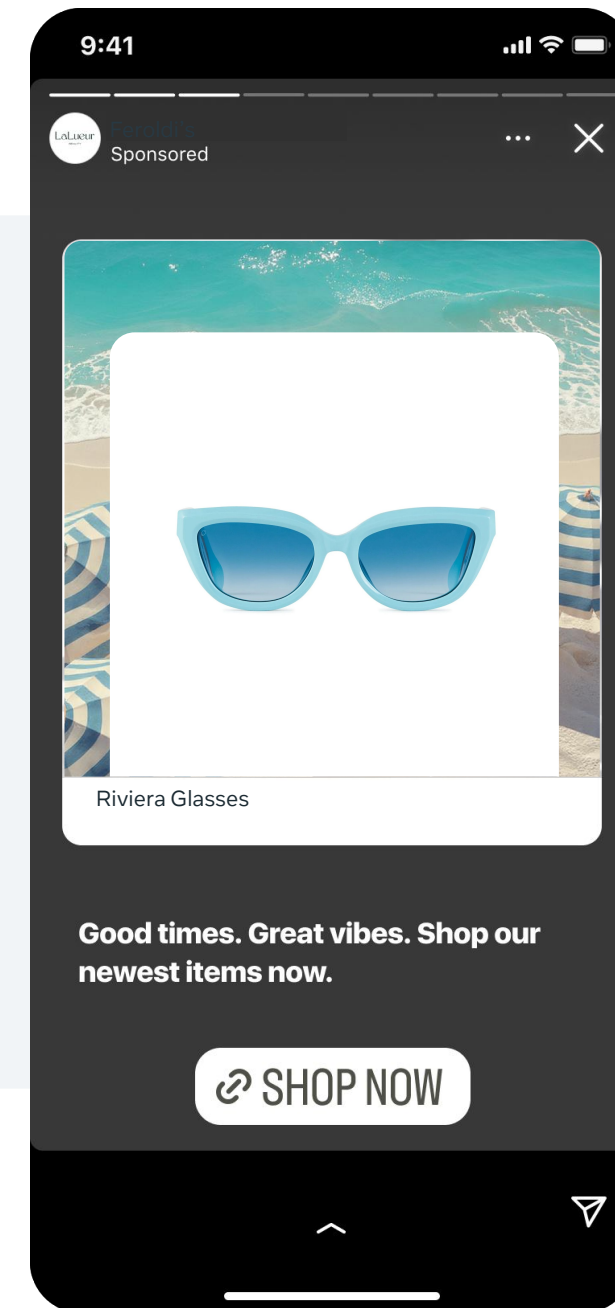
Brand and product assets often feel disjointed. Catalog product video can help build cross-campaign cohesion.



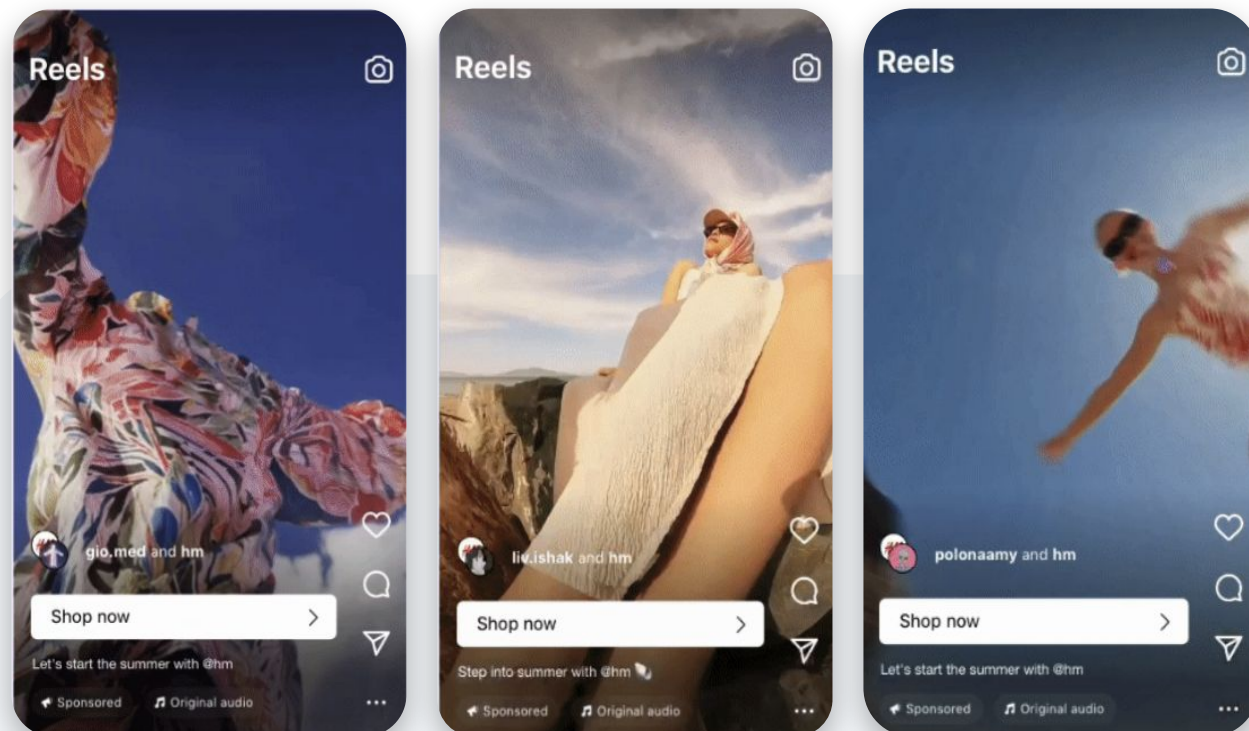
Original brand asset



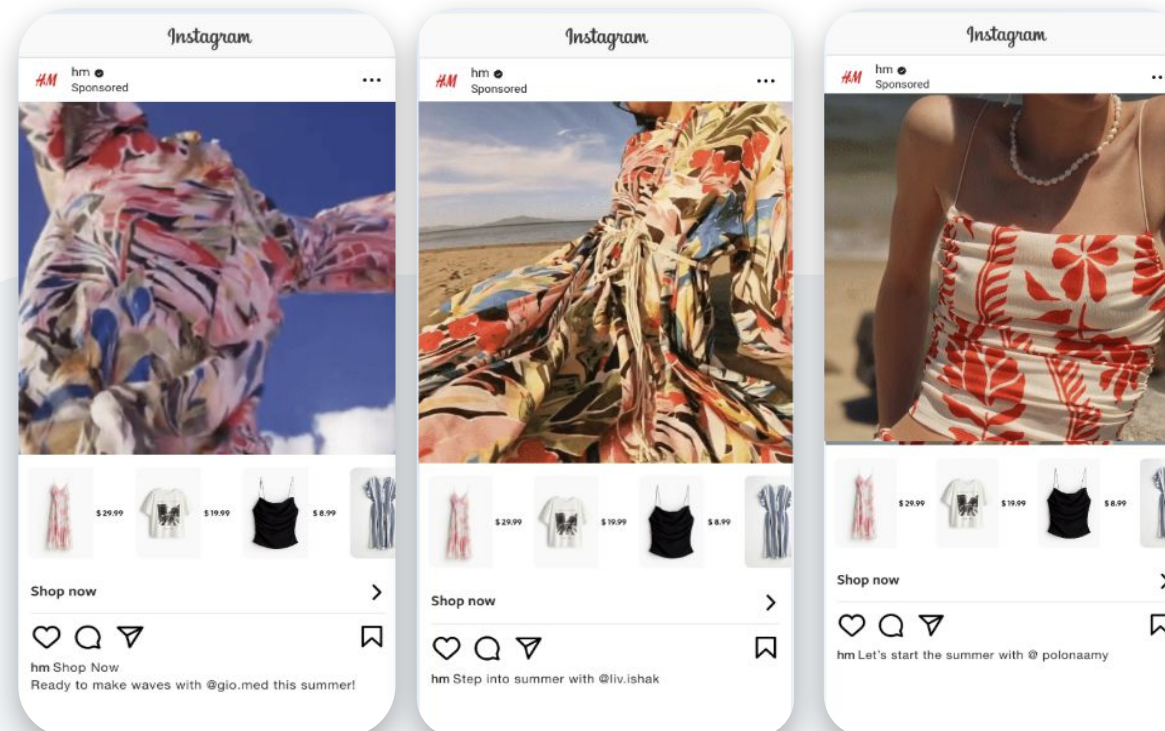
Brand asset repurposed for catalog product video



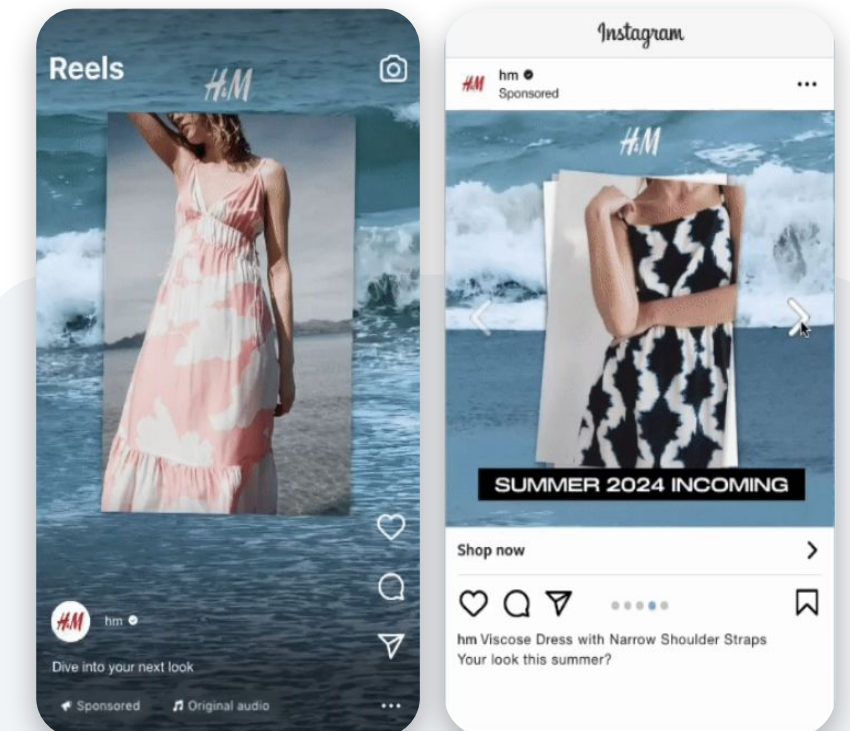
Catalog product video allows you to build cohesive full funnel campaigns



Awareness
Hero videos



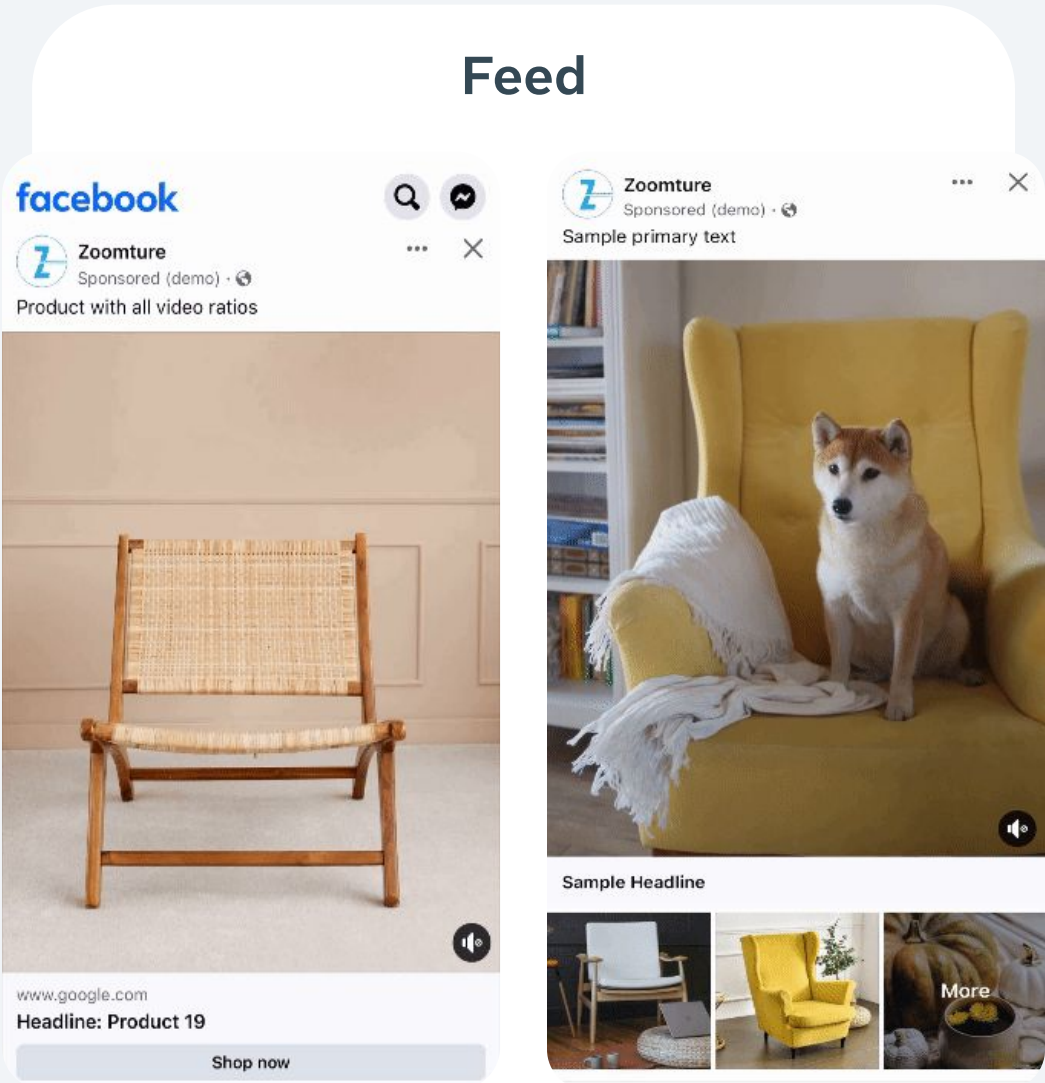
Consideration
Short edits, product focus



Purchase
Catalog Product Video

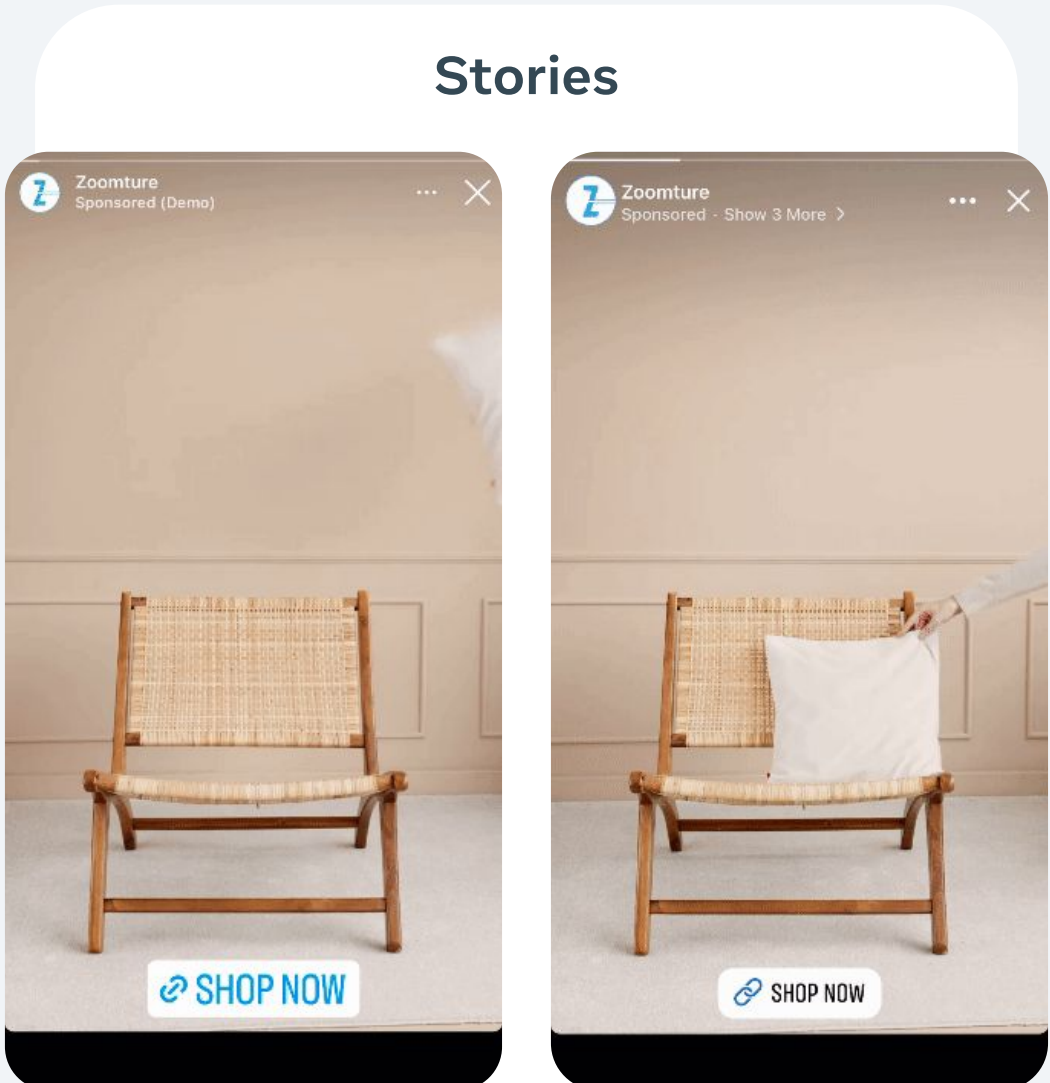
Catalog product video is available across these formats

Catalog product video leverages automation and product ranking to deliver not only the most relevant products, but also the most performant creative asset to the right user.



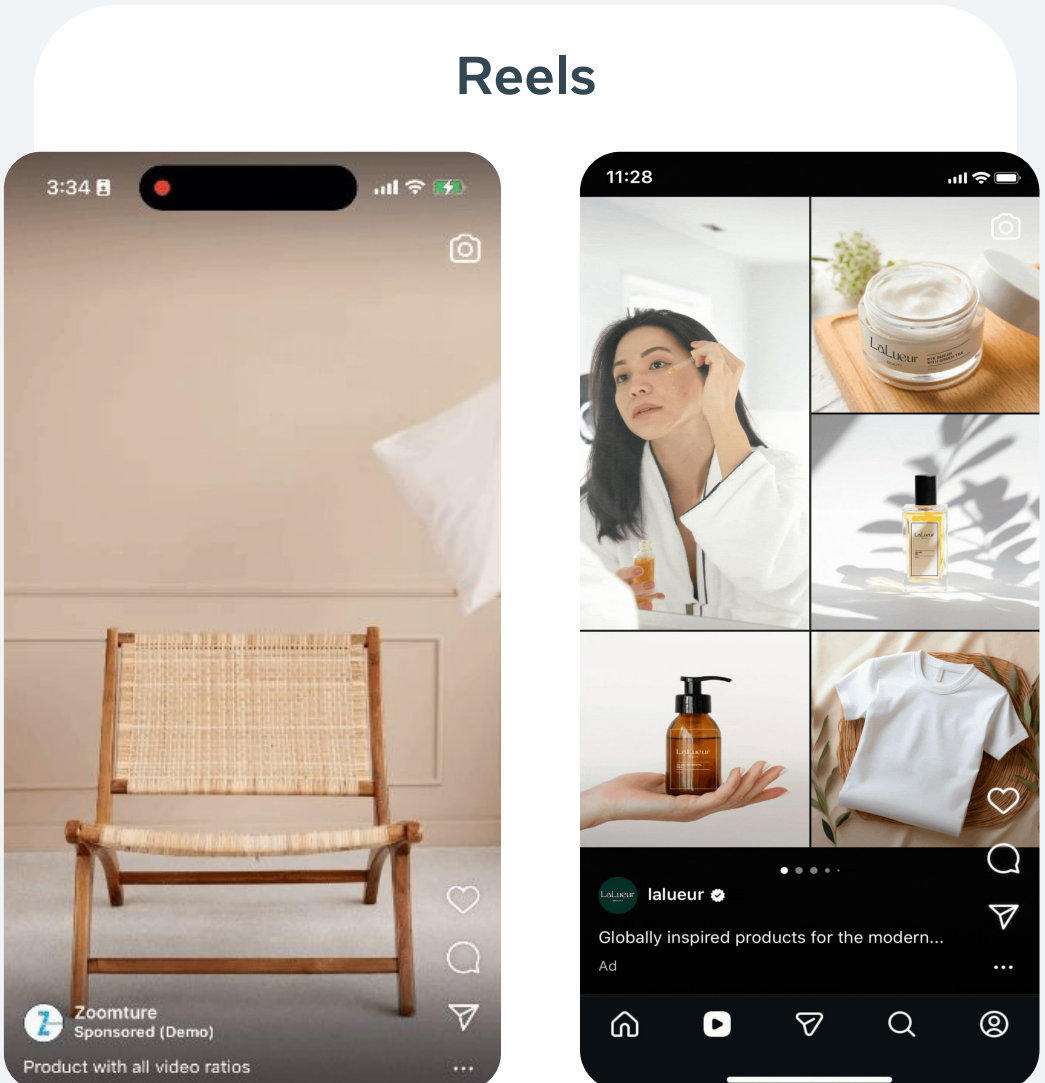
Single media

Collection



Single media

Carousel



Single media

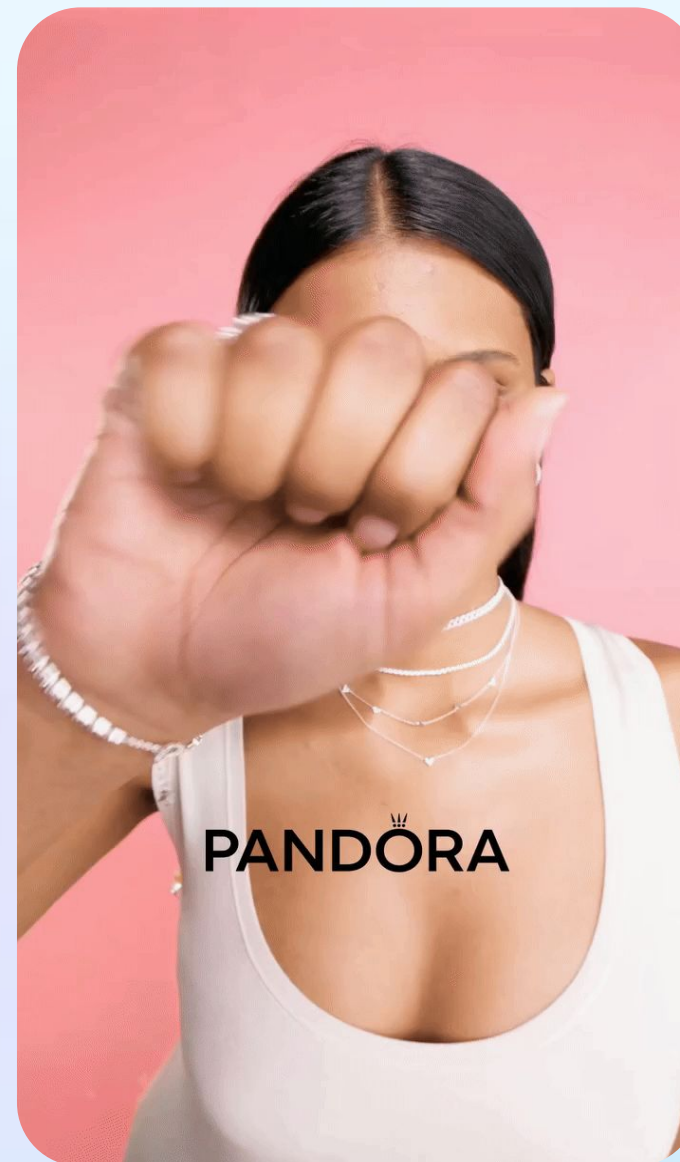
Carousel

Creative considerations for catalog product video

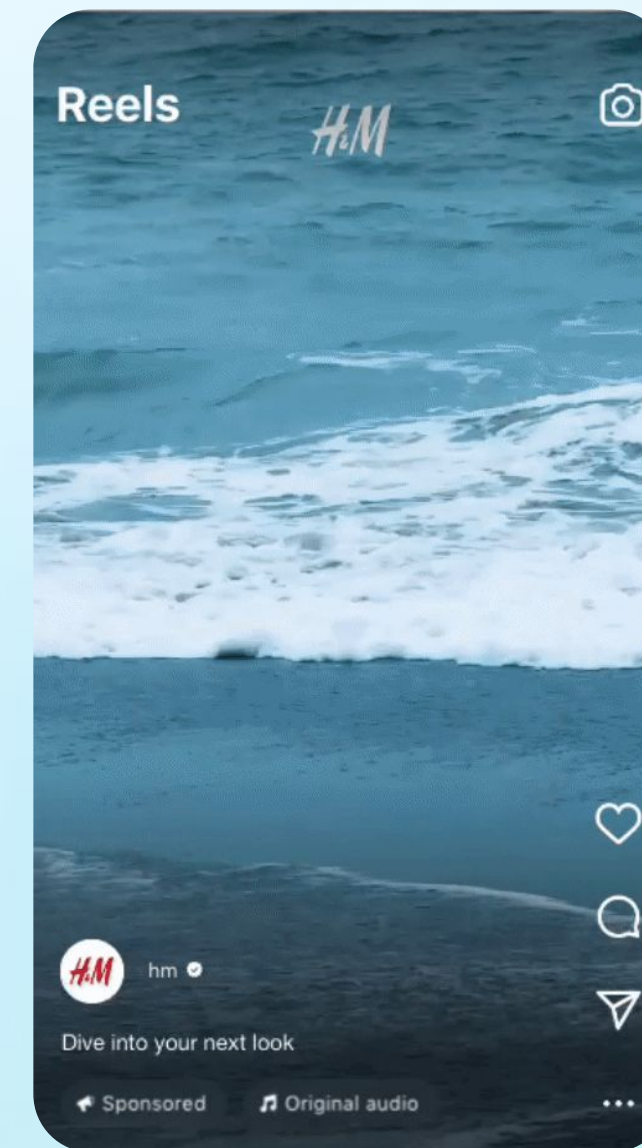
Open with a thumb-stopping hook



Include human presence



Add visual dynamism to your product showcase



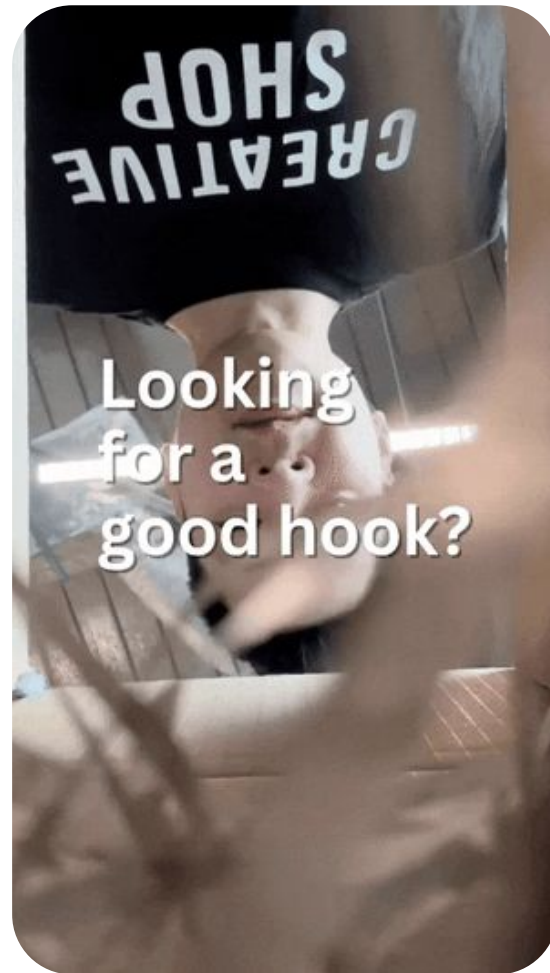
Hooks

Great videos ‘nail the hook’ to capture attention in the first couple of seconds



Visual hooks

Open with a shot that's **eye catching, unexpected or intriguing.**



Audio hooks

Use **sound effects, music or voiceover** to stop the scroll.



Text hooks

Write a text opening that **connects your brand or product** to your audience.

Hooks can be visual, audio or text based – or all three. Whichever type of hook you create, here's a few things to remember:

Hook early

An early hook sets the tone and tells your audience what to expect. It's your chance to answer the unspoken question: "Why should I care?"

Product / brand early

Make the product, experience or service the star and make sure it's visible from the start. Consider integrating brand elements like colour or typography.

Work within the safe zone

Make sure all important elements (logo, subtitles, graphic design elements) fit within the [safe zone](#).

Open with a thumb-stopping hook

Visual hooks



Striking imagery



Emotional visuals

A visual hook captures attention often before a single word is read or heard. It's the “mic drop” moment for the eyes.

Striking Imagery:

Unexpected colors, bold graphics, or unusual scenes

Emotional Visuals:

Expressive faces, joyful reunions, or relatable moments

Demonstration:

Showing a product in action in a way that's instantly clear and compelling.

FOMO/Urgency:

Countdown timers, “only 3 left!” banners, or visuals that create a sense of scarcity.

Open with a thumb-stopping hook

Audio hooks



Original audio



Continuous hook

Original audio makes your catalog video feel native, relevant, and thumb-stopping. You can use it just for your hook, or as the ‘audio glue’ that holds your catalog video together.

Option 1: The Audio Hook to Soundtrack Transition

Grab your viewer's attention immediately with a punchy original audio hook in the first few seconds, like a spoken question, or a distinct sound effect. Once you've stopped their scroll, smoothly fade into an engaging background soundtrack to carry them through the rest of the catalog.

Option 2: The Continuous Soundtrack

Set a consistent mood and energy from start to finish by running a carefully selected soundtrack throughout the entire video. This approach works incredibly well when you time your visual catalog transitions to perfectly hit the beat of the music

Open with a thumb-stopping hook

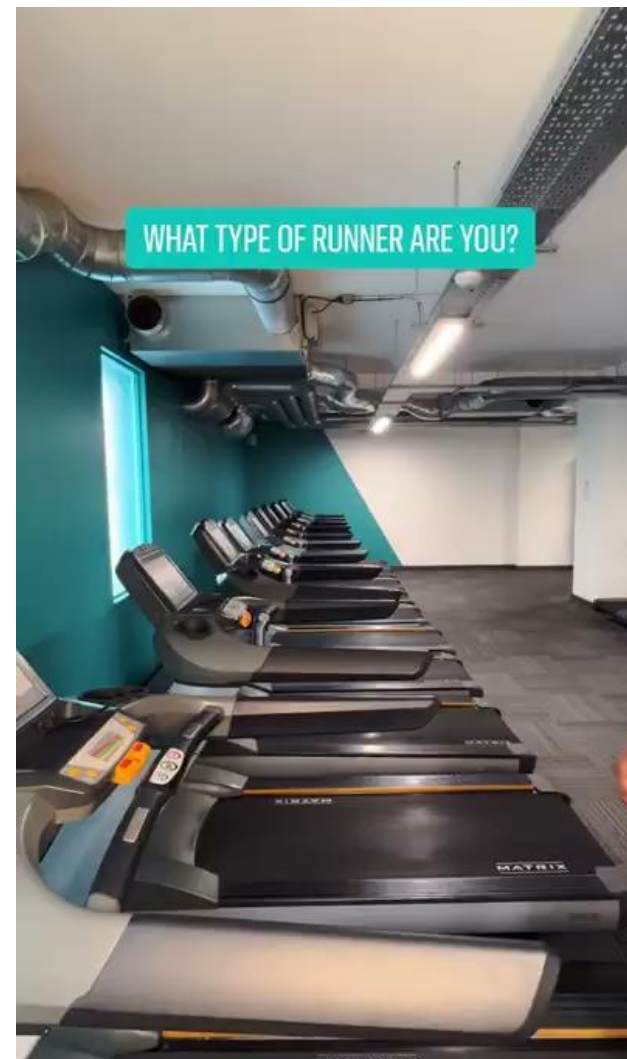
Text hooks



Value promise



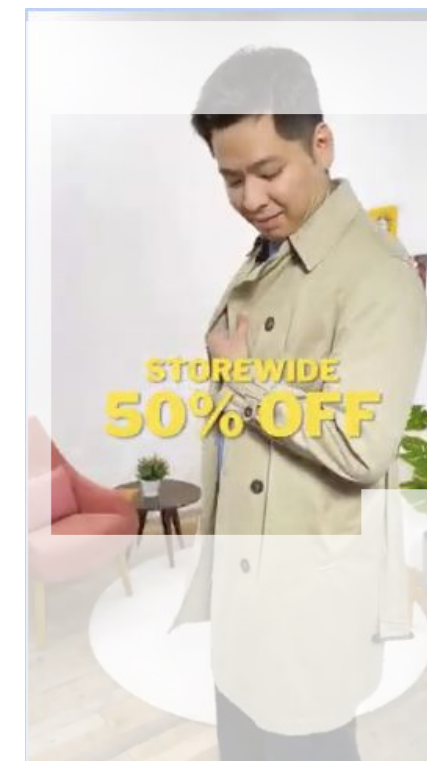
Build anticipation



Question / Invitation

A text hook is a short phrase, question, or statement that quickly captures your audience's attention and encourages them to keep reading or watching.

It uses words to spark curiosity, highlight a problem, make a claim, or connect emotionally. Text hooks can be especially powerful if there is a clear role for the brand.



Pro tip! If you're including a text hook, make sure you place it in the top and centre of the screen, within the [safe zone](#).

Open with a thumb-stopping hook

Text hooks: unblank the page with a little help from AI

Prompt 1

Based on what you know about my brand, please write hooks focused on **[add motivator or emotional benefit of product]**

Write five hooks that dramatize the *problem*, or the *need* for someone to use our product and write five hooks that emphasize the solution of using our product. These should be written from the perspective of a consumer. Please deliver your results in a table with headers for each text hook and for key visuals.

Reminder that a hook should be interesting and unexpected. We rely on hooks to grab attention in the first few seconds of a video ad. So make sure you deliver unexpected, thumb-stopping hooks.

Prompt 2

Try again. These don't sound like they are coming from the consumer. Can you uplevel your effort?

Prompt 3

These are better, but can you be more unexpected and less cheesy? Tap into social media meme-like cues.

Prompt 4

Now imagine the hooks as a **[insert story type]** with all the ways we can solve the problem or be the solution.



Pro Tip

Iteration is part of the process! We kept refining our prompts here to get to a result we were happy with.

Open with a thumb-stopping hook

Text hooks: looking for something a little more off the shelf?

If you’re looking for a more concrete start point, take a look at our hooks libraries, which are organized by **common hook types** and by **vertical**. Explore how to make these your own and unique to your business or product.

Try these hooks for your fashion Reels ads					
Dramatize the problem	POV: You're looking at a tired wardrobe...	How I think I look: How I actually look:	POV: you're stressed about changing trends...	Sick of sacrificing style for comfort?	Watch me stress about finding the perfect shoes for my fit...
Start with an absurd alternative	POV: Tried wearing last season's shoes to a wedding	Not fashionable: Fashionable:	Try wearing clothes that are two sizes too small to make a statement!	Wore the same fit three days in a row and thought no one would notice...	Wearing a "fashion trend" not made for my body type
Start with a negative tak	Eugh don't let these fashion "trends" ruin your style...	I hate fashion brands that have limited sizes X	The shoes that will ruin all other shoes...	The one fashion trend that's totally overdone...	What NOT to wear to a job interview...
Use a hook to tease a promise	Psstt. Wanna know the secret to pulling off the latest trend?	This style>>	Easy fashion hacks	Colour combos I used to wear vs now...	The surprising way to style your favorite piece...
Ask a question	Into fashion? Welcome to our account...	How do I style my favorite dress for different events?	What's the secret to pulling off bold fashion?	How do I build a capsule wardrobe that actually works?	What's the best way to care for my luxury handbag?
Look to trends	Every man should have shirts in these colours....	"This isn't a fashion show"	Millenial vs Gen Z fashion:	"Thanks, it's all from [fashion brand]"	It's serving fashion...
Start with skepticism	Can a \$20 dress really be as good as a designer one?	Is it really worth investing in a luxury handbag?	Can fashion really be sustainable?	I tried this trend so you don't have too...	Is fast fashion really that bad?
Give a reminder	Your spring wardrobe is calling....	Reminder: your wardrobe needs a summer refresh!	A reminder that you don't need to jump on every fashion trend	GRWM for [seasonal event]	Reminder: Mother's Day is coming up...

[Download all hooks libraries here](#)

Include human presence

The timeless power of human connection



Want to stop the scroll? Put a human in the frame!

Relatability: Audiences are hardwired to connect with faces, emotions, and genuine reactions. A real person on screen instantly makes your brand feel more approachable and trustworthy.

Authenticity: Whether it's a creator, a customer, or your own team member, human presence signals "this is real".

Credibility: People believe people. A friendly face or a passionate employee can deliver your message with more impact than any stock footage ever could.

Single human, eye contact)
leveraged for the digital
environment could lead to:

81%
higher effectiveness

Source: Kantar ran 5 LIFT ROI studies for US, Canada, Germany, France, and Thailand markets, analyzing campaigns and creatives aired in calendar Years 2021-2023: 56,984 creatives, 1,295 campaigns and 13.1 billion impressions. Adoption rate is the percentage of total campaigns where a feature is present

Include human presence

Shoot multiple opening hooks with people



Swipe with me



Into the sky



The stomp

It might not be feasible to create video with people for every product in your catalog, but what if you put people in the hook?

Build up your library of people-focused video clips to use in your hooks. Hooks like these can be mixed and matched with any video.

Work with creators or your own employees to shoot as many of these intro hooks as you can.

Include human presence

Use human presence for your background video



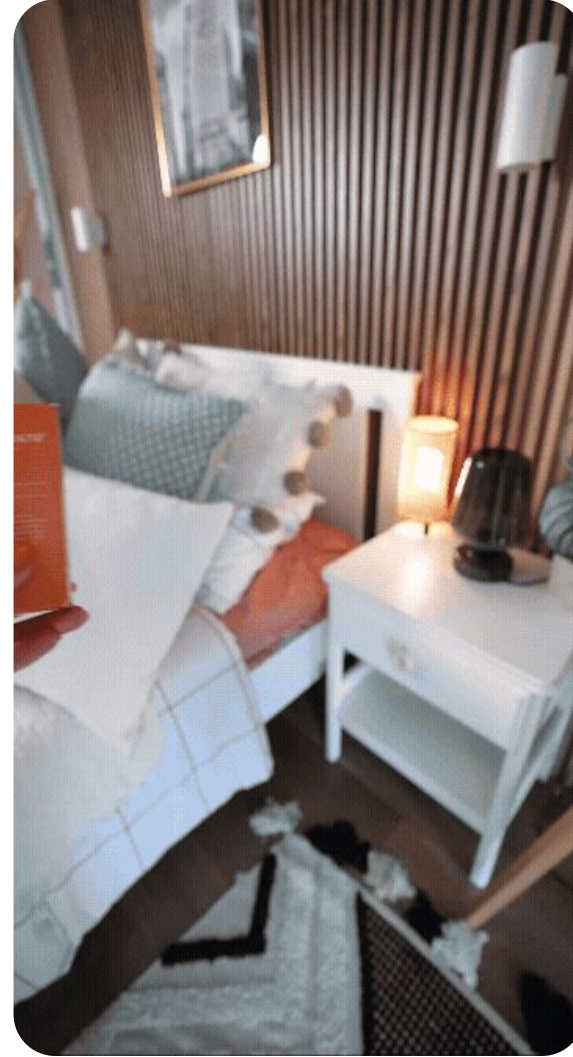
Injecting human presence into the body of your ad is easily done with some background video.

Your video clips don't need to be long, they just need to have people in them. Here's a few ways to think about the types of people-centric background video you could create:

- ➞ Video clips of someone delivering a parcel to a customer
- ➞ Video clips of someone opening a box - shot as if from the inside
- ➞ Video clips of someone's face reacting to your product - delighted!
- ➞ Shoot your clips by category: someone cooking in a kitchen for all your kitchen appliances; someone frolicking in the waves for your beachwear.

Include human presence

Leverage UGC, affiliate or creator content



Lo-fi, relatable content works really well in Catalog Product video. So lean into authenticity over polish.

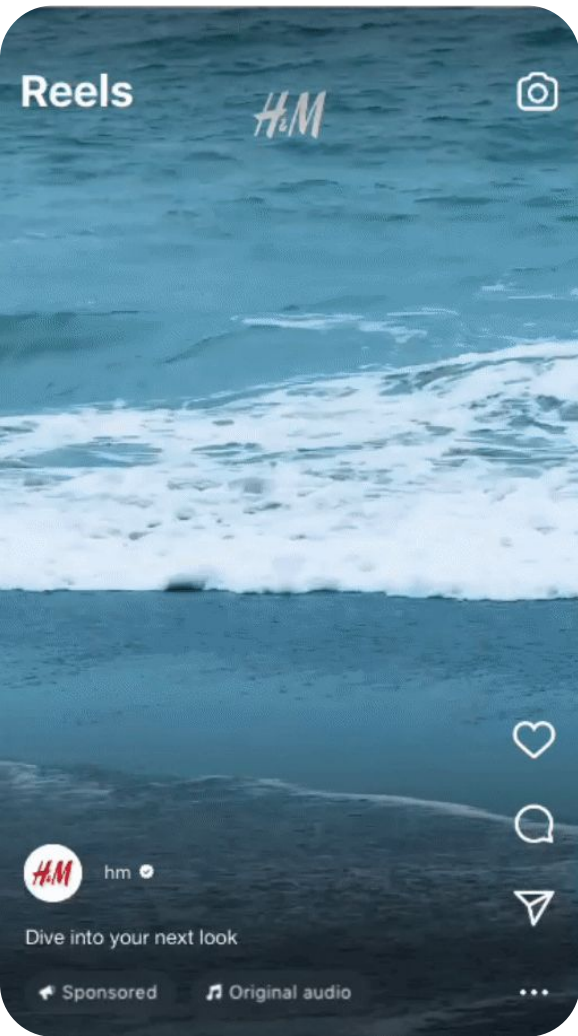
If you have an affiliate program, explore whether that content could be used in your catalog. Or you could engage a few creators to shoot ‘demotainment’ style videos for your products (they don’t have to be big names - remember, lo-fi and relatable is the name of the game).

Instagram’s creator marketplace could help you find your next UGC creator squad.

Learn more about it [here](#).

Product showcase

Create or use video with visual dynamism



Use background video with motion and energy to bring life to product shots.



Create simple lo-fi videos showing your product in use.



Use editing software to add your product into stock of AI generated backgrounds

Product image safe zones
When shooting, make sure to account for the product's placement.

Use texture intentionally
Your texture video can convey a mood, help with branding, showcase a moment (ie. Holiday), highlight what's unique about your brand or even introduce human presence.

Visual dynamism (animation, animated supers and pacing - shot changes) resulted in **74%** higher effectiveness

Source: Kantar ran 5 LIFT ROI studies for US, Canada, Germany, France, and Thailand markets, analyzing campaigns and creatives aired in calendar Years 2021-2023: 56,984 creatives, 1,295 campaigns and 13.1 billion impressions. Adoption rate is the percentage of total campaigns where a feature is present

Add visual dynamism to your product showcase

Shoot or source a library of background video



Video backgrounds are an easy way to bring some feeling into your static ads.

Placing your existing image assets or message on top of a background video is a great way to make your ads more captivating and fit for Reels. Head to any stock library and purchase royalty free video assets, ask your preferred AI assistant to help you out, or shoot your own.

You can use background video to:

- ➔ Add a seasonal theme
- ➔ Convey a mood or product attribute
- ➔ Communicate some brand elements
- ➔ Feel more relatable through human presence

Add visual dynamism to your product showcase

Brief creators to fill your background video bank

If you're partnering with a creator, think laterally about how they can help you create additional video content

Rather than giving a brief to a creator that focuses on outputs (e.g. "a reel and a story"), brief them to create **multiple inputs** to fuel your content machine.



Traditional, narrow brief

"Create one Reel, one
Story and one post"



Future-facing, expansive brief

"Create 2 x 9:16 videos, with
5 alternate hooks and 10
textural background videos"

Try this recipe for creating immersive product video from existing video clips and catalog statics

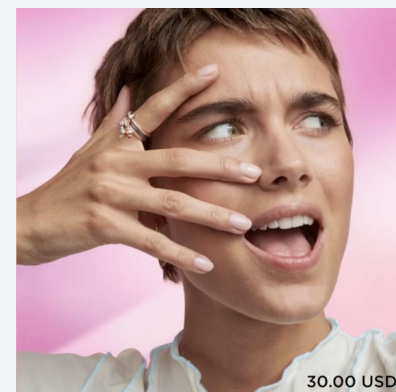
Intro clip



+



+

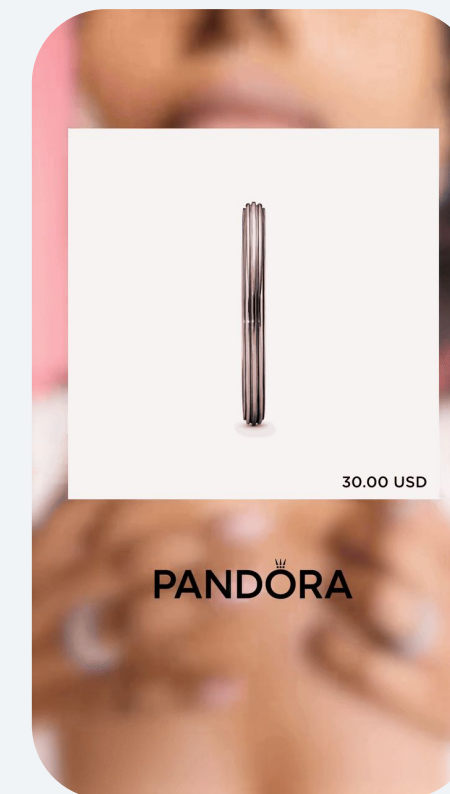


+



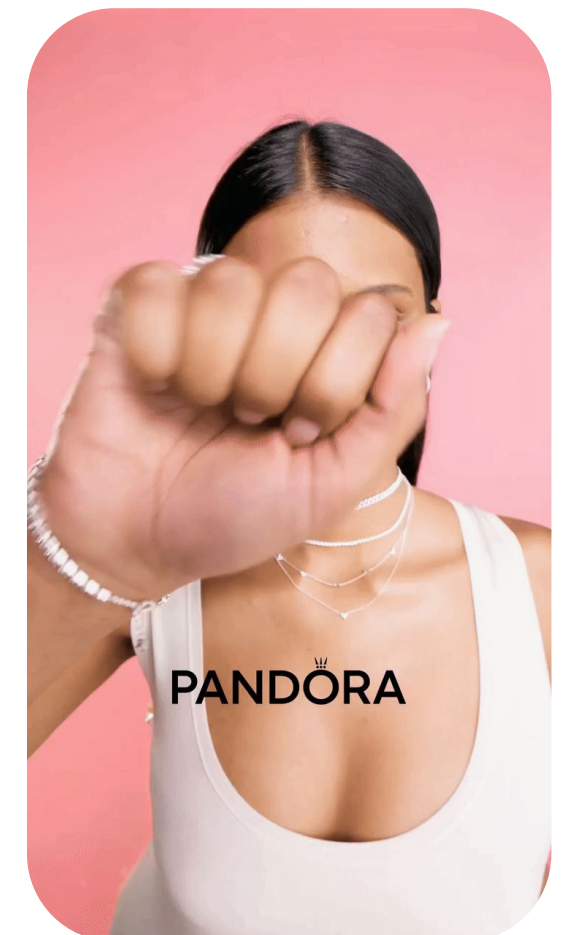
+

Outro clip



=

catalog product video



Pulled by Meta technologies from the catalog

No video? No problem. Here are some ways you can turn impactful images into engaging video.

TEMPLATES



Templates are an easy start point for any video. Simply upload your existing assets, and customize as little, or as much as you want.

PHOTO DUMPS



Even if you only have a single image, you can still animate it in different ways and stitch it into a video

AI ENHANCEMENTS



Your current video editing software may be able to apply simple enhancements. Edits from Instagram has in-built image enhancement features.

And finally...

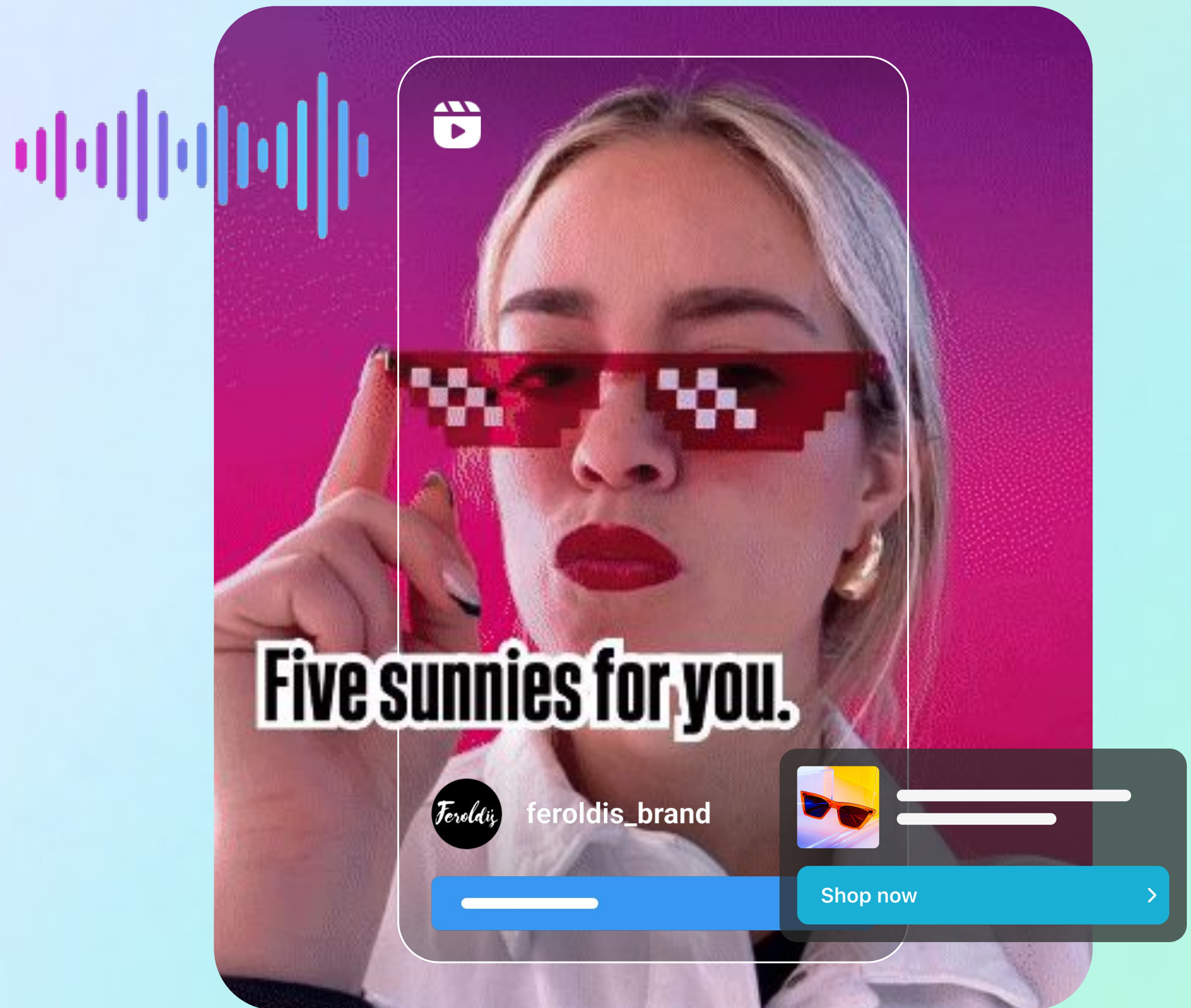
End as strongly as you start with a clear call to action



- ➔ **A strong CTA in catalog ads should be clear and direct.** Keep it short and action-oriented (think 1–3 words like “Buy Now” or “Get Quote”), and make sure the button visually pops with solid color and high contrast so it doesn’t disappear into the design.
- ➔ **Set expectations upfront with specific language** (“See Details” > “Learn More”) and maintain a friendly, inviting tone. Emojis can help, but test them before you party too hard.
- ➔ **Personalise when you can to make the click feel worthwhile**, and never let clutter crowd the CTA’s spotlight. Most importantly, continuously A/B test and monitor performance if clicks drop, it’s time for a refresh.

Production tips

Everything you need to know about aspect ratios, video coverage, the safe zone and audio.

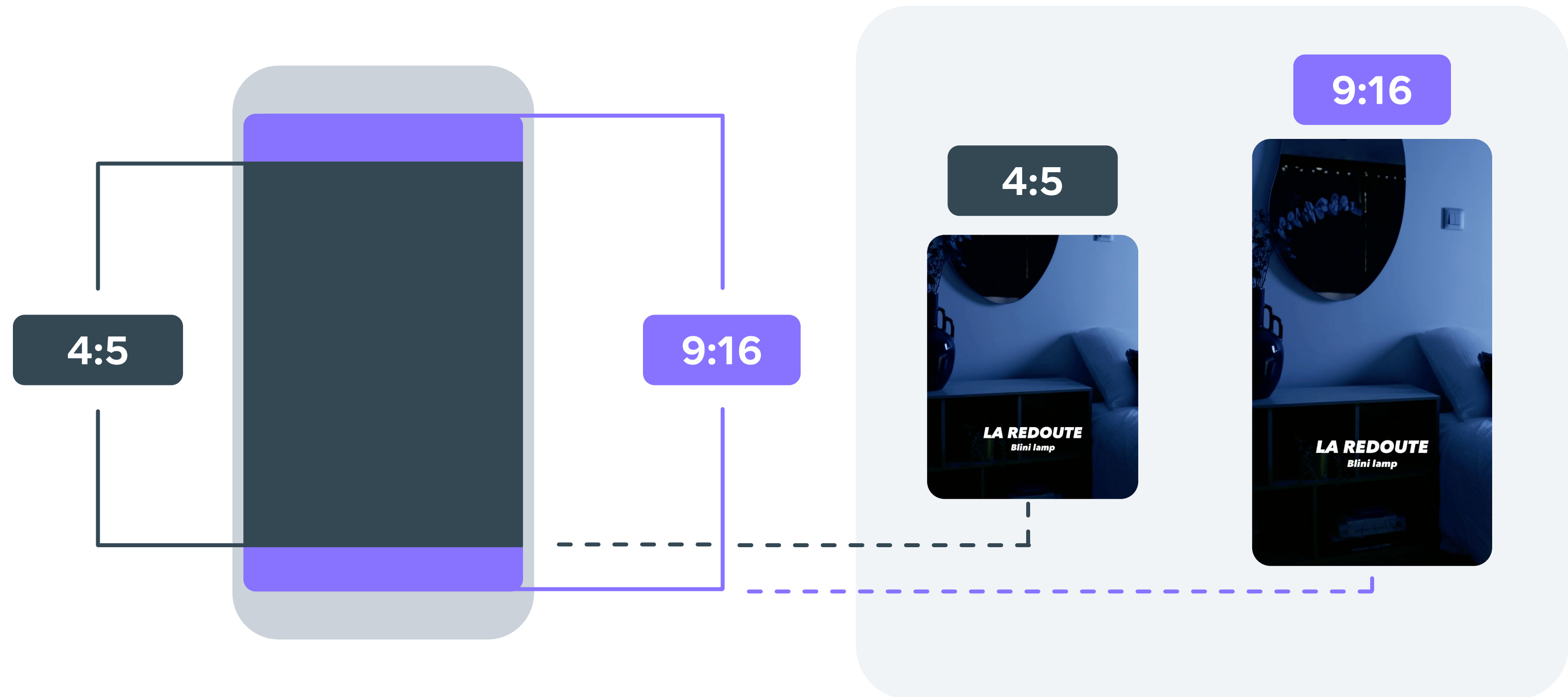


Catalog product video optimal aspect ratios varies across placements and formats

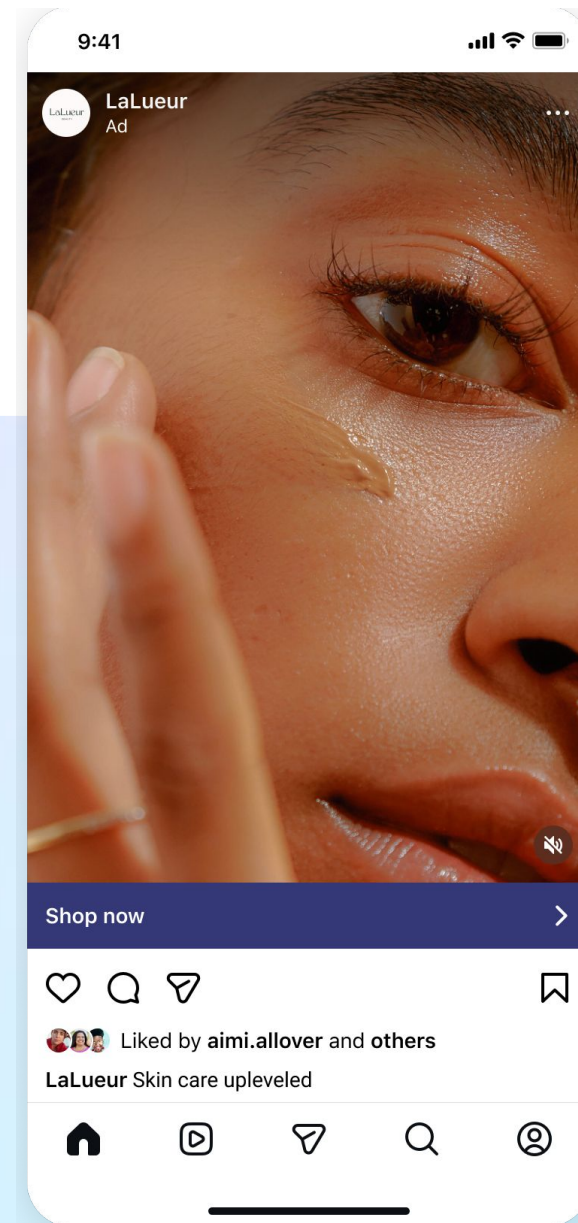
						
	Feed	Stories	Reels	Feed	Stories	Reels
Carousel	Not live	9:16	9:16	Not live	9:16	4:5
Collection	4:5	Not live				
Single Media	4:5	9:16	9:16	4:5	9:16	9:16

We are temporarily disabling the Carousel Feed placement (IG and FB) for Catalog Product Video as we work on some internal fixes with a view to enable it again in the coming months. The delivery to all other placements and formats is not affected by this temporary change, including CPV Carousel on Reels & Stories placements.

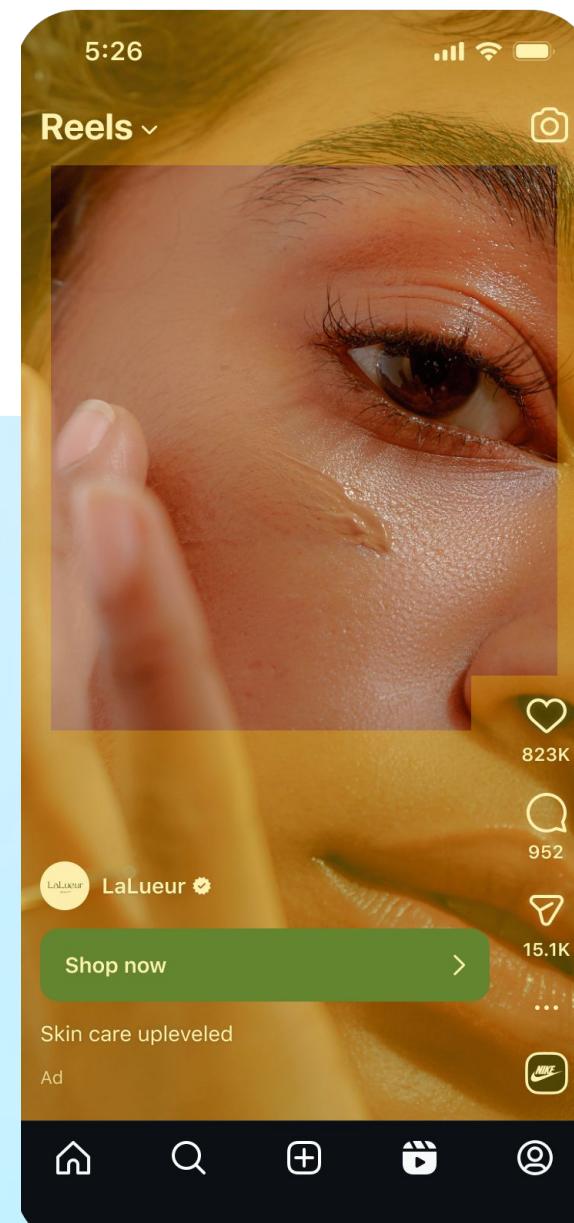
Always create (at least) 2 versions: 9x16 for single media placements, and 4x5 for carousel placement



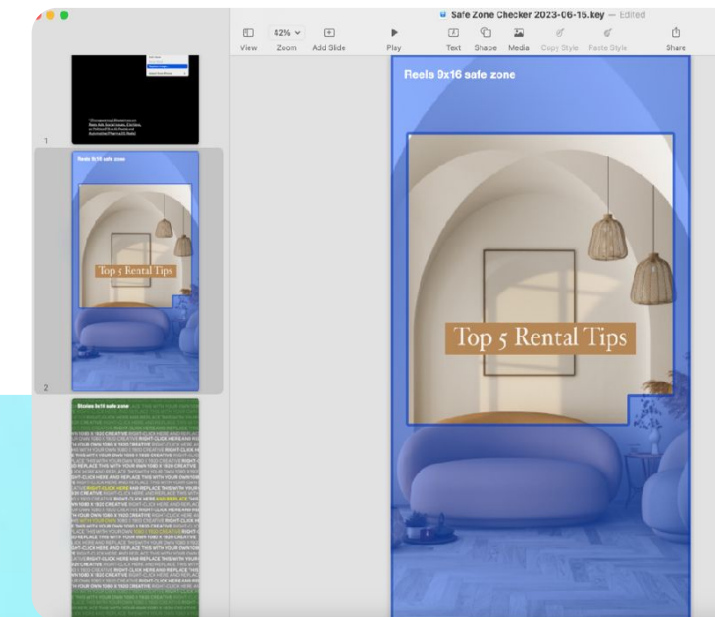
Adhere to the 9:16 safe zone to set your campaign up for optimal liquidity across all placements.



Feed preview (2:3)
Tapping the video brings users into the fullscreen 9:16 experience



9:16
IG Reels, Stories and Feed



Download a desktop-based template in PowerPoint, Keynote or Photoshop and check your key elements are within the Reels safe zone.

[Download PPT](#)

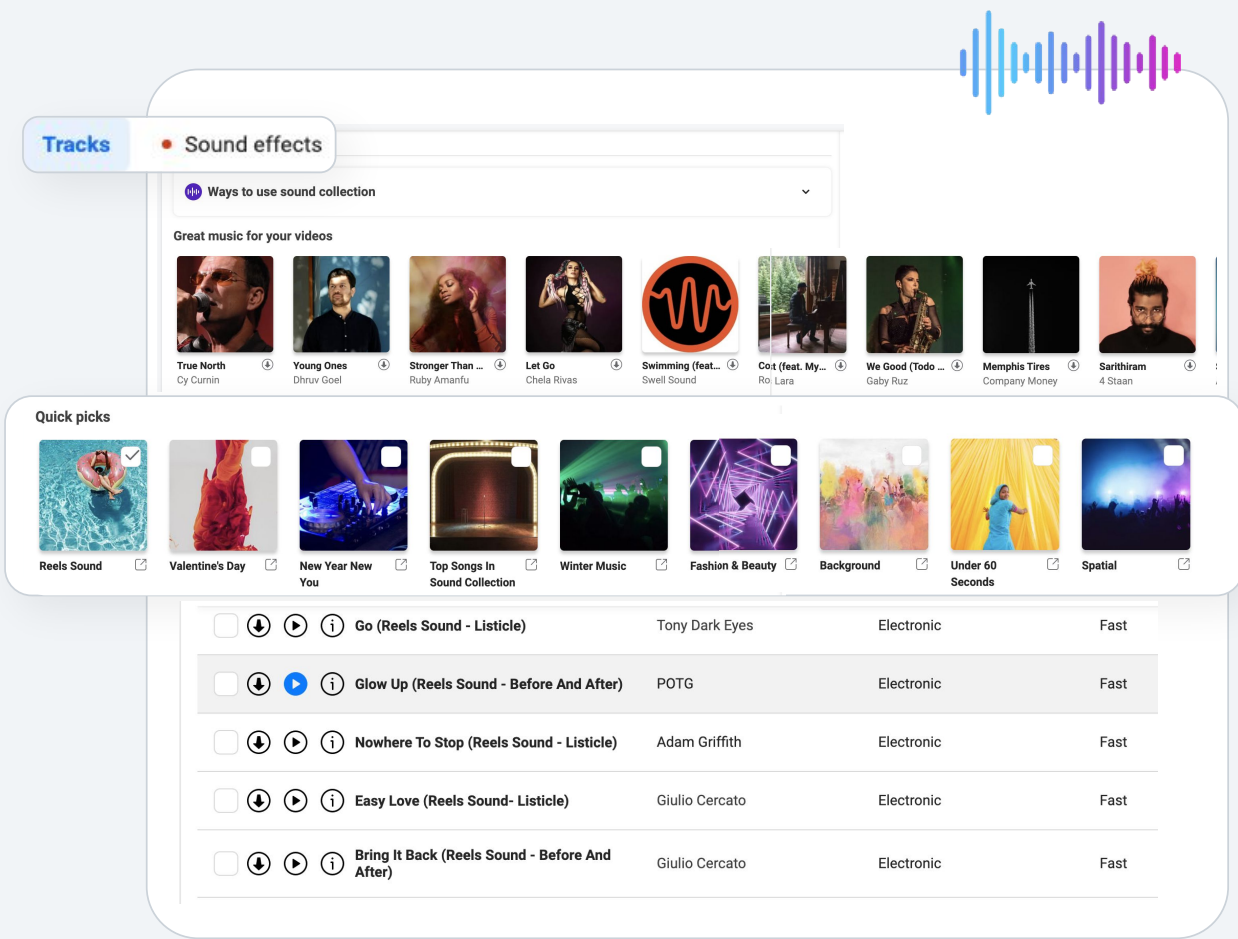
[Download Keynote](#)

[Download PSD](#)

Adding sound could help improve the performance of your catalog video

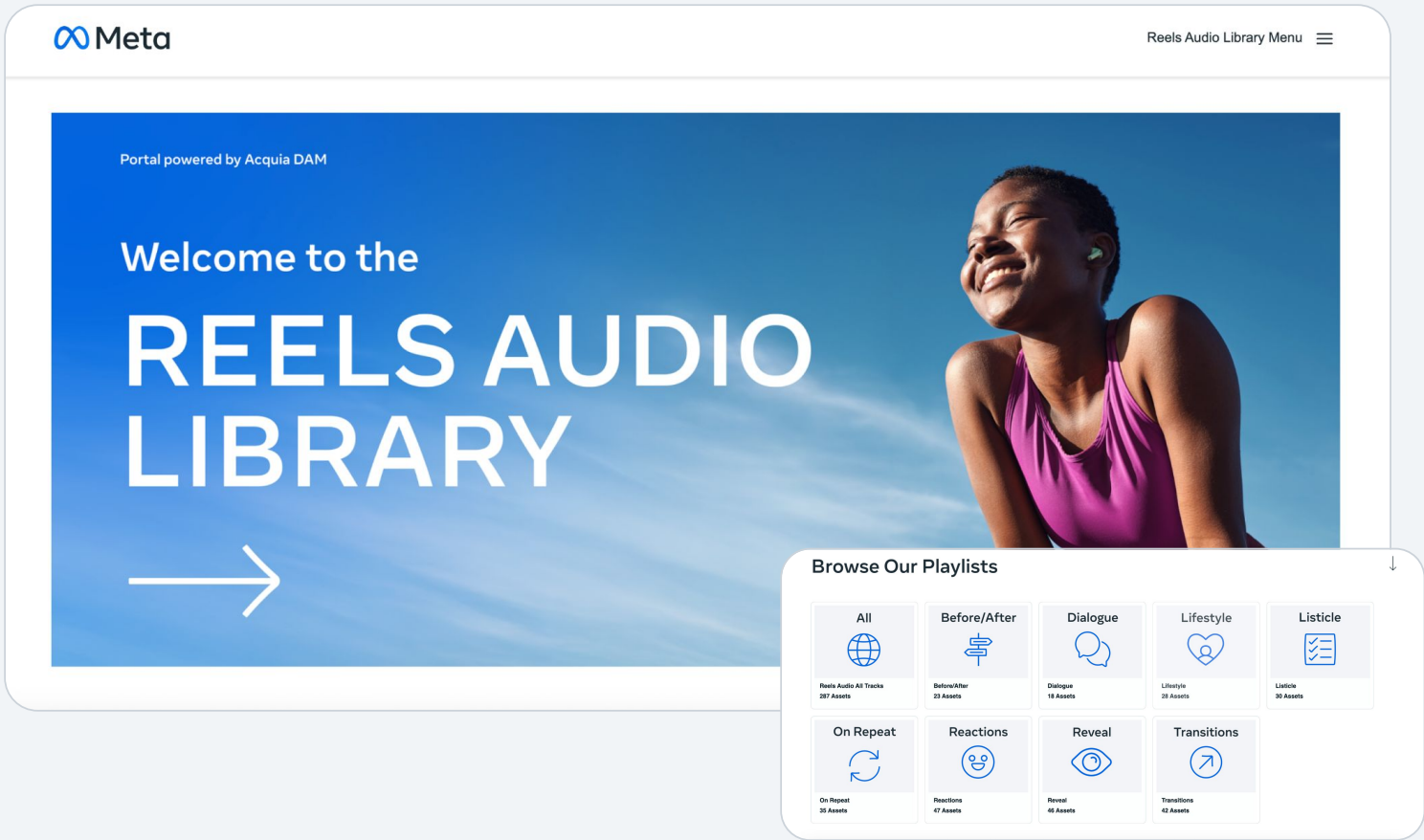
Both of these libraries include royalty-free sounds (music, sound effects and voice-over) that you can download and add to your videos.

Sound Collection



Find yours in Sound Collection

Reels Audio Library



Find yours in the reels audio library

How much video should I add to my catalog?

It depends on the size of your catalog.

Our recommendation is that 30-50% of product impressions should come from video. Our advice is to prioritize adding catalog product video assets to those products that are likely to drive the most ad impressions in your campaigns, as this gives dynamic media the best chance to optimize media type selection for what is likely to be the largest portion of your budget.

Product Set Size	Videos Coverage to get 30% Impression (Minimum Recommended)
20 - 100	20%, 10 - 20 products w/ videos
101 - 500	12%, 12 - 60 products w/ videos
501 - 2,000	6%, 30 - 120 products w/ videos
2,001 - 10,000	2%, 40 - 200 products w/ videos
10,001 - 50,000	1%, 100 - 500 products w/ videos
50,000+	< 1%, 500 products w/ videos

Note, it's essential to view these recommendations as initial guidelines. Conducting one or multiple rounds of testing will allow advertisers to fine-tune their coverage setup to suit their specific catalog and audience preferences effectively.

Working with a creative partner

Use a partner platform to uplevel your catalog with video.



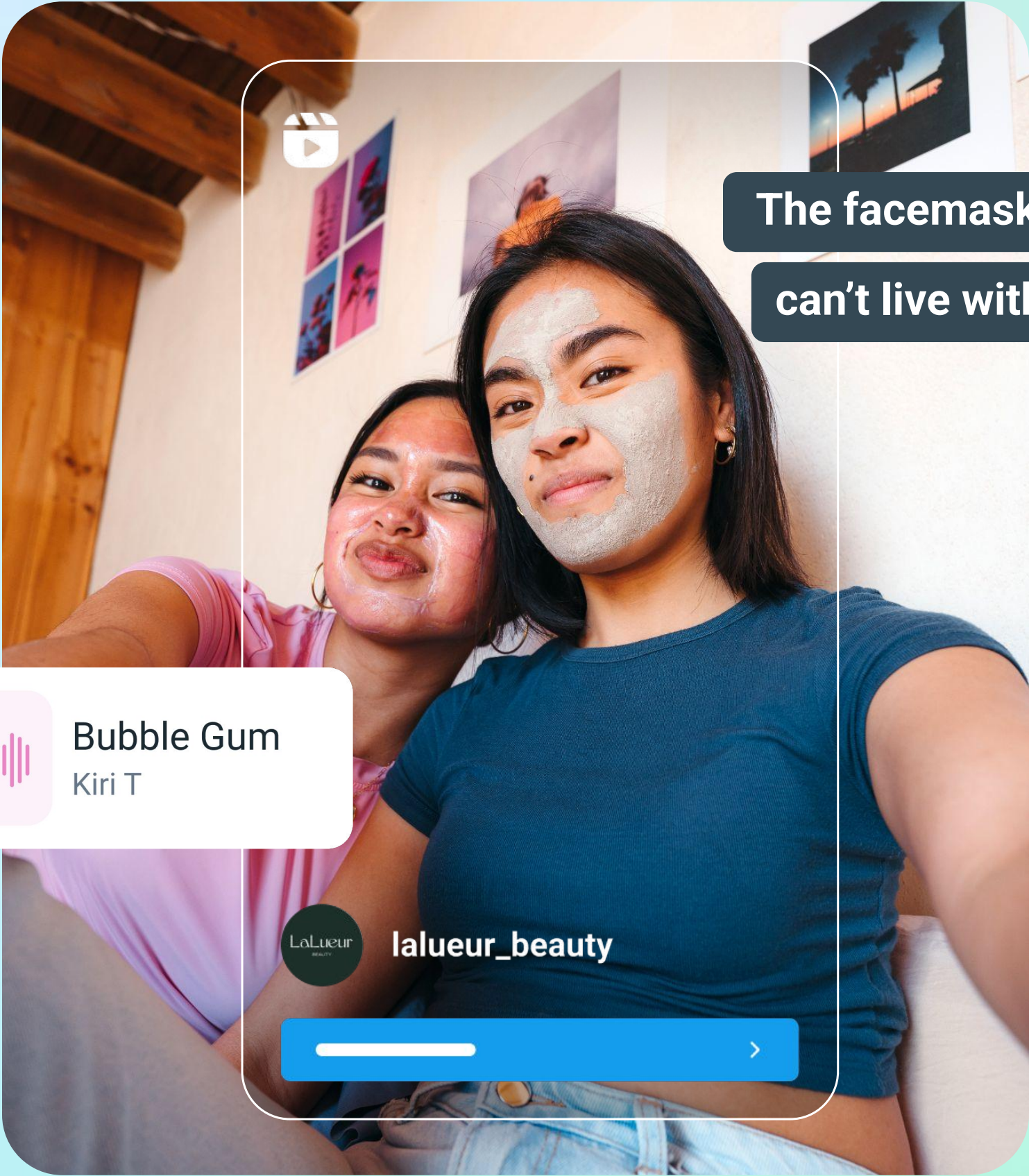
ROIHUNTER





Bubble Gum

Kiri T



LaLueur beauty
lalueur_beauty

Catalog Product Video by Smartly

We **scale** the production of unique videos to add into your marketing mix, increase efficiency and performance.

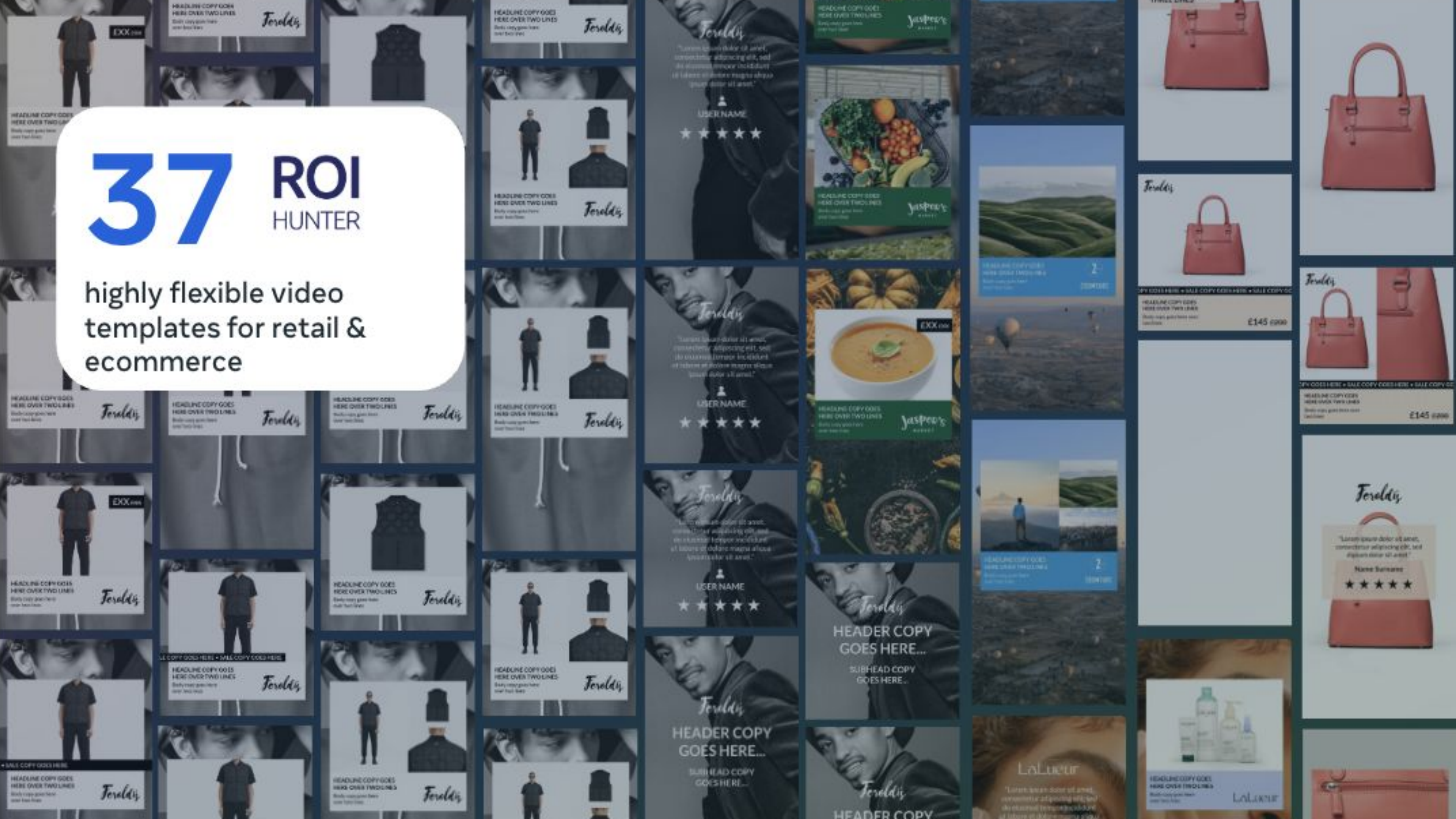
Use Smartly Self Serve, or leverage our Creative Services team, to develop a video concept using you catalog's product imagery combined with brand assets.

The concept is then used to create thumb stopping videos at scale using our Video Template technology and sent directly to your Meta product catalog.



37 ROI
HUNTER

highly flexible video
templates for retail &
ecommerce



GETTING STARTED WITH CPV

Define catalog settings

Catalog vertical

Default currency

Country

☒ Sync Schedule

☐ Hourly ☐ Daily ☒ Weekly

Time zone

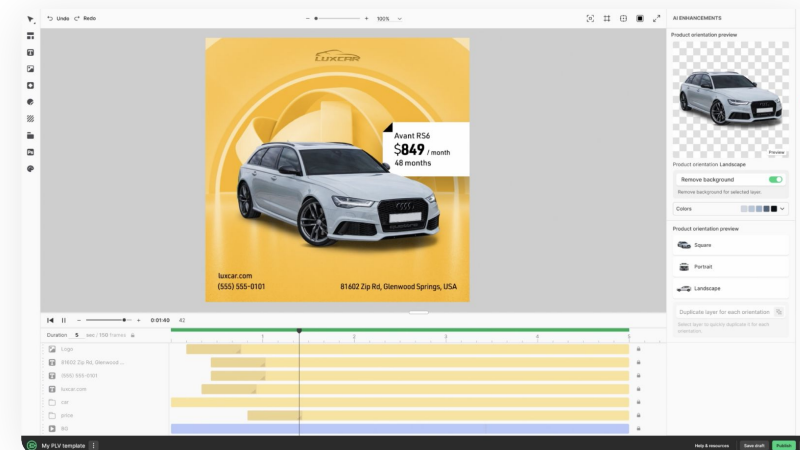
Day in week

Hour of day

Minute of day

STEP 01

Set up a product catalog for which you want to use catalog product video.



STEP 02

Choose video templates in different formats to cover all placements.

PLV Package

Please assign a video PLV template with 3 required artboards (9:16, 4:5, and 1:1) and create Video set with up to 2000 items for video generation. Note that once created, the Video set cannot be edited.

☒ Video set
 1024 items

☒ Hunch PLV Template
 Video - 3 artboards

STEP 03

Create a CPV package by choosing products you want to promote with CPV and selecting a video template.

***Catalog**

***Product Set**

Advantage+ Creative

☒ Dynamic Media
 Let Meta show either images or videos of your catalog items based on what each person is likely to engage with.

☐ If available, always use video for this ad

STEP 04

Turn on Dynamic Media and let Meta technologies decide whether to show image or video.

Every connection is an opportunity.
It's Your World.

