

STATEMENTS REVIEW

Personal analysis

AFTER YOUR REVIEW

If you check my personal analysis, you will know that my audience don't click in nice sounding statements.

They want concrete claim. And I think how it will work here, when you said to add more curiosity etc.

So besides statements fixed by you, should I add maybe 2-4 super simple bold claims like "Get rid of pain and stress"(btw the best performing headline)?

Ok, I will. 2 more that my client said "sounds nice".

It will cost more, but it will be probably one of the last tests to perform before full running

BTW. Have you checked my personal analysis OG?

Tone in statements

When I was trying to evaluate it with AI, it starting creating me super "nice sounding" things.

But I see it doesn't work.

I tested headline like "Your escape from pain and stress". Sounds good, right?

It sucked.

I think that Russians are just more concrete.

Btw big, not vague claim like "Get rid of pain and stress" crushed...

So, I removed most nice sounding statements, left only 1.

Testing method

Andrew said in his course, that I should go with that strategy of only background + text to test statements.

But actually... I don't see any sense in it.

3.5 CTR is pretty good, right? I only need a few refinements to get a 4-5% CTR.

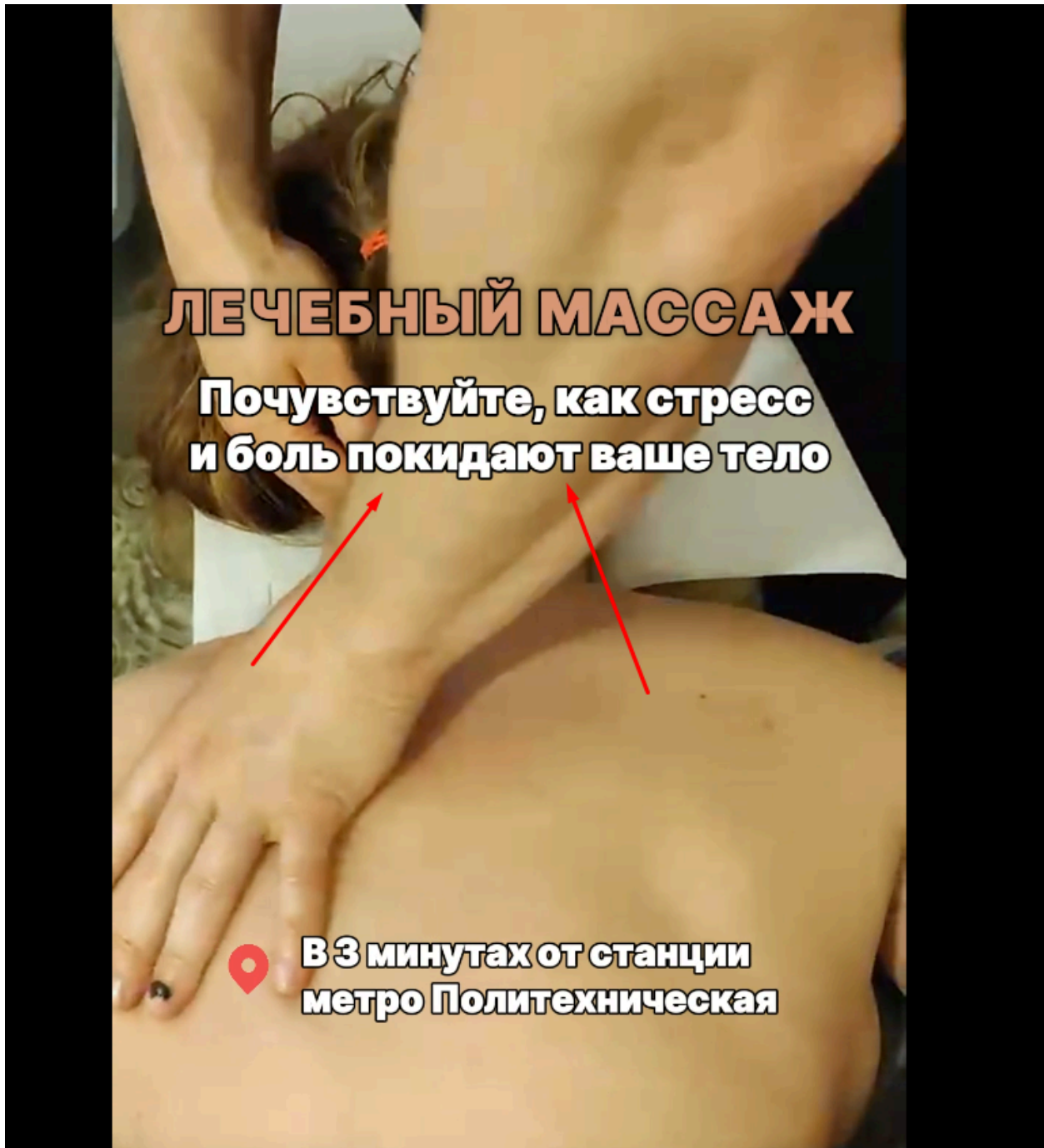
And still I change only 1 variable, so still it is super useful test that will determine my body texts testing.

And putting it immediately on entire video, gives me much better context bro.

Because I don't have more assets to use in my ads, so if I know that this ad creative connects with this statement... it sounds muuuch more useful.

And then I will put everything in my winner

Where I will put each statement



Testing conclusions

I tested headlines, then vidoes.

Off / On	Ad	Amount spent	Budget	Ad set	Impressions	CPM (cost per 1,000 impressions)	Reach	Frequency	CTR (all)	Link clicks	CPC (all)
<input type="checkbox"/>	Headline 4		zł4.07	zł15.00 Daily	428	zł9.51	398	1.08	4.44%		
<input type="checkbox"/>	Headline 3		zł3.65	zł15.00 Daily	444	zł8.22	431	1.03	2.93%		
<input type="checkbox"/>	Headline 2		zł3.57	zł15.00 Daily	457	zł7.81	436	1.05	2.41%		
<input checked="" type="checkbox"/>	Headline 1		zł3.46	zł15.00 Daily	466	zł7.42	450	1.04	1.72%		
Results from 4 ads			zł14.75 Total spent		1,795 Total	zł8.22 Per 1,000 Impressions	1,607 Accounts Center acco...	1.12 Per Accounts Center a...	2.84% Per Impressions		

Off / On	Ad	Amount spent	Budget	Ad set	Impressions	CPM (cost per 1,000 impressions)	Reach	Frequency	CTR (all)	Link clicks	CPC (all)
<input checked="" type="checkbox"/>	Swietlana bez przejść	zł3.37	zł15.00 Daily	Swietlana bez przejść	546	zł6.17	524	1.04	3.48%	8	8
<input type="checkbox"/>	Swietlana przejścia	zł4.22	zł15.00 Daily	Swietlana przejścia	611	zł6.91	575	1.06	1.80%	8	8
<input type="checkbox"/>	Nikita + Swietlana	zł4.23	zł15.00 Daily	Nikita + Swietlana	568	zł7.45	540	1.05	1.76%	1	1
<input type="checkbox"/>	Nikita	zł4.09	zł15.00 Daily	Nikita	529	zł7.73	493	1.07	1.13%	1	1
Results from 4 ads			zł15.91 Total spent		2,254 Total	zł7.06 Per 1,000 Impressions	1,910 Accounts Center acco...	1.18 Per Accounts Center a...	2.04% Per Impressions	18 Total	18 Total

1. The best worked concrete headline - Get rid of pain and stress. They don't like that nice sounding things like "your escape from pain and stress".
2. They like Swietlana. Woman prefers to be massaged by woman.

My actual copy

IT'S JUST FOR A CONTEXT, REVIEW ONLY STATEMENTS BRO

Video copy

[here statement]

 Just 3 minutes from Politechnika Metro Station

CTA: BOOK YOUR MESSAGE TODAY

Headline

Get read of pain and stress

Description

Book your massage now

1 body text

Is back pain and work stress making your life difficult?

Your back aches, your neck is tense, and your mind can't stop thinking about work...

This is the daily reality you can no longer ignore.

Imagine getting rid of that pain today and finally starting to take care of yourself.

Our therapeutic massage is all you need to release pain and tension.

Completely relax and forget your worries.

Our skilled therapists, with over 10 years of experience, will gently massage every aching spot, melting away tension with warm oils.

And you'll feel the relief as you unwind on our heated massage table.

Feel for yourself why we're rated 5/5 on Booksy, and enjoy a pain-free day again.

Don't wait—book your massage today and say goodbye to your tense body.

Review statements

1. Feel the stress and pain leave your body.
2. BEFORE - Get rid of pain and stress.
AFTER - Relieve pain and stress.
3. BEFORE - Forget about your tense body
AFTER - Take a break from the daily rush and melt away stress..
4. BEFORE - We will fix your tense body.
AFTER - Feel true relief from built-up tension.
5. BEFORE We will cure your back pain
AFTER - Let our massage ease back your pain.
6. BEFORE - The recovery you truly needed.
AFTER - Deep recovery for sore muscles and tired minds.
7. BEFORE - Get rid of stress in your body
AFTER - Leave stress behind and reclaim your calm body.

Final

1. 1. Feel the stress and pain leave your body.

2. 2. Take a break from the daily rush and melt away stress.
3. 3. Get rid of pain and stress.
4. 4. Leave stress behind and reclaim your calm body.
5. 5. Deep recovery for sore muscles and tired minds.
6. 6. Let our massage ease back your pain.
7. 7. Feel true relief from built-up tension.
8. 8. The recovery you truly needed.

1. Почувствуйте, как напряжение и боль покидают ваше тело.

3. Избавьтесь от боли и стресса.

5. Глубокое восстановление для напряженных мышц и уставшего разума.

2. Отдохните от повседневной суеты и избавьтесь от стресса.

8. Восстановление, в котором вы действительно нуждались.

4. Оставьте стресс позади и верните себе спокойное тело.

5. Глубокое восстановление для больных мышц и уставшего разума.

6. Позвольте нашему массажу облегчить вашу боль.