

17 ad headline formulas for your next ad test

Make a copy of this document. Then fill in the blanks to write compelling ad headlines for your brand's next creative test.

Solution-focused headline prompts

Ad headlines written with these prompts present your audience with an ideal state of being that your product or service can help them achieve.

[Outcome] with [process].

Example: Build smarter ads with automated testing at scale.

[Verb] [ideal state] without [painpoint]

Example: Test 10x more ads without killing your creatives.

[Feature] for [ideal state].

Example: Granular creative data for building top-performing ads.

How you [verb] matters.

Example: How you test your ad creative matters.

You can't [ideal state] without [unique feature].

Example: You can't build your best ad without deep creative data.

The [comparative adjective] way to [end goal].

Example: The smarter way to find winning ads.

Don't just [traditional state]. [Ideal state].

Example: Don't just follow best practices. Find your own.

[Verb] your way to [ideal state].

Example: Test your way to top ad performance.

[Ideal state] start(s) here.

Example: Conversion-driving ad creative starts here.

Never [problematic state] ever again.

Example: Never launch low-performing ad creative ever again.

Audience-focused headline prompts

These headline formulas help you reference the audience you're attempting to target, in hopes that they'll think, "Hey, that's me they're talking about!"

Join [niche community]

Example: Join the most innovative advertisers in the game.

By [audience] for [audience].

Example: By ad nerds for ad nerds.

[Adjective] [product] made for [audience descriptor].

Example: Automated creative testing made for data-driven marketers.

Product- and service-focused headline prompts

These ad copy prompts highlight the main attributes and benefits of your product or service. Focus on what makes your offering unique to differentiate yourself from the competition.

[Claim] [product type]

Example: The only multivariate testing platform for ad creative

[Adjective + noun]. [Resulting adjective + noun].

Example: Automated creative testing. Deep creative insights.

[Verb] [Value] [Urgency]

Example: Get deep creative insights before the competition.

[Noun] meets [noun].

Example: Ad creative meets modern creative testing.