

FACEBOOK ADS: WHAT'S WORKING IN 2026

with Ben DeMeter

NICHOLAS ERIK

WHAT WE'LL COVER

■ Facebook Andromeda

The playbook for creating high-performing ads under Facebook's new ad algorithm.

■ The 3 key errors

The mistakes authors consistently make that quietly hurt ad performance.

■ 3 ad formats working right now

A few creative types that are working, based on data

■ Reset & recalibrate

The exact protocol for when your ad performance is struggling.

01

FACEBOOK ANDROMEDA: THE PLAYBOOK

Facebook's biggest algorithm change in years. What it actually means for your ads.

ANDROMEDA: THE PLAYBOOK

■ Creative diversity is critical

Different formats (video, images; can just survive with images if you have *a lot* of different static images), different image types (cover-style), different angles.

■ Ad volume

The algorithm wants lots of creative to serve to different parts of the audience. Aim: 25 creatives a week.

■ Different angles

The same romance can be sold as a billionaire romance OR the single dad. You need to test to find which angles convert well. Each angle can be a different creative (a creative can have more than one angle).

■ The "secrets" to why ads stop working

Facebook Ads still work. When ads "stop working," it's almost always an ad setting, testing volume (not enough ads), creative quality (i.e., how compelling the creative is), or cover / blurb problem (Amazon page).

THE ANDROMEDA PLAYBOOK

- **Test 25 creatives a week**

At \$100+/day this is really the baseline (on average). At lower spend: one 25-ad round per month.

- **Test different formats (video, images), different image types, and angles**

- **The 5×5 framework**

5 images × 5 copy variants = 25 unique ads from 10 assets. Focus on images and copy. Headlines don't tend to move the needle a ton.

02

THE 3 KEY ERRORS

INCORRECT AD SETTINGS

■ **Advantage+ Creative Enhancements left ON**

Facebook Creative Enhancements can auto-crop your image, run the ad without copy etc. This can reduce performance by ~40%. Turn this OFF at the ad level.

■ **Advantage+ Audience left ON**

Use Advantage Detailed Targeting so Facebook adheres to your demographic guardrails (click switch to original audience). This is at the ad set level.

■ **Wrong placements running**

Manual placements: FB Feed only for images (1 placement); FB + IG Reels for video (2 placements).

■ **Duplicating an ad resets settings**

Copying an ad or changing the image / video (graphic asset) can flip Advantage+ settings back ON. Reverify every setting after every duplicate.

SWITCH TO ORIGINAL AUDIENCE

Audience controls ⓘ
Set criteria for where ads for this campaign can be delivered. [Learn more](#)

① You can set audience controls for this ad account to apply to all campaigns.
[Set audience controls for all campaigns](#)

Use saved audience ▼

*** Locations** ⓘ
Included location:
• United States

[Show more options](#) ▼

Advantage+ audience ⚡
We'll automatically show ads to people most likely to respond. We'll show ads to people matching your suggestion, and other audiences when it's likely to improve performance.
[About audiences](#)

⊕ Audience suggestion (optional)

Save audience → **Switch to original audience options**

Placements ⓘ [See updates](#)
Choose where your ad appears across Meta technologies. [Learn more](#)

① **Threads feed placement included** ✕
To help you reach more people, the new Threads feed placement is included in this campaign. You can manage placements in Manual placements. [About ads in Threads](#)

Advantage+ placements ⚡
Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

[Show more options](#) ▼

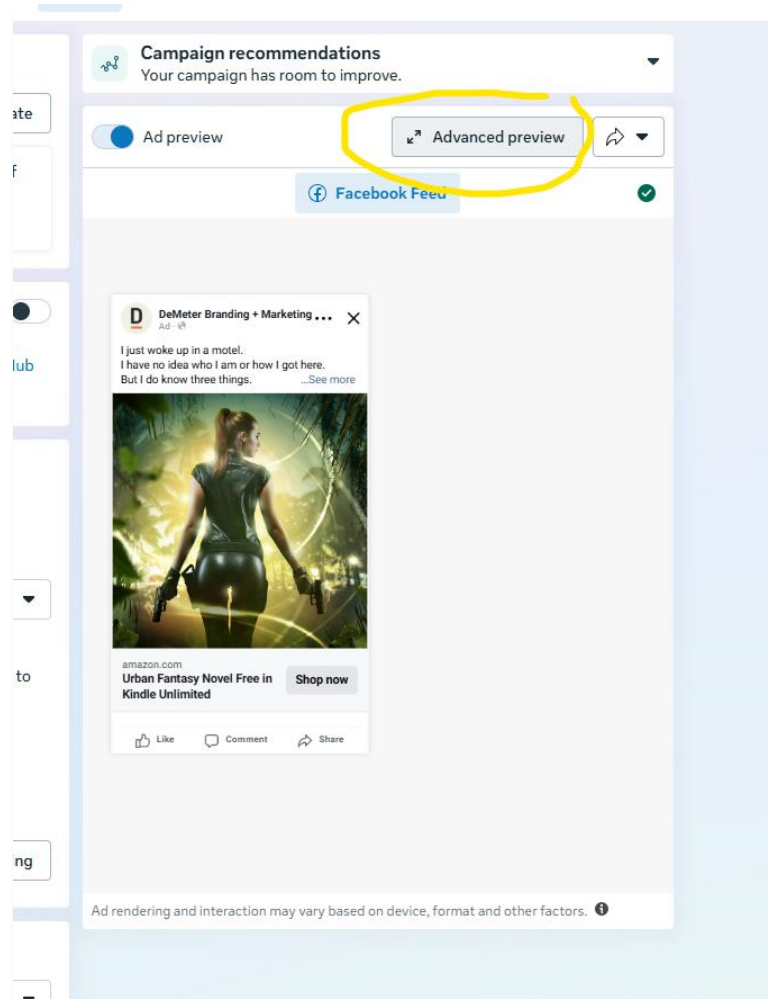
Narrow Broad

Estimated audience size: 157,100,000 - 184,800,000 ⓘ
⚡ Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

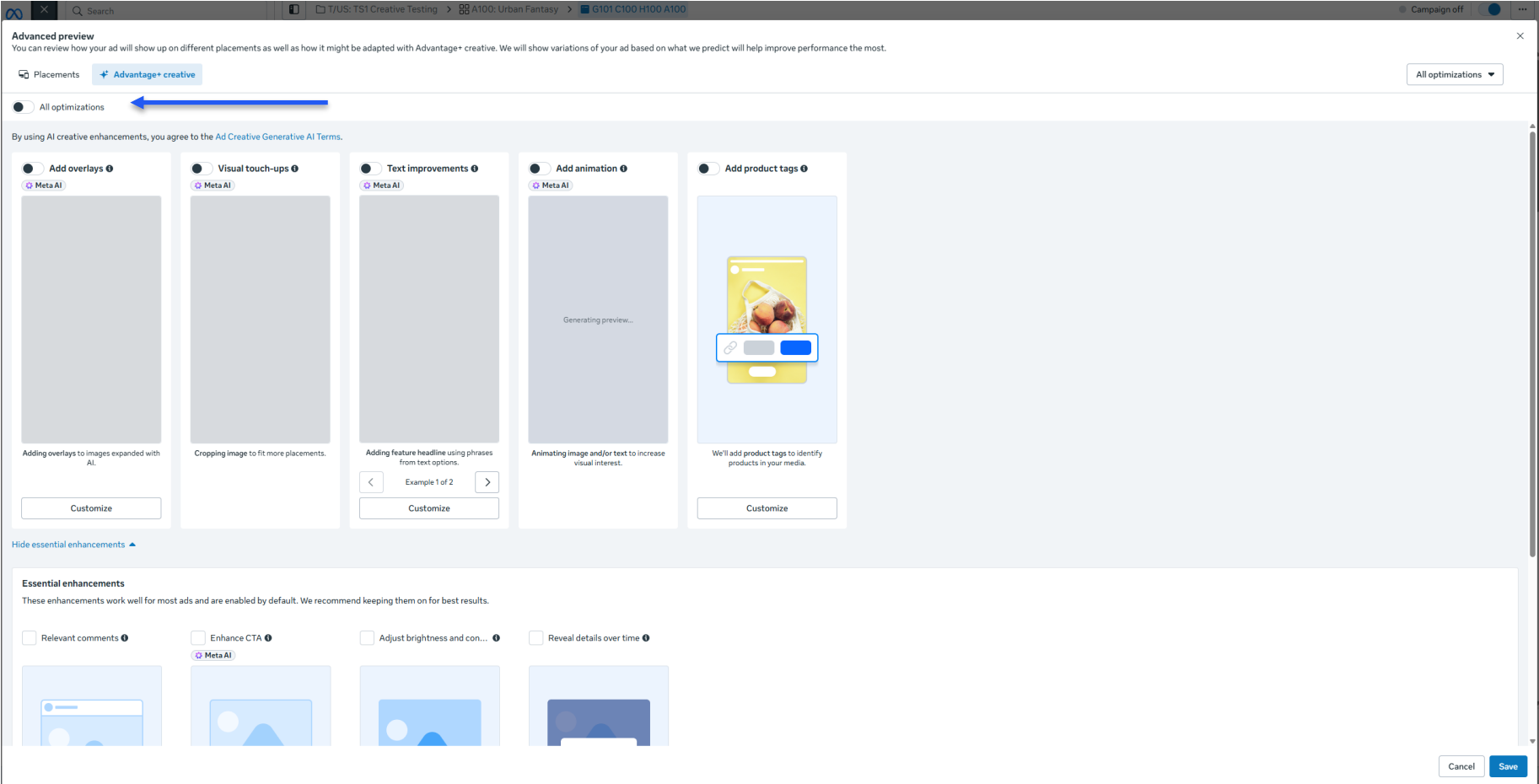
Estimated daily results
Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

ERROR #1

CREATIVE ENHANCEMENTS: OFF



CREATIVE ENHANCEMENTS: OFF



CREATIVE VOLUME: NOT TESTING ENOUGH CREATIVES

- **1–5 creatives a month isn't enough**

The most common problem after the incorrect settings is testing volume.

- **Aim for 25 creatives a week (this can be an average, i.e., way more creatives during a launch)**

Weekly at \$100+/day; every two weeks at \$25–\$100/day. Can do less for a book if performance is good; move to a different book in your catalog. Or try to iterate on winners to extend performance / stave off ad fatigue (rising CPCs, dropping conversion)

- **Images and copy are the main levers**

Spend your effort there. Headline variations have minimal measurable impact.

- **Video, the script (captions over the video) is the backbone**

After you have a working script, test that with different b-roll (videos, image slideshows), music, hooks (first 3s) to extend performance / stave off ad fatigue.

CREATIVE VOLUME



MONTH	CREATIVES RUN	NEW CREATIVES
Jan	89	9
Feb	71	5
Mar	308	258
Apr	257	49
May	356	164
Jun	320	95
Jul	211	22

USING THE WRONG ANALYSIS METRIC

CPC ONLY

- CPC matters, but it's only half the equation; ignores whether the ads actually convert (selling books)
- Often because people aren't tracking with attribution links (each ad needs its own unique attribution link)

COST PER UNIT (CPU)

- $\text{Spend} \div (\text{sales} + \text{borrows})$. CPU gives you both halves of the equation.
- Metric you can use to compare any FB ad vs. any other ad, audiences, or even platforms (FB v. AZ)

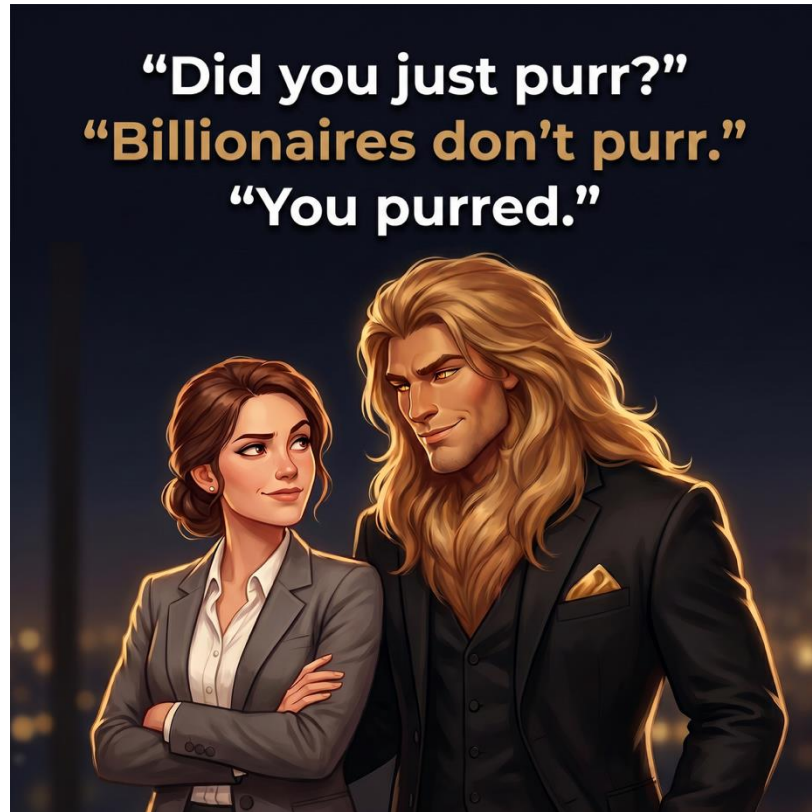
03

3 AD FORMATS WORKING NOW

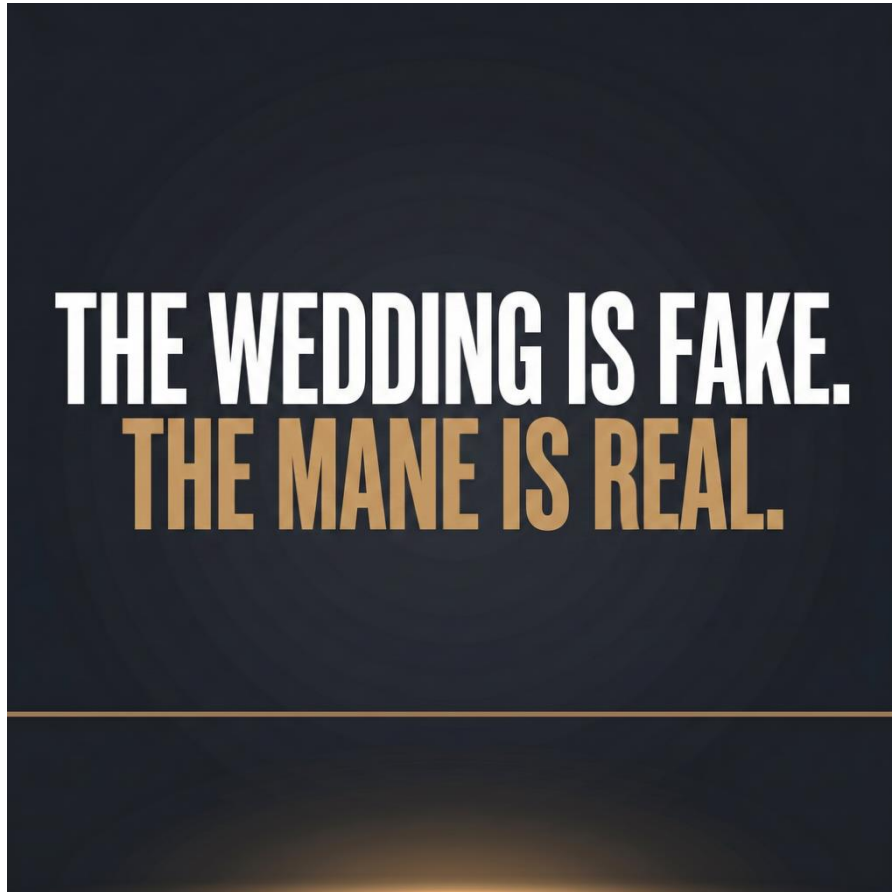
TEXT / QUOTE CARDS: AD TEASERS / TAGLINES



TEXT / QUOTE CARDS: SHORT EXCERPTS, REVIEWS



TEXT / QUOTE CARDS: PLAIN BACKGROUNDS



SPLIT-PANEL (ROMANCE)



SPLIT-PANEL (ROMANCE)



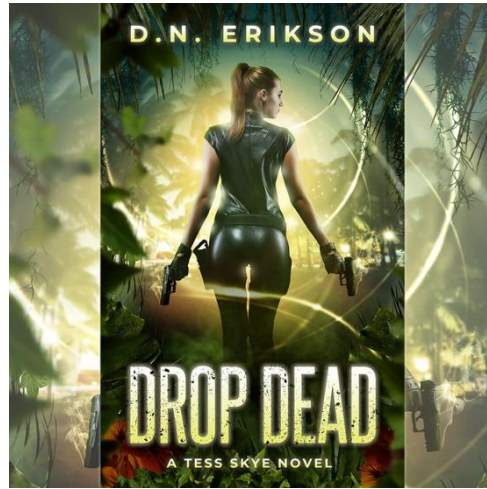
COVER-STYLE



Creative 1

book cover on book
cover background

For cover, can use 3D
paperback, cover on
eReader etc.

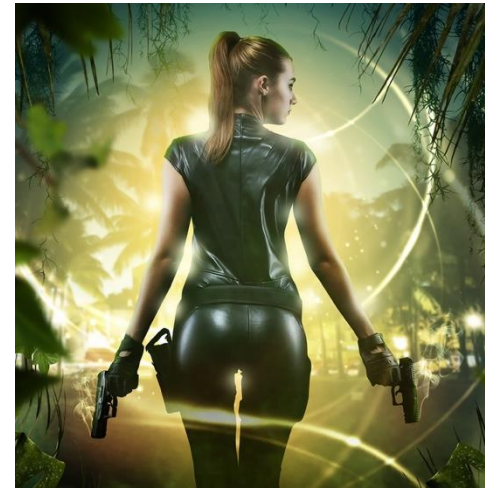


Creative 1 (variation)

book cover on book cover background
The larger cover variation shown here can
outperform the thumbnail sized version

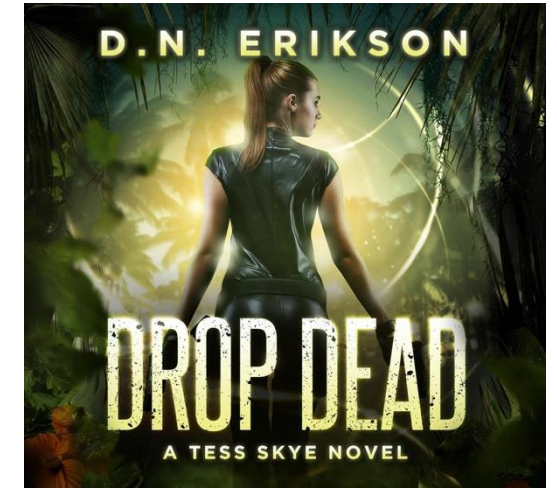
Tip: reduce the opacity of the background to
50 – 75% so that the cover pops more. Or
apply a blur effect to the background.

Otherwise the cover and background can
blend together and the cover can be difficult
to see.



Creative 2

book cover
background



Creative 3

Audiobook-style
cover
(no narrator name)

04

RESET & RECALIBRATE

CHECK SETTINGS FIRST: ALWAYS

- **Advantage+ Creative: OFF?**

Check Advanced Preview to confirm every AI option is actually disabled.

- **Advantage+ Audience — OFF (using Advantage Detailed Targeting)?**

- **Placements — News Feed only (images), FB / IG Reels (videos)**

- **Attribution links — using these + one per ad?**

One unique link per creative per book.

THE RECALIBRATION PROTOCOL

- Run cover-style ads with the blurb
- Analyze with cost per unit and analyze conversion (units / clicks)
- If these cover-style ads are coming in below 2% conversion in KU (1 – 1.5% conversion wide), might have a problem with the cover, blurb OR ad settings / audience

THE RECALIBRATION PROTOCOL

- Analyze existing ads with cost per unit
- Take anything that's working (angles, image types, formats, etc.) and iterate on the best performers with a new round of creatives (e.g., take best performing images + copy, retest them with a new format, or a new piece of copy, new headline, etc.)

ADS MANAGEMENT

FACEBOOK ADS: bensellsbooks.com

FACEBOOK + AMAZON ADS: nick@nicholaserik.com