



# BUILDING SUCCESS

Best practices in Dynamic Ads  
for real estate

## Prepare your catalog

- Create a public URL, connect your e-commerce via API or use Spreadsheets
- Make sure to include all required fields
- If you don't know how to organize your catalog...



[Download our template](#)

## Connect your catalog to Feeds



- Go to Data Import and enter the name and URL of your catalog.
- Select the update frequency
- Mapping of the imported data fields
- Preview your data

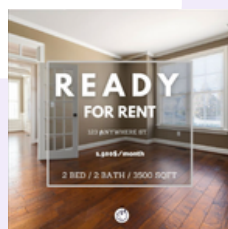
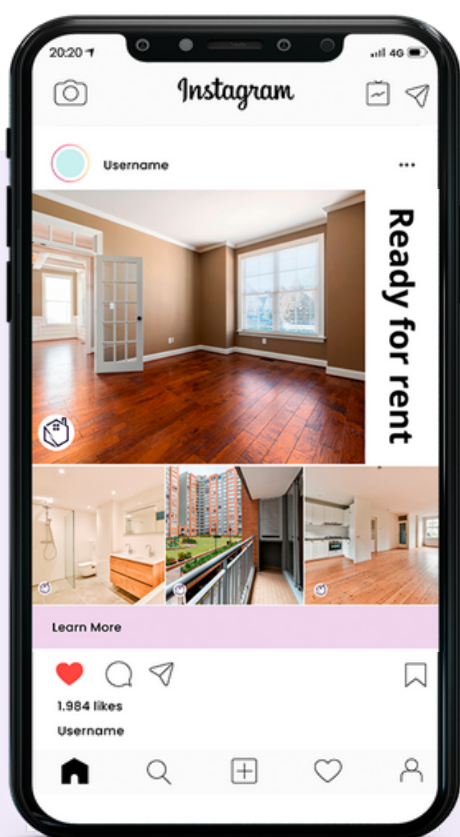
## Optimize the information

- ▶ Create a Meta-specific Optimized Feed
- ▶ Optimize and segment your catalog
- ▶ Design creatives with dynamic templates

## Best practices

- Use Advantage+ campaigns
- Communicate the added value: new in, price...
- Create A/B tests with different layouts
- New layouts monthly
- Use custom labels to group products

## Ready to make magic with Feeds & Creatives?



## Why Feeds?

- Take advantage of Machine Learning and AI techniques
- Build feeds without depending on your IT team
- Save more than 5 hours in manual tasks
- Improve and optimize creative time
- Customization of strategies

