

Gerardo Perez:

Next up, we have before and afters. Before and afters are absolutely incredible when you have a specific product that provides an instant makeover. In this example, I'm going to be using a video from Hismile, yet again. I think they do a phenomenal job with the majority of their efforts. Let's get right into it.

Speaker 2:

Oh. They're white.

Speaker 4:

What are you doing, mate?

Speaker 2:

They're the new Hismile teeth whitening sheets. That'll give you instant results.

Speaker 4:

You're kidding me.

Speaker 2:

No, if you don't get results, I'll give you a hundred bucks.

Speaker 4:

Oh, you are on buddy.

Speaker 2:

Yeah. Show us your befores.

Speaker 4:

Yeah.

Speaker 2:

Perfect. Just folds over on the top. I'll leave you for half an hour and we'll see who comes out on top.

How'd you go? Oh, they're white.

I don't think you're getting a hundred bucks. They look good.

Speaker 4:

They feel good.

Speaker 2:

Yeah.

Speaker 4:

What you doing mate?

Speaker 2:

They're the new high smile teeth whitening sheets. They'll give you instant results.

Speaker 4:

You're kidding me.

Speaker 2:

No, if you don't get results, I'll give you a hundred bucks.

Gerardo Perez:

So as you can see, it's an incredibly visual product and they take you through the entire process. I think these types of videos are definitely worth testing in your ad account. The only thing that I will mention is the way that you actually transition into the content. Some users might find it a little bit lengthy to actually watch that entire interlude as opposed to something that's a little bit more instantaneous, so people know what they're getting themselves into. That being said, being able to actually anchor your product to a before and showcase the after result is incredibly powerful specifically when you want users to take immediate action.