

# How We Build Creative for the Andromeda Era

## Marisol Media — an AI video studio for brands and businesses

Meta rebuilt its ad-delivery engine (Andromeda). The old playbook — one polished ad, careful audience targeting, ride the winner — now loses to a different game. Here is the game, and how we play it for you.

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### 1. Volume wins. Fatigue kills.

Today's algorithm burns through creative fast. Accounts that feed it a constant stream of fresh ads outperform accounts running one “perfect” spot — even when that spot cost fifty times more. A polished commercial that took two months routinely loses to this week's quick, native-feeling batch.

**What we do about it:** creative on subscription. Fresh video and static variations every week, so your account never runs out of new material to test.

### 2. You need both formats — sets, not singles.

Meta can serve far more static ads per session than videos, and its delivery favors advertisers who give it both. Producing that volume is exactly what breaks traditional creative teams.

**What we do about it:** every delivery is a *creative set* — a video spot plus a batch of static variations built from it (hero frames, quote cards, hook cards). Two formats, one production pass, so you get the volume without paying for it twice.

### 3. The creative IS the targeting.

Interest-stacking and audience settings aren't the edge anymore. The algorithm reads your creative — the imagery, the copy, the specific words — to decide who sees it. Specific creative + broad targeting now beats clever targeting + generic creative.

**What we do about it:** niche-keyword variants. We take your winning ad and produce versions speaking to each segment you serve — one med spa ad becomes Botox, filler, laser, and membership versions. Same creative, different audience pocket, lower cost per lead.

### 4. Ads that look like ads are dead on arrival.

People scroll past anything that reads as an ad. What wins is creative that looks like the content your audience already consumes natively.

**What we do about it:** we study what's actually trending in your niche — competitor signal, native formats, working hooks — and produce to that grammar, including UGC-style spots that feel at home in the feed.

## 5. The click is half the job.

High click-through with a mismatched landing page just buys expensive bounces. When the ad's promise and the page's headline match, conversion typically jumps 15–20%.

**What we do about it:** we mirror your winning ad hooks onto your landing page and keep them congruent as the winners change.

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### What a month with us looks like

Weekly creative sets (video + statics) · niche-keyword variants of your winners · a monthly market-signal report: what's working in your niche and what we're testing next in response.

**See it before you spend anything.** Send one product photo or your practice's site — we'll send back a real sample ad, free.

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