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CUSTOMER PLAYBOOK / 9 AUGUST 2026

# AppLovin creative playbook

Build one continuous sales experience - from portrait video to Interactive Page, catalog, destination, and measured business outcome.

FOR ECOMMERCE GROWTH + CREATIVE TEAMS

**NAMED BRAND EVIDENCE EDITION**

CURRENT THROUGH
9 AUGUST 2026

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# Treat AppLovin as one connected sales experience.

## A longer portrait video is only the first screen.

The creative job is to carry one product argument through four handoffs without changing the promise, proof, offer, or action.

**Judge the complete path on purchase and contribution economics - not CTR or individual-asset ROAS alone.**

VIDEO

**Earn relevance and explain the product.**

INTERACTIVE PAGE

**Convert attention into intent.**

CATALOG

**Match the merchandise or offer.**

DESTINATION

**Complete the same sale.**

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# The full-screen environment changes the creative job.

**5s**

OPENING DECISION

Make the product, audience, problem, or outcome legible immediately.

**9:16**

FULL-SCREEN PORTRAIT

Design for mobile-game interstitial and rewarded inventory - not a swipeable feed.

**60s**

MAX VIDEO LENGTH

Use the available time to complete the argument; do not turn runtime into filler.

Operator rule

**Preview the full sequence on an actual phone, with sound on and off.**

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# Four handoffs. One argument.

01

## PORTRAIT VIDEO

Understanding + desire

->

02

## INTERACTIVE PAGE

Attention -> intent

->

03

## DYNAMIC CATALOG

Product or offer match

->

04

## DESTINATION

Purchase completion

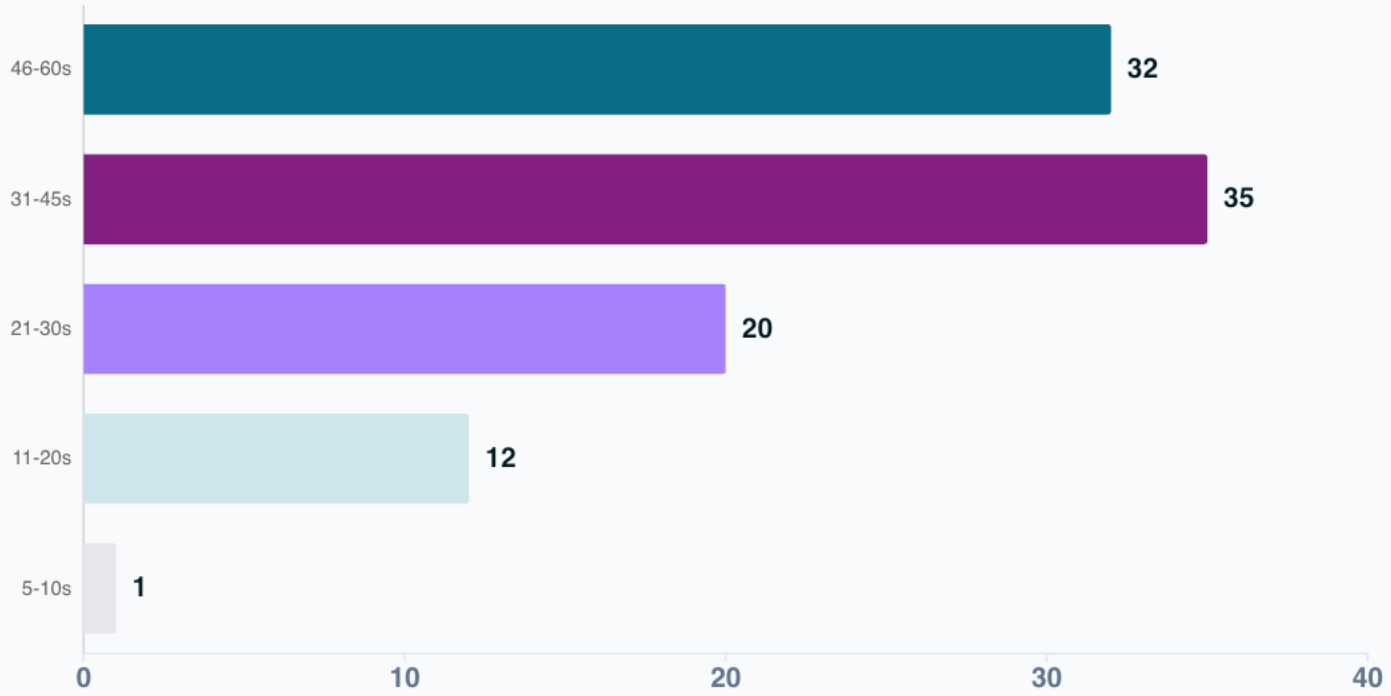
Continuity test

**Same product | same promise | same proof | same offer | same visual identity | same action**

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# Most observed spend sits beyond 30 seconds.

SHARE OF OBSERVED SPEND (%)




**37s**

MEDIAN LENGTH
TOP 5% BY SPEND

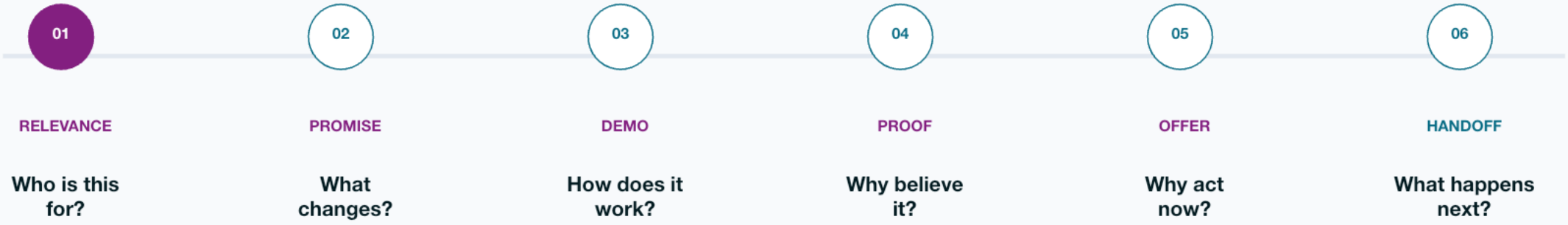
OPERATING PORTFOLIO

15-25s fast explanation
30-45s core acquisition
46-60s education + objections

**Descriptive spend mix - not a causal length rule.**

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# Every video needs a complete customer-facing argument.




**The runtime is earned only when each beat adds new information.**

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# The first five seconds must answer one customer question.

**"This is for me."**

OR

**"I want that outcome."**

MAKE LEGIBLE

01 Audience or problem

02 Product or mechanism

03 Desired outcome

04 Surprising proof

05 Relevant offer

DO NOT SPEND IT ON

**Logo animation | vague montage | unsupported superlative**

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# Creative diversity means different customer arguments.

Not new captions, creators, or music on the same idea.

**PROBLEM -> SOLUTION**

Show the tension, then resolve it.

**MECHANISM**

Explain why the product works differently.

**COMPARISON**

Hold conditions constant and show the difference.

**OBJECTION REVERSAL**

Name the skepticism, then remove it.

**OFFER-LED**

Put the economics first, then prove value.

**TRANSFORMATION**

Make the customer outcome visible over time.

**AUDIENCE-SPECIFIC**

Speak to one buyer and one use case.

**PROOF STACK**

Lead with reviews, tests, or demonstrations.

**FOUNDER / EXPERT**

Use origin, process, or credible expertise.

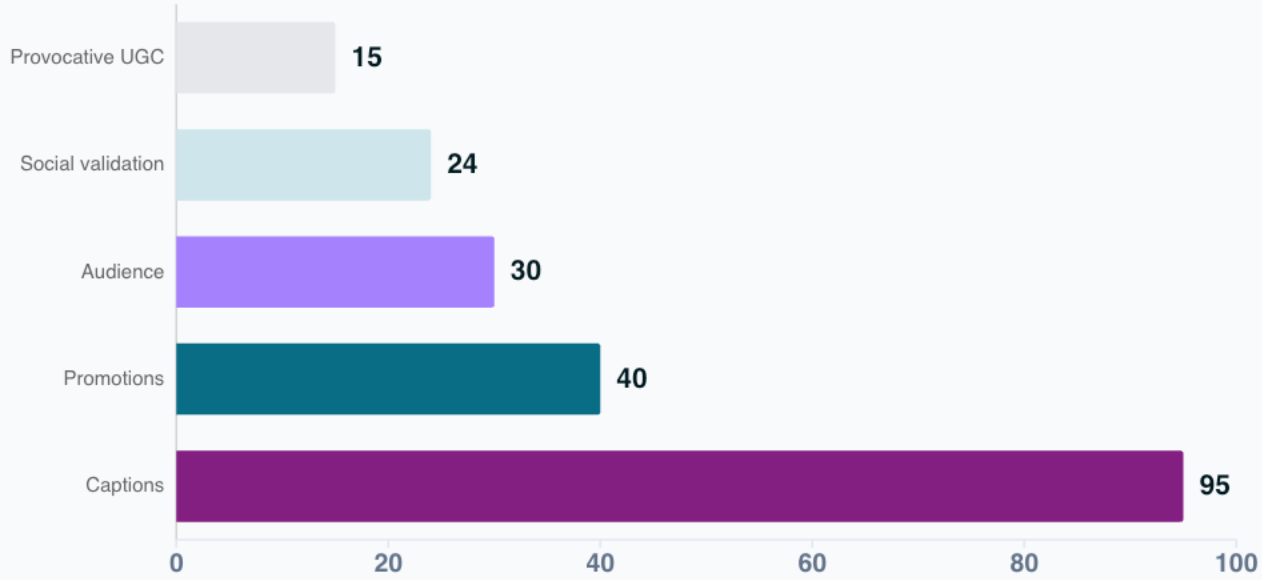
**STREET INTERVIEW**

Surface repeated customer language.

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# Top-spend patterns are prompts - not mandatory ingredients.

SHARE OF SAMPLED VIDEOS (%)




PROOF HIERARCHY

01 Visible product demonstration

02 Verified customer reviews

03 Specific product facts

04 Controlled comparison

05 Transparent third-party testing

No fake scarcity, invented reviews, or claims the landing page cannot support.

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# The AIP is a conversion surface - not a decorative end card.

**>50%**

**of creative-set clicks can come from Interactive Pages**

First-party product guidance

ONE SCREEN

**Repeat the exact product and promise.**

ONE PROOF

**Use one fast review, fact, or demonstration result.**

ONE ACTION

**Make one CTA obvious and preview every interaction.**

**Last video frame = first AIP frame**

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# Every click should continue the same sale.

| | | |
|---|---|---|
| PRODUCT | Same hero SKU or supported bundle | PASS |
| PROMISE | Same customer-facing outcome | PASS |
| PROOF | Same demonstration, fact, or review | PASS |
| OFFER | Same price, savings, and terms | PASS |
| DESTINATION | Best-matched PDP, listicle, quiz, or bundle | PASS |
| TRACKING | Preserve aleid and alart through redirects | VALIDATE |

**Do not make the customer reconstruct the ad's argument after the click.**

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# Start with concept breadth, then earn depth.

**5** CONCEPT FAMILIES

x

**2** HOOKS PER CONCEPT

=

**10** CORE VIDEOS

THEN ADD

**2-3**

selective duration variants

**2** AIP families

Minimum learning launch

Three customer arguments, two or three executions each, and one matched AIP per argument.

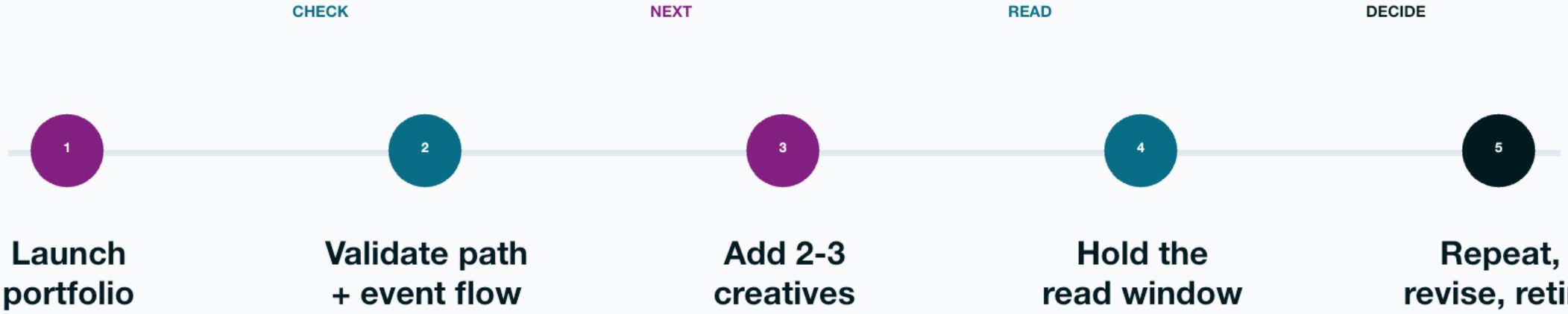
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# Do not call a creative winner before the path is healthy.

| | | |
|---|---|---|
| 01 | PATH INTEGRITY | Video, AIP, catalog, destination, offer, tracking |
| 02 | COMPREHENSION | Can a muted cold viewer explain the product and action? |
| 03 | CONCEPT RESPONSE | Which customer argument earns qualified attention? |
| 04 | EXECUTION RESPONSE | Which hook, proof, pacing, or AIP improves the concept? |
| 05 | BUSINESS RESPONSE | Purchases, returns, contribution, and customer mix |
| 06 | CAUSAL DECISION | **What happened because AppLovin ran?** |

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# Release creative in controlled batches.




Operator evidence boundary

The 2-3 creative cadence comes from a named agency/operator report. Treat it as a starting experiment, not a platform law.

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# A purchase can follow a sequence - not one winning ad.

01 HOOK

02 DEMO

03 FOUNDER

04 REVIEW

05 COMPARE

06 OFFER

07 HOW IT WORKS

08 OBJECTION

09 RETURN

10 PURCHASE

**Median user: 8 distinct ads across 10 impressions before first purchase**

Cohort: website advertisers spending more than $1,000/day. Descriptive - not causal or universal.

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# No single metric answers every level.

| | |
|---|---|
| 01 | DELIVERY |
| 02 | OPENING ATTENTION |
| 03 | CONTINUED ATTENTION |
| 04 | MESSAGE COMPREHENSION |
| 05 | AIP INTERACTION |
| 06 | DESTINATION VISIT |
| 07 | PURCHASE |
| 08 | NEW CUSTOMER |
| 09 | INCREMENTAL CUSTOMER |
| 10 | INCREMENTAL CONTRIBUTION |

**Platform signals diagnose the path. Business and causal views decide scale.**

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# Record the reporting mode with every export.

MODE 1

## Clicks

Conversions attributed after a click.

MODE 2

## Clicks and views

Includes transactions after a click or within one day of viewing an ad.

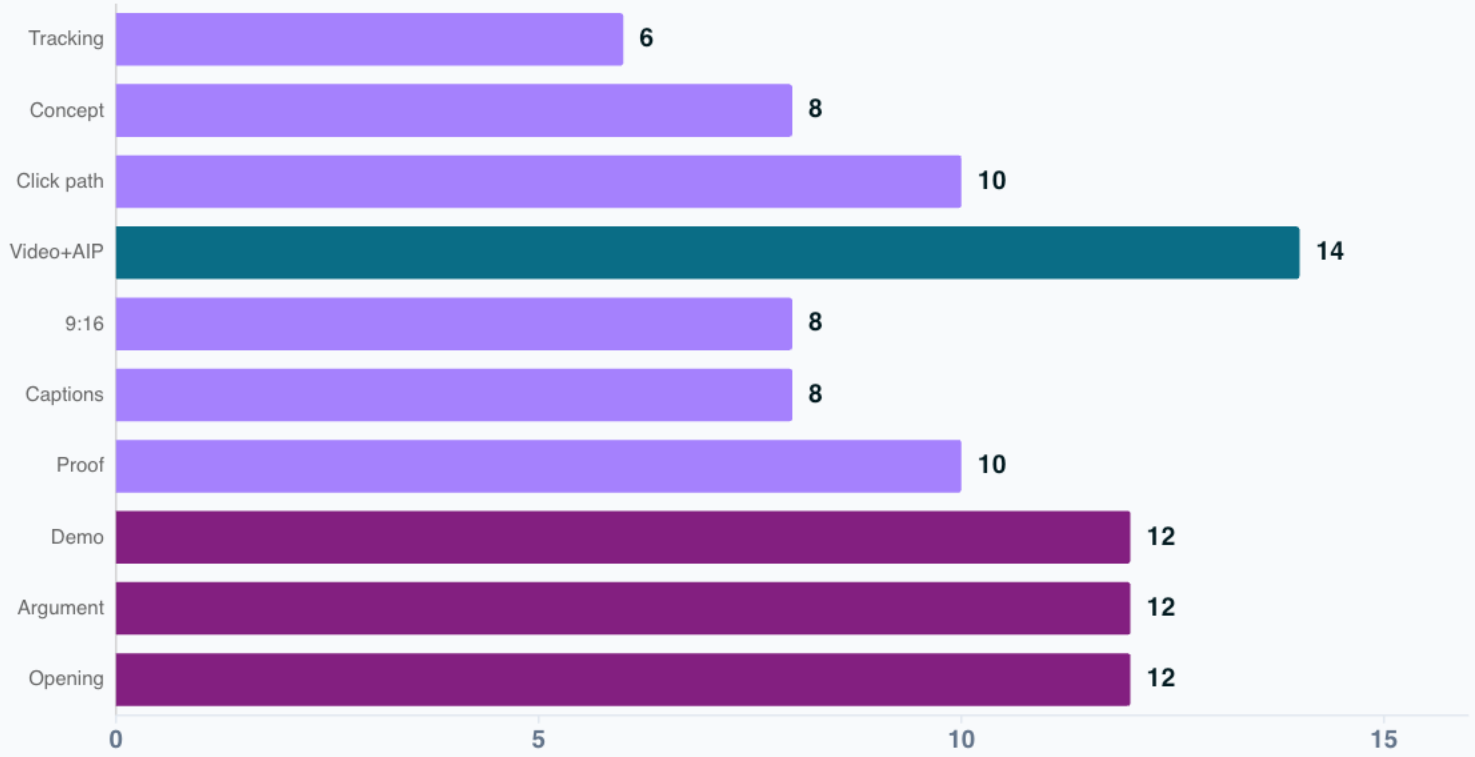
| | | | |
|---|---|---|---|
| D0 | 24 hours after attributed engagement under selected mode | D7 | 192 hours after click |

**Changing the mode recalculates the reporting view. It does not change optimization, targeting, billing, or establish incrementality.**

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# Use the scorecard to improve the brief.

Static QA rubric - not a performance predictor.




**100**

TOTAL POSSIBLE

| | |
|---|---|
| 90-100 | Ready for production QA |
| 75-89 | Fix the weakest handoff |
| 60-74 | Execution is incomplete |
| <60 | Re-brief before spend |

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# Every release should answer one decision.

MONDAY

## Diagnose

Spend by concept
Path integrity
Missing arguments

TUESDAY

## Choose

One learning question
Expected result
Disconfirming result

WED-THU

## Produce

Controlled child variants
Matched AIPs
Version record

FRIDAY

## Release

Score + preview
Validate tracking
Set read date

Next review

**Supported | rejected | inconclusive | invalidated | superseded**

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# Build the system before asking it to scale.

WEEK 1

1

## BUILD

Concepts, core cuts,
AIPs, catalog, preview

WEEK 2

2

## ESTABLISH

Delivery, event flow,
path fixes, first batch

WEEK 3

3

## DEEPEN

Controlled children,
one variable, counterconcept

WEEK 4

4

## DECIDE

Concept economics,
retire risk, approve mix

**Scale only after delivery, path integrity, customer economics, and causal evidence tell the same story.**

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# Ten appearances. Eight brand evidence families.

B+ **RIDGE**
Spend + holdouts + surveys

B **CUDDLE CLONES**
Scale + MTA overlap + product fit

B- **MARYRUTH'S**
MMM + geo + Amazon halo

B- **HEXCLAD**
Geo holdout + MTA / sponsored

C+ **AS BEAUTY**
Scale + attributed mix / sponsored

C+ **PROOF WALLETS**
Spend + MTA overlap / sponsored

C+ **KITSCH**
Channel rank + Northbeam / sponsored

C+ **TRUE CLASSIC**
Scale + prospecting / sponsored

**Grade reflects disclosure + method + commercial alignment - not whether the result was positive.**

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# A scale story becomes useful when the limits stay attached.

**$80K/day**

reported spend within 7 days

**<5%**

reported Meta-buyer overlap / 42K Q4 orders

**20-30%**

reported annual media-mix range

## WHAT TRANSFERRED

01 Lower-friction pajamas converted more immediately than the $200-$250 custom product.

02 Purpose-built AppLovin edits reportedly beat direct reuse of Meta winners.

03 Triple Whale overlap added evidence - but did not create a causal result.

EVIDENCE BOUNDARY

**Two podcast appearances = one evidence family**

Seasonal. Self-reported. One appearance was AppLovin-sponsored. No raw causal output.

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# Similar scale claims. Very different evidence strength.

PROOF WALLETS / SPONSORED

**$550K** AppLovin spend / 60 days

**1.2 attributed ROAS**

**10% overlap · 90-95% new visitors**

Useful for creative-supply and end-card readiness

**Not proof of incremental ROAS**

RIDGE / NO APPLOVIN SPONSOR IDENTIFIED

**$4M** reported Q4 2024 spend

- Northbeam
- holdouts
- surveys
- coupon codes

**Later operator read: budget changes on AppLovin altered Meta's incremental picture.**

**Portfolio-level causal question**

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# Brand cases are best used to frame the next question.

AS BEAUTY / SPONSORED

## $500 → $50K/day

**Reported Labor Day ramp**

The audience surprise

**An older female beauty customer was reachable inside mobile games.**

KITSCH / SPONSORED

## #2 or #3

reported acquisition-channel rank

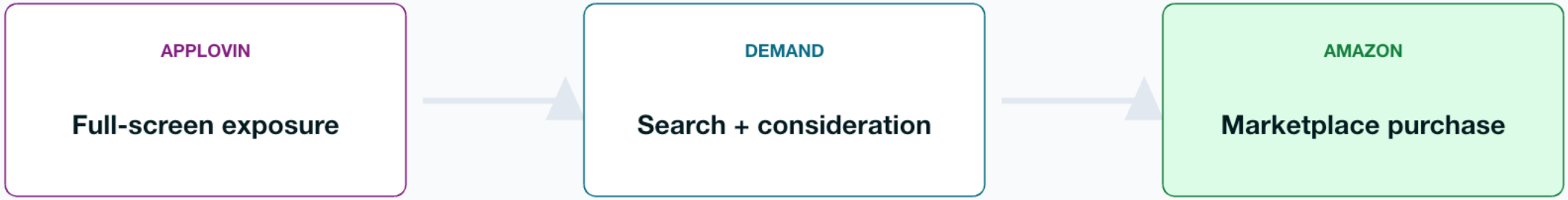
The operating cadence

**Northbeam source of truth · MER daily · decisions weekly**

**Translate the anecdote into a test: who is reachable, what is contribution, and what changes when spend moves?**

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# The purchase can land somewhere your pixel cannot see.




MEASUREMENT STACK

**MMM** **+ GEO TEST** **+ CONTRIBUTION**

Brand-specific and sponsored. Copy the measurement architecture - never the 80% factor.

**~80%** of modeled impact reportedly surfaced on Amazon

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# Sponsored evidence can be useful - if the incentive is visible.

SPONSORED + REFERRAL

## HexClad

**Mid-seven-figure spend**

01 Geo holdout

02 Profitable incremental orders

03 MTA: primarily new customers

**Use the method. Do not benchmark the result.**

SPONSORED + REFERRAL

## True Classic

**$0 → ~$100K/day**

Later operator hypothesis

**Discovery had begun reaching prospecting users in the guest's tests.**

**In-platform NCROAS is not causal proof.**

**Sponsor status raises the corroboration bar; it does not erase the operating detail.**

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# Official product, analysis, and policy sources.


S005 **AppLovin - Ad format**
https://support.applovin.com/en/growth/promoting-your-websites/welcome-to-applovin/new-page-1783547702404

S006 **AppLovin - Launch checklist**
https://support.applovin.com/en/growth/promoting-your-websites/welcome-to-applovin/launch-checklist

S007 **AppLovin - Video best practices**
https://support.applovin.com/en/growth/promoting-your-websites/welcome-to-applovin/video-best-practices

S008 **AppLovin - Ad specs and requirements**
https://support.applovin.com/en/growth/promoting-your-websites/welcome-to-applovin/ad-specs-and-requirements

S012 **AppLovin - Validate your pixel**
https://support.applovin.com/en/growth/promoting-your-websites/track-and-optimize/validate-your-pixel

S015 **AppLovin - Measurement and attribution**
https://support.applovin.com/en/growth/promoting-your-websites/track-and-optimize/measurement-and-attribution

S016 **AppLovin - Dynamic Product Catalog**
https://support.applovin.com/en/growth/promoting-your-websites/dynamic-catalog/dynamic-product-catalog

S017 **AppLovin - Dynamic Offering Catalog**
https://support.applovin.com/en/growth/promoting-your-websites/dynamic-catalog/dynamic-offering-catalog

S019 **AppLovin - Designing creatives for a full-attention environment**
https://applovin.com/en/blog/designing-creatives

S021 **AppLovin - Demand Partner Policies**
https://legal.applovin.com/policies-demand-partners/

S066 **AppLovin - Ad Content Policies**
https://legal.applovin.com/introduction-to-applovin-ad-content-policies/


**Product state can change. Revalidate before a major production cycle.**

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# Useful evidence stays useful only when its limits stay attached.

S046 / NAMED OPERATOR

## Common Thread Collective

Controlled release cadence from a small agency-managed set. Commercially interested. Test as a starting workflow - not a universal benchmark.

https://commonthreadco.com/blogs/ecommerce-playbook/we-tested-applovin-discovery-for-4-months-heres-what-happened

S029 / COMMUNITY

## Anonymous Reddit discussion

AppLovin-specific lander and PDP hypothesis. Anonymous, self-reported, and unverified. Low confidence until tested in the brand account.

https://www.reddit.com/r/FacebookAds/comments/1p0sa6u/anyone_running_ads_on_applovinaxon/

Evidence key

**Official fact | first-party descriptive pattern | operator practice | Upscale synthesis**