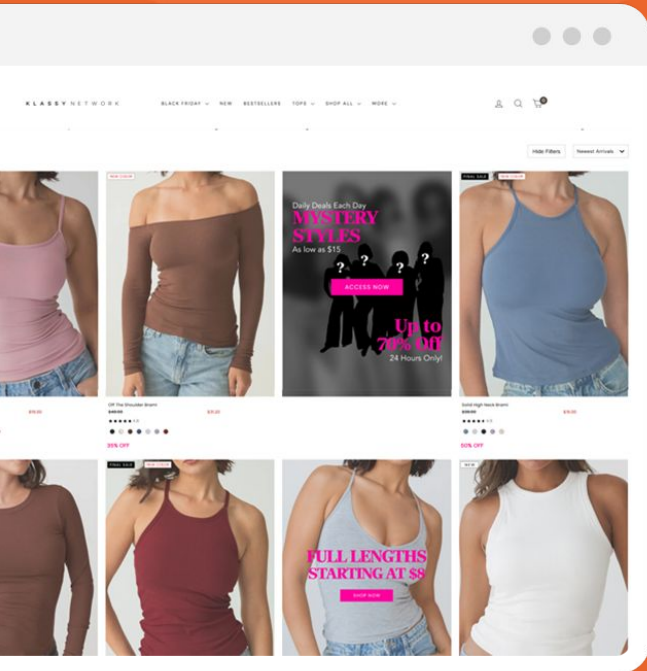# Converting *Klassy Network's* Top BOF Creative Into a Full Funnel Strategy

The Challenge

One of Klassy's historical creatives was dominating in a bottom of funnel (BOF) campaign, consistently getting the highest volume of purchases and not being slowed down by ad fatigue.

We wanted to test the creative in a top of funnel (TOF) campaign without losing favorability from Meta since historical campaigns typically perform better.

Our Goal

To Successfully Test a Top Performing Creative Across Different Funnel Stages
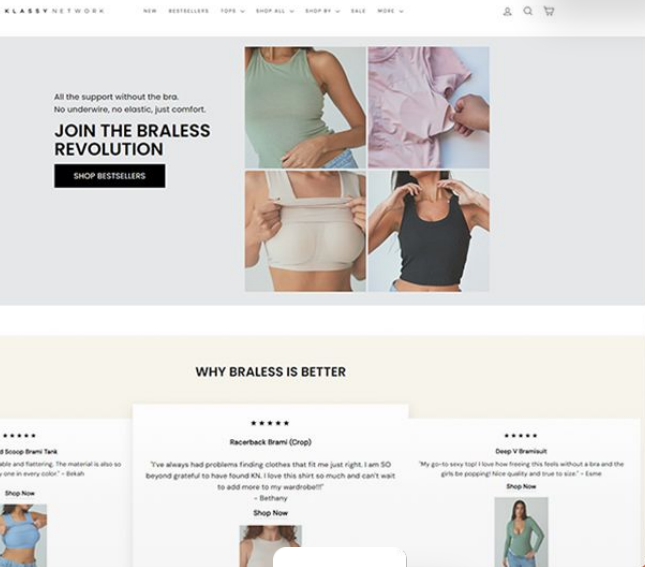
The Process

There has been some debate in the paid social world of how best to overcome Meta's bias toward historical top performers.

We have seen success with launching new creative in a dedicated testing environment before moving it to Evergreen and tested the same process here.

We moved the creative into three different TOF campaigns: traffic, video views, and engagement.

The Creative

This creative currently dominates all three campaigns.

We even moved this ad into a new TOF campaign on TikTok, and it still dominates there.

The Results

Braless With Bestie
(the top creative)

- 1,001 LPVs
- $0.12 cost per LPV
- 8.49% CTR

The next best creative

- 128 LPVs
- $0.33 cost per LPV
- 4.04% CTR

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Key Takeaway

This case study supports the idea that Meta can identify creative across different ads and campaigns, even when the campaigns have different goals, and treat them as the same ad.

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Testing Klassy Network's Top Creative for Funnel Optimization

One of the client's historical creatives was dominating in a bottom of funnel (BOF) campaign, consistently getting the highest volume of purchases and not being slowed down by ad fatigue. We wanted to test the creative in a top of funnel (TOF) campaign without losing favorability from Meta since historical campaigns typically perform better than net new campaigns.

There has been some debate in the paid social world of how best to overcome Meta's bias toward historical top performers. We have seen success with launching new creative in a dedicated testing environment before moving it to Evergreen and tested the same process here.

We moved the creative into three different TOF campaigns: traffic, video views, and engagement.

This case study supports the idea that Meta can identify creative across different ads and campaigns, even when the campaigns have different goals, and treat them as the same ad.

8.49%	$0.12	1,001
CTR	cost per LPV	LPVs
compared to **4.04%** for the next best creative	compared to **$0.33** for the next best creative	Compared to **128** for the next best creative