

HOLIDAY

SEASON TOOLBOX



CPV (CATALOG PRODUCT VIDEO)

The Challenge

For catalog-based advertisers, it's nearly impossible to manually produce videos for each SKU at scale.

Why It Matters

Video continues to outperform static formats, and CPV was last year's Holiday best seller — especially for commerce clients. However, production limitations restrict broader usage.

The Activation

We'll scale the CPV package again in Holiday 2025 using AI and automated production tools to generate personalized videos using clients' product catalogs, unlocking performance with efficiency.

➔ 9% incremental reach increase

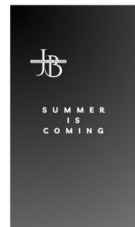
➔ 3% better cost per acquisition

➔ 32% efficiency increase

Provided by the advertiser



Intro image/video & image background



+

Image 1



+

Image 2



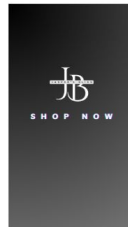
+

Image 3

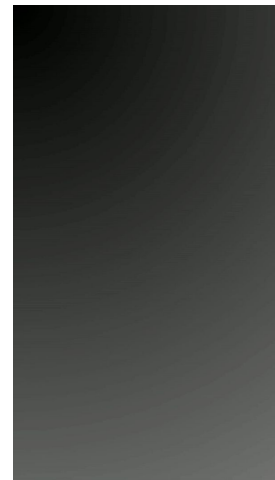


+

Outro image/video



=



Pulled by Meta from the catalog



META FAST DESK

The Challenge

Minor creative adjustments can delay campaigns or reduce their effectiveness — often because clients can't quickly adapt assets or swap SKUs in time.

Why It Matters

Timely adjustments can unlock performance and prevent missed opportunities during the most critical sales period of the year.

The Activation

We're bringing back the Meta Fast Desk: a dedicated creative duo available to local sales team for Q4. This duo will handle quick-turn asset adjustments with a maximum SLA of 3 hours, ensuring agility and responsiveness for client needs.



META IN HOUSE

The Challenge

During the Holiday Season, advertisers face an overwhelming demand for creative asset adjustments and production, which can lead to campaign delays or suboptimal performance.

Why It Matters

Creative diversity is the main driver of performance. The more personalized and well-optimized the assets are, the better the results — and consequently, the higher the investment with Meta.

The Activation

We will embed a creative duo within the top 3 advertisers in each market for one month (timing chosen by the client within Q4). This duo will work directly with the brand's internal team or agency to optimize, adapt, and develop creative assets in real-time, ensuring campaigns go live with the highest potential.



WHATSAPP SOLUTIONS



Permite a criação e implementação de soluções personalizadas em diferentes casos de uso que podem melhorar o engajamento do cliente, aumentar as taxas de conversão e melhorar as informações sobre os clientes. Os parceiros avaliam e recomendam soluções personalizadas para você.

SOBRE A SOLUÇÃO

- Desenvolvimento de soluções de mensagens
- Personalização de modelos e informações
- **Opção de compra na conversa:** pagamentos nativos, gateway de visão web, etc..
- Customização dos pontos de entrada da solução de mensagens (vídeo ao vivo, post, reels) para tipos de mídia paga e orgânica
- Acesso completo ao painel e plataforma de Parceiros*
- Conexão e configuração com campanhas de CTWA no ads manager
- Integração de um sistema de backend para CRM, OMS, logística, etc.

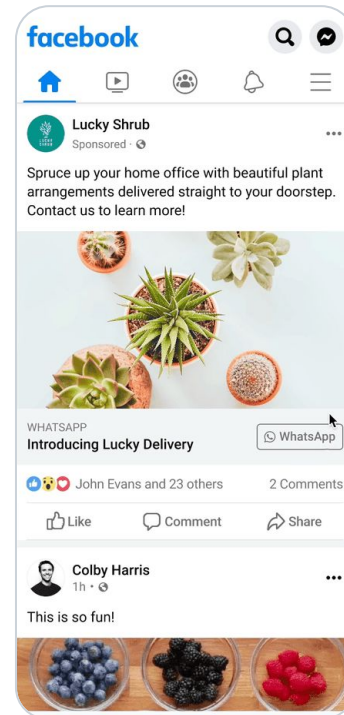
Lead gen

Agendamento

Commerce

Cuponagem

Assinaturas



Creators Bomb

The Challenge

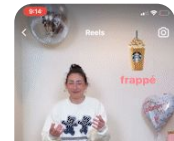
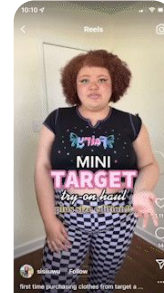
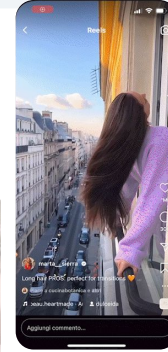
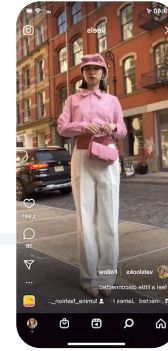
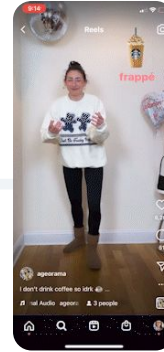
Brands are shifting toward micro and nano influencers to gain authenticity and scale, but often lack structured ways to do so during key moments like Holiday.

Why It Matters

User-driven content (UGC) is a growing trend. Brands that leverage a high volume of relatable creators during seasonal moments can create social proof and mass engagement.

The Activation

Creators Bomb Unlock is a creator-based solution designed to flood the feed with authentic content. We'll activate a large volume of micro and nano creators to post promotional content, reviews, and discount codes — all amplified via Partnership Ads to maximize reach and performance.



AI ADS

The Challenge

Producing diverse creatives at scale is expensive and time-consuming — especially for brands that want to test multiple angles.

Why It Matters

AI-generated ads represent the future of efficient and scalable creative production. They allow brands to multiply formats and narratives quickly and cost-effectively.

The Activation

AI Ads will offer advertisers tools and guidance to generate creative assets using AI. From mass production of asset variations to more sophisticated executions using AI-generated characters and storytelling, we'll provide end-to-end support to boost creative volume and innovation.

VIDEO AMPLIFIER

The Challenge

Creating a high volume of high-quality videos that perform across different audiences, products, and narratives is costly and time-consuming.

Why It Matters

Video remains the most effective format for driving engagement and performance, especially during Holiday. But brands struggle to scale video production in a smart and efficient way.

The Activation

With Video Amplifier, we produce modular videos using actors, creators, or real people. Each production includes multiple interchangeable intros, middles, and endings — all scripted to be seamlessly swappable. This creates a dynamic video matrix that multiplies creative outputs and allows brands to test and personalize messaging at scale, without additional production costs.

3 a 6 hooks



2 middle



2 CTAs



HOLIDAY SEASON SESSIONS BY YOUPIX

YPX



1. LET'S CREATE

META + YPX - Holiday Season Strategies

O que é?

Inspirada em metodologias ágeis como o modelo sprint, somada a nossa paixão pela co-criação entre creators e marcas, o Let's Create da YOUPIX é uma experiência de trabalho e co-criação de campanhas, conteúdo e planejamento para a creator economy.

Entregas

- Estratégia de atuação by YOUPIX
- Curadoria de criadores de conteúdo com foco em conteúdo UGC e Awareness
- Sprint de cocriação com criadores de conteúdos selecionados;
- Desdobramento de assets digital para plataformas da marca na Meta
- Brand Lift / Conversion Lift



CREATORS IN HOUSE

The Challenge

During Black Friday, clients need to react in real time — but creating relevant content fast enough to match the pace of the operation is nearly impossible.

Why It Matters

Creators bring agility, authenticity, and relevance. Having them embedded in the client's daily workflow can unlock instant creative opportunities.

The Activation

During Black Friday week, selected creators will work **in-house, directly from the client war room**, producing real-time content tailored to the client's needs and campaign dynamics.

This setup enables rapid creative production that reflects live performance and sales trends — all with creator-driven credibility and speed.

CREATORS SPEED

The Challenge

Many clients know what they want to say — but don't have time to brief, contract, and produce creator content during the heat of Black Friday.

Why It Matters

Speed is everything during peak season. Being ready with creator partnerships in advance ensures agility without compromising quality.

The Activation

In the weeks before Black Friday, we pre-select a pool of vetted creators aligned with each client's brand and goals.

Then, during Black Friday week, these creators stay **on call and ready to produce** pre-aligned content within hours.

This Creator Speed model ensures we deliver fast, high-performing, and native content — in less than 24 hours from brief to delivery.

MOTIVATORS PACK

Context:

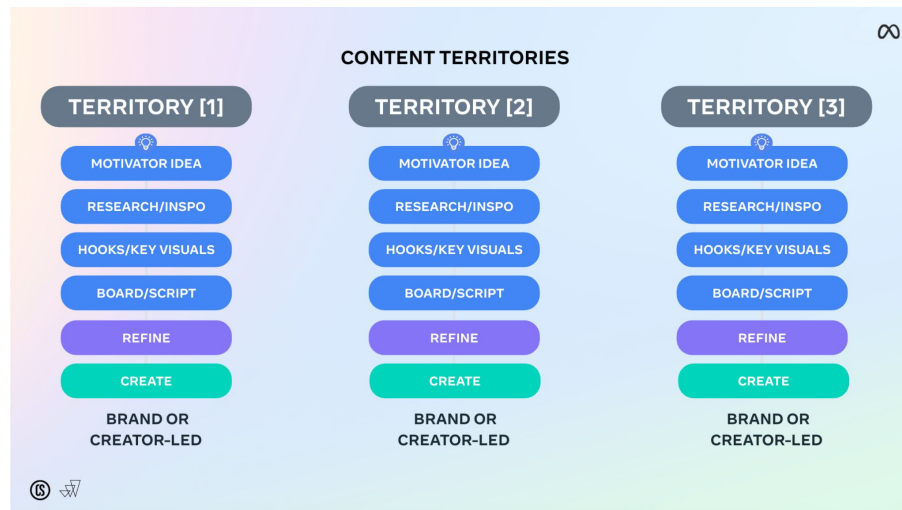
One of the main challenges our clients in Latam face is developing relevant creative diversity for users, especially in performance campaigns. A significant barrier they encounter is that their performance creative teams have limited bandwidth to design better strategies and implement them.

Our Objective:

Help our clients at scale to adopt a Motivators strategy as a plan of action to improve their performance.

How it will work:

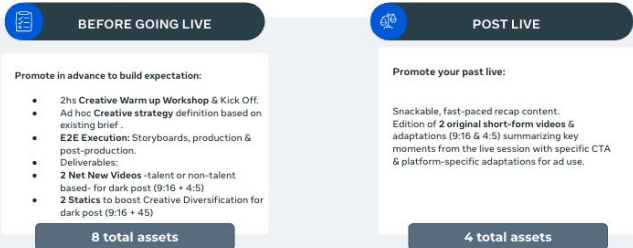
Client will fill a motivators/barrier map + Product benefit form and based on that a Meta Business Partner will develop create the campaign thinking about the hooks of each asset. The asset can be done with or without creators.



LIVE SHOPPING

Winclap Scope through *Before-Post - Client will host its own live*

Pancake Scope through *Before-During-Post - Client will self onboard on platform*



*T&Cs: Creator carry no exclusivity within the industry. Partnership Ads content is allowed to be boosted for 60 days.

8,000 USD

or 1 MPA Partnership Ads Package.



2,200 USD

or MPA Packages: Commerce Messaging Solutions Tier 1 (**a la-carte pricing available for Non-MPA)

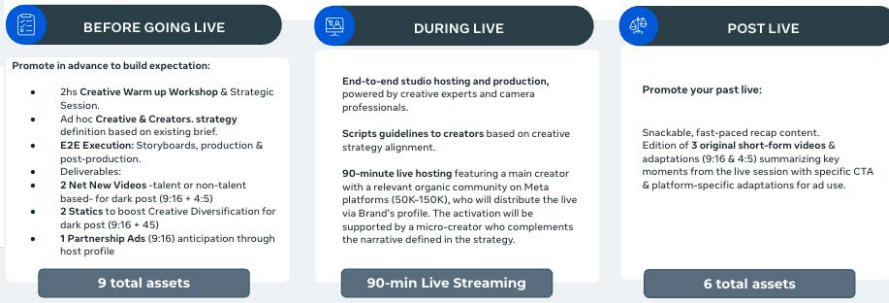


10,200 USD

Winclap + Pancake Client Self Host & Self Onboard Package



Winclap & Pancake Scope through the whole journey: *Before-During-Post*



*T&Cs: Creator carry no exclusivity within the industry. Partnership Ads content is allowed to be boosted for 60 days.

10,500 USD

or 2 MPA Packages: Partnership Ads + Reels Optimization Tier 1.



3,800 USD

or MPA Packages: Commerce Messaging Solutions Tier 2 (**a la-carte pricing available for Non-MPA)



14,300 USD

Winclap + Pancake Whole Journey Package





META PERFORMANCE ACCELERATOR

Accelerate your performance across Meta technologies by adopting and optimizing key solutions.



Testing and Measurement Solutions

Understand the impact of your advertising, scale best practices and uncover new performing strategies.



Partner Solutions

Expand your current capabilities to reach your goals with expert Meta Business Partners.



Net new Video ads creation



Video asset optimization



Partnership ads



Conversions API



Business Messaging