500+ Facebook Ads that will inspire you



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In the last year we've been in a privileged position to watch, and help optimize millions of dollars in Facebook Advertising through **AdEspresso**.

Let me tell you what we've noticed. The marketers who had the best performances with Facebook Ads on AdEspresso were those who never stopped testing new designs and targeted audiences.

No matter how great your Ad is, at some point users will get bored of seeing it, daily, in their newsfeed. As an advertiser you should never stop looking for something better, testing different pictures, value propositions and ways to engage your users.

That's why we realized this inspirational eBook for you. In the following pages you'll find more than 500 real world examples of great Facebook Ads to inspire you and help you test new approaches.

Remember: Never assume anything. Always test Everything.

To your success, Massimo













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Special thanks to Yonathan Yuri Faber for providing many of the screenshots in this eBook

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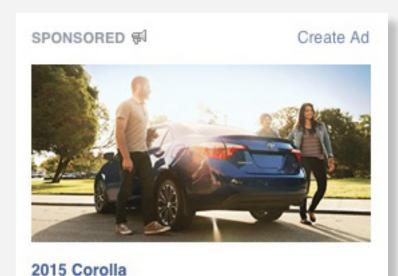












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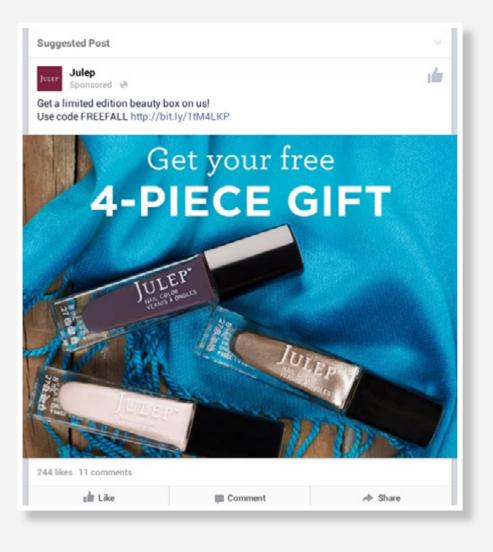






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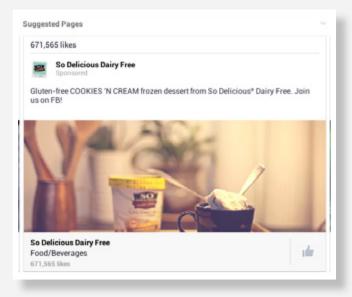


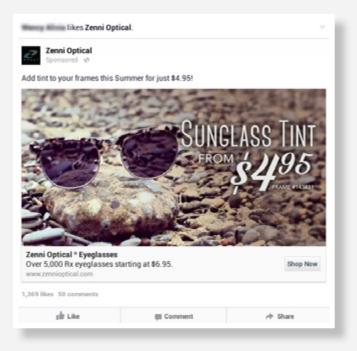












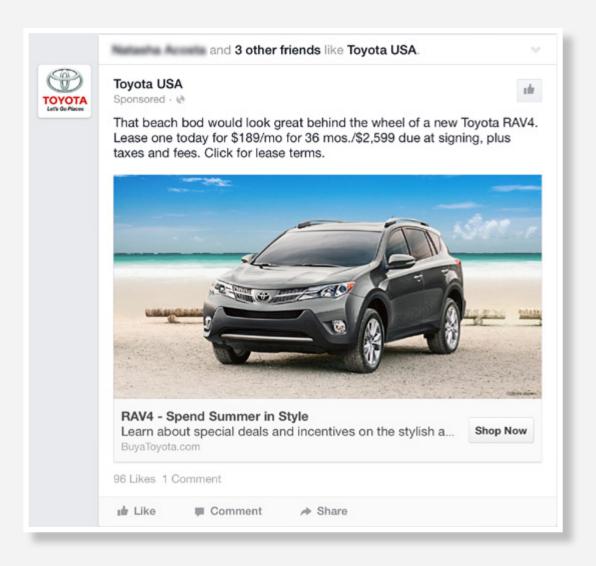


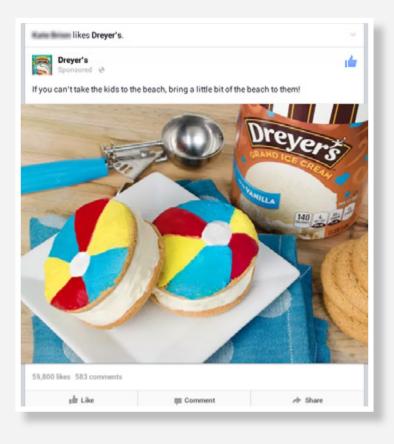












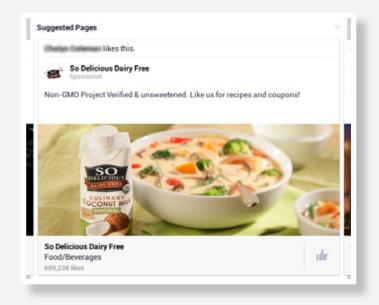


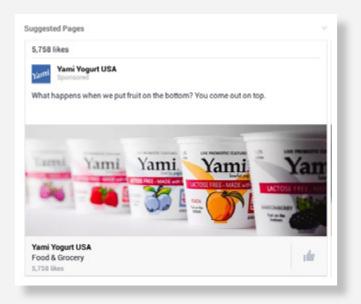


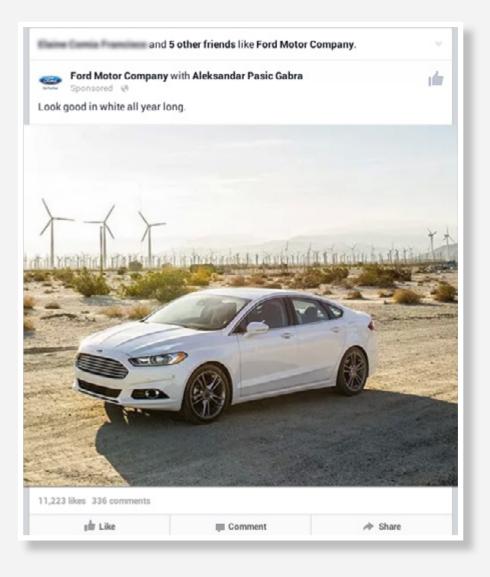












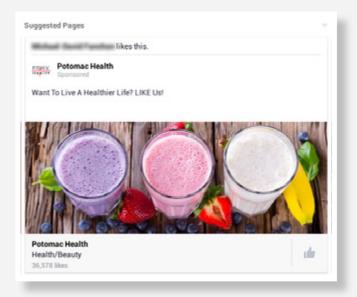


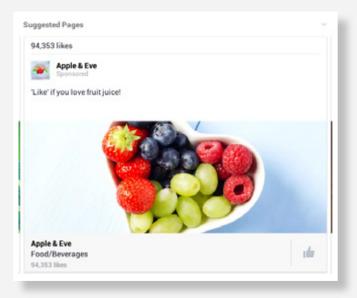


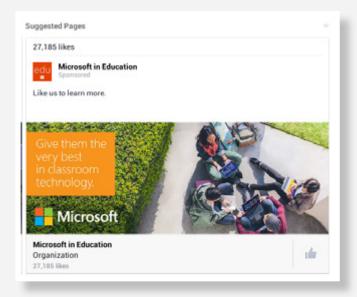


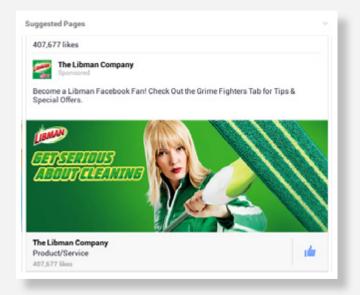














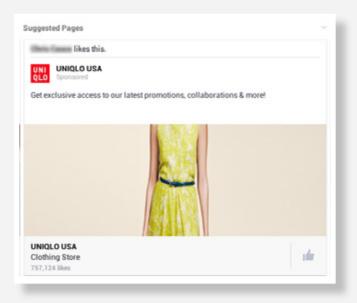














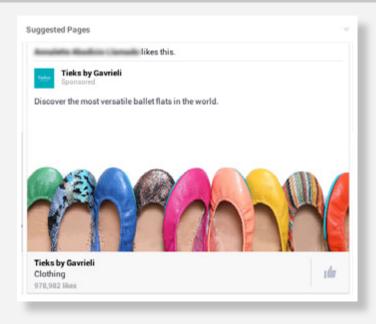


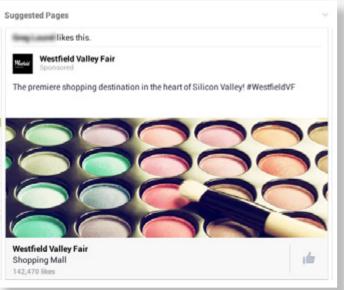


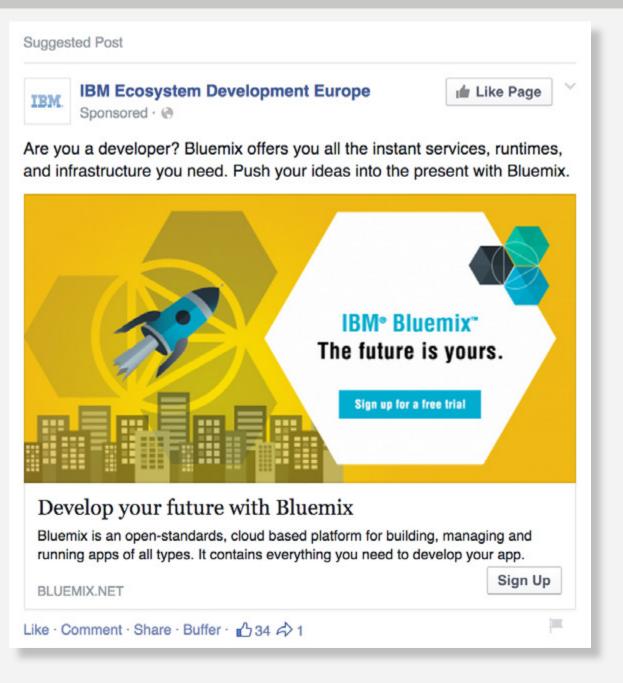












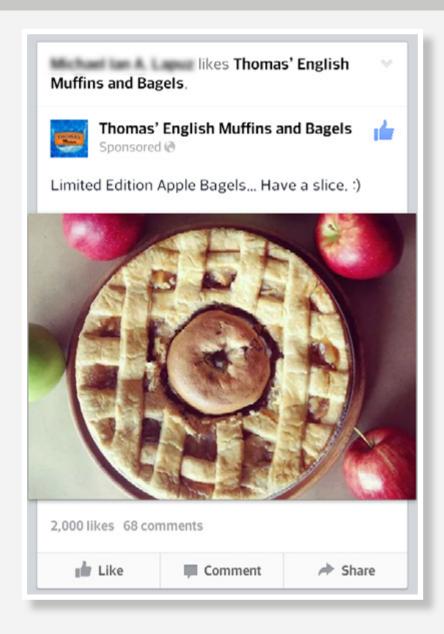














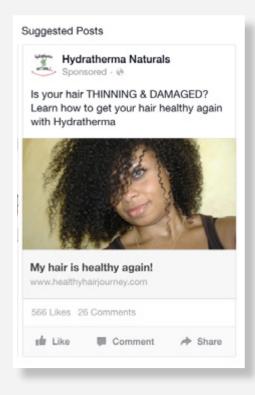


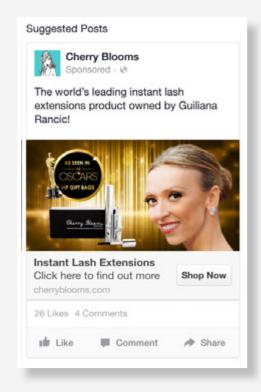










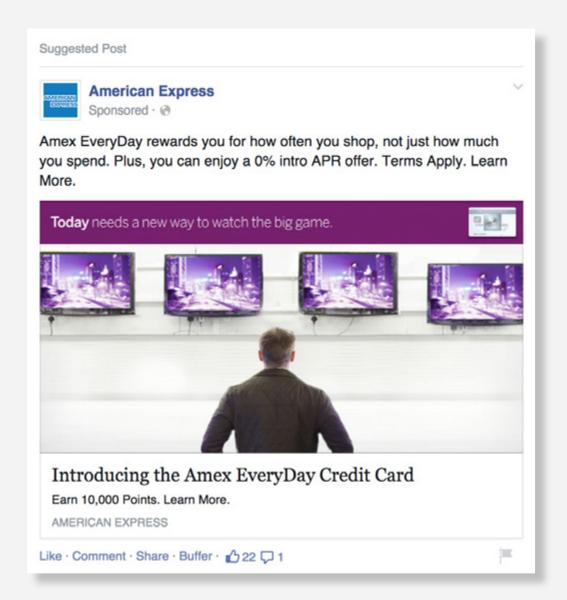


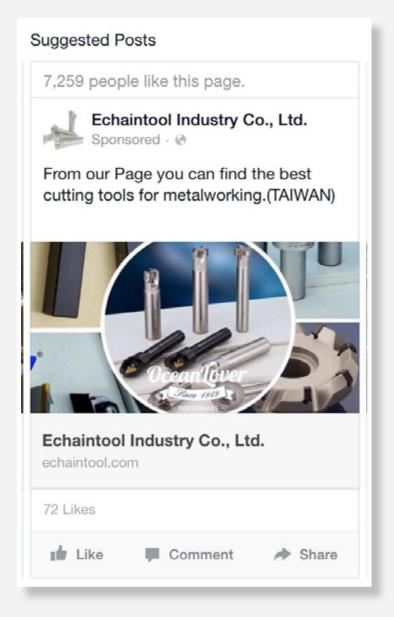












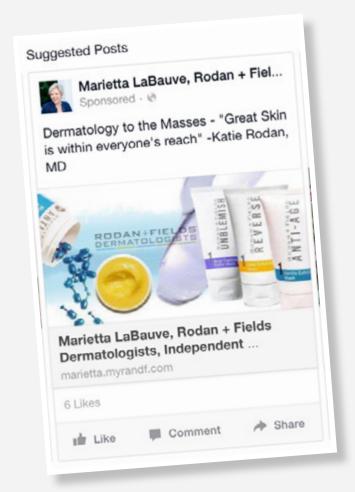


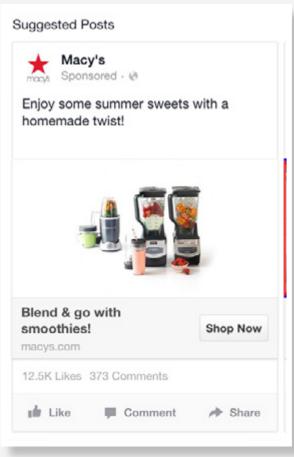


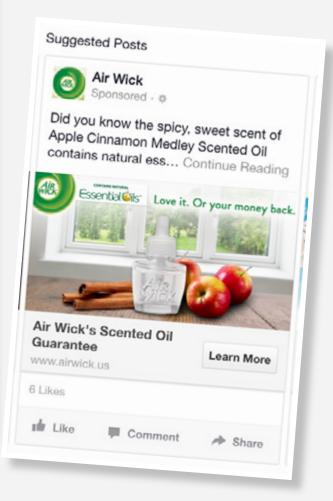




























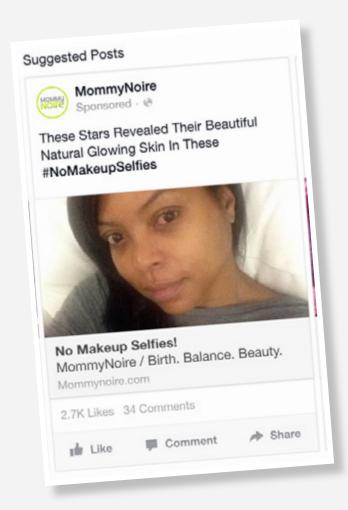
















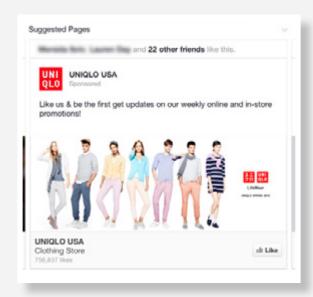


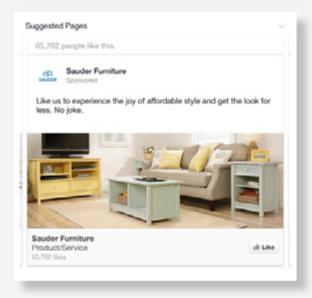


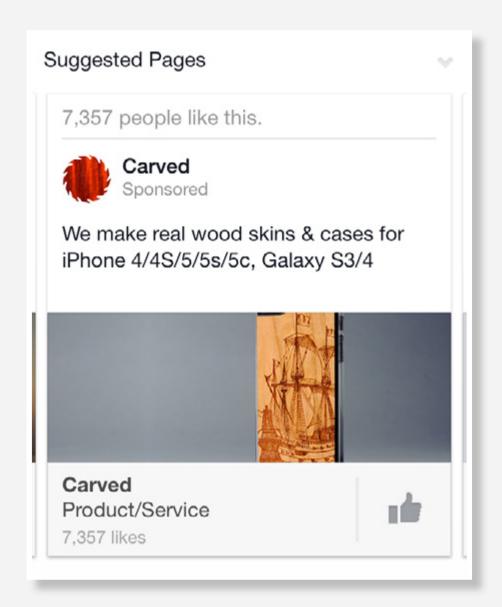












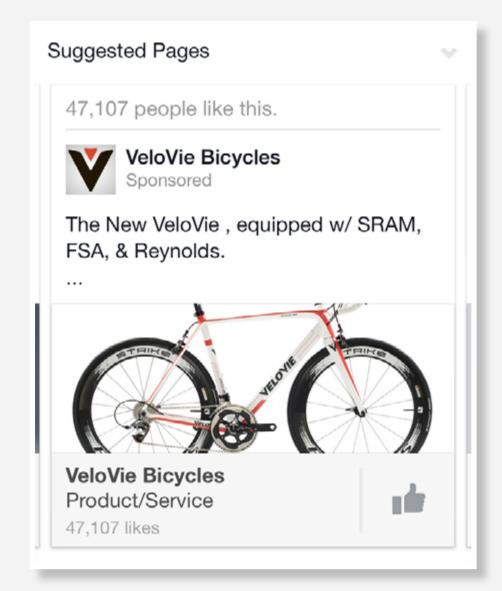


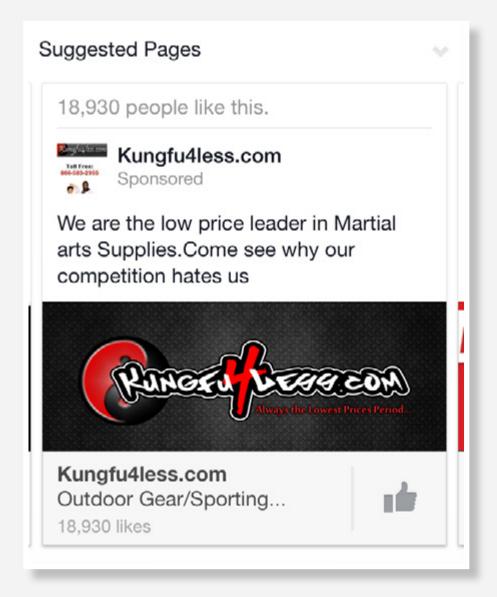


















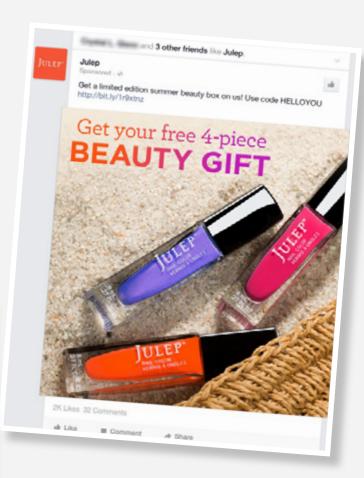














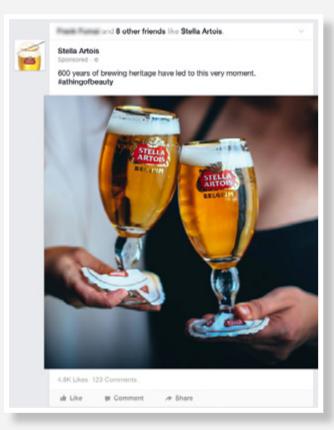














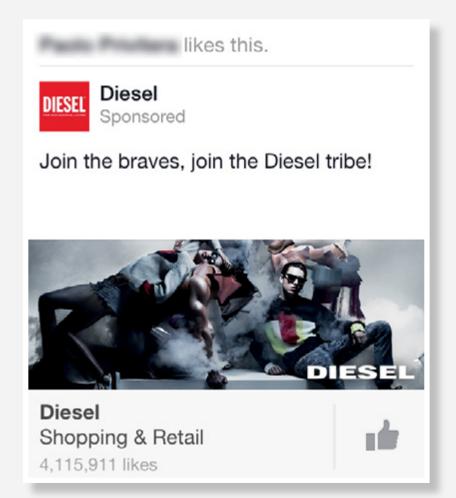


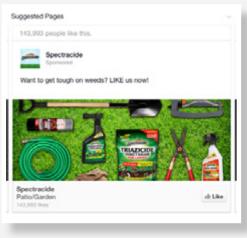


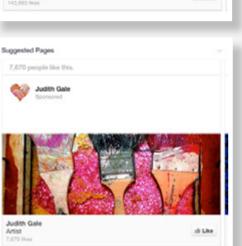


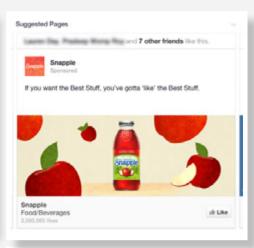


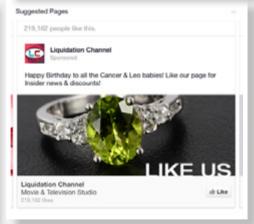










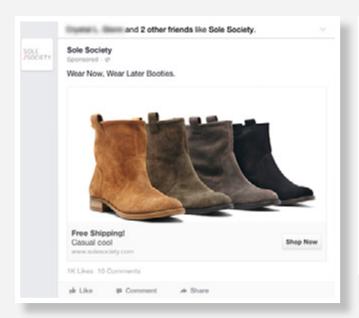


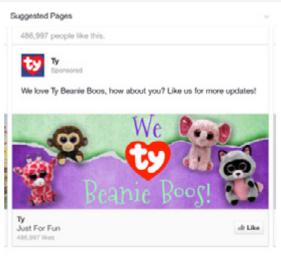


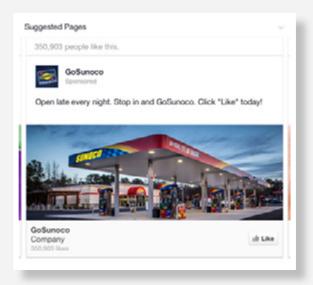


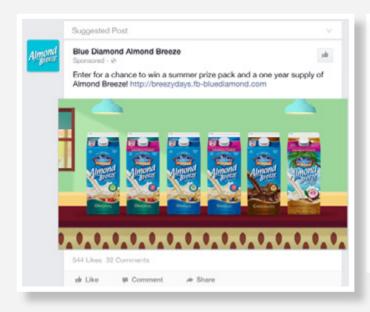


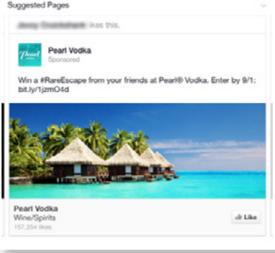














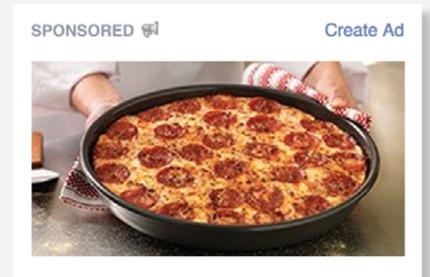












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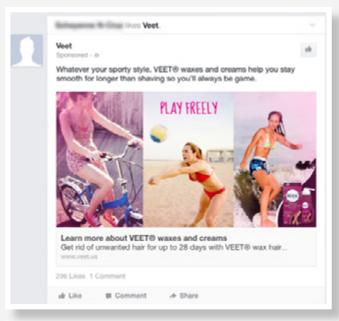


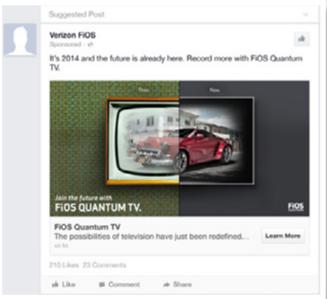


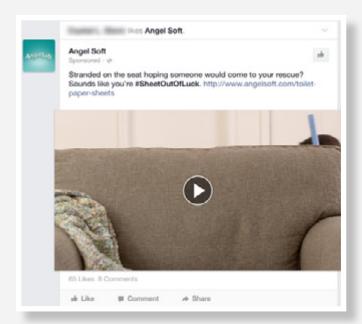


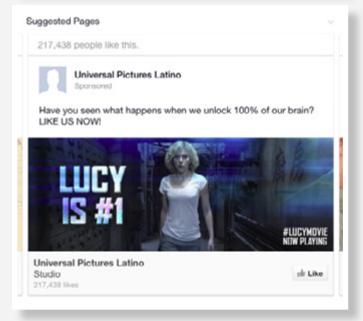


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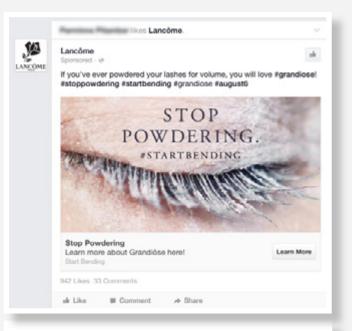








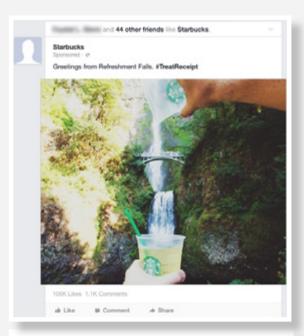






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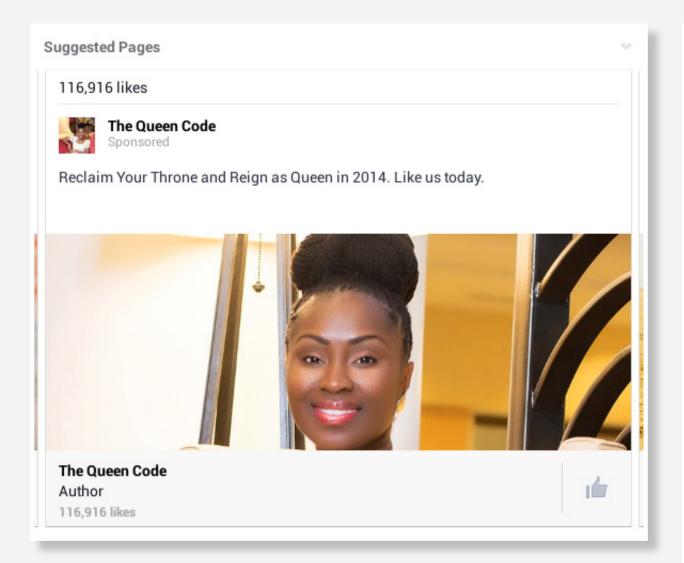


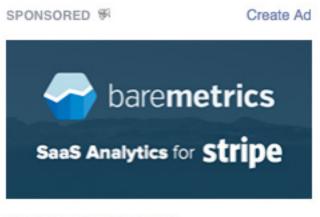












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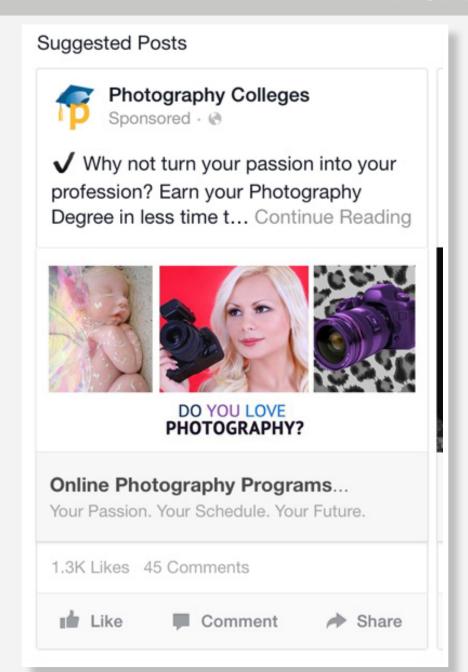


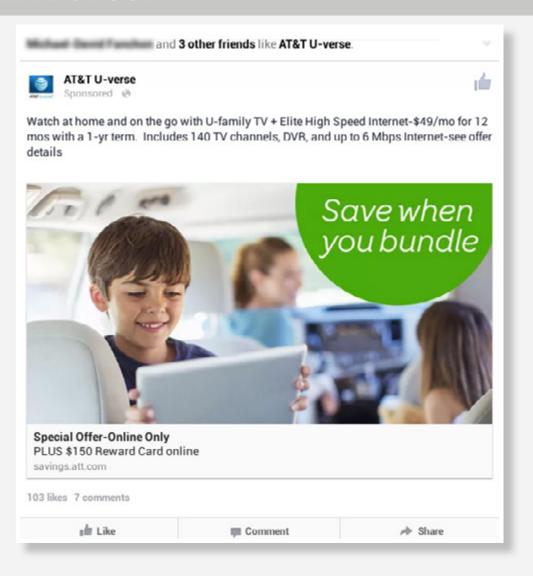










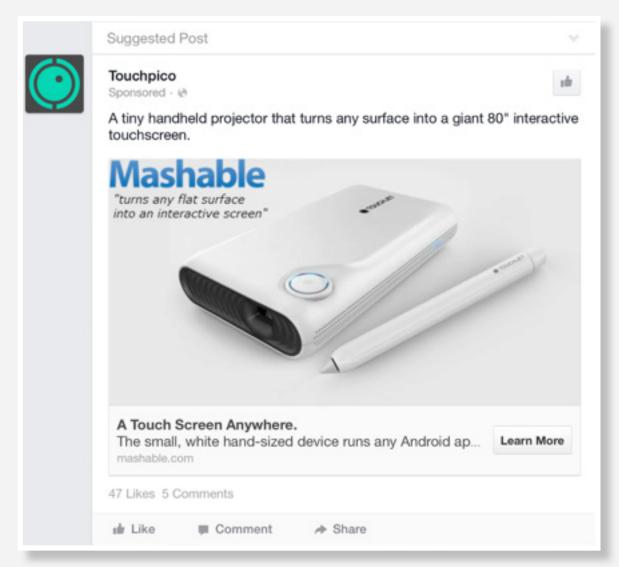


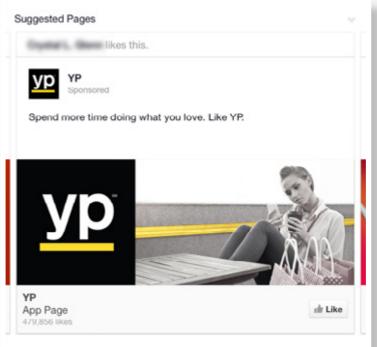


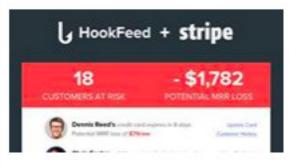












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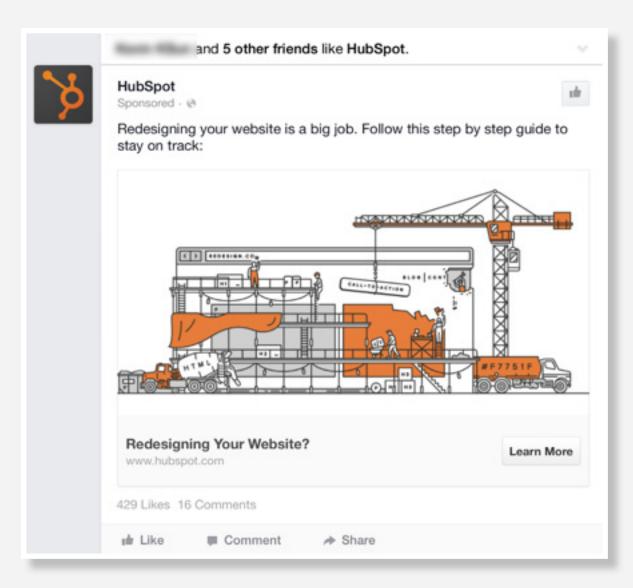


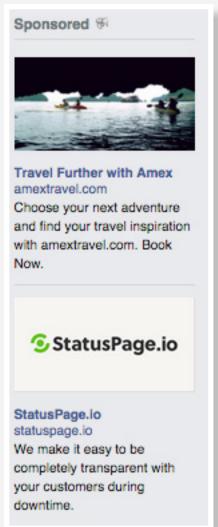












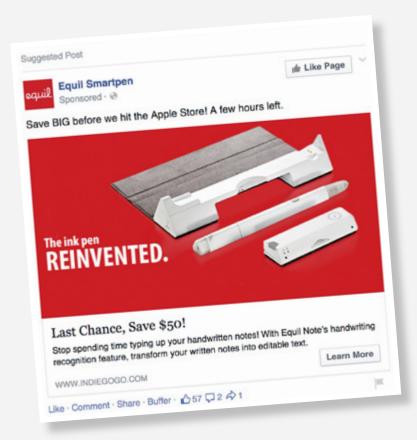


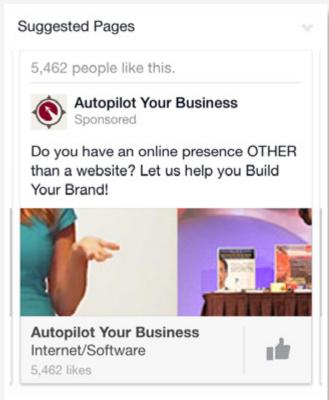


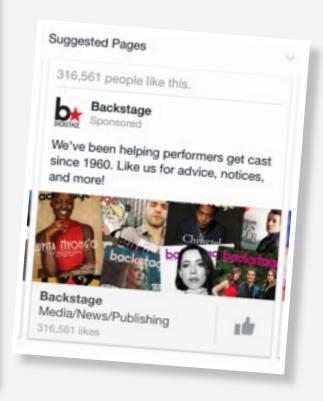












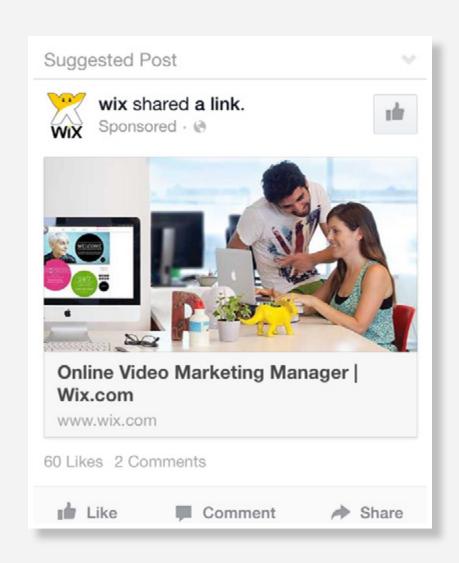


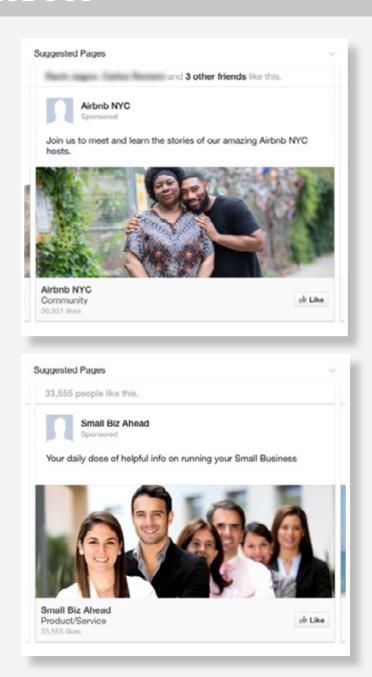
















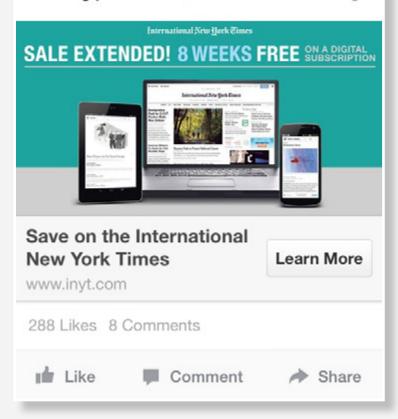


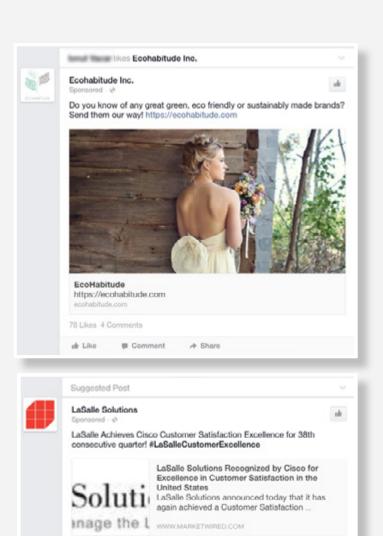






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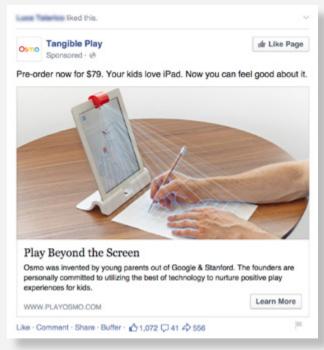


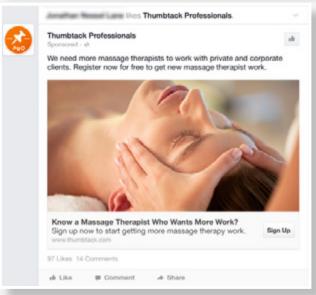






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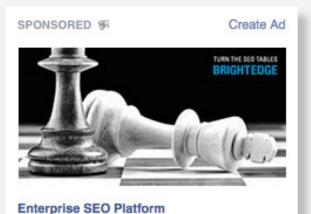












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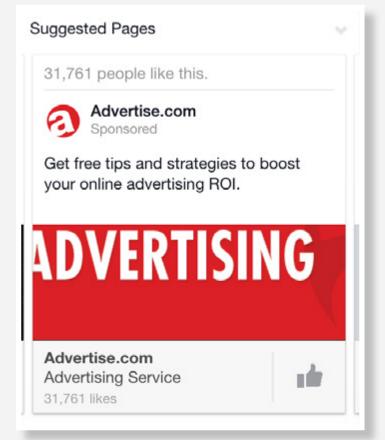














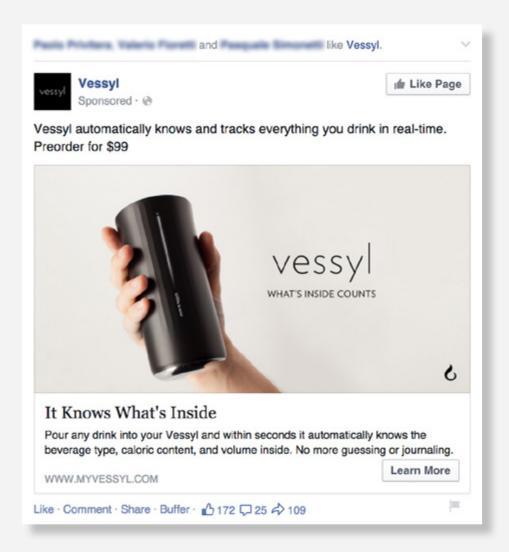














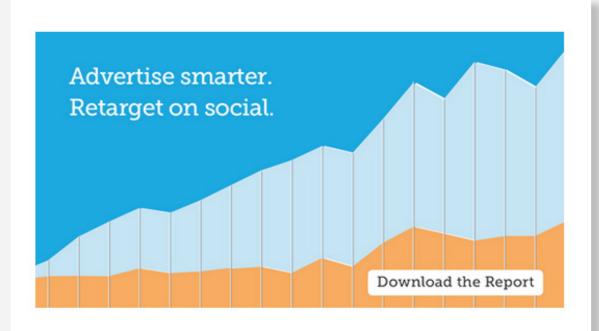












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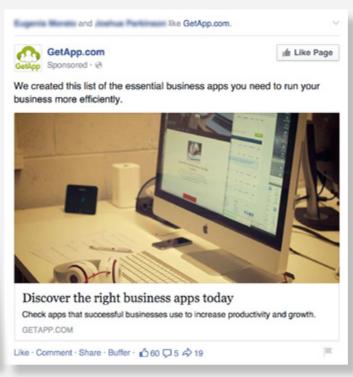














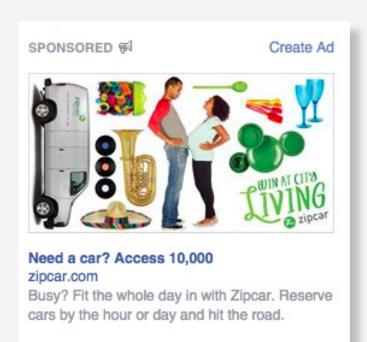


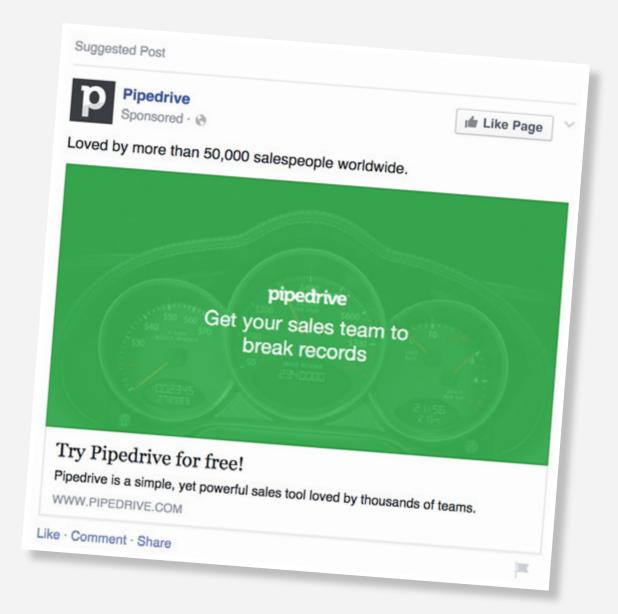












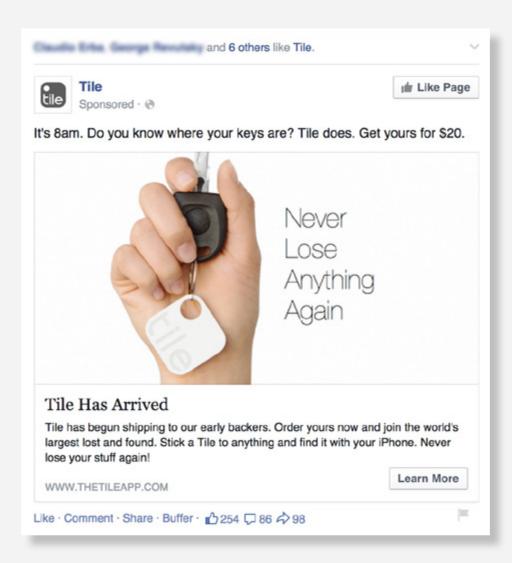
















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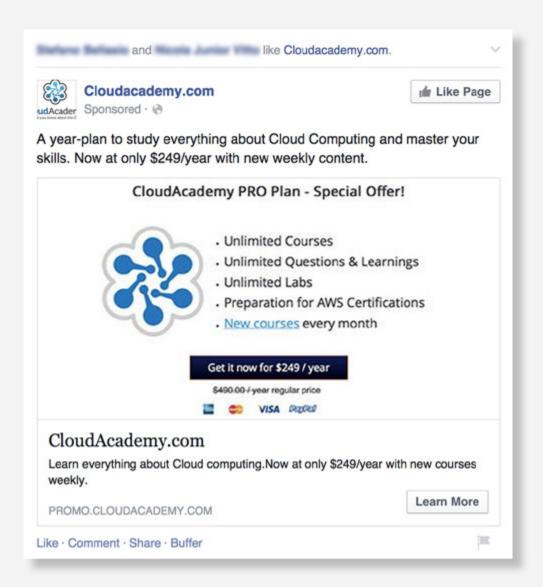
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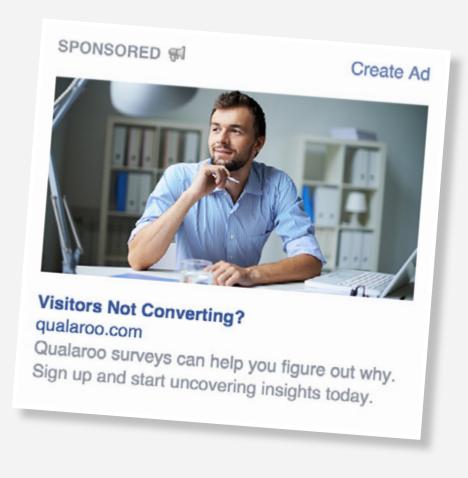












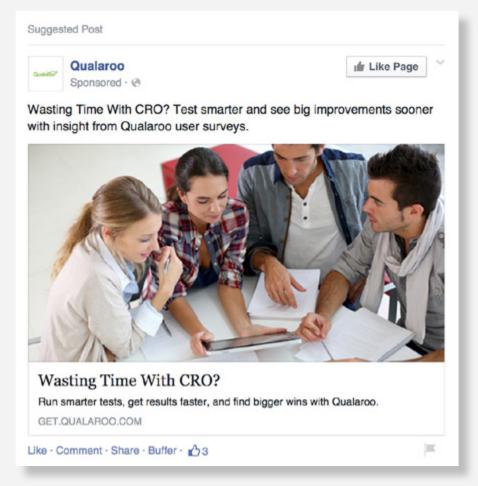
































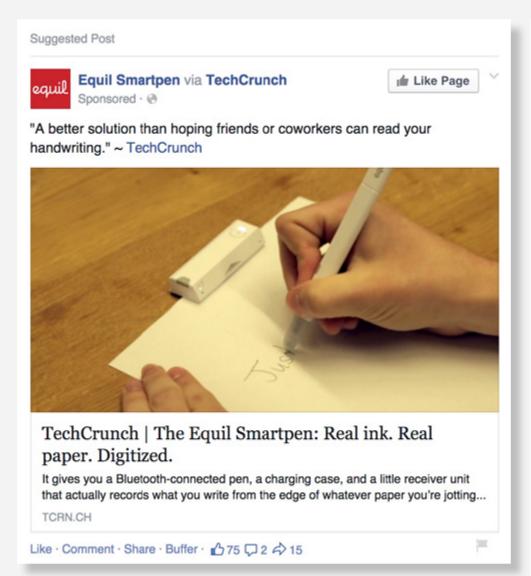














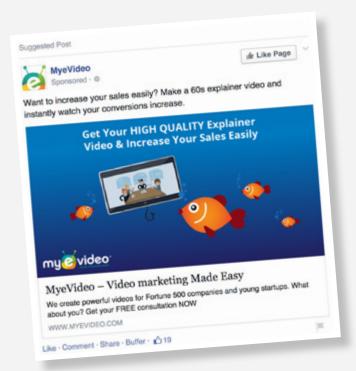






















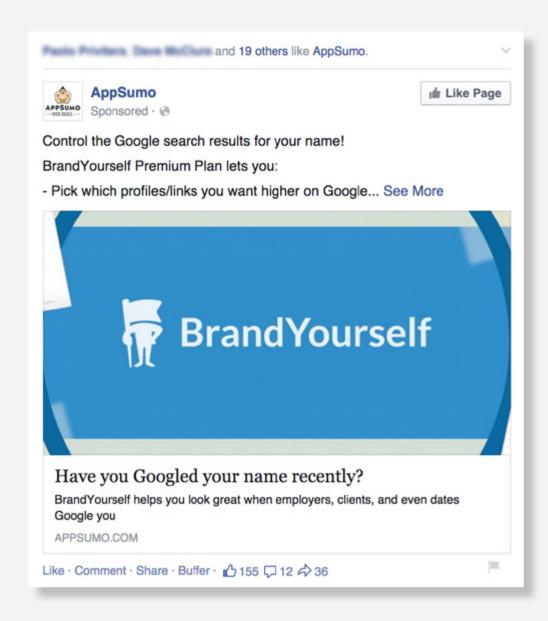






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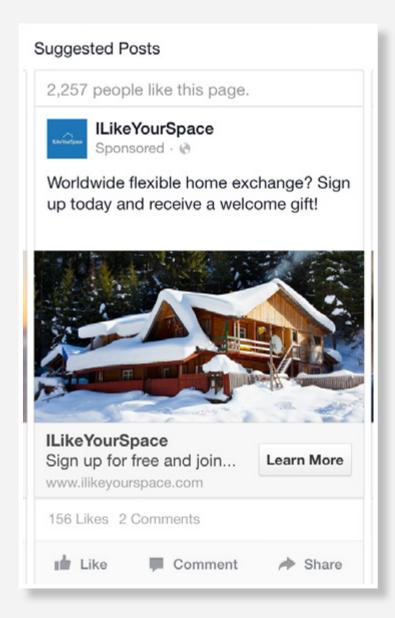
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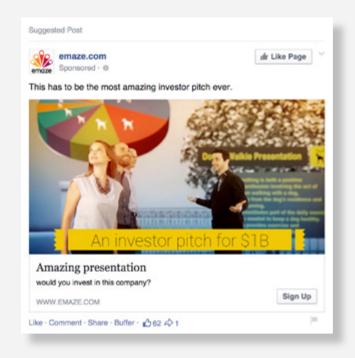
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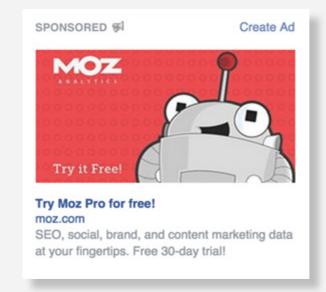












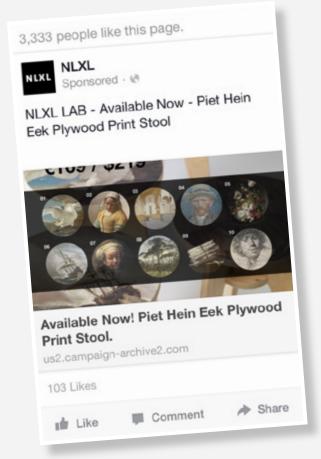




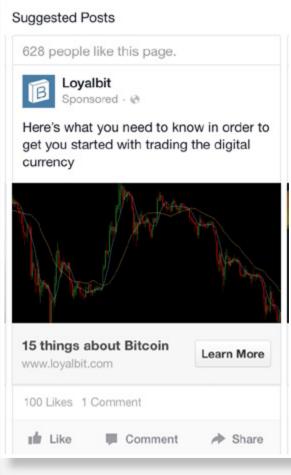


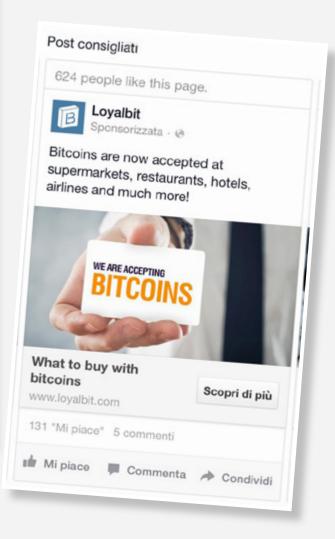






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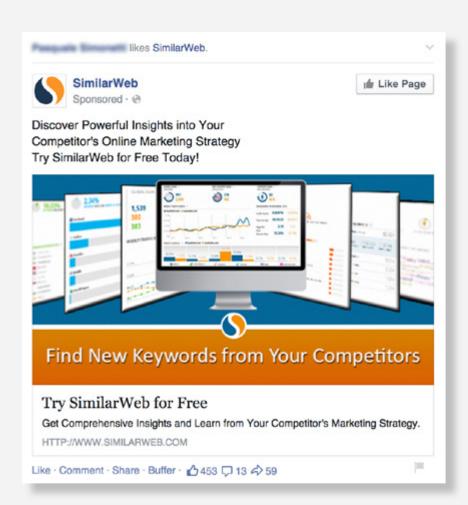


















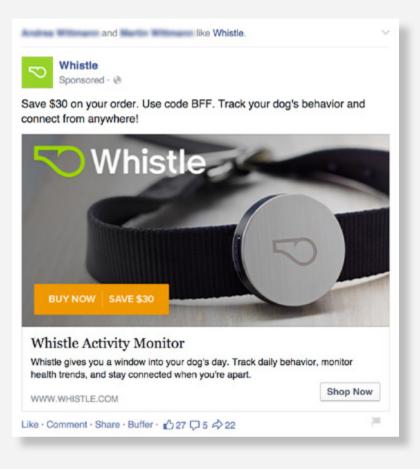




















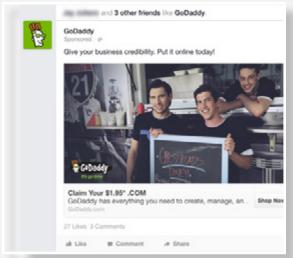












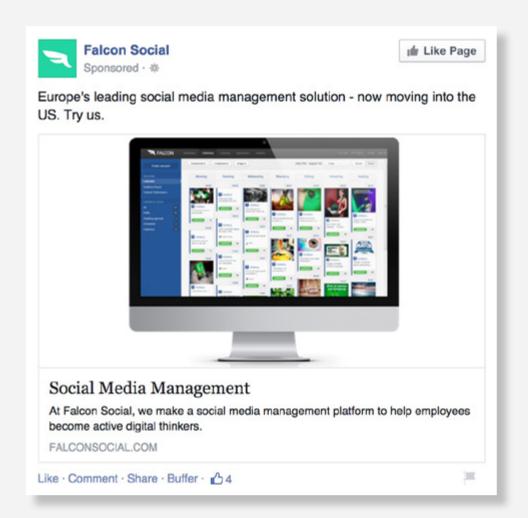














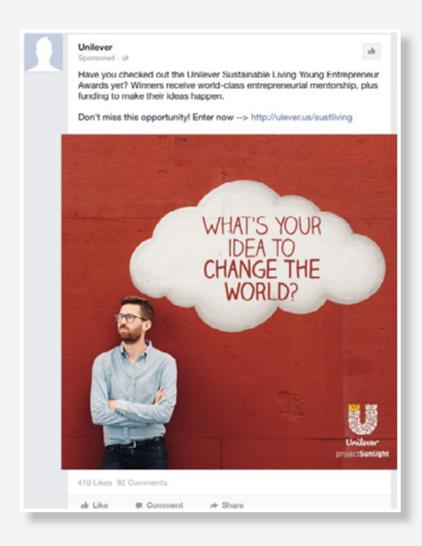


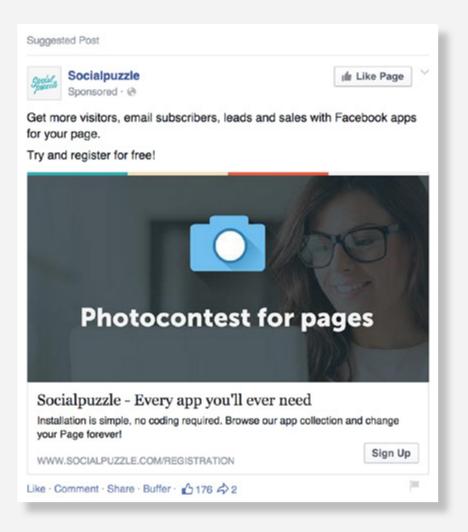














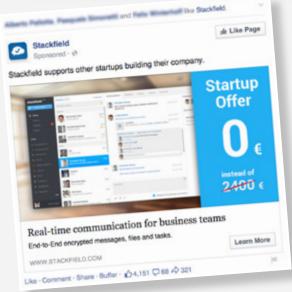














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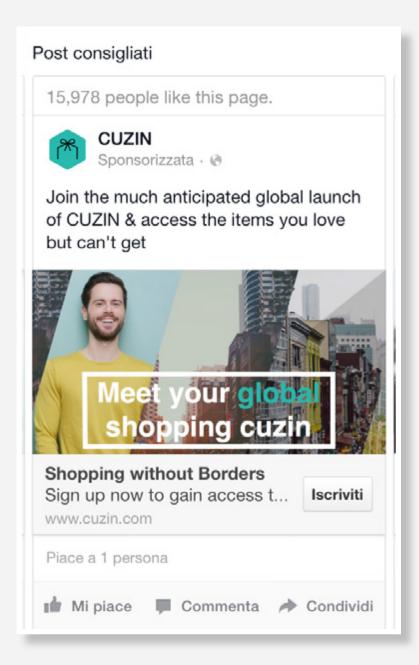


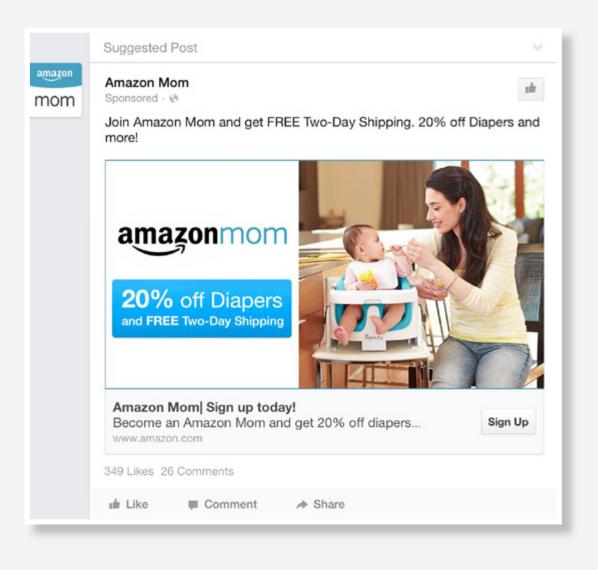




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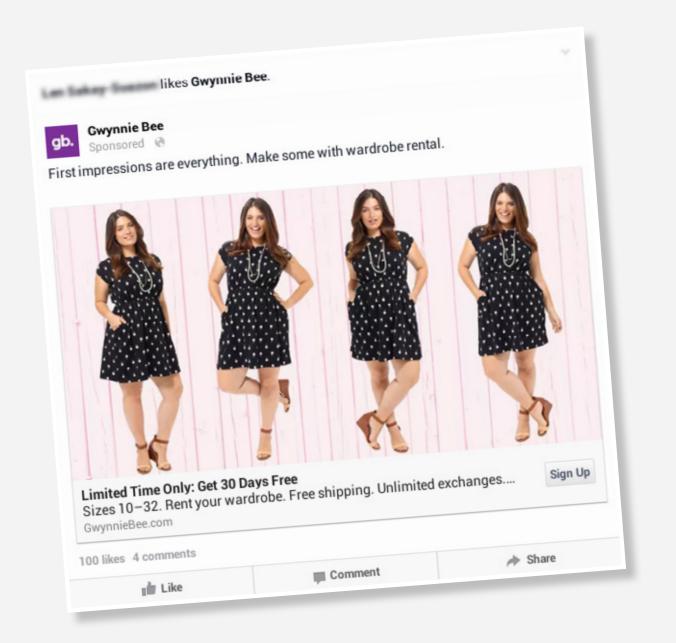














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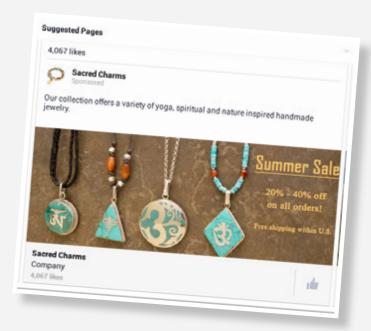


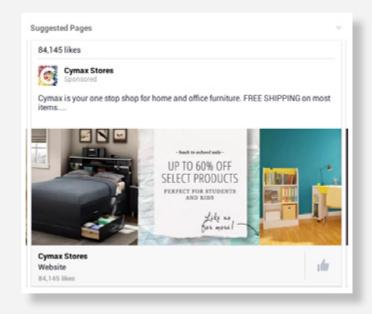












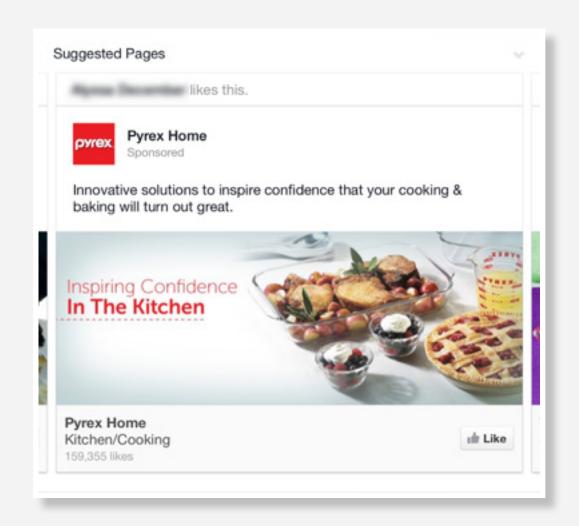














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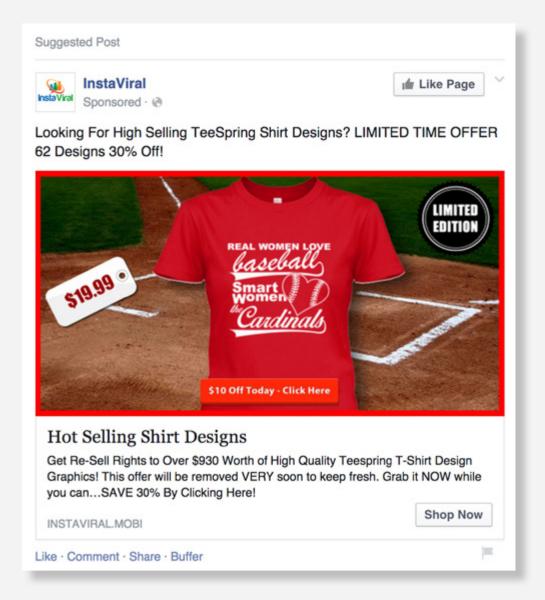


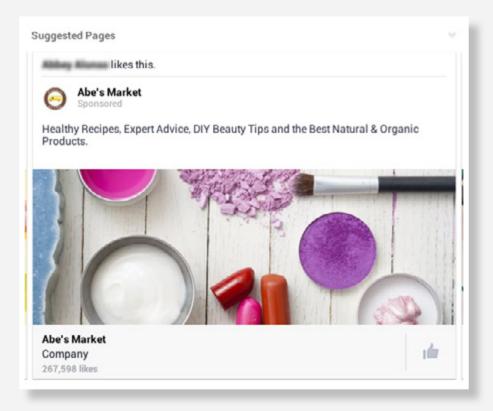






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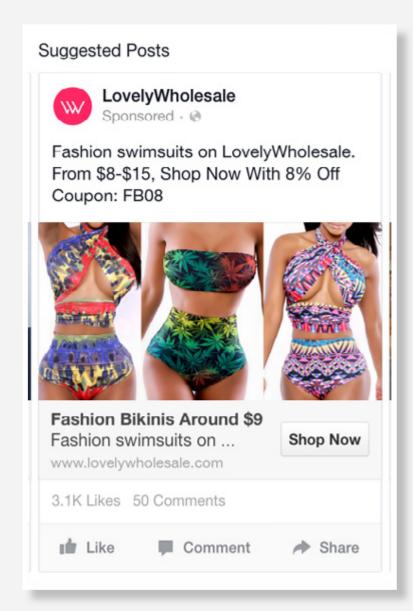














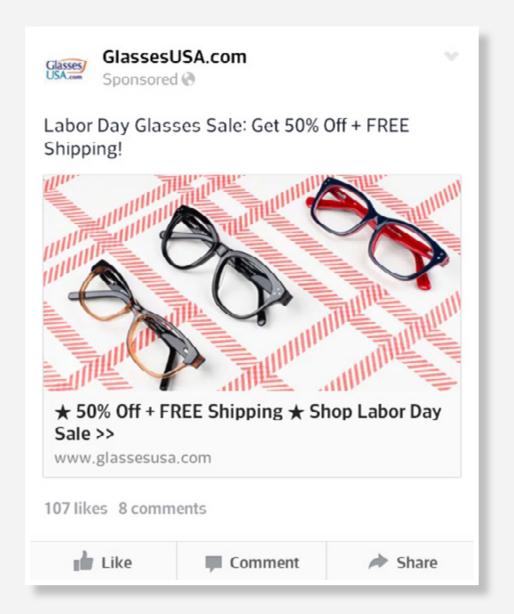


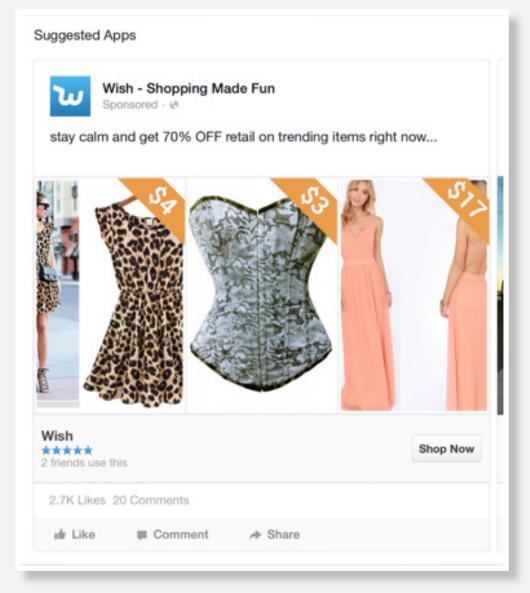






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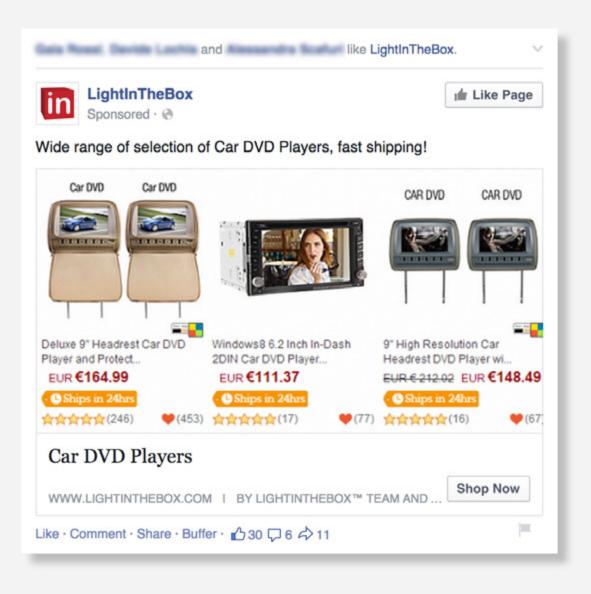










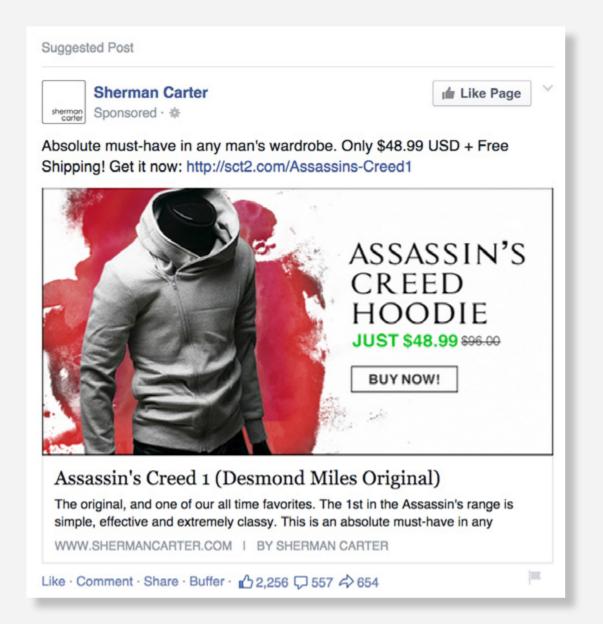


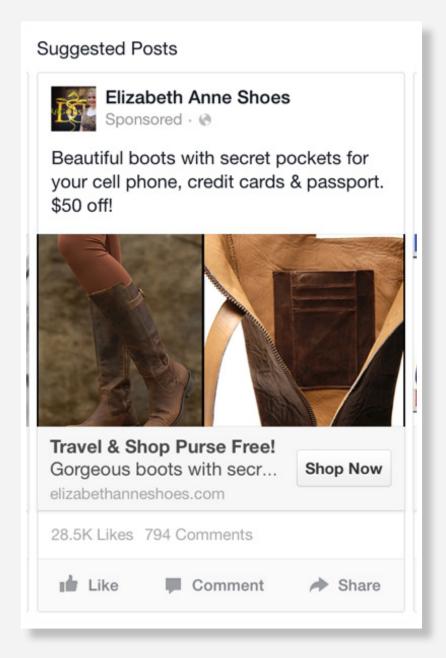










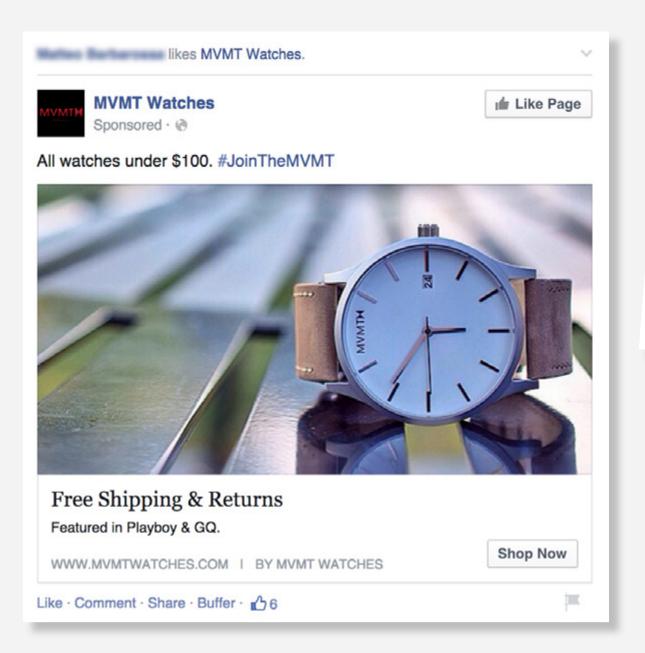














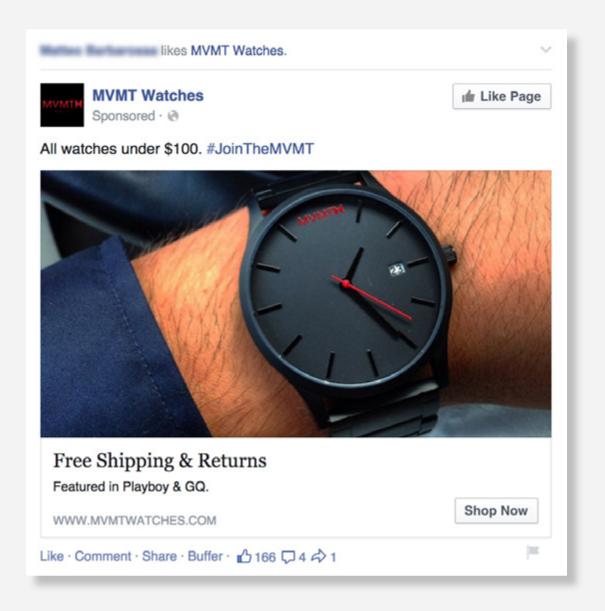


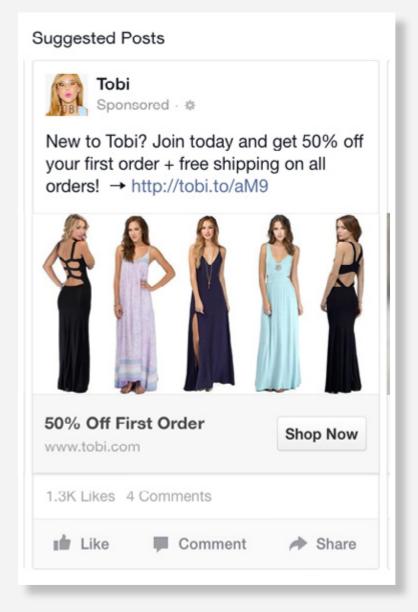










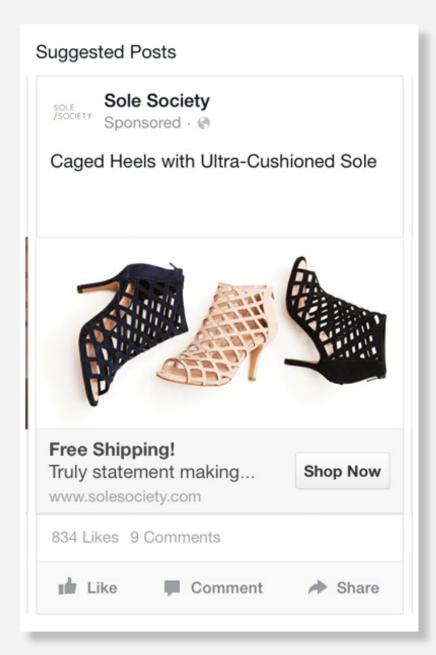


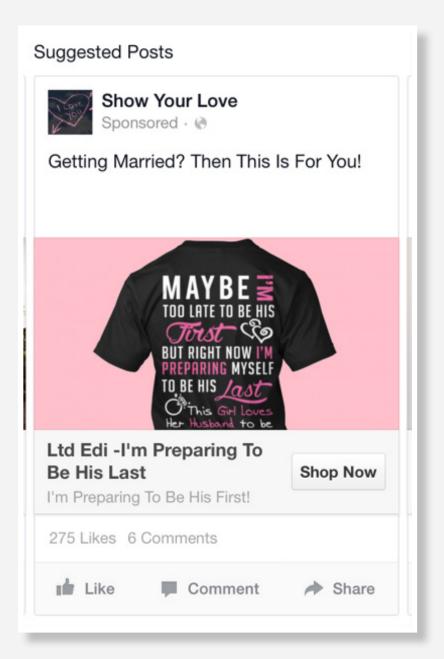












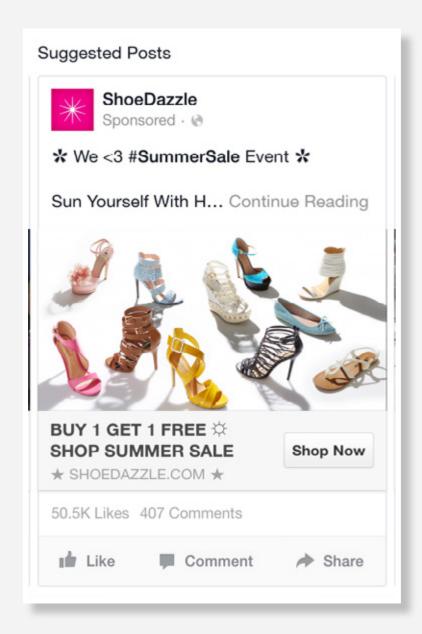


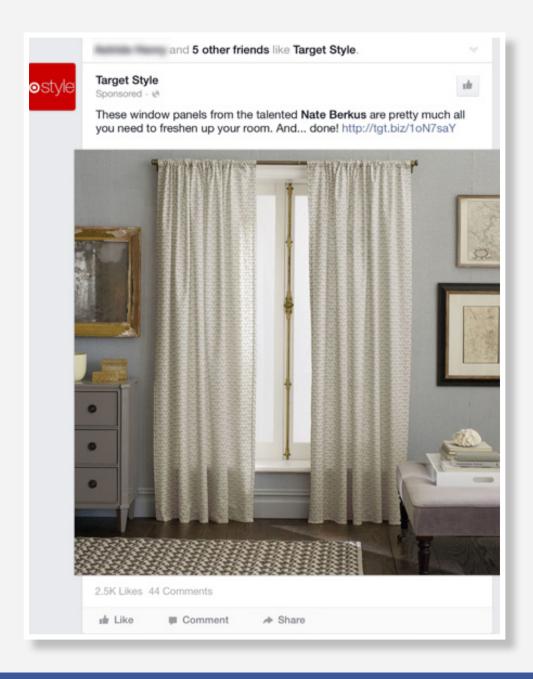












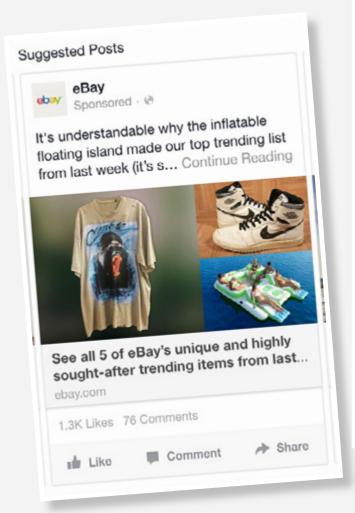




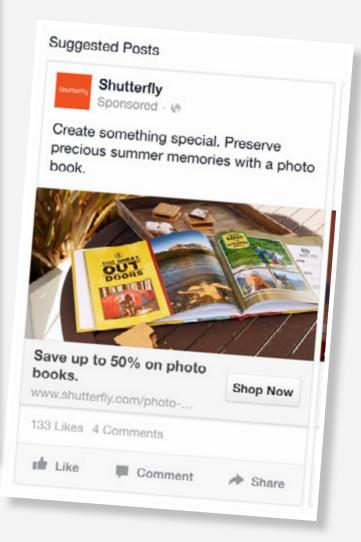




















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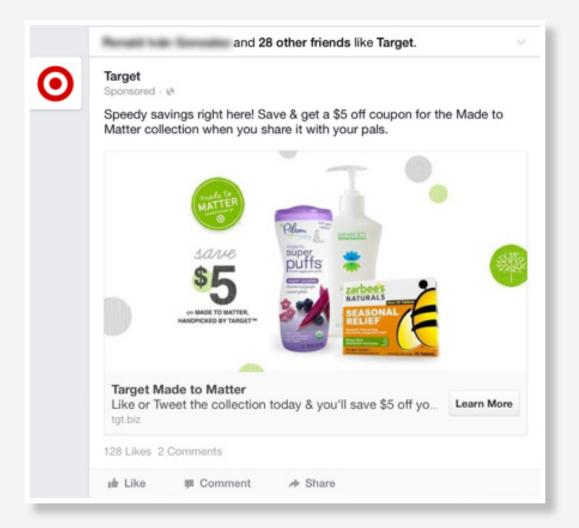
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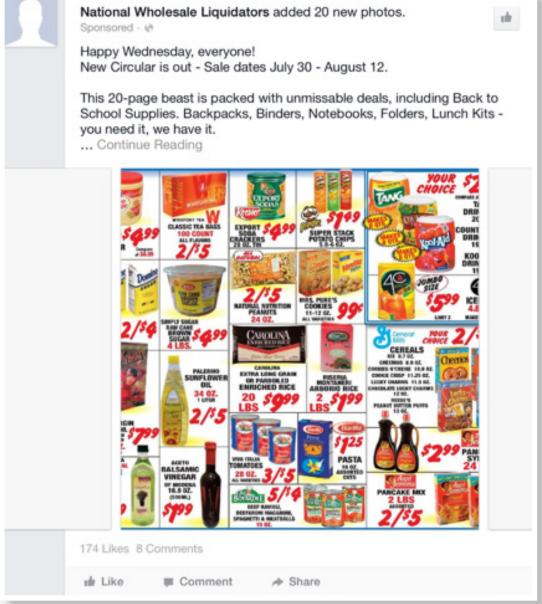












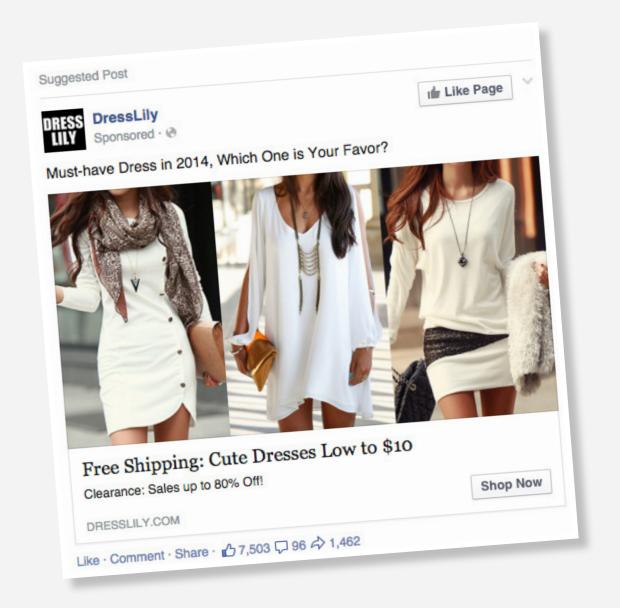




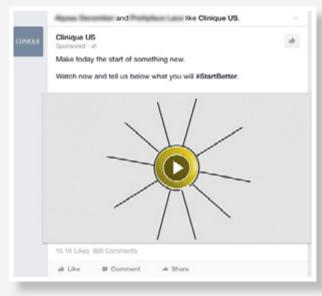












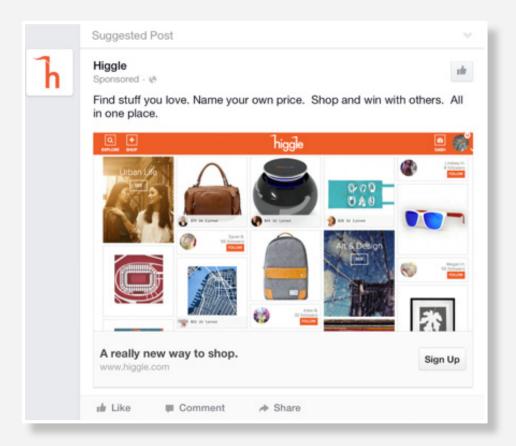


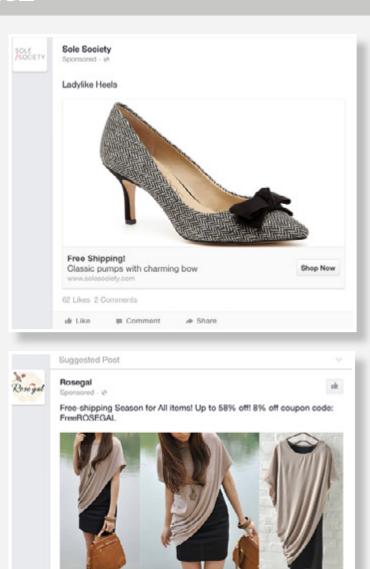












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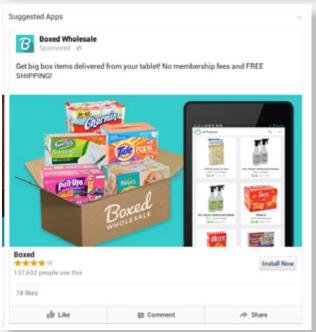
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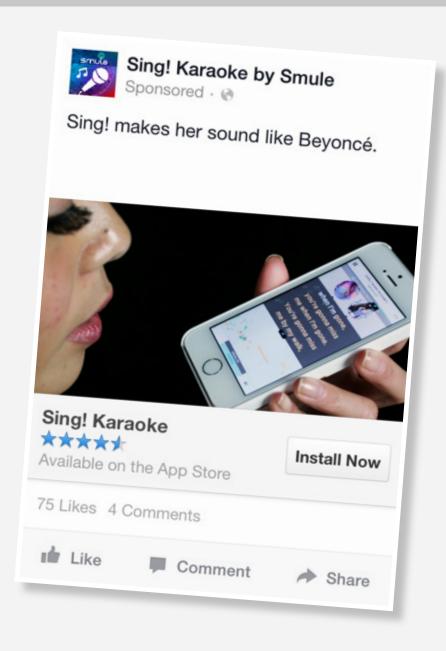
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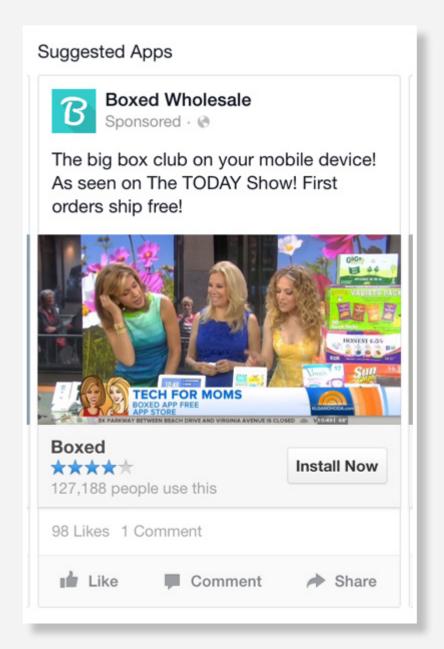


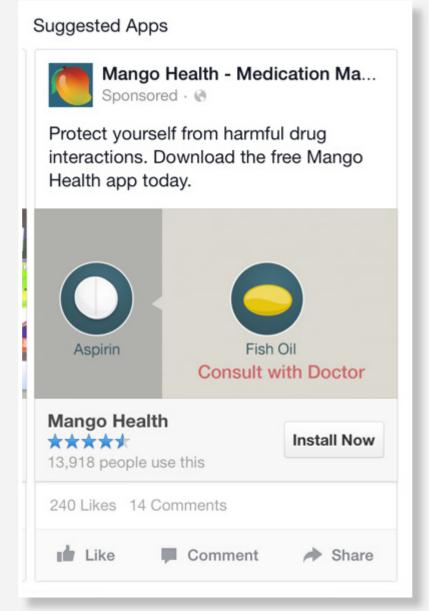












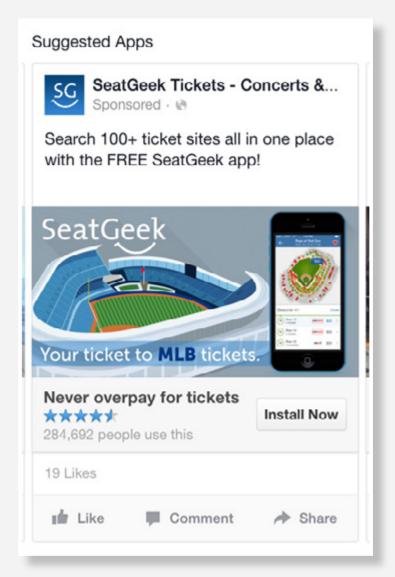






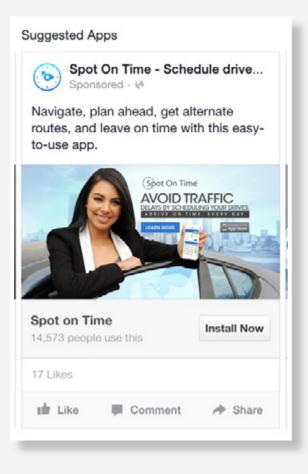














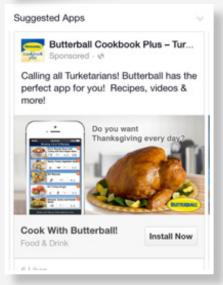




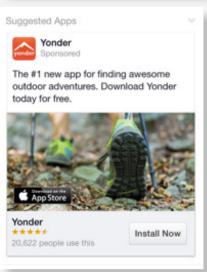


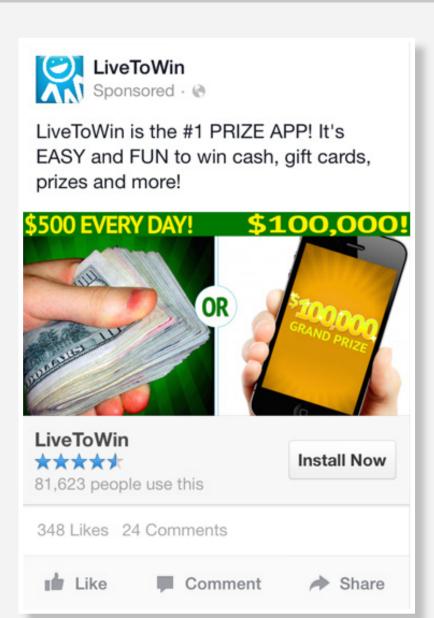












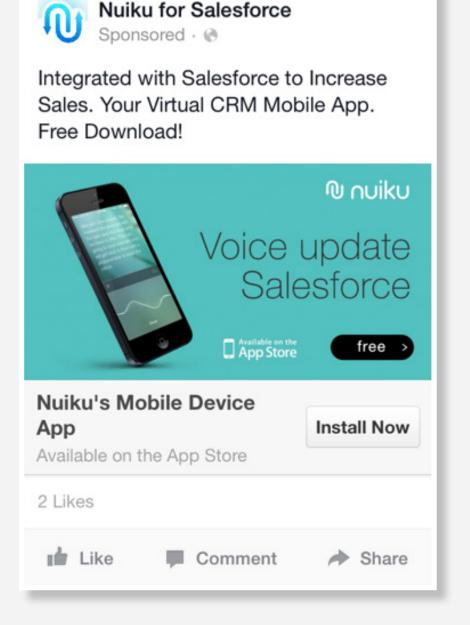


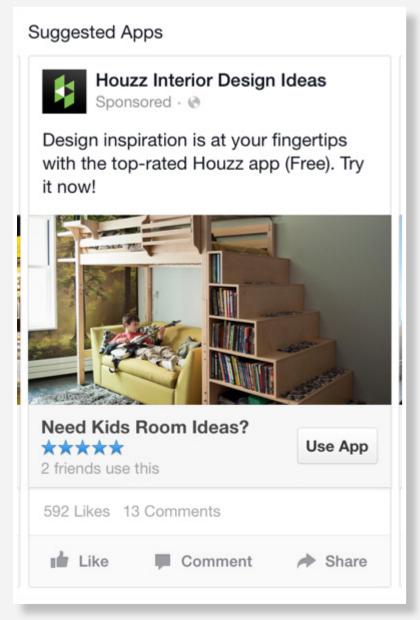










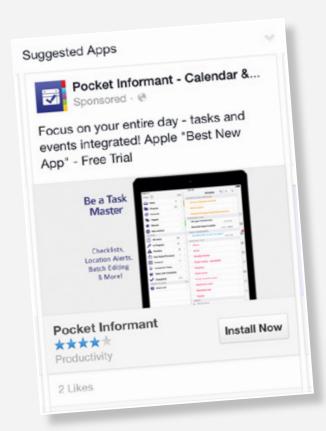




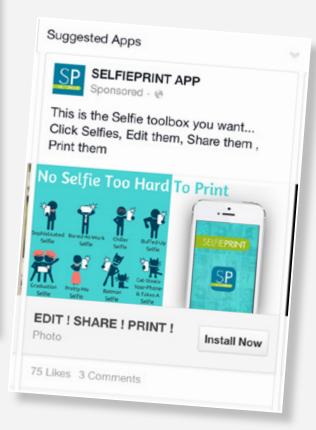


















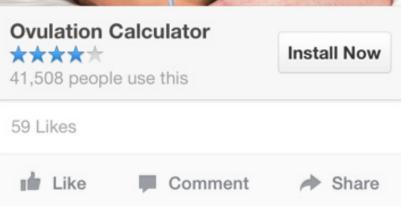


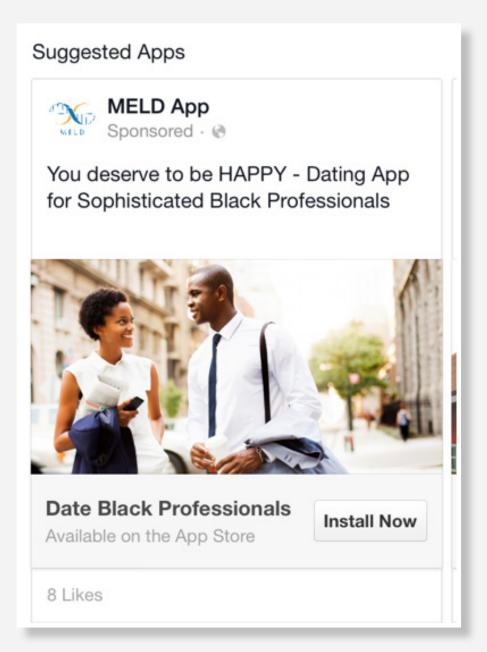


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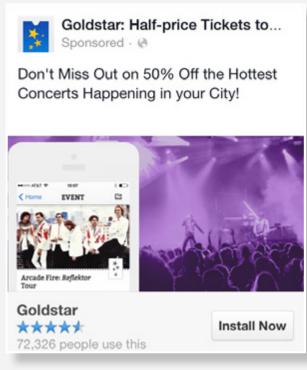


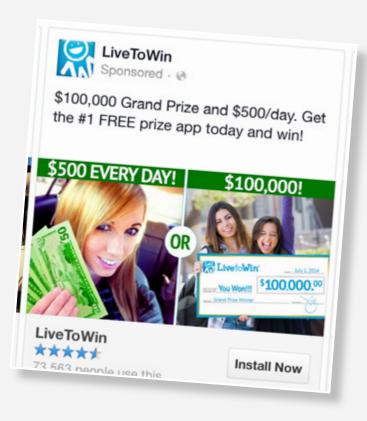










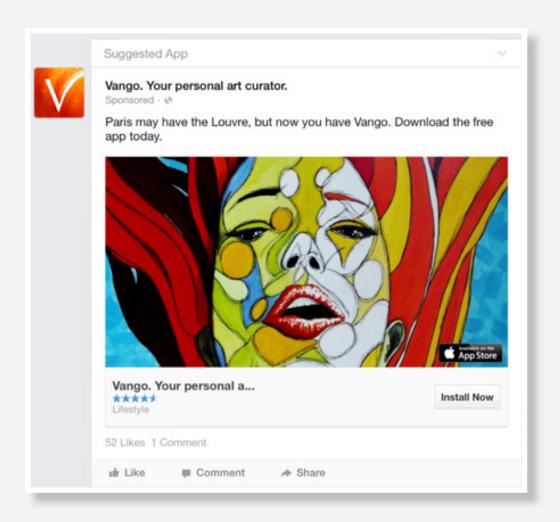


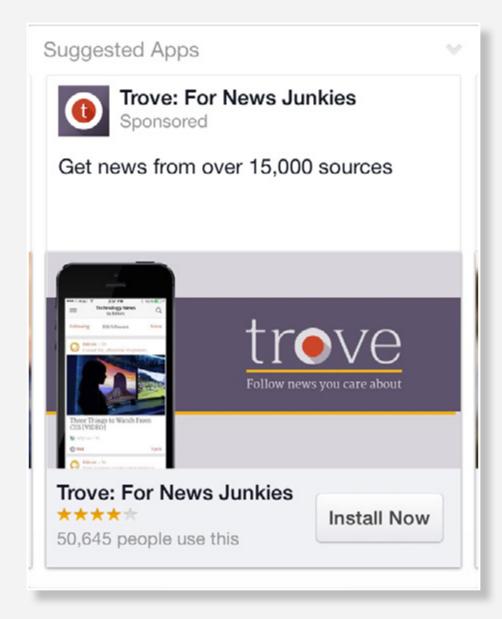












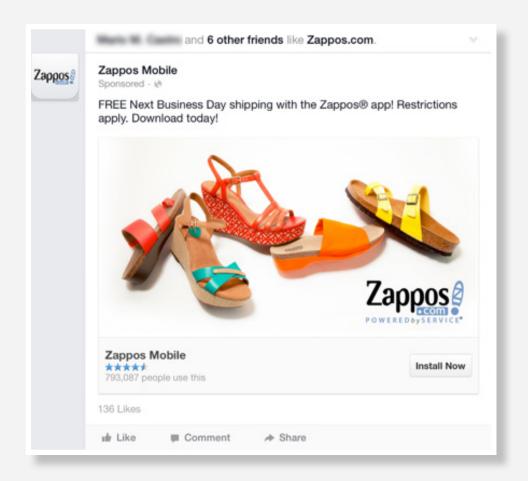






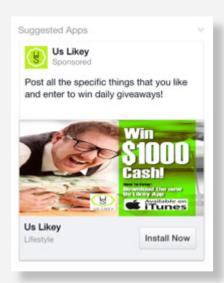


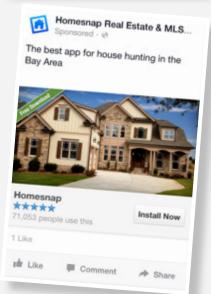












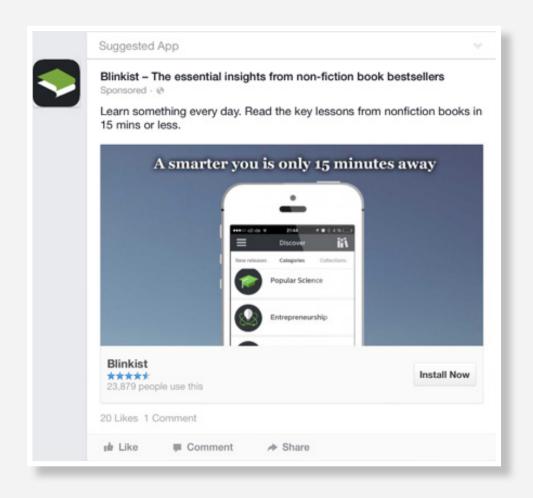


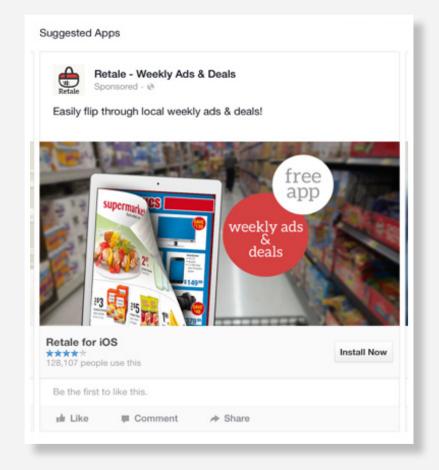












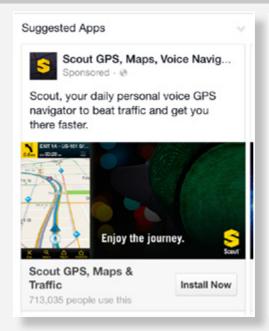








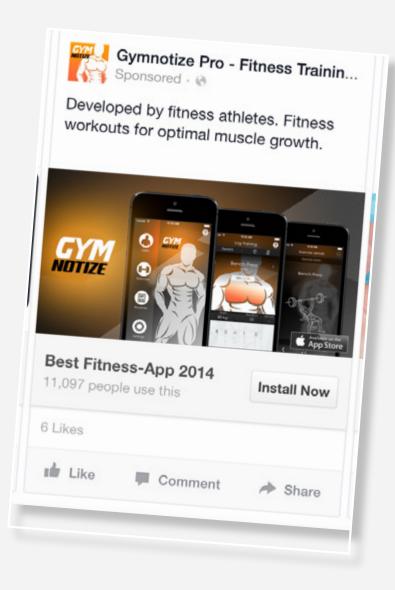












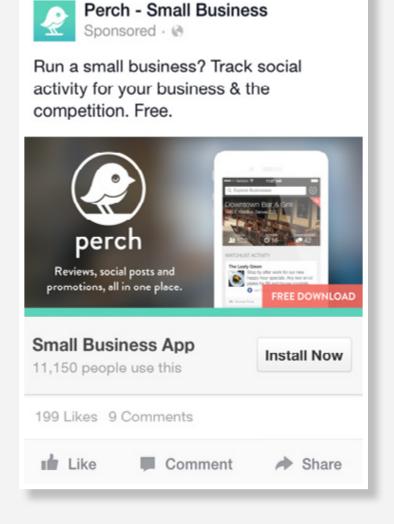


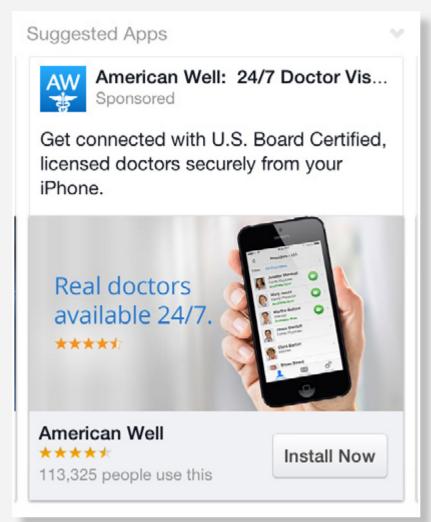










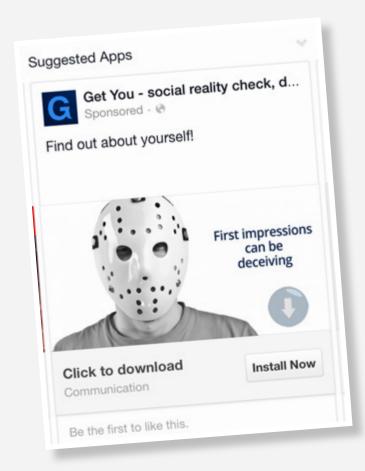


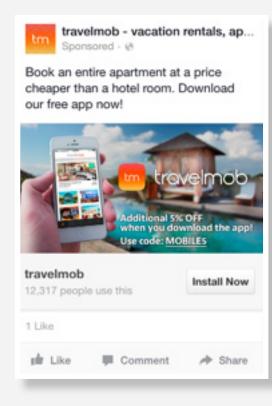


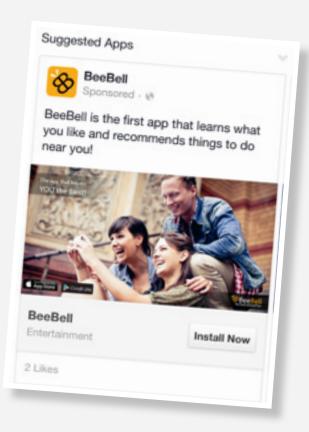














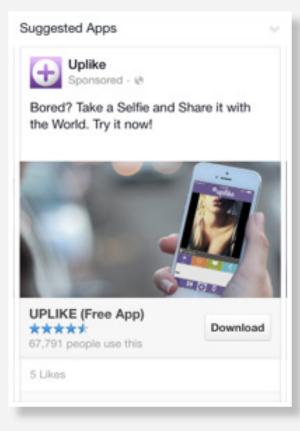


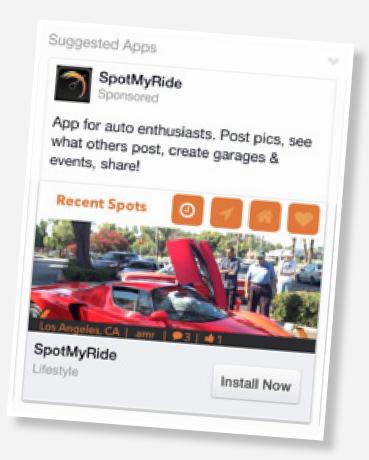












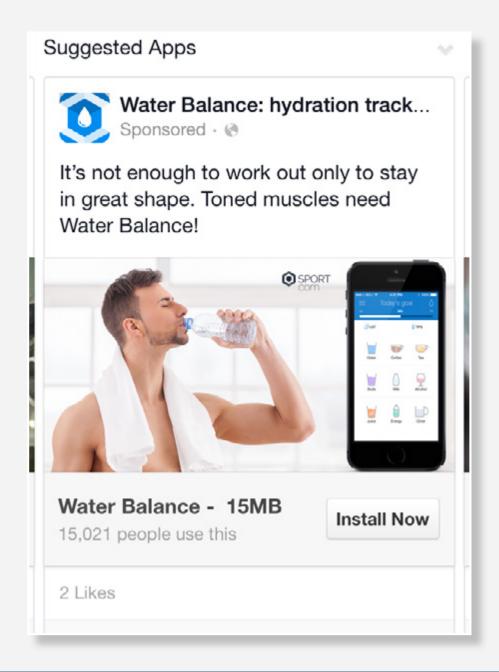


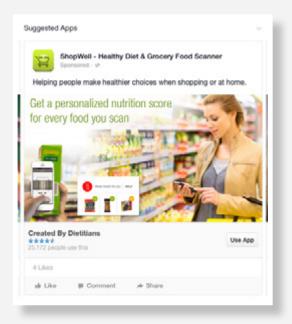


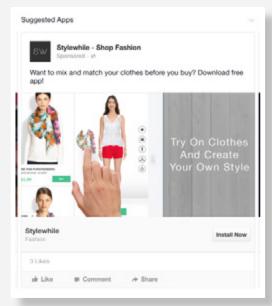










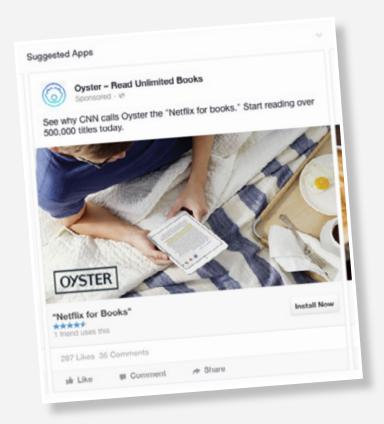


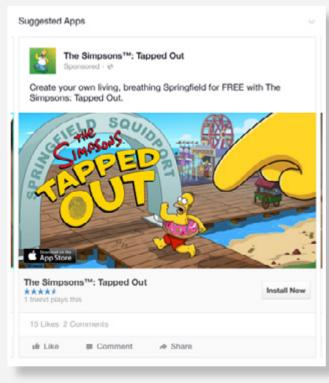


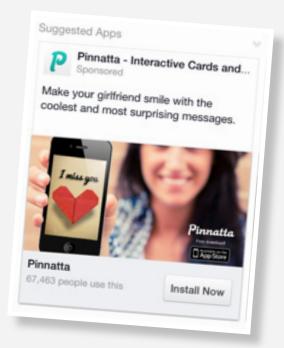












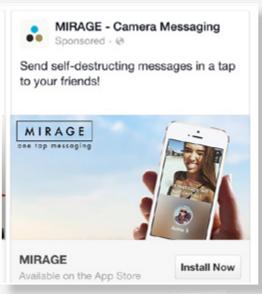


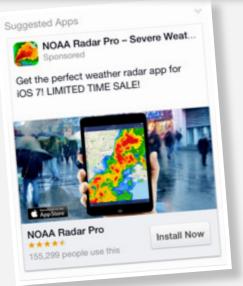


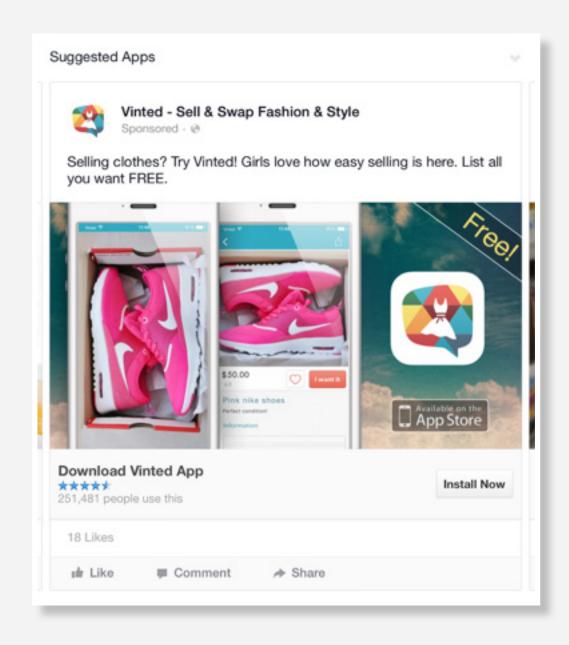












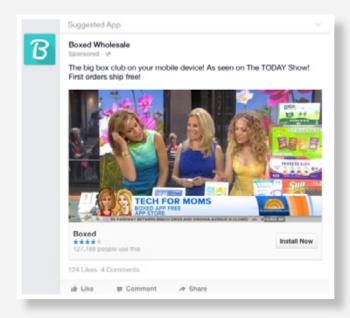


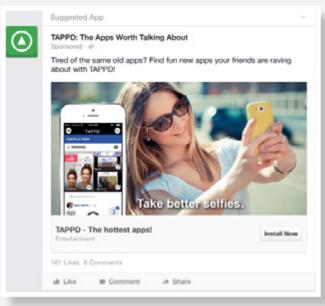


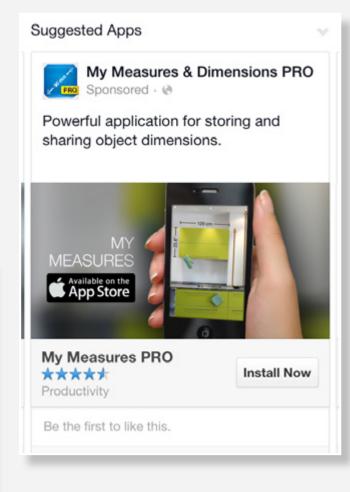


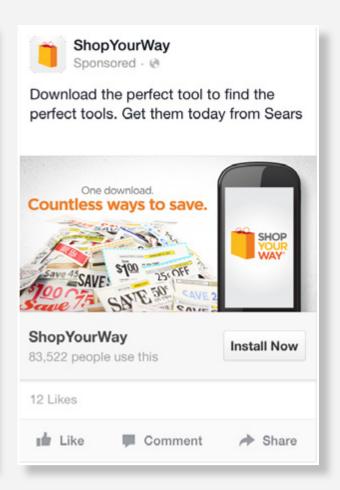












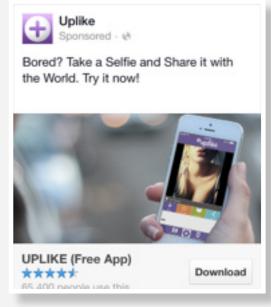


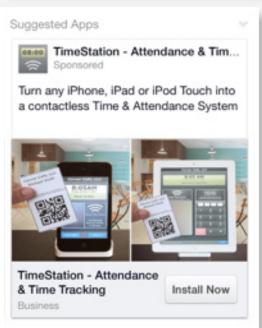


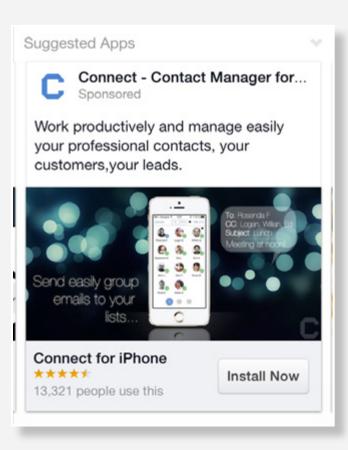


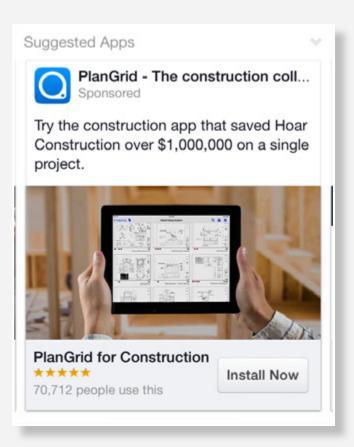










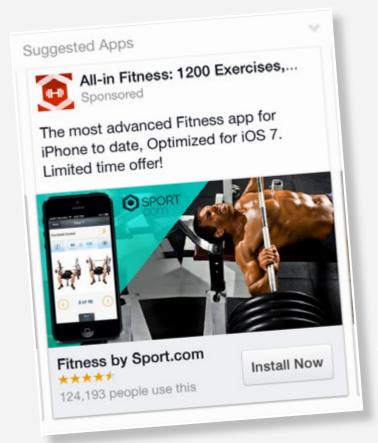


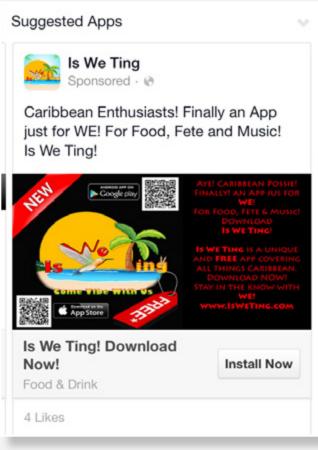


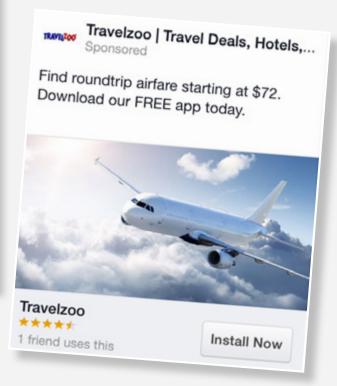










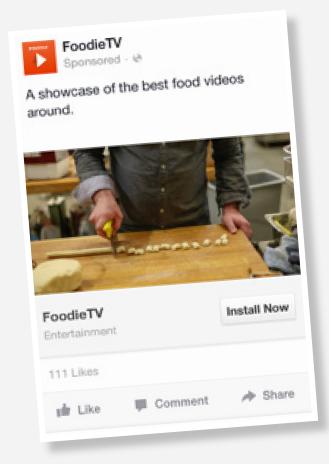


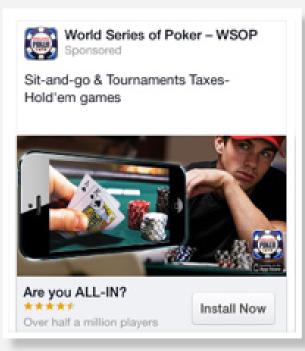


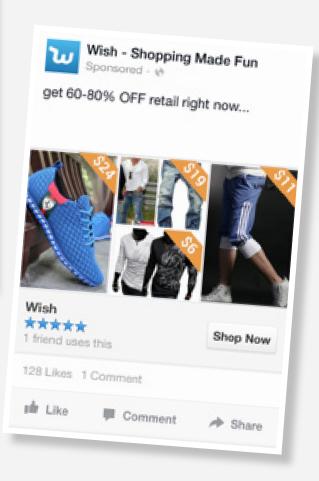










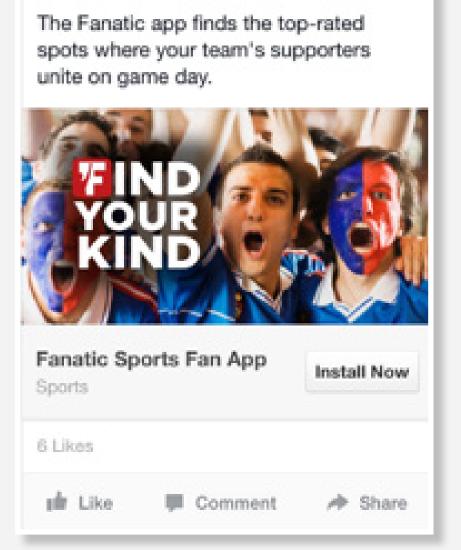












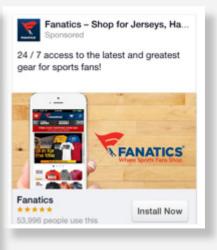
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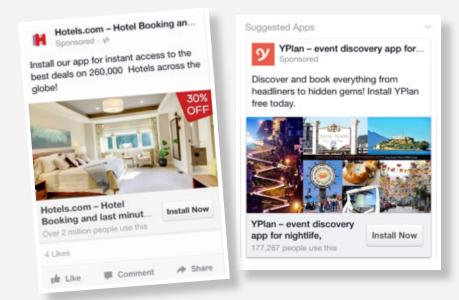


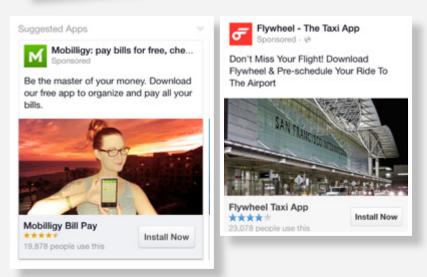


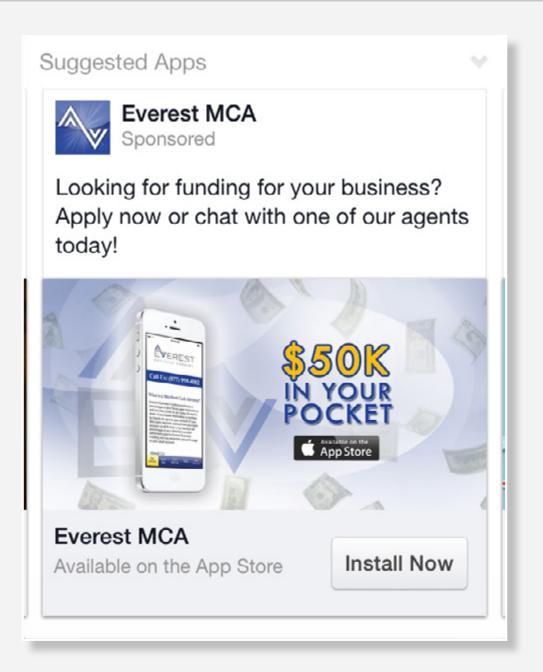












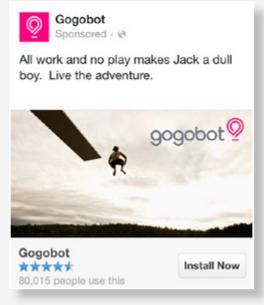


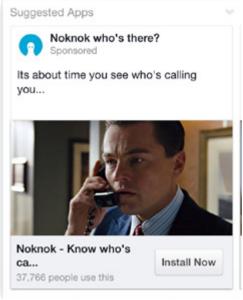




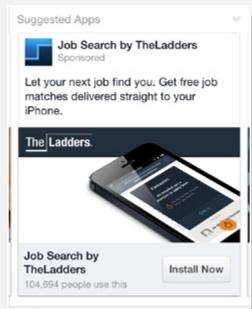




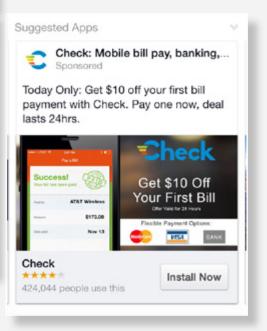














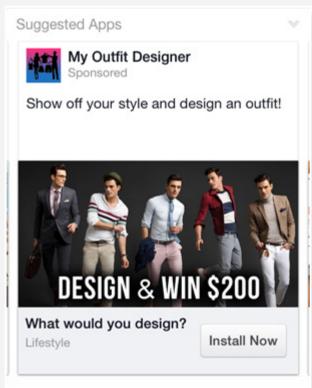


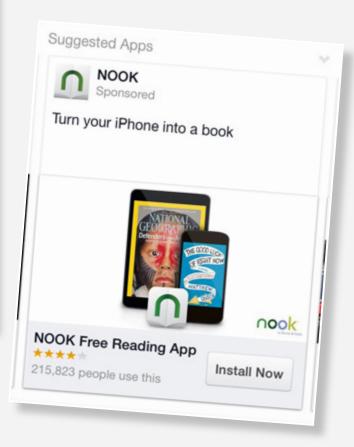












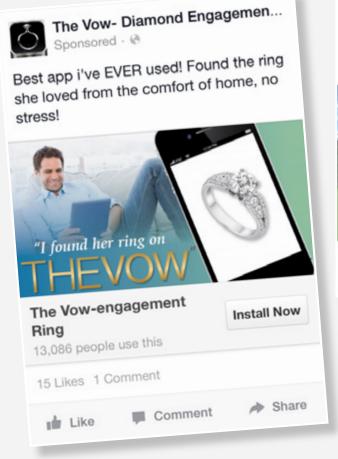


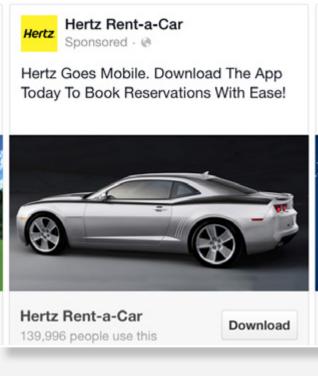












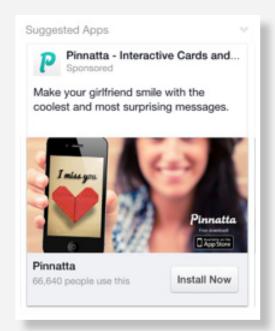


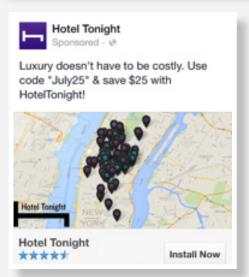


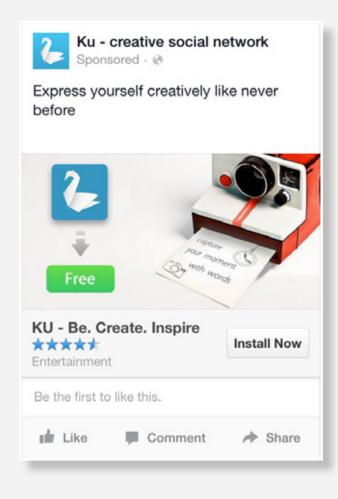


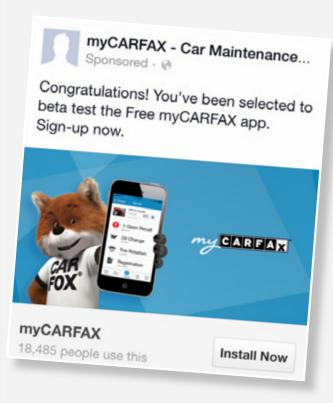












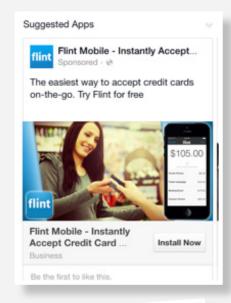


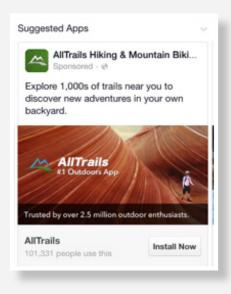


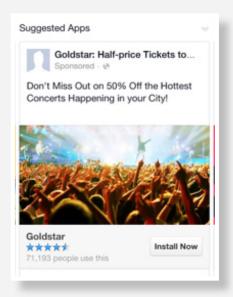






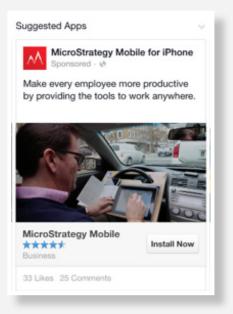












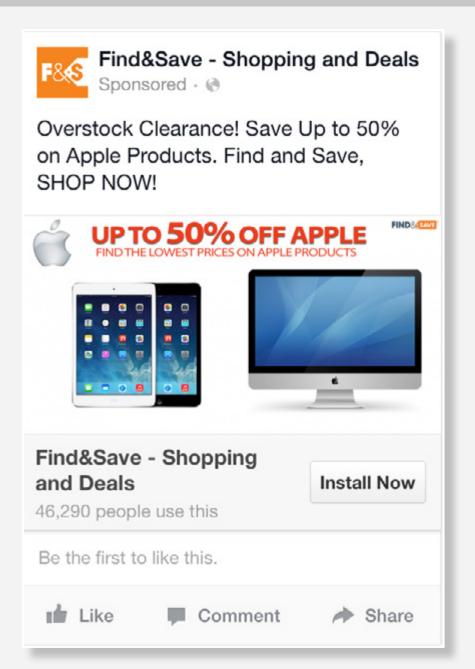


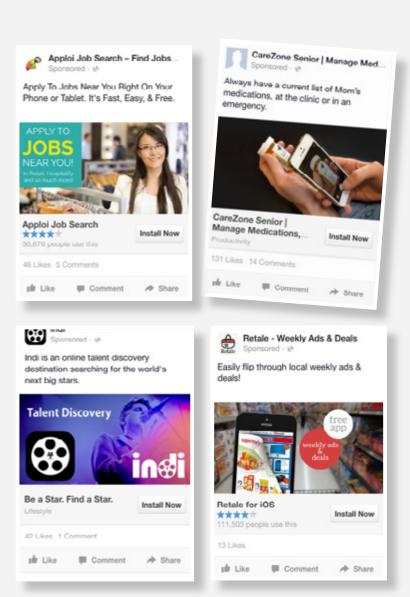












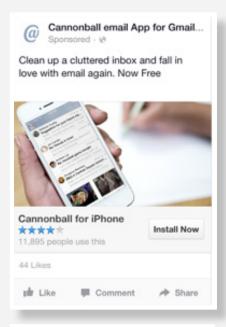












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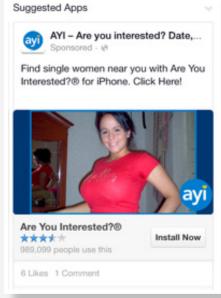
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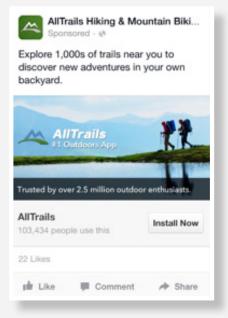
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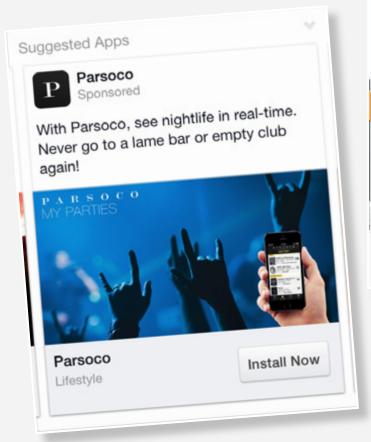


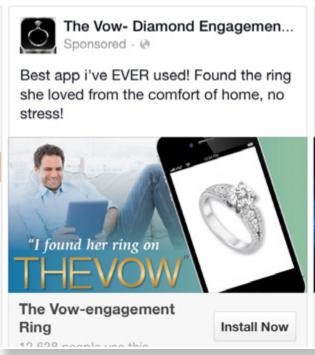


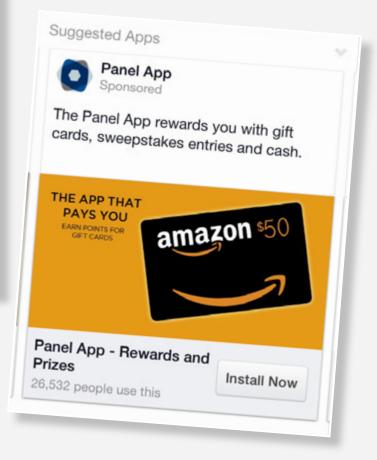












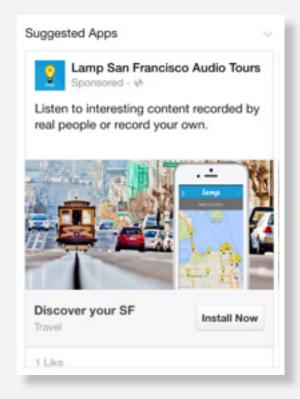




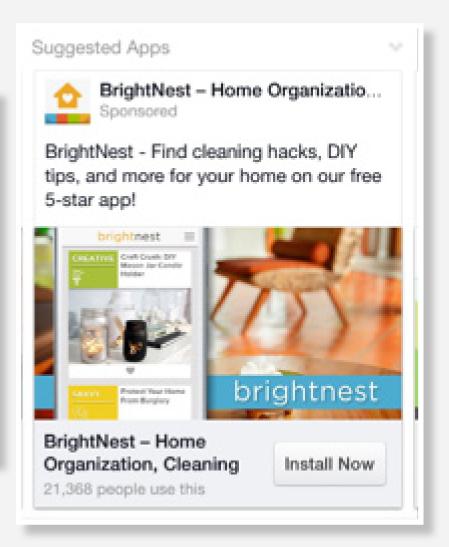










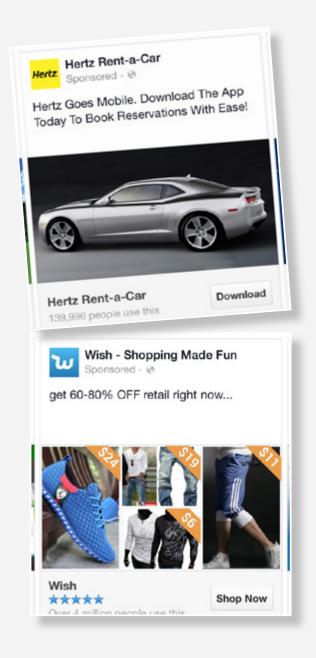


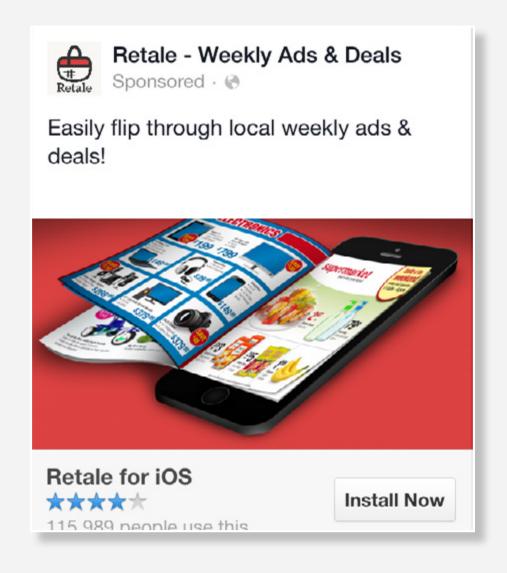












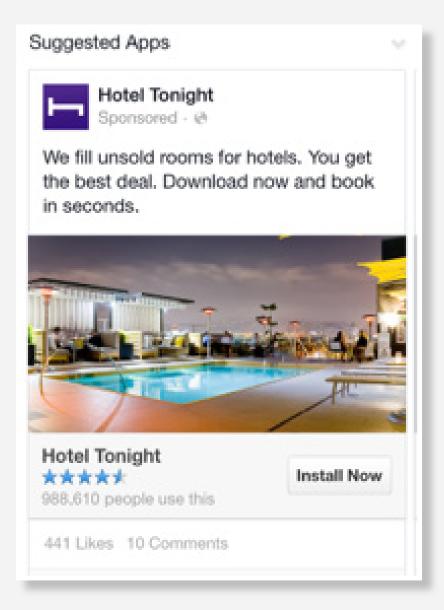


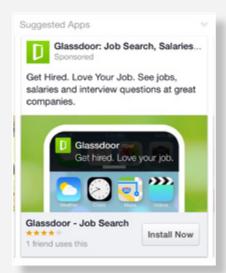


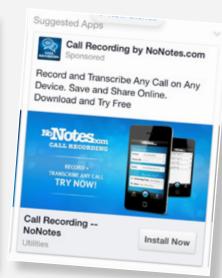


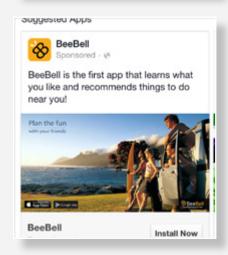


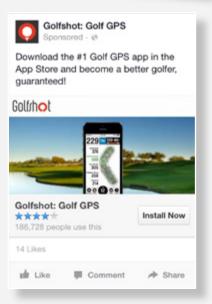












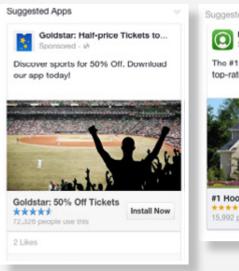


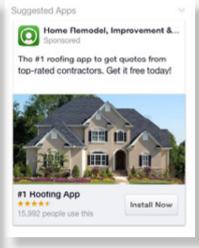


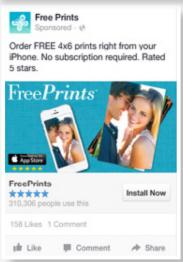


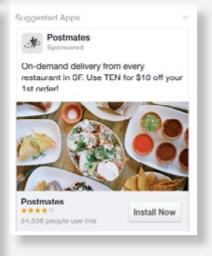


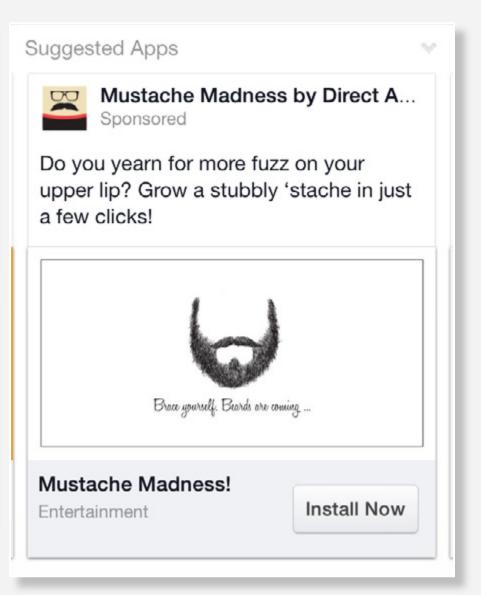












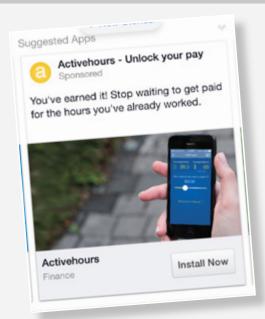


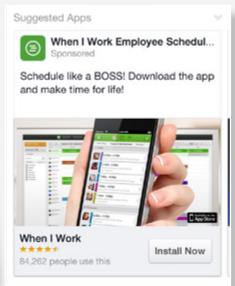


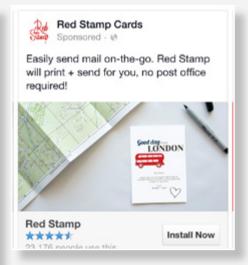




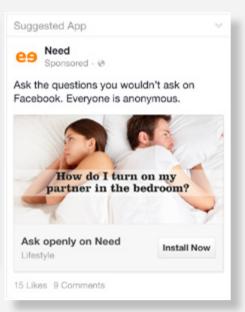


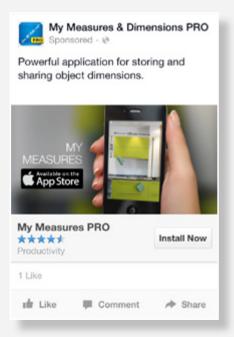












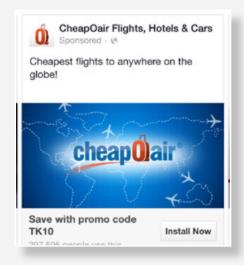




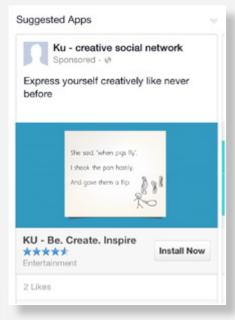


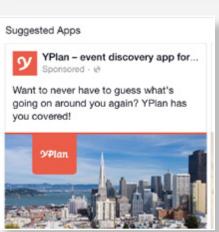


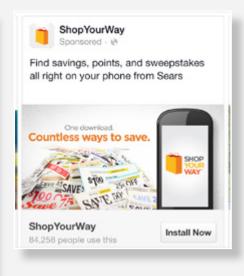


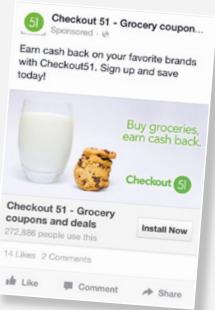












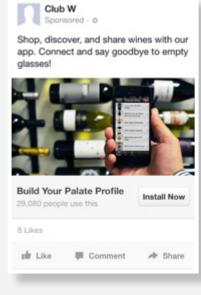






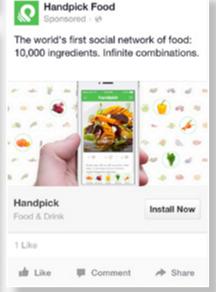


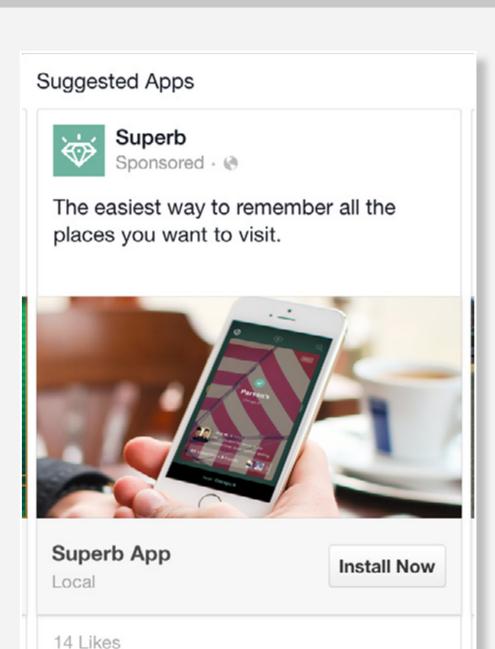










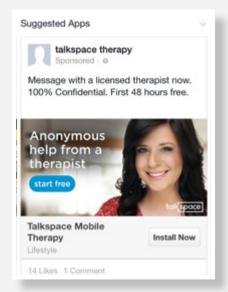


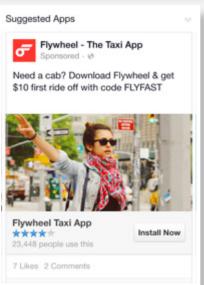


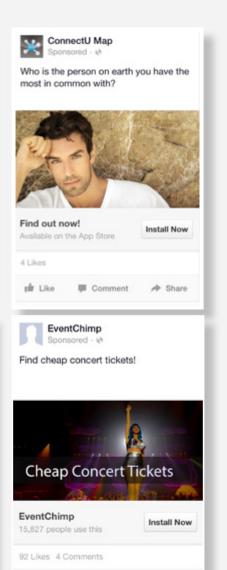






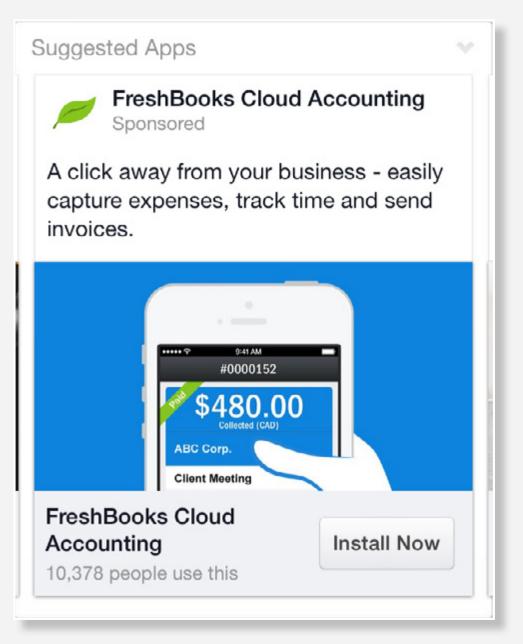






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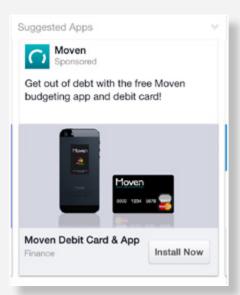


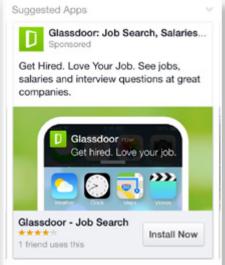
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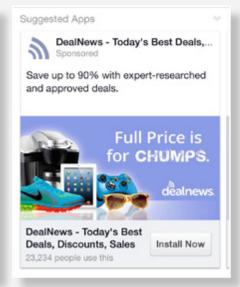


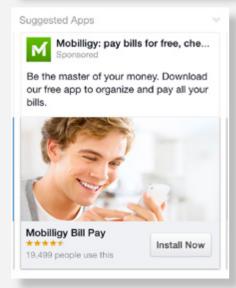




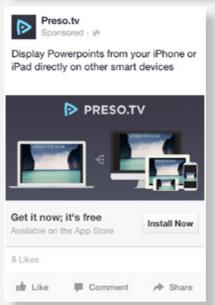












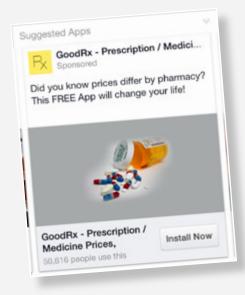




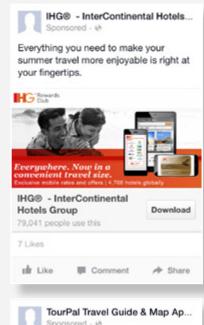


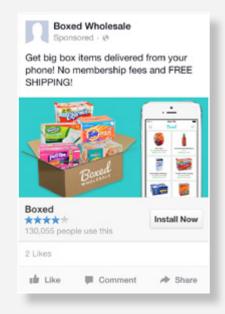


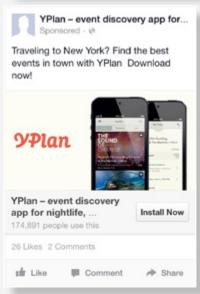


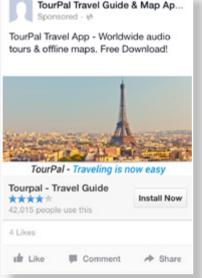












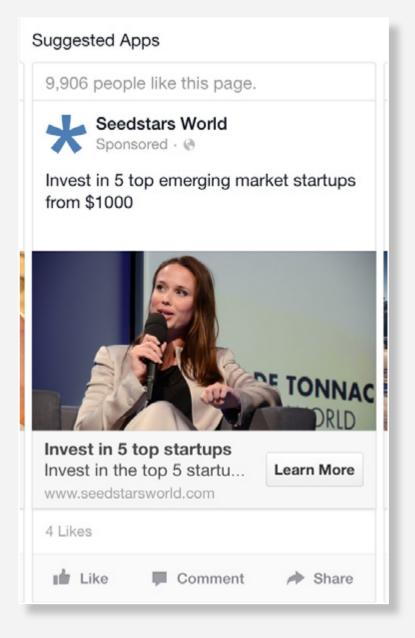


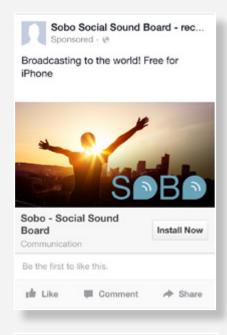


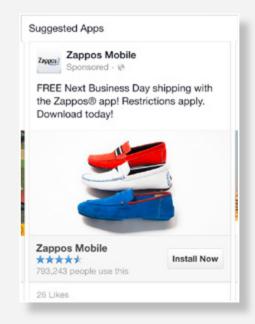


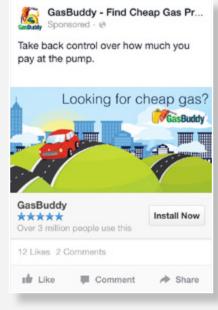


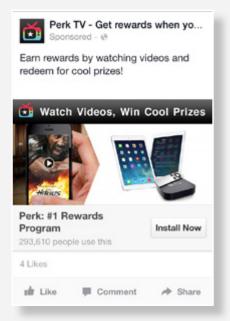














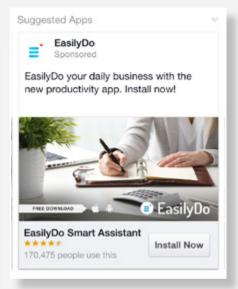




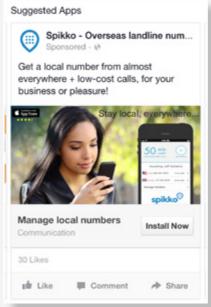


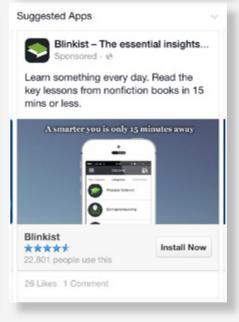


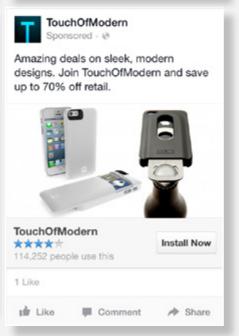












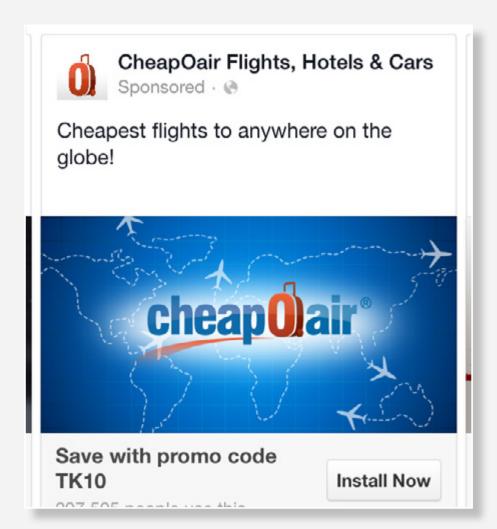


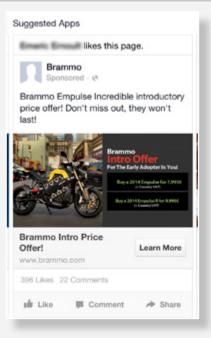


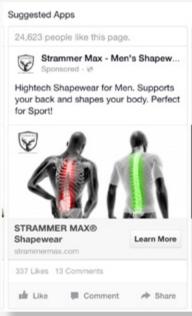




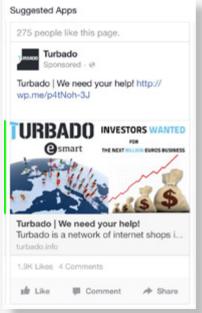










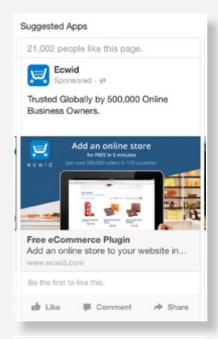


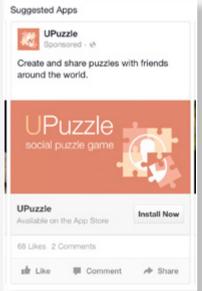








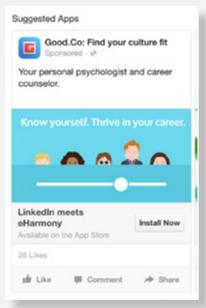












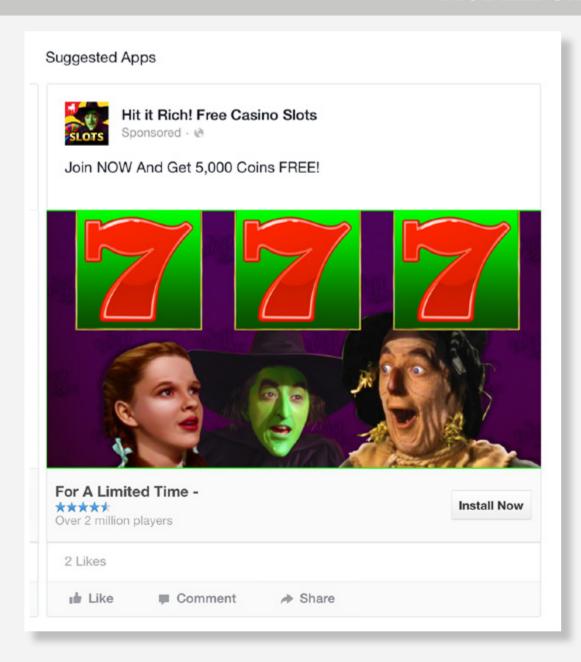


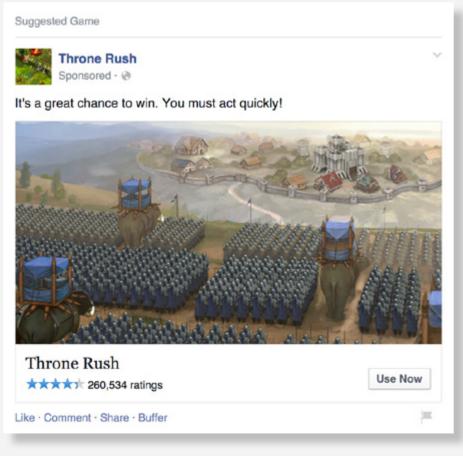












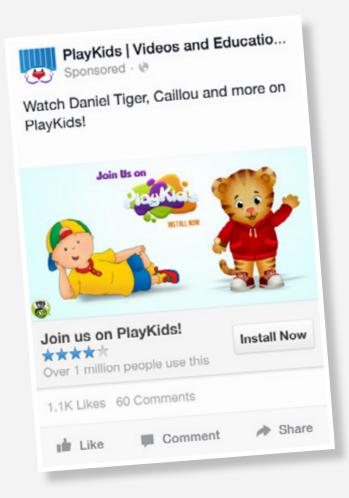


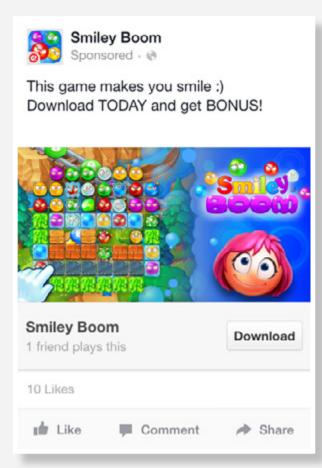












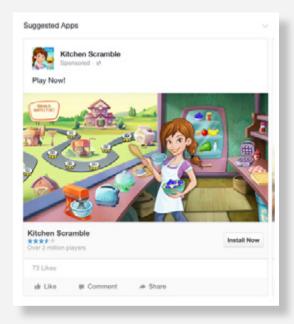


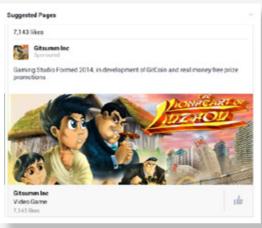


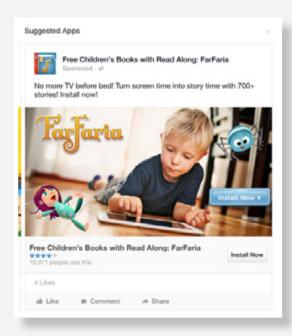


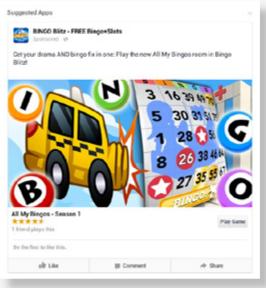


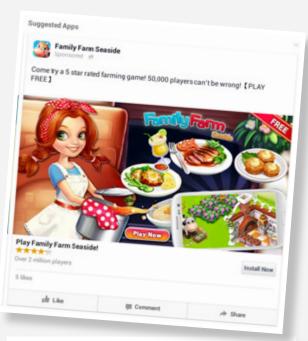


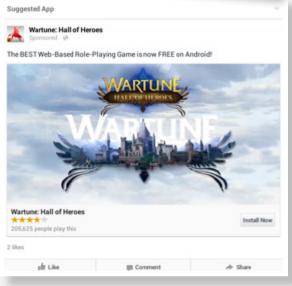










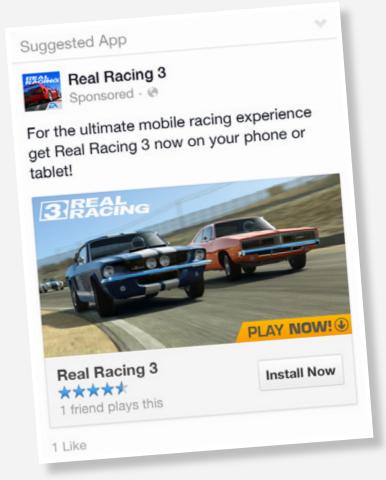


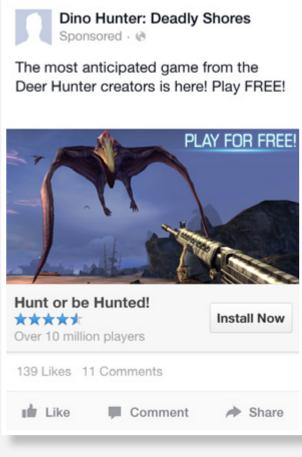












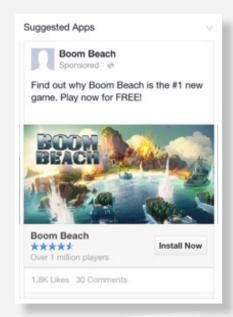


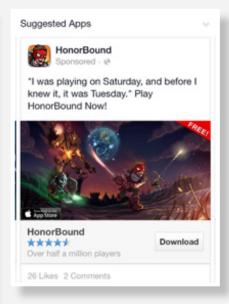




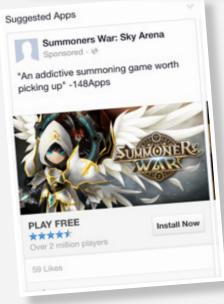




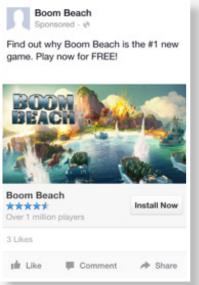












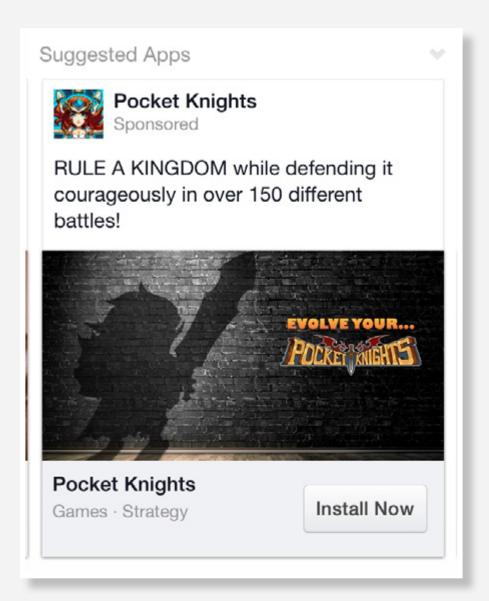






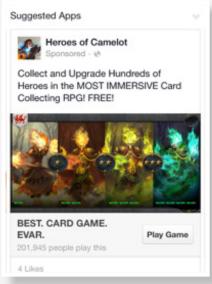


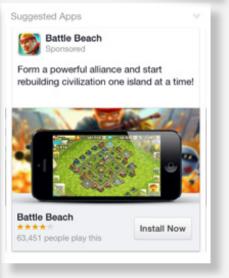












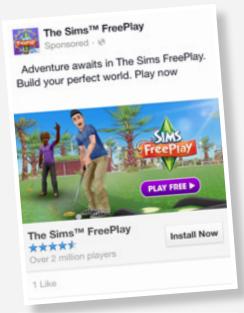


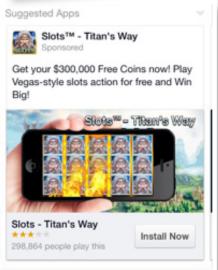


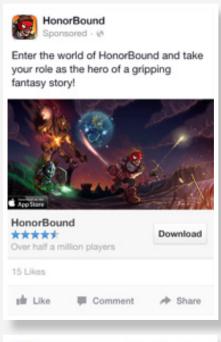


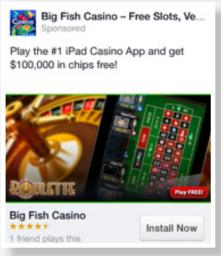


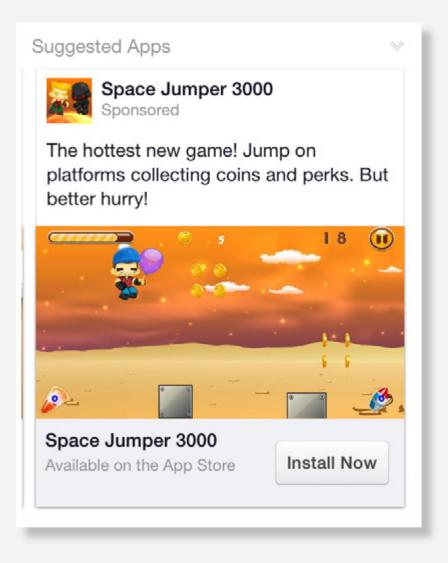












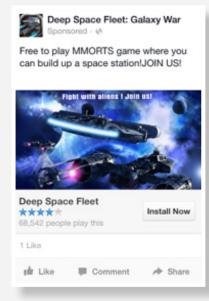


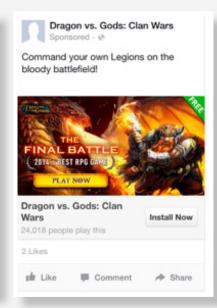


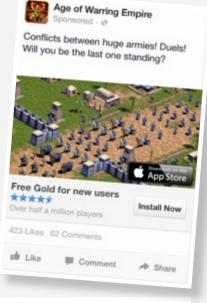




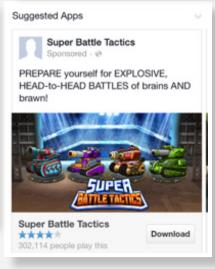


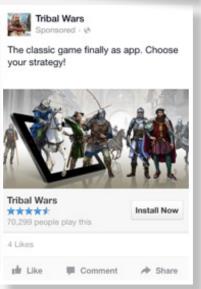












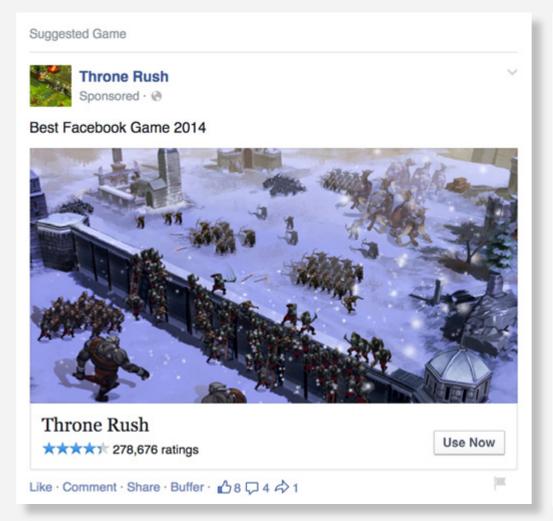


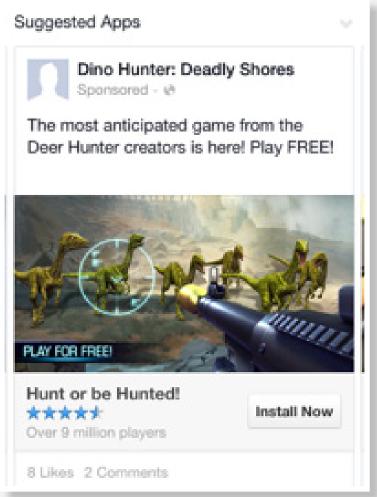












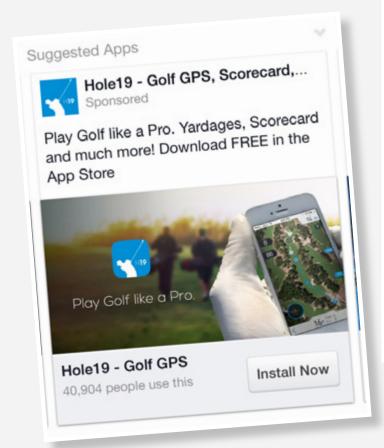


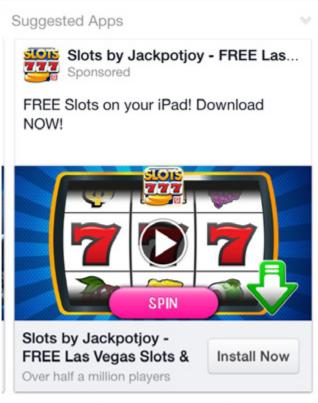


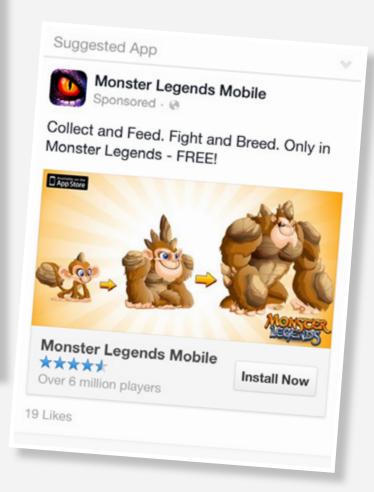








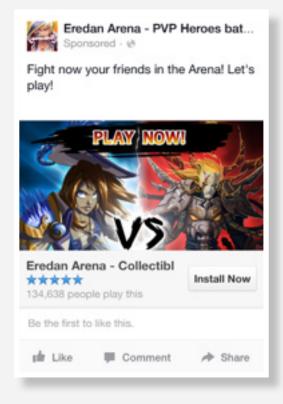


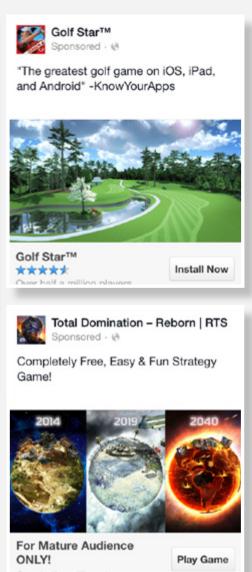


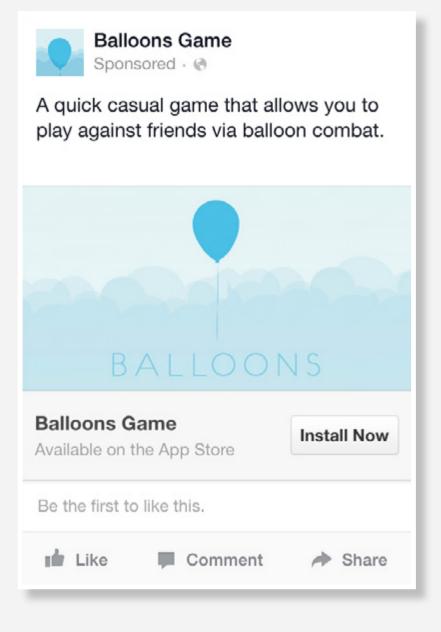












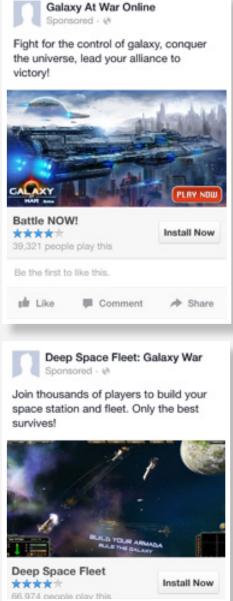


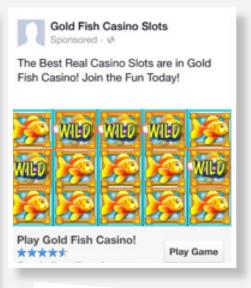


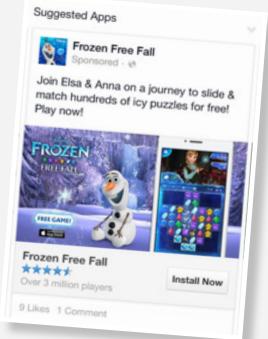










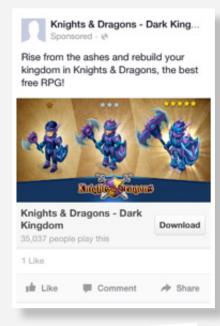




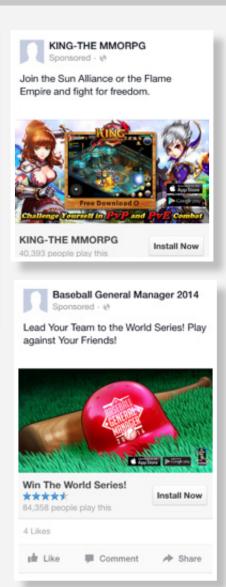


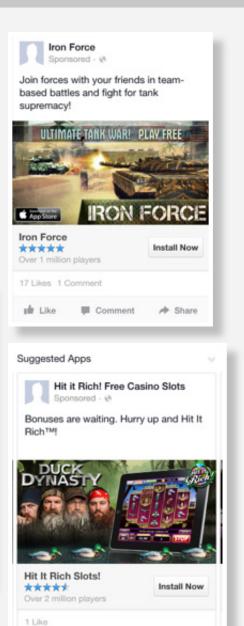
















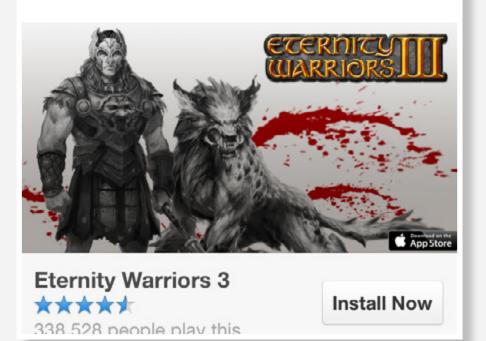


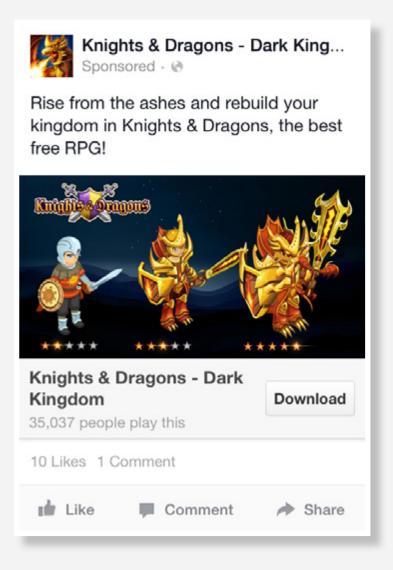






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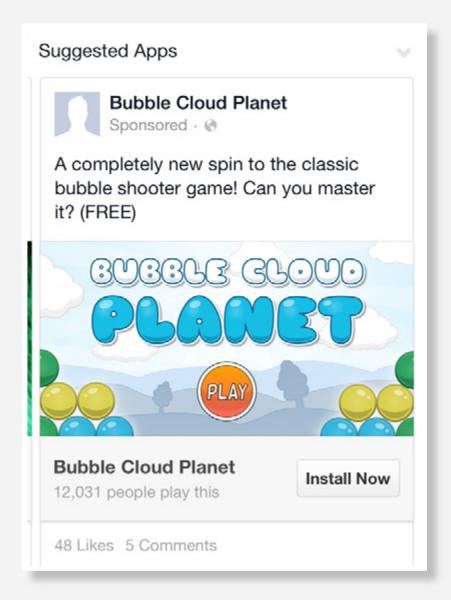


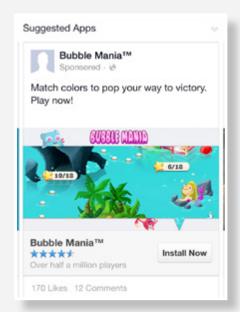


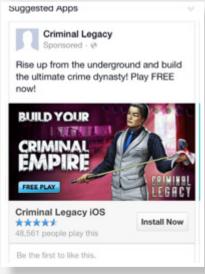


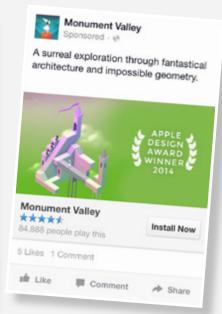


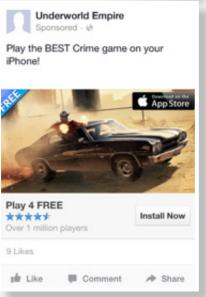












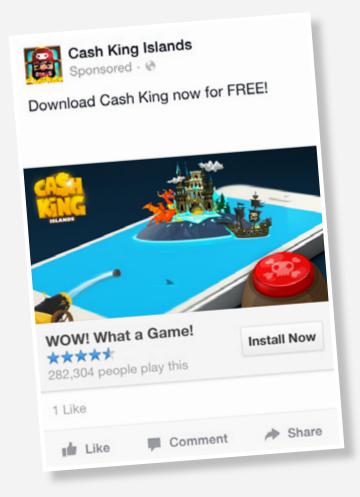


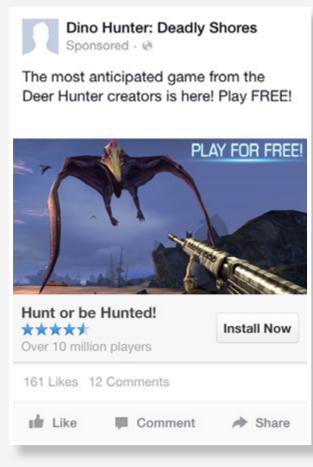


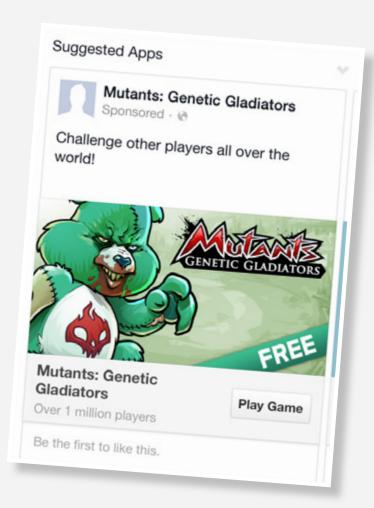










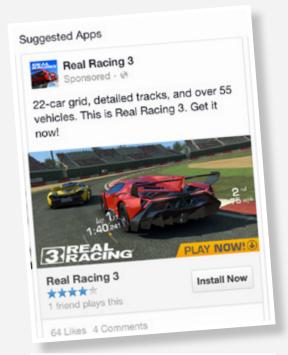


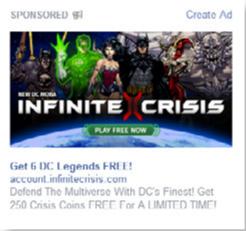


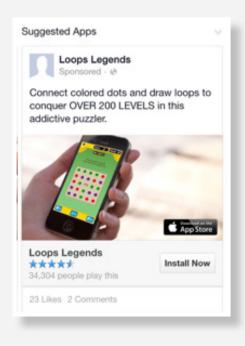


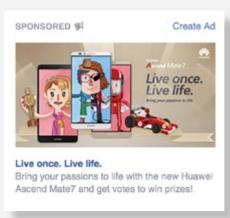
















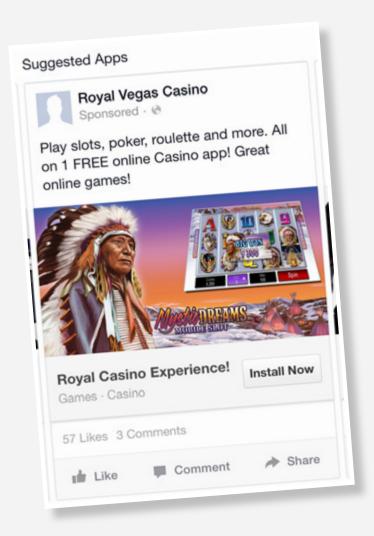


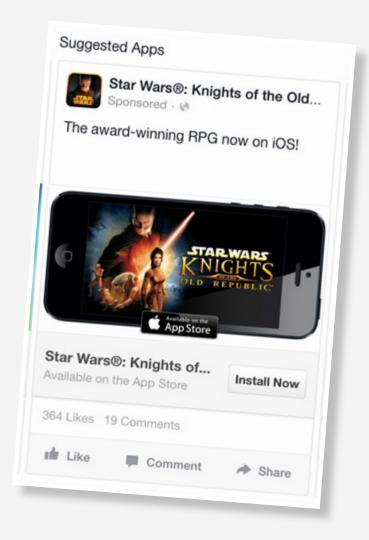












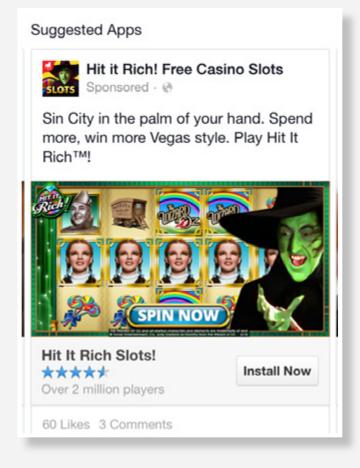


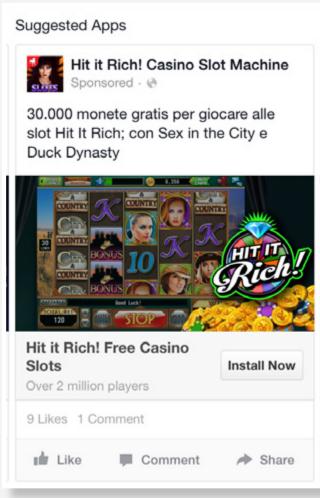






























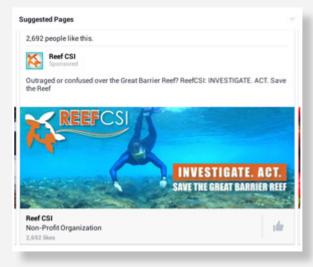








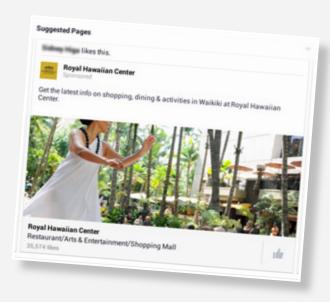














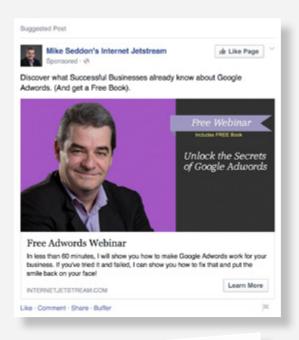




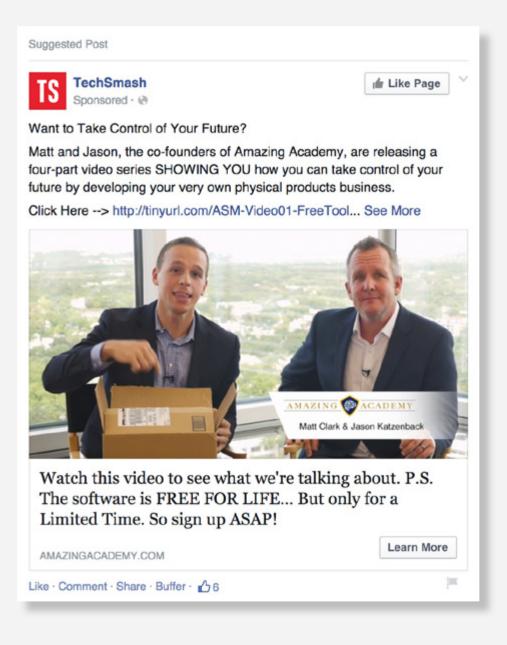






















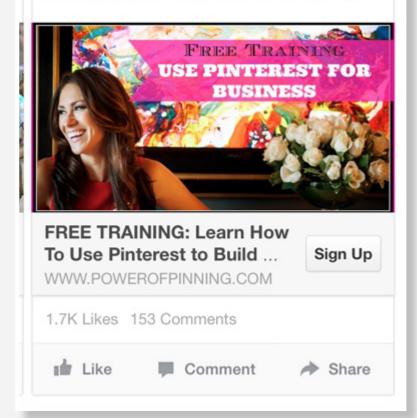
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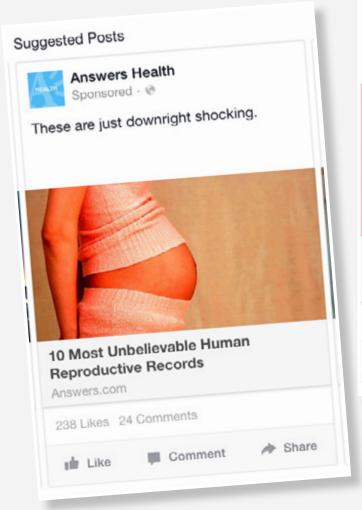


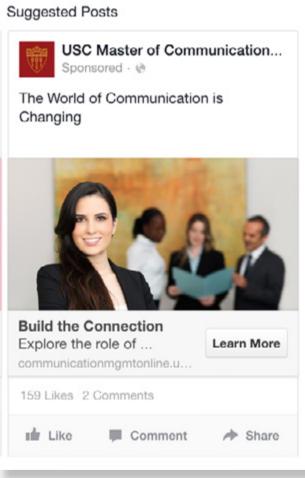


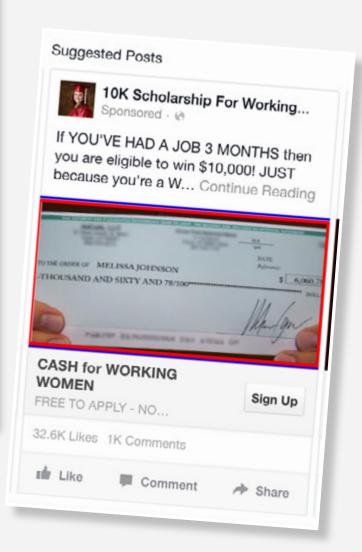










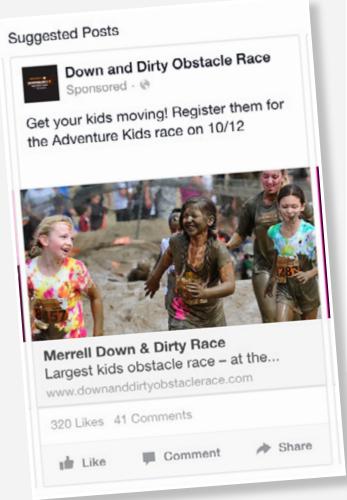














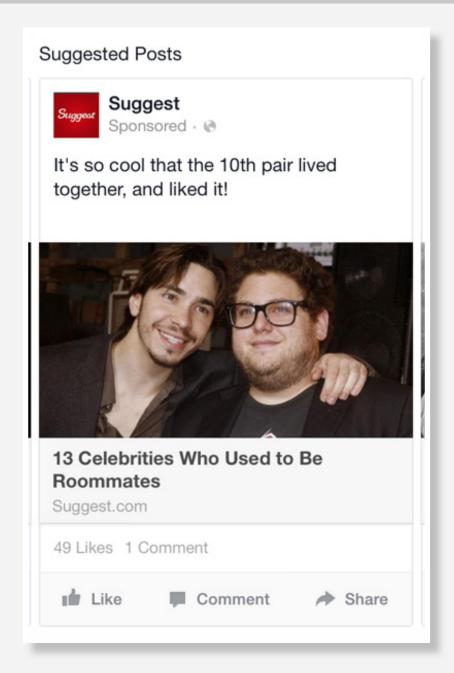


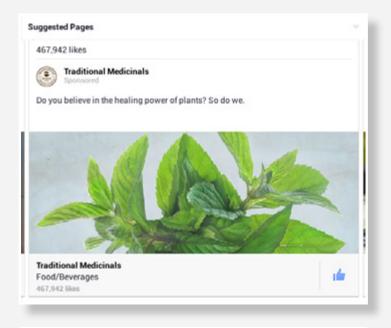














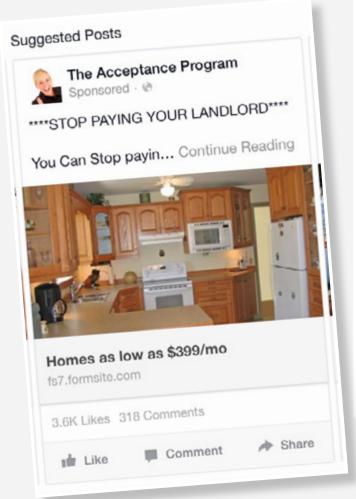


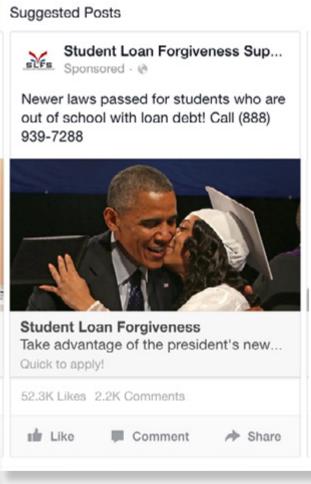












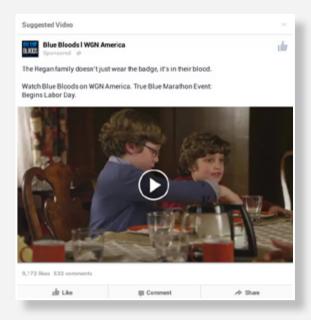




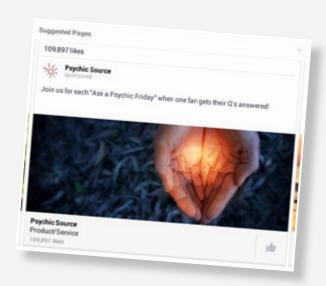






























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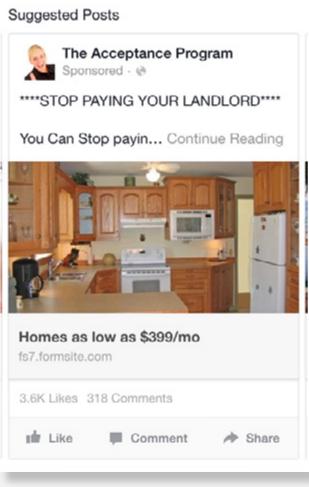












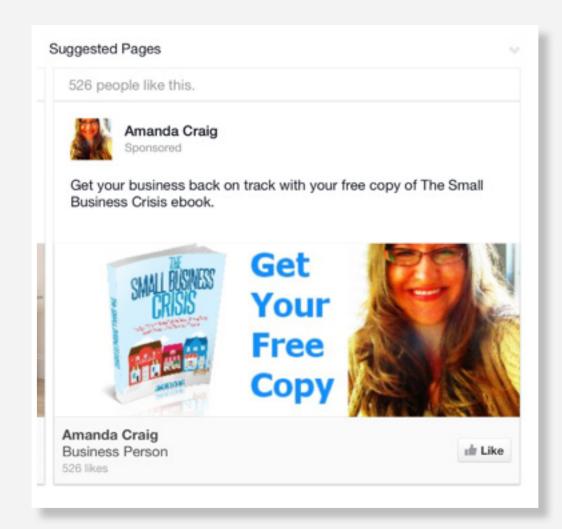


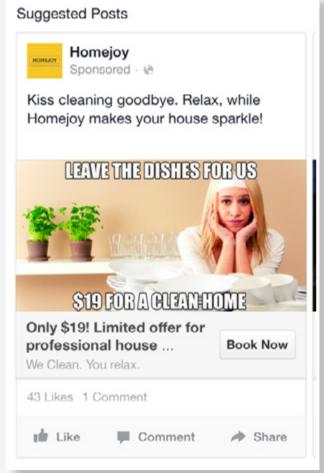
















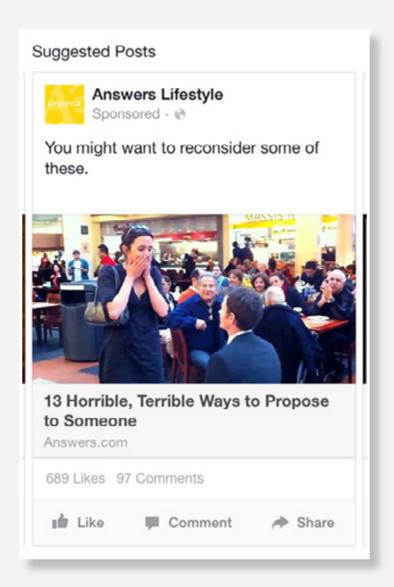
































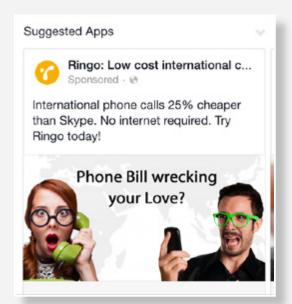


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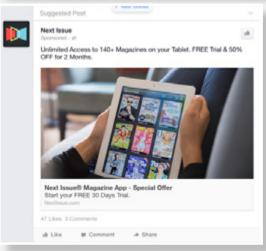


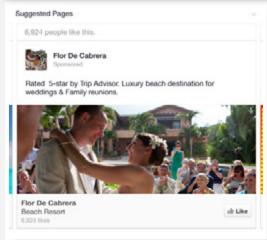
















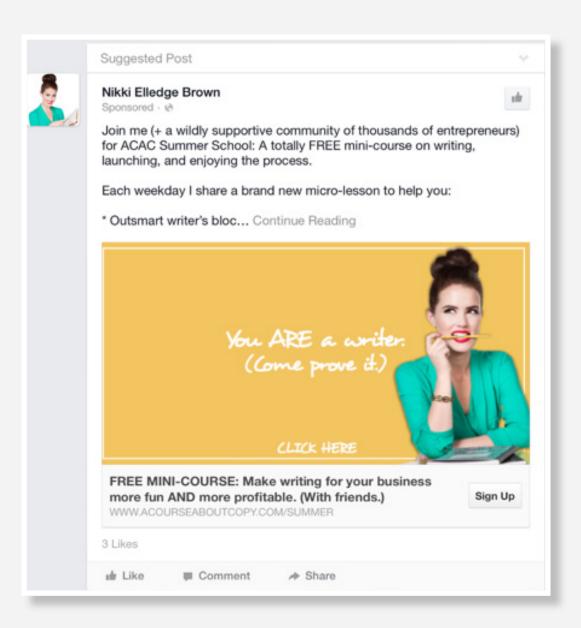












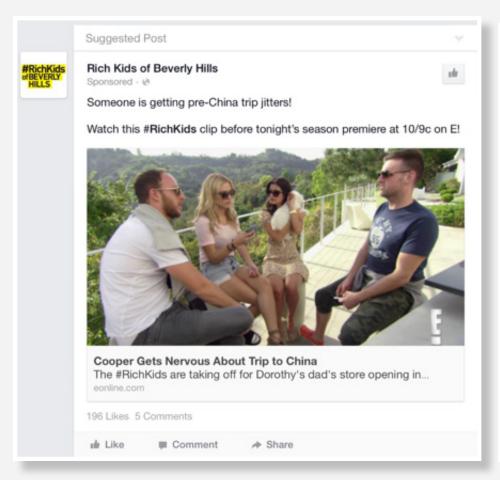


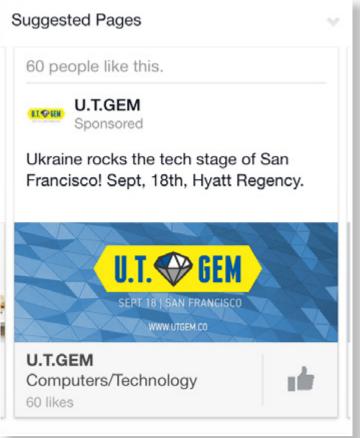












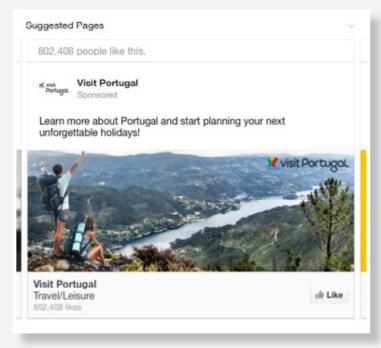




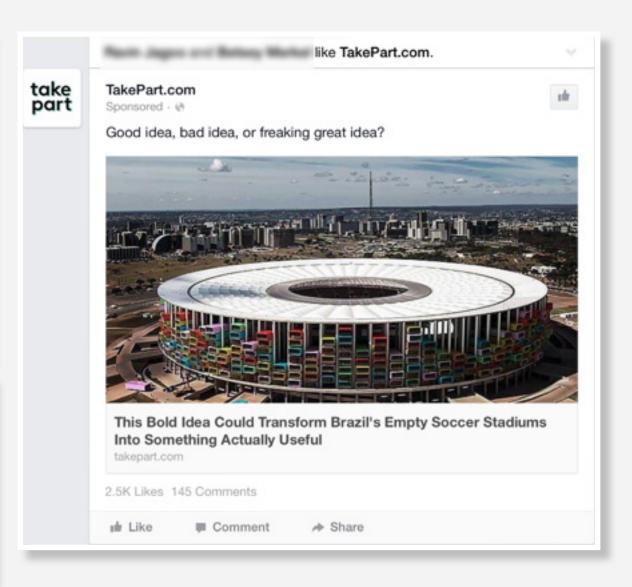












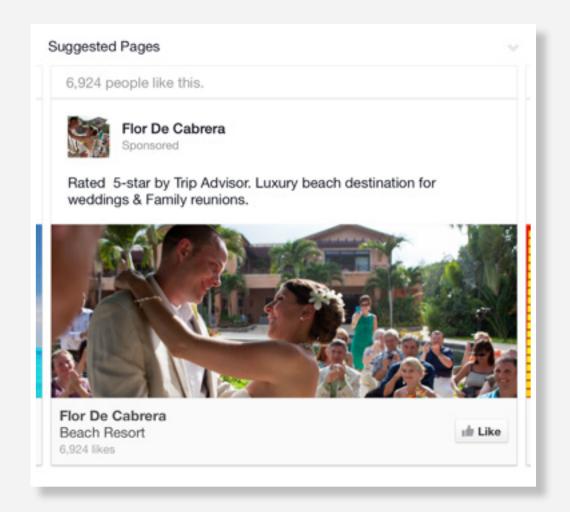




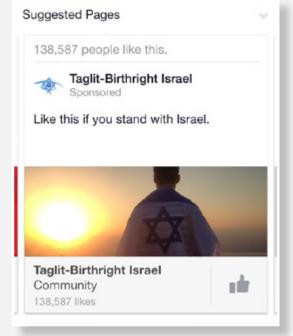












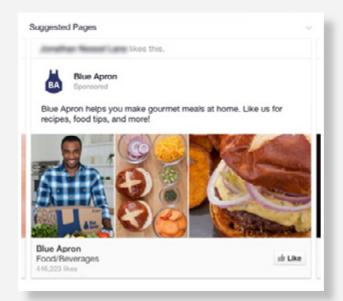


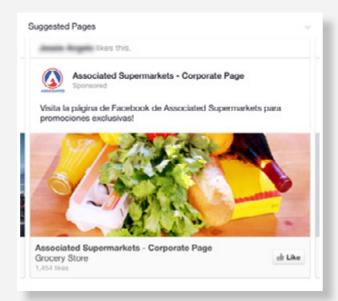




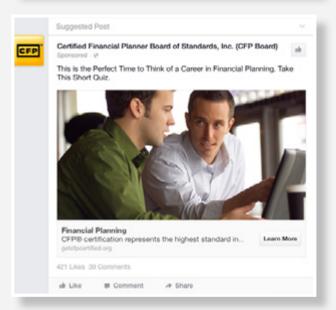


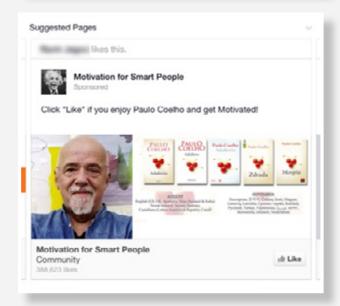


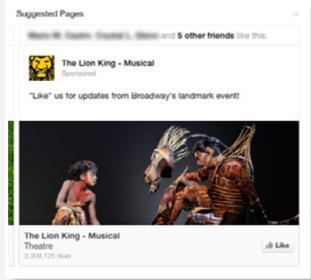












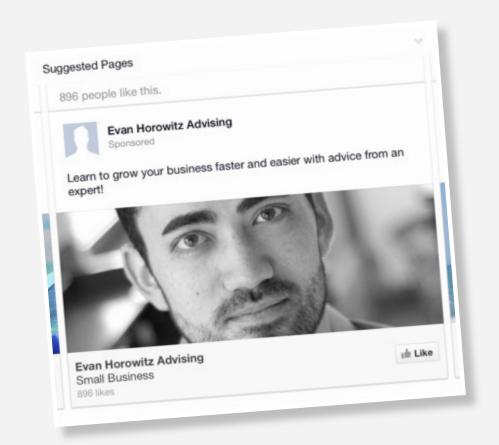














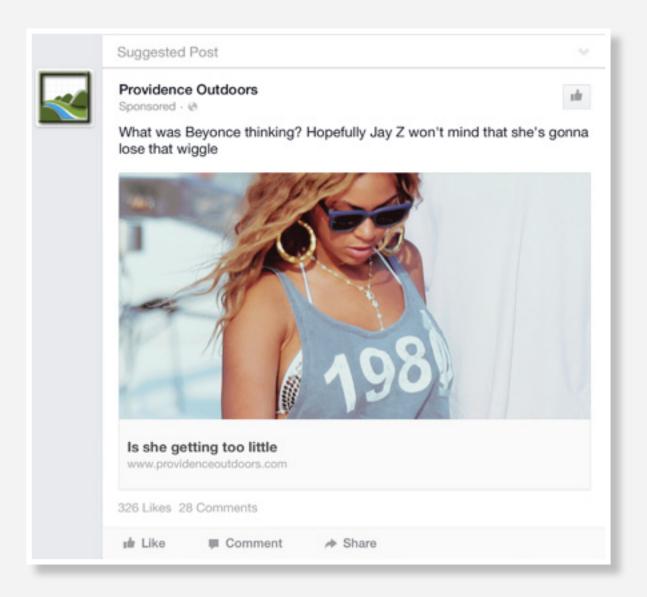


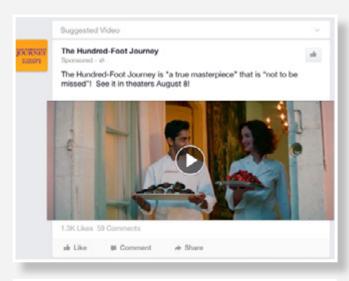


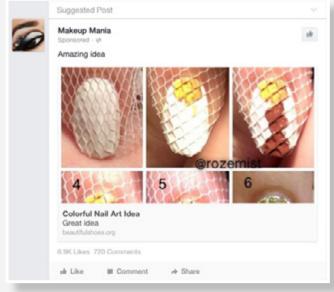












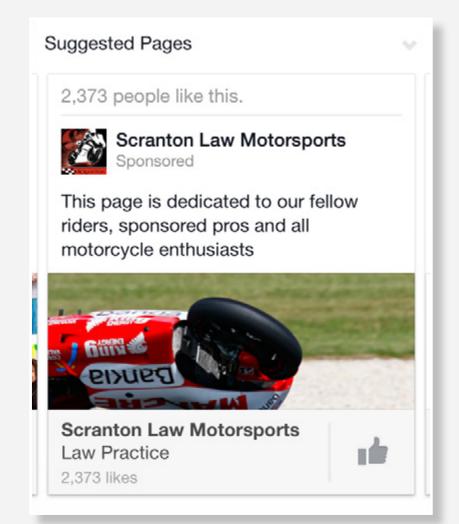


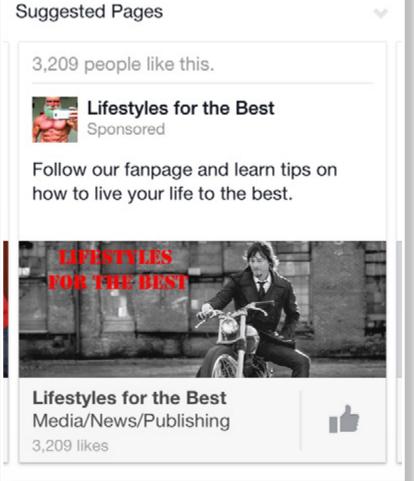












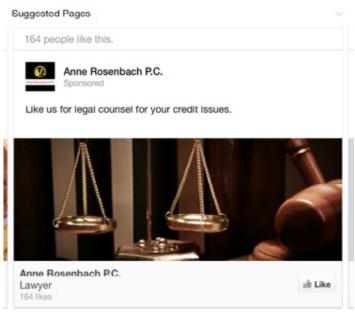


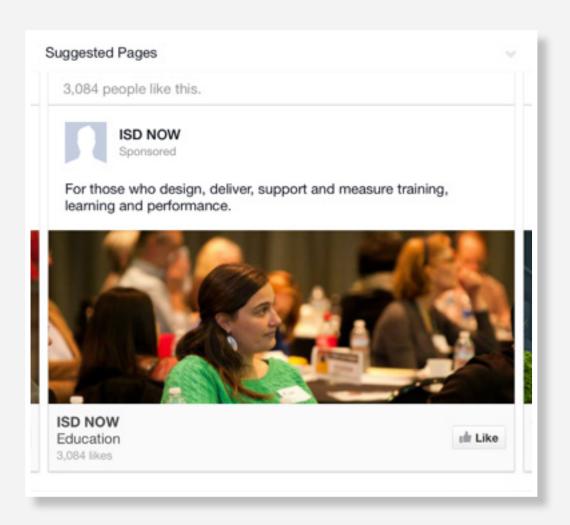












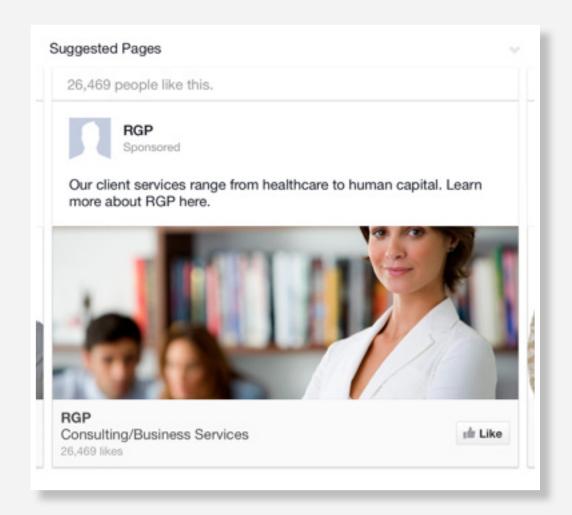




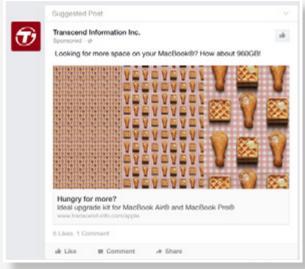










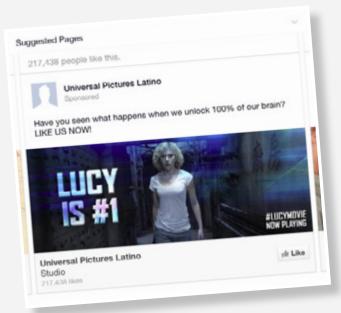


















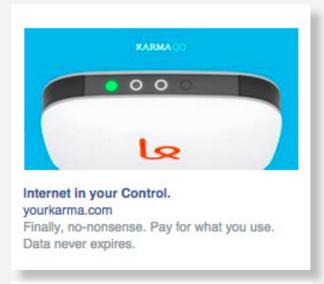














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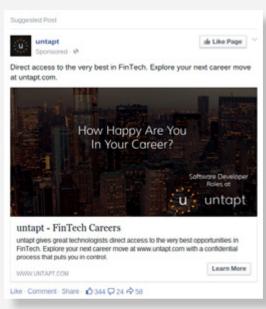






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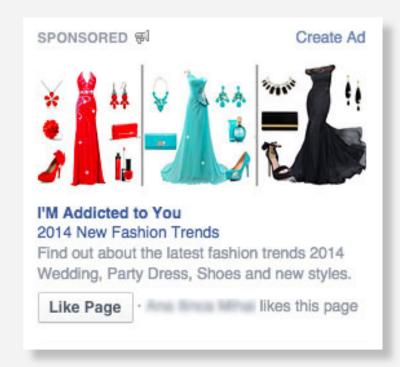
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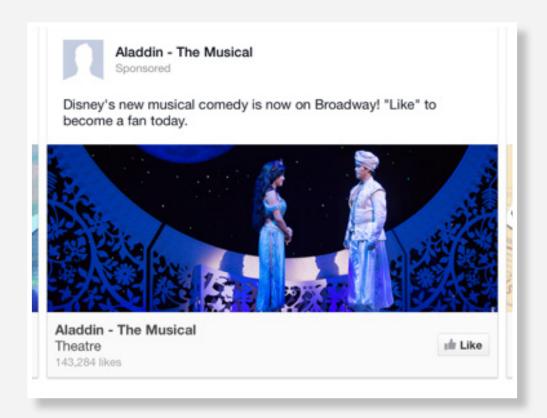






















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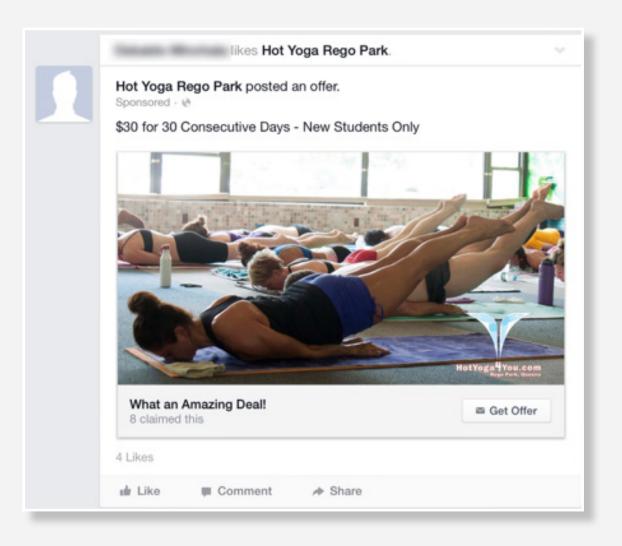
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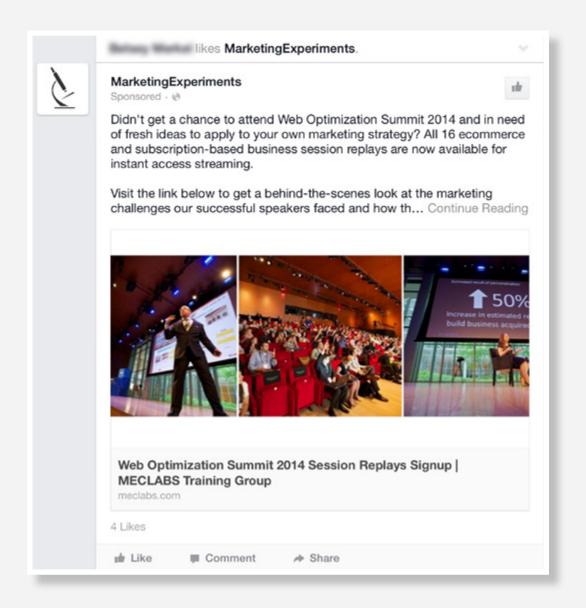


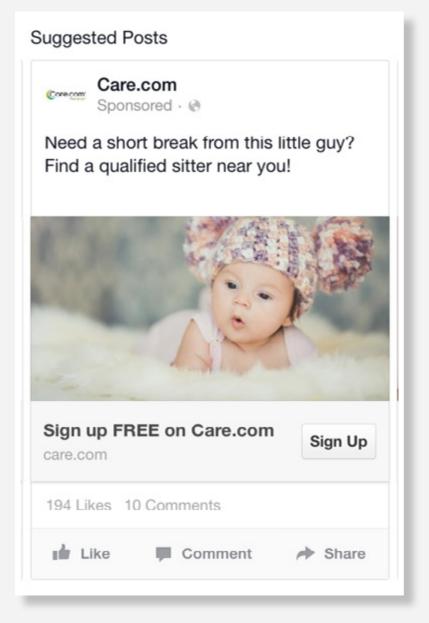












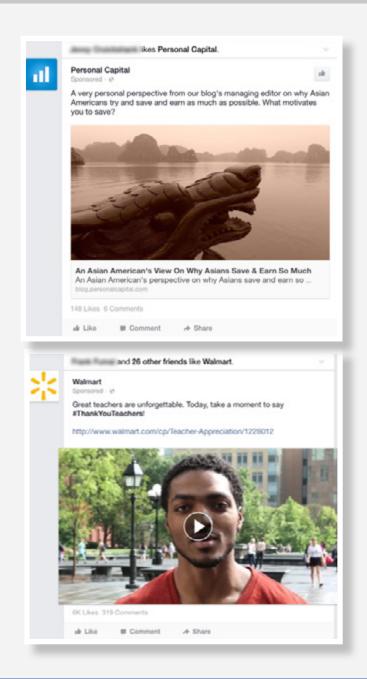


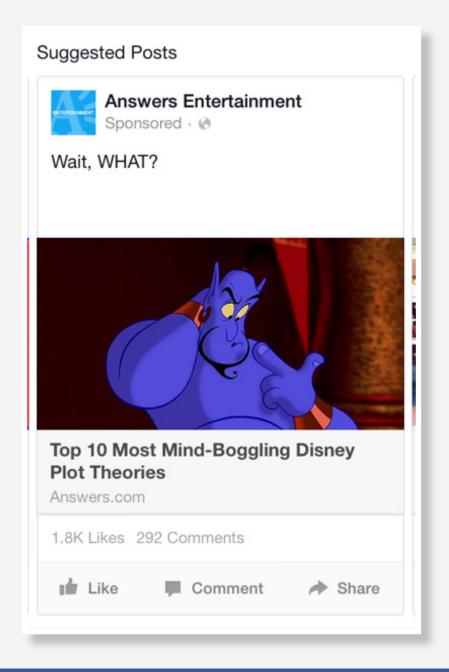












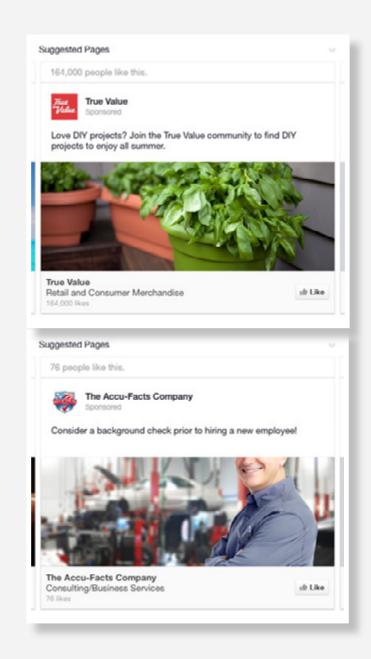


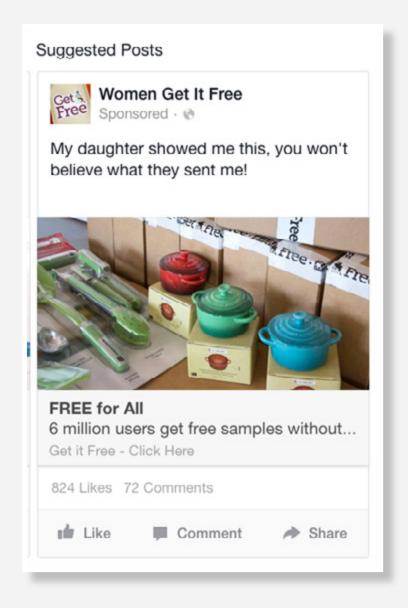














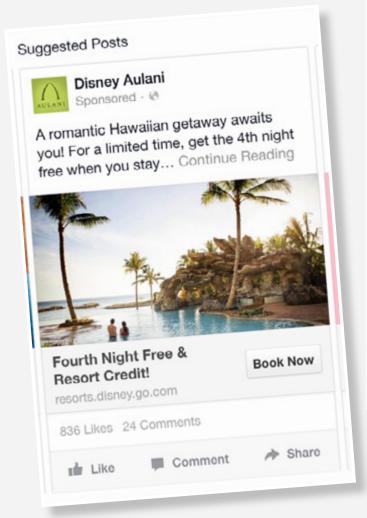


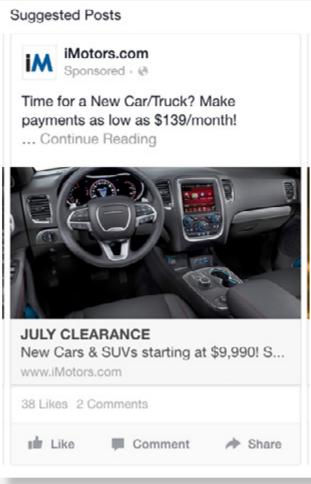


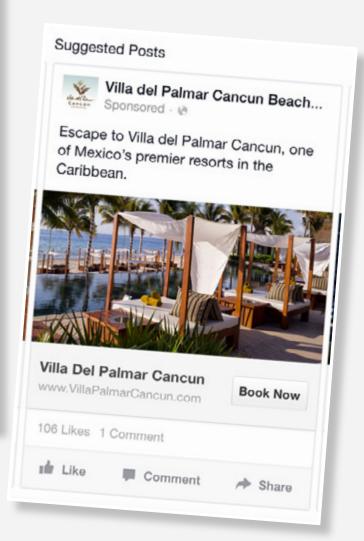




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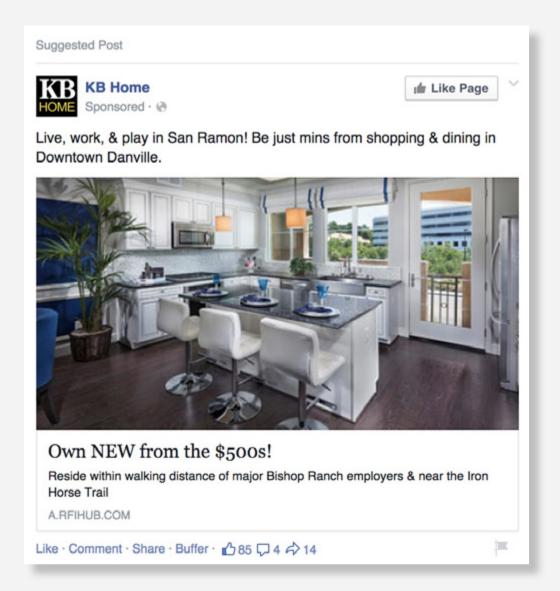


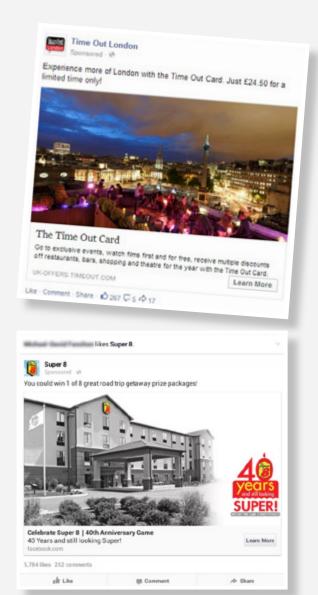














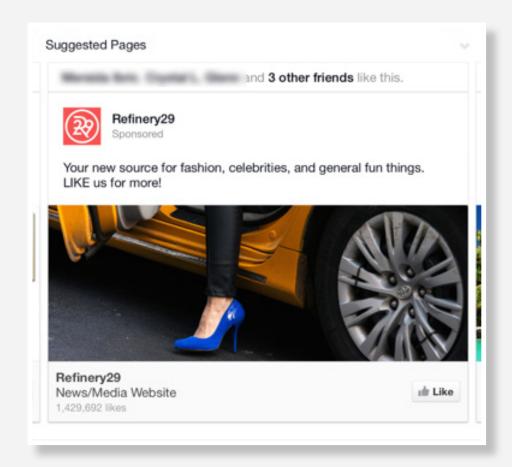


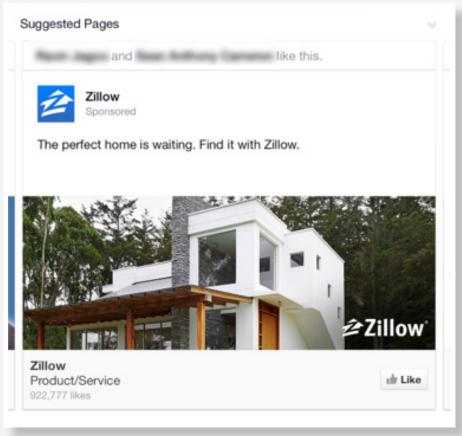






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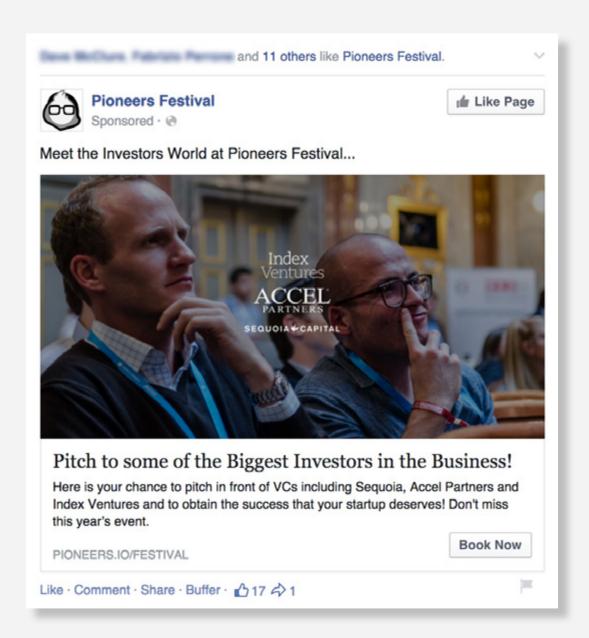


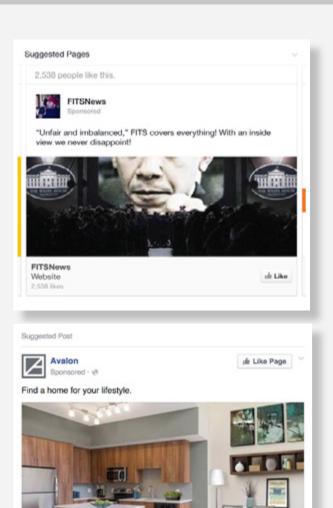












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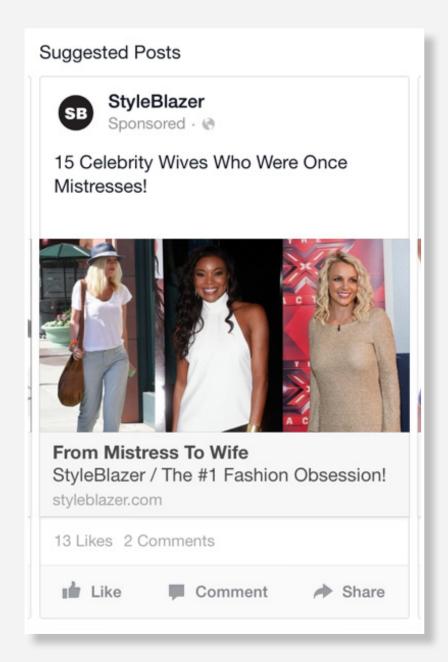
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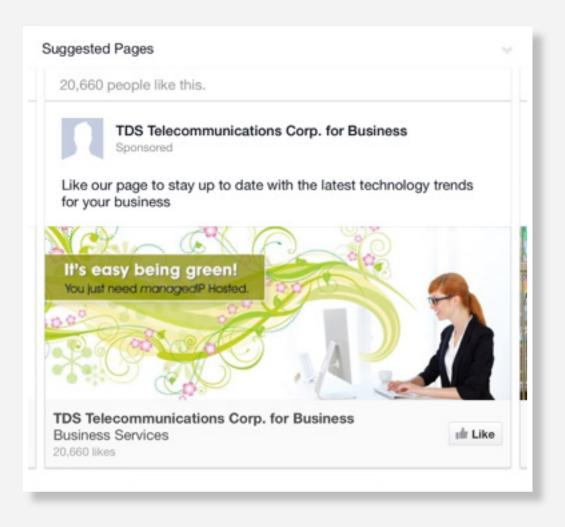












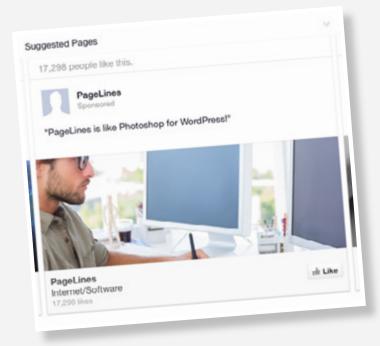




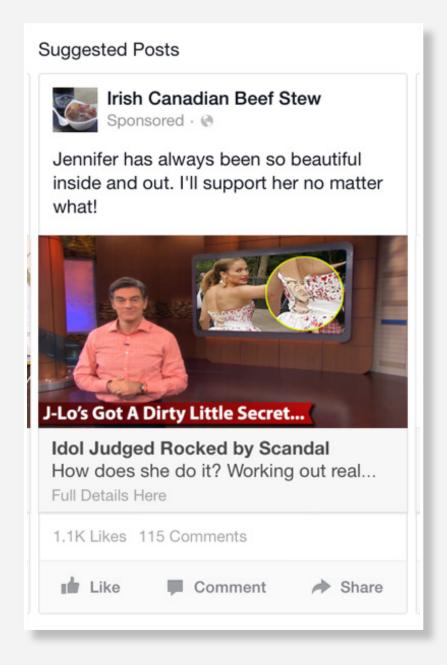






































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