



YIRLA

7 - Signs of Creative Fatigue

Creative fatigue is a silent killer, until it isn't...

01

20% CTR DROPOFF

Has your CTR dropped 20%+ on any active creative in the last 14 days vs. the previous 14 days?



02

OLD CREATIVE

Are you running any creative that's been live for 60+ days without a refresh?



03

HIGH FREQUENCY

Is your average frequency above 3 on any LinkedIn or Meta campaign?



04

CPM UP, CTR DOWN

Is your CPM rising while your CTR is falling on the same creative? (The platform is penalizing fatigued ads)



05

ENGAGEMENT RATES DOWN

Have engagement rates (reactions, comments, shares) dropped 30%+ on your active ads?



06

30+ DAY OLD ADS

Are you showing the same ad creative to the same audience for 30+ days straight?



07

IMPRESSION PLATEAU

Are impressions plateauing or declining on campaigns that still have budget available?



Source: Meta for Business - Creative Best Practices, 2023

How did you do?

0-1 "yes" answers: You're in good shape

2-3 "yes" answers: Time to refresh specific creatives

4+ "yes" answers: You have a systematic creative fatigue problem