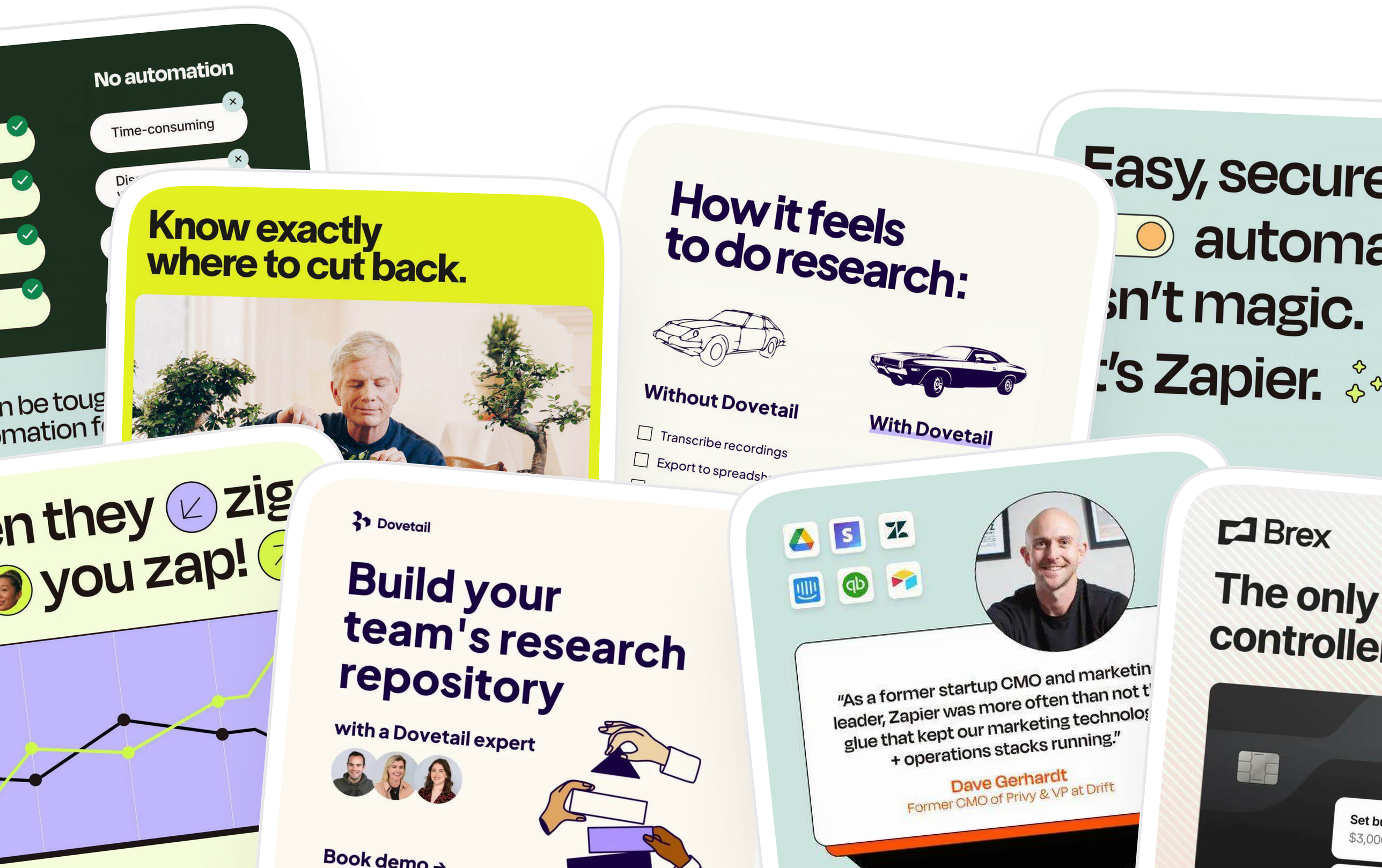
magier

How To Create Great SaaS Ads: The Ultimate Guide

How marketing teams build ads that stop the scroll and drive growth.



Why we are writing this guide

We're magier, a creative agency that works with software as a service (SaaS) companies ranging from scrappy startups hunting for their first 100 customers to unicorns attracting thousands of new users monthly. We've seen the same challenge hundreds of times. Our clients are trying to grow through multiple channels: product-led growth (PLG), organic, sales motions, partnerships, and of course also paid ads keep popping up.

And this one is a special one as it is one of the few channels with an immediate response and the opportunity to really scale quickly. But the reality is that paid ads are often super frustrating (and it's sometimes also a huge burn of money).

To succeed with ads, you need strategic creatives, and lots of them. But if you are like most SaaS teams we talk to, you hit a creative hurdle at some point. Because it's difficult turning product dashboard screenshots into something scroll-stopping, let alone clickable.

When someone scrolls through their feed, they see gorgeous direct-to-consumer (DTC) lifestyle products — bright colors, beautiful people, aspirational settings — all competing directly with your product interface mockups. Your B2B tool might save companies millions of dollars, but visually, it's still competing with someone selling artisanal coffee or designer sneakers.

So, how can you stand out? At magier, we've created thousands of SaaS ads and learned that intentional design drives performance.

This guide shows you exactly how to build a creative engine that consistently produces eye-catching SaaS ads that not only look visually stunning but more importantly convert. You'll learn our 6-step process, see real examples of what works, and get the exact templates we use with our clients to test hundreds of ad variations in a single quarter.

Maximilian Fleitmann
Co-Founder @ magier

A Quick Overview of Today's SaaS Ad Landscape

Most SaaS brands generally advertise across two to three main channels, and each demands different visual approaches.

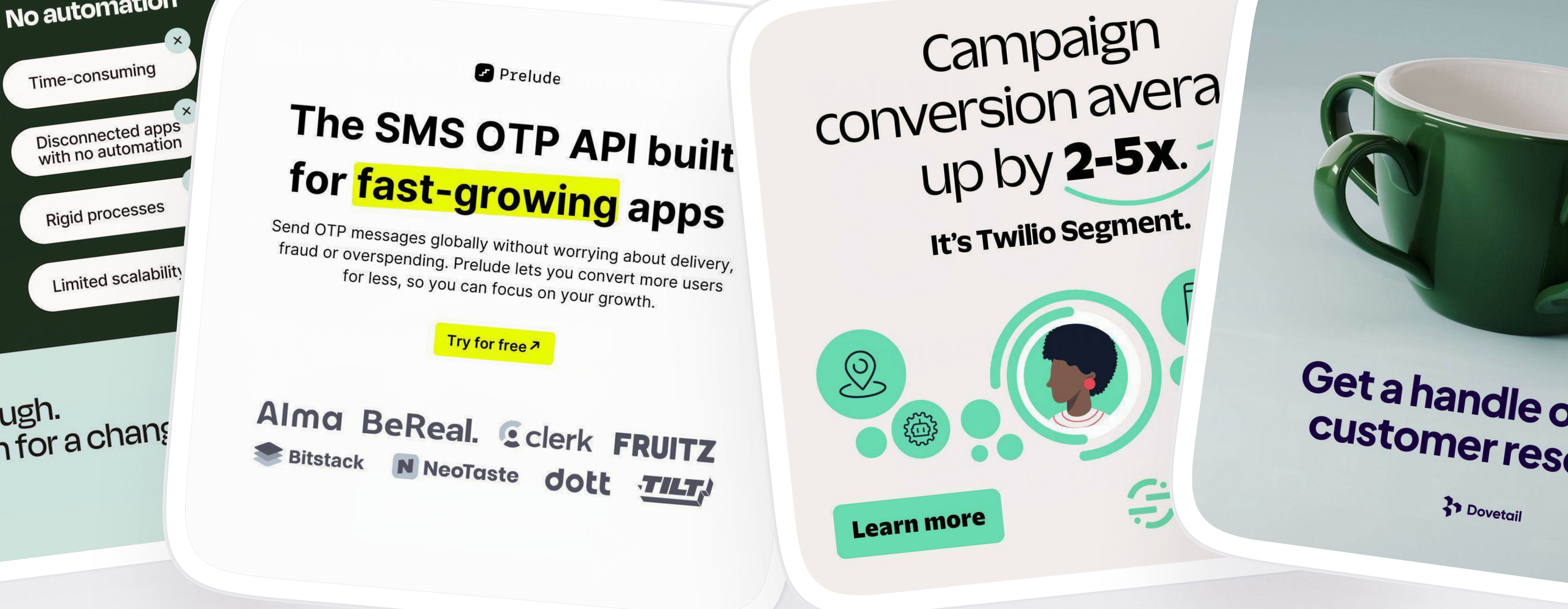
LinkedIn favors professional, data-driven creatives. Think clean layouts, business-focused imagery, and credibility signals. Your audience expects polished content that looks native to their professional feed, but that doesn't mean you have to play it safe. Some of the best-performing LinkedIn ads break the mold with unexpected humor, bold visuals, or conversational copy that feels more human than corporate. Next time you log on LinkedIn, take notice of what types of brand ads catch your eye.

Meta which owns Instagram and Facebook rewards thumb-stopping visuals. Bold colors, unexpected imagery, and scroll-disrupting patterns work best. You're competing with tons of lifestyle content, so your ads need to break through that visual noise.

Some SaaS companies also use **Google Display** (banner ads across websites, apps, and Gmail) primarily for retargeting past website visitors. For these you'll want clear, benefit-focused messaging since you're catching people while they're browsing other content.

Email marketing also benefits from the same design principles with eye-catching header graphics, product visuals, and promotional banners. Email gives you more creative freedom than platform-specific ad requirements, so you can experiment with longer formats, multiple product showcases, or more detailed visual storytelling.

Every platform has one thing in common: your creative asset needs to stop the scroll. Whether someone's checking LinkedIn between meetings or scrolling Instagram during lunch, great SaaS ads grab attention first, then communicate value and finally, make the viewer take action.



What Makes a Great SaaS Ad

The most effective SaaS ads don't follow a single template. Some win with bold statistics and clean design, others succeed through clever visual metaphors, and still others perform best with direct questions that make you pause mid-scroll.

It might be surprising coming from a design agency, but we've found that what separates high-performing ads from beautiful-but-ineffective ones is strategic design, rather than aesthetic perfection. It's always worth reminding yourself that you're designing ads for your target audience not for your team or founder.

For example, an ad that looks plain but speaks directly to your audience's biggest pain point will outperform a visually stunning design that makes people think 'that's pretty' but doesn't make them want to click on it.

This audience-first approach is the foundation of everything that follows. Use these seven design rules for SaaS ads to help you create ads that perform across different scenarios, audiences, and platforms.

1

Clarity Beats Cleverness

Your audience scrolls fast, and if someone needs more than 3 seconds to understand what your ad is about, you've lost them. Sometimes you have to skip clever wordplay and visual metaphors, and just get to the point quickly. Say exactly what your product does and why someone should care, just like this Canva ad.

Big stat grabs attention and builds trust instantly

Biggest text goes to the most important message so your eye knows where to look first

App icons show the "one platform" idea clearly instead of abstract visuals

Simple tagline tells you exactly what Canva does without any confusion

The ad immediately communicates credibility and uses a simple tagline that explains the value. You know exactly what Canva does and why Fortune 500 companies choose it within seconds of seeing this ad.

2

Show the Outcome, Not the Feature

People don't buy software features but the results those features promise to deliver. Instead of listing every single thing your tool can do, paint a picture of what their work life looks like after they start using it. Does it get easier and things flow smoother, or maybe you're helping your customers get to their end goal, like more leads and higher profits.

This Toggl ad nails it by focusing on outcomes people actually want, like staying on top of projects, being profitable, managing team workload.

Headline focuses on the end results people want rather than technical capabilities

Clean visual hierarchy guides you through the benefits before asking for action

Playful visuals represent the benefits (money, organization, team harmony) instead of showing the actual software interface

They're not talking about "time tracking dashboards" or "advanced reporting features," even though Toggl has those tools. Instead they're showing you the end state — a world where messy project data is under control.

3

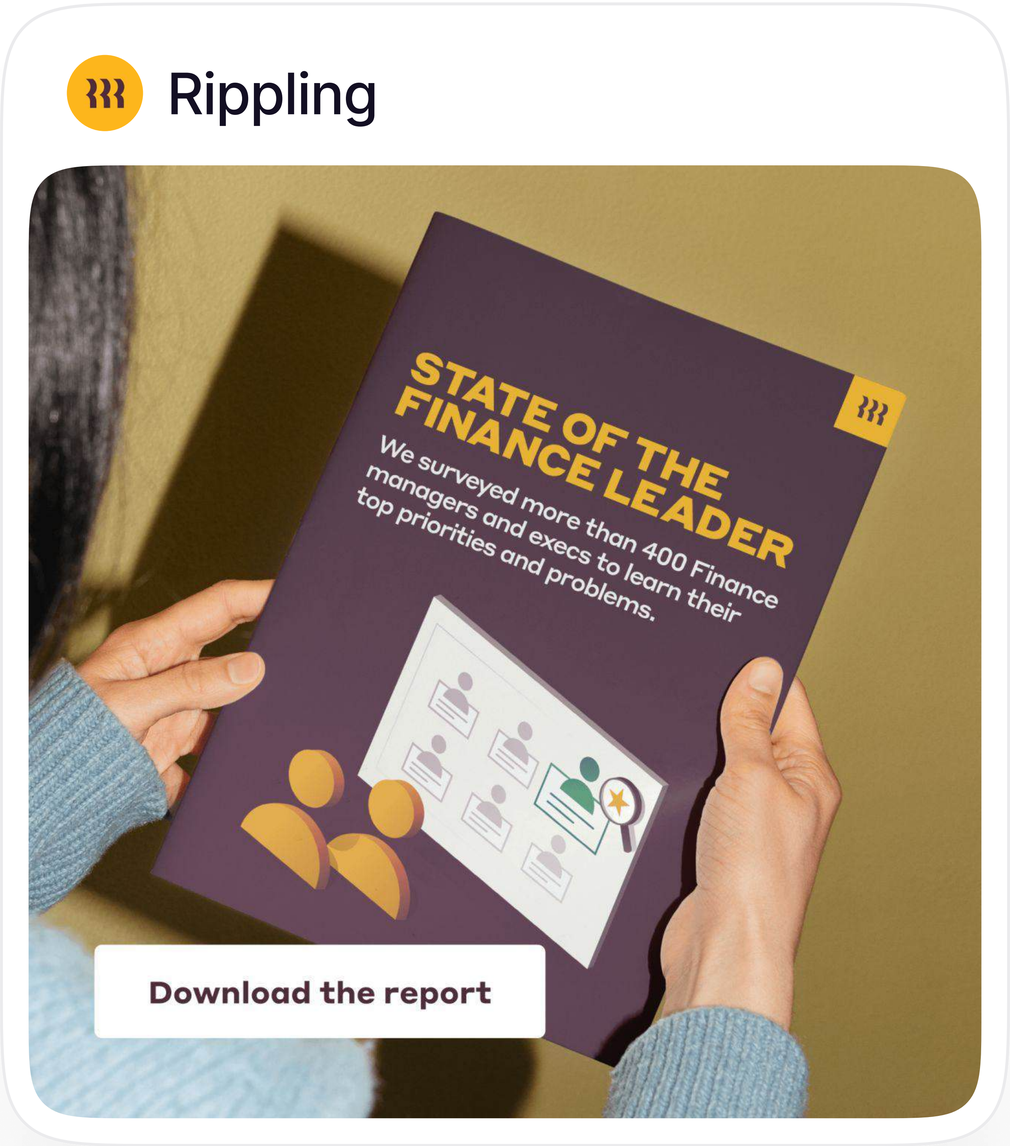
Keep the Focus (One Idea per Ad)

Pick one problem, one benefit, one call-to-action. Think about the core reason your ad exists — what's the single thing you want people to take away? If more than one reason comes up, save it for later when you'll brainstorm more ad angles.

For example, this finance report ad mentions surveying 400+ managers and learning about priorities and problems, but everything ladders up to one focused message: "Here's valuable research about finance leadership challenges."

Physical mockup makes a digital download feel real and more engaging than a flat screen mockup

One obvious call-to-action that matches exactly what the headline promised



Single clear headline that immediately tells you what this report is about

Supporting details all reinforce the main value proposition rather than introducing new concepts

The multiple data points support that one core idea instead of competing with it, guiding you to the call-to-action.

When you're planning your own ad, ask yourself — would adding features about your software or other unrelated benefits strengthen this message or dilute it? The key is having one clear purpose, even if you need multiple supporting points to make that case compelling.

4

Embrace Contrast and Whitespace

In a feed full of busy, colorful content, breathing room makes your ad stand out. For this, use high contrast between text and background, plenty of space, and clear visual hierarchy. Even if your branding is full of colors, you can keep within your brand guidelines by picking just two colors to work with.

For Frontify, this method works really well. Their ad uses generous spacing and high contrast to create a calm, premium feel that immediately grabs attention for how simple and sleek it is.

High contrast between white text and dark background makes everything instantly readable

Clean lines and plenty of negative space create a premium, trustworthy impression

Generous spacing around each element gives your eyes room to breathe and process the message

Simple visual hierarchy guides you naturally from question to options to action

Whether you use white, gray, dark backgrounds, or any solid color, the principle is the same: give elements room to breathe and make your content easy to process. Sometimes the most scroll-stopping thing you can do is give people a visual break after all of the information and image overload they get on their social feeds or in inboxes.

5

Make It Human
(Faces, Emotion, Humor)

SaaS doesn't have to be sterile and boring. At the end of the day, even if you sell a complex, technical solution, you're still advertising to people who make the decision whether to buy or not. And they connect with people, not software.

If you want your ads to feel more human in a sea of corporate content, feature real customers, use genuine emotions, or add humor to make them stand out, taking a leaf out of DTC brands.

Like this Ramp ad which brings warmth to expense management software by showing a real person carefully tending bonsai plants. This creates a perfect visual metaphor for "cutting back" that feels thoughtful rather than aggressive.

Real person with focused expression shows care and attention — qualities people want in their financial tools

Bright yellow background creates warmth and optimism around what's usually a stressful topic

Clever visual metaphor connects "trimming plants" to "cutting expenses" in a gentle, thoughtful way

Instead of showing spreadsheets or corporate imagery, ramp chooses something relatable and almost meditative that makes financial planning feel less intimidating. And we love that bold color contrast!

6

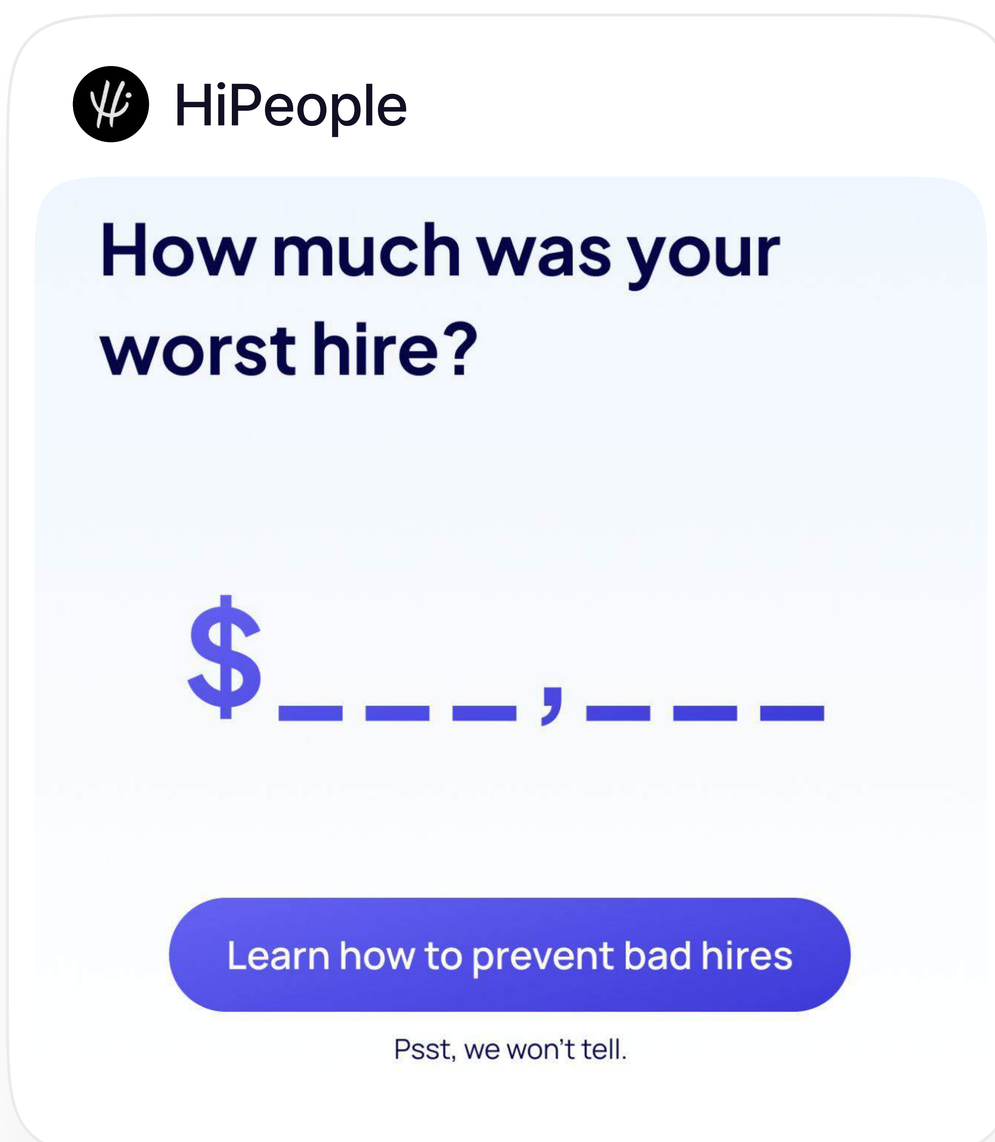
Design for Thumb-Stop, Not for Dribbble

Your ad has one job: make someone stop scrolling long enough to read your message. Brand consistency, artistic beauty, and clever concepts are secondary to that core function (though still important!).

Looking at this hiring ad, we know it won't win any design awards, but it's incredibly effective. The simple question immediately makes you think about your own worst hiring experience — which means it stopped you for a second and got you engaged.

Direct question makes you pause and think about your own experience instead of scrolling past

Fill-in-the-blank format creates mental engagement — your brain wants to complete the thought



Conversational copy feels human and trustworthy rather than corporate and salesy

No fancy graphics or effects, but the ad still starts a conversation

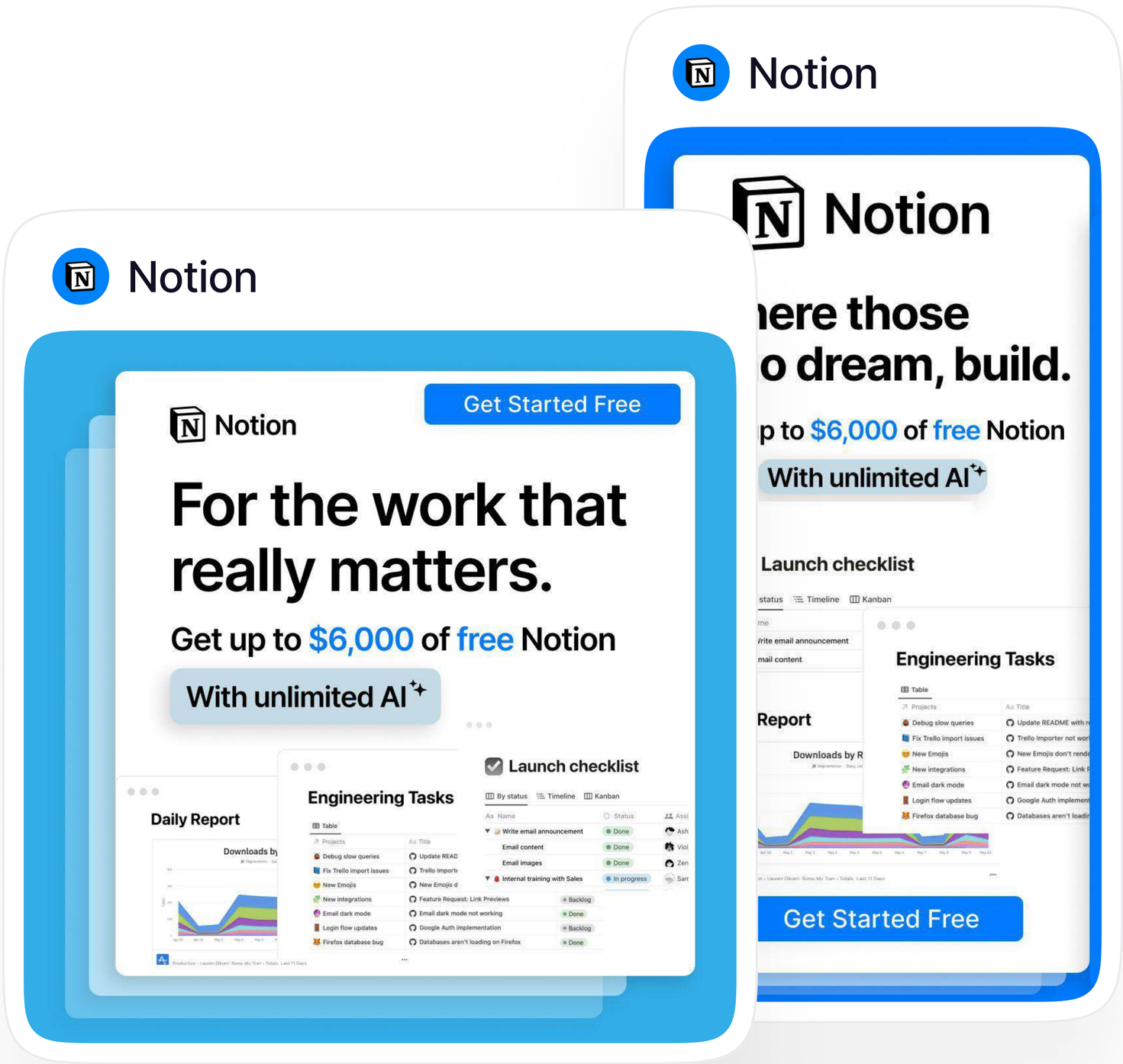
The conversational "Psst, we won't tell" feels like a friend sharing advice, not a company pitching software. The best performing ads often look deceptively simple because they prioritize psychology over aesthetics, and at a quick glance almost look barely designed at all.

7

Design To Test, Not To Impress

The most successful SaaS marketers try tons of different variations of every concept (min. 5 but more is better). They know that what looks like a winner in the design file might completely flop in the real world. That's why you need to build your creative process around rapid testing, not perfect execution.

These Notion AI ads show exactly how smart teams approach testing. Same product, same core offer ($6,000 value of unlimited Notion AI), but completely different creative executions.



One ad uses simple illustrations and social proof, another shows the actual product interface, and others focus purely on the value proposition. Rather than debating which approach is "best," they test them all and let performance decide.

How to Build Your Creative Ads Engine

You know the scenario: someone asks you to "just whip up a quick ad" for next week's campaign. But it's never actually quick, is it? You spend hours brainstorming concepts, days getting feedback from different people, more time on revisions, and by the time you finally launch, you're crossing your fingers that this one execution will work.

If this sounds familiar, you're not alone. But there's a better approach.
Instead of betting everything on single ad executions, you can build a systematic process for generating and testing multiple creative options quickly. When you can produce several variations instead of one "perfect" ad, your chances of finding winners increase dramatically.

Here's the system we use with our clients to go from concept to multiple live ads in days, not weeks

The 6-Step magier System

Step 1
Define

Before any designer touches Figma, get crystal clear on what this ad needs to accomplish. Write down these details every time:

- **Goals of the ad:** Lead generation? Demo bookings? Free trial signups? Brand awareness? Be specific about what success looks like.

- **Funnel stage:** Are you targeting people who've never heard of your category (top of funnel) or those actively comparing solutions (bottom of funnel)? This completely changes your messaging approach.

- **KPI:** Cost per lead? Return on ad spend? Click-through rate? Knowing your primary metric helps you optimize creative decisions.

- **Target audience:** "Founders of 10-50 person SaaS companies struggling with manual customer onboarding" beats "SaaS founders." The more specific, the better your messaging will connect.

- **Platforms and dimensions:** LinkedIn squares? Meta stories? Google Display banners? Each platform needs slightly different creative approaches.

This briefing step saves hours of revision later. When your designer knows exactly what the ad needs to achieve, they can make better creative decisions from the start.

Step 2

Ideate

Start by clarifying your specific goal for this ad concept. Are you trying to drive lead generation? Increase demo bookings? Generate website visits? Get free trial signups? This goal shapes which creative approach will work best.

Next, select an ad "play" to use as your reference framework. Instead of starting with a blank canvas, choose from proven approaches that work well for SaaS (you can also see real-life examples of these in the next section):

- **Before/after transformations:** Show the world before your solution and the world after. Paint the dream state your customers want.
- **Comparison ads:** "With us vs. without us" visuals that highlight the difference your product makes.
- **Social proof and testimonials:** Real customer quotes with visual proof and context about who they are.
- **Data-driven stories:** Turn impressive numbers into eye-catching visuals that build credibility.
- **Pain point callouts:** Start with questions or statements that immediately resonate with your audience's biggest frustrations.
- **Fun/meme approaches:** Use humor or trending formats to stand out in professional feeds.

Step 3

Gather Inspiration

You don't have to waste lots of your team's time trying to come up with a concept that's never been seen before. Instead, use your resources wisely and study what's already working before creating anything new.

Smart marketers build inspiration libraries they can reference whenever they need creative ideas. And no — it's not cheating. Just make sure you're not directly copying anyone's ad, particularly in your industry.

Here are a few sources that can help you find your next ad inspiration:

Meta Ad Library: Use the Meta's Ad Library to search any competitor and see every ad they're currently running, giving you free competitive intelligence. If you're struggling to find specific company ads, make sure to change the location filter to "All."

LinkedIn Company Pages and Ad Library: Visit any brand's company page, click Posts, then select "View ad library" to see their LinkedIn ads. Doing so often filters better than using the main LinkedIn Ad Library search, but only if you know which company's ads you want to see. You can still use the search for specific keywords that might get found across different brands.

Magier ad examples: Our curated collection of 300+ top-performing ads to give you inspiration for your next campaign. These are handpicked examples with a focus on high-converting SaaS and B2B campaigns. Plus, download our top SaaS ads swipe file with ads from startups worth over $5 billion combined.

MagicBrief is a curated ad library with hundreds of high-performing SaaS and ecommerce ads — all filterable by platform, format, and ad type. Explore proven creatives for free to build your inspiration library, or upgrade to unlock ready-made ad templates in Figma and Canva that you can customize in minutes for your own campaigns.

Public ad libraries and collections: Plenty of platforms collect ad design ideas. Simply search for “free ad creatives” or “ad design library,” or if you’re looking for a specific platform, narrow your search. For example, “email ad design library,” which might land you on Really Good Emails.

Real-world analogies: Collect inspiration from anything that makes you stop scrolling, including ads that have nothing to do with SaaS. Screenshot what catches your attention and save it in a shared folder your team can access. The visual trick that made you pause for a pet food ad might be exactly what your SaaS demo booking campaign needs — slightly adjusted for the audience, of course.

Step 4

Visualize

Create rough concepts and scribbles before jumping into design software. Think wireframes, not finished masterpieces. Sketch layouts that communicate your ideas clearly enough for someone else to execute.

For a quick sense check, once you have 3-4 rough concepts, you might want to run them by one key stakeholder (your marketing lead, the campaign owner, or whoever will ultimately approve the final ads). The goal isn't detailed feedback on rough sketches but making sure you're heading in the right direction before investing design time.

This step prevents the "blank canvas paralysis" that kills creative momentum. When you have rough concepts ready, the actual design work moves much faster.

But a fair warning: some stakeholders can't visualize rough concepts and might kill good ideas prematurely. If this happens regularly, either have your most visual team member present the concepts or skip straight to more polished versions.

Step 5

Collect Assets

Have everything ready before you brief the designer. Nothing kills creative flow like stopping mid-design to hunt for the right logo file or product screenshot, especially if it takes hours or days to get access.

Here's a few key assets you'll want to have ready:

- **Copy variations:** Write 3-5 headline options, multiple subheads, and different CTA phrases. Give your designer choices to work with.
- **Product mockups or screenshots:** Clean, high-resolution images that showcase your software in the best light.
- **Brand assets:** Current logos, color codes, font files, and any brand guidelines your designer needs to follow.
- **Stock imagery or photography:** If your concept needs lifestyle images or specific visual elements, source them ahead of time.
- **Visual references:** Screenshots of ads or designs that capture the style or feeling you're going for.

The better your asset preparation, the faster you'll get from concept to finished creative.

Step 6

Design & Iterate

With a solid brief, clear concepts, and all assets ready, an experienced designer can produce 10-20 variations in a day. These aren't completely different ads but variations on your core concepts with different headlines, visual emphasis, or layout approaches.

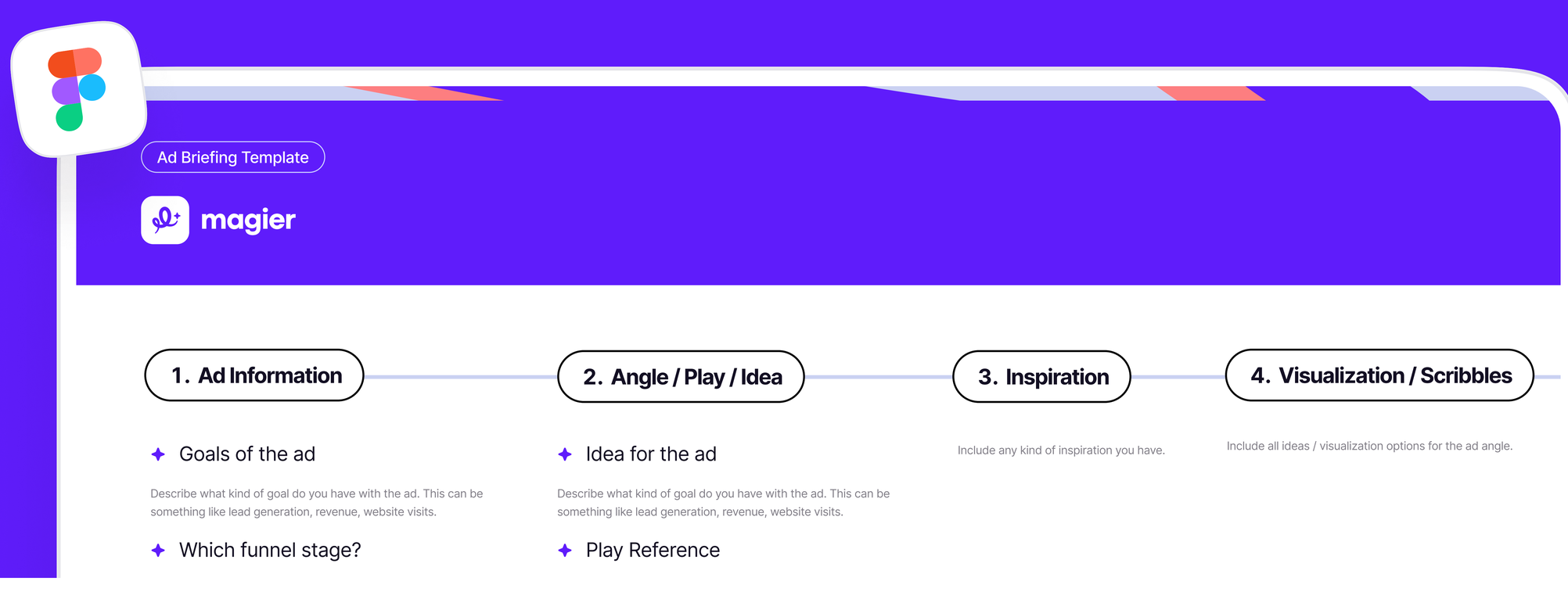
For effective campaigns, you'll want to test 5-10 creative variations, giving the algorithm multiple options to optimize toward your best performers. AI tools (Midjourney, ChatGPT, Nano Banana, and others) can help create specific elements — backgrounds, icons, or copy variations — but the strategic thinking that makes ads effective still needs that human touch.

When testing becomes routine rather than a special project, you learn faster and scale more predictably. It lets you build up team knowledge about what works and what doesn't (and why) so that anyone can reference this information when planning the next ad campaign.

Bonus

Free Figma Briefing Template!

We've created a template that walks you through every step of this process. It includes all the questions to ask, asset checklists, and inspiration gathering workflows that help you brief better ads every time.



Bringing It All Together With a Real Campaign Breakdown

We've covered the design rules and the 6-step magier system in theory, but the magic happens when you combine them in real campaigns. Let's look at how we applied these principles for Valuecase, a customer onboarding software company.

01 Define

Valuecase needed top-of-funnel awareness ads targeting sales reps and heads of sales. They weren't looking for immediate conversions, but they wanted to spark curiosity, get people to their landing page, and build up their retargeting pool. Clear goals from the start meant we could design ads that matched what they wanted to achieve.

02 Ideate

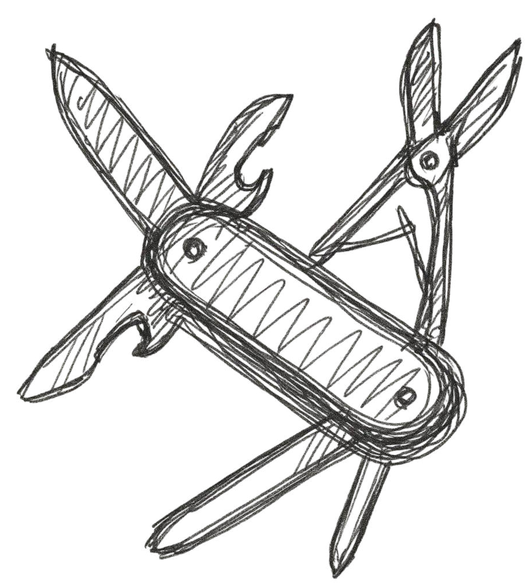
We mapped out the biggest frustrations their audience deals with daily: stakeholder chaos, complex B2B deals with too many tools, no single source of truth, endless email threads, and zero visibility into engagement. From these pain points, we landed on two angles. Create a simple before/after comparison or show what "all-in-one" looks like.

03 Gather inspiration

Instead of starting from scratch, we looked for ads that tackled similar challenges. Zapier's Swiss Army knife visual was perfect because everyone gets that metaphor for "many tools in one." We also saved some before/after examples from other B2B tools that let the main concept shine through.

04 Visualize

Time for quick sketches. Nothing fancy, just rough concepts showing how each idea might work visually.



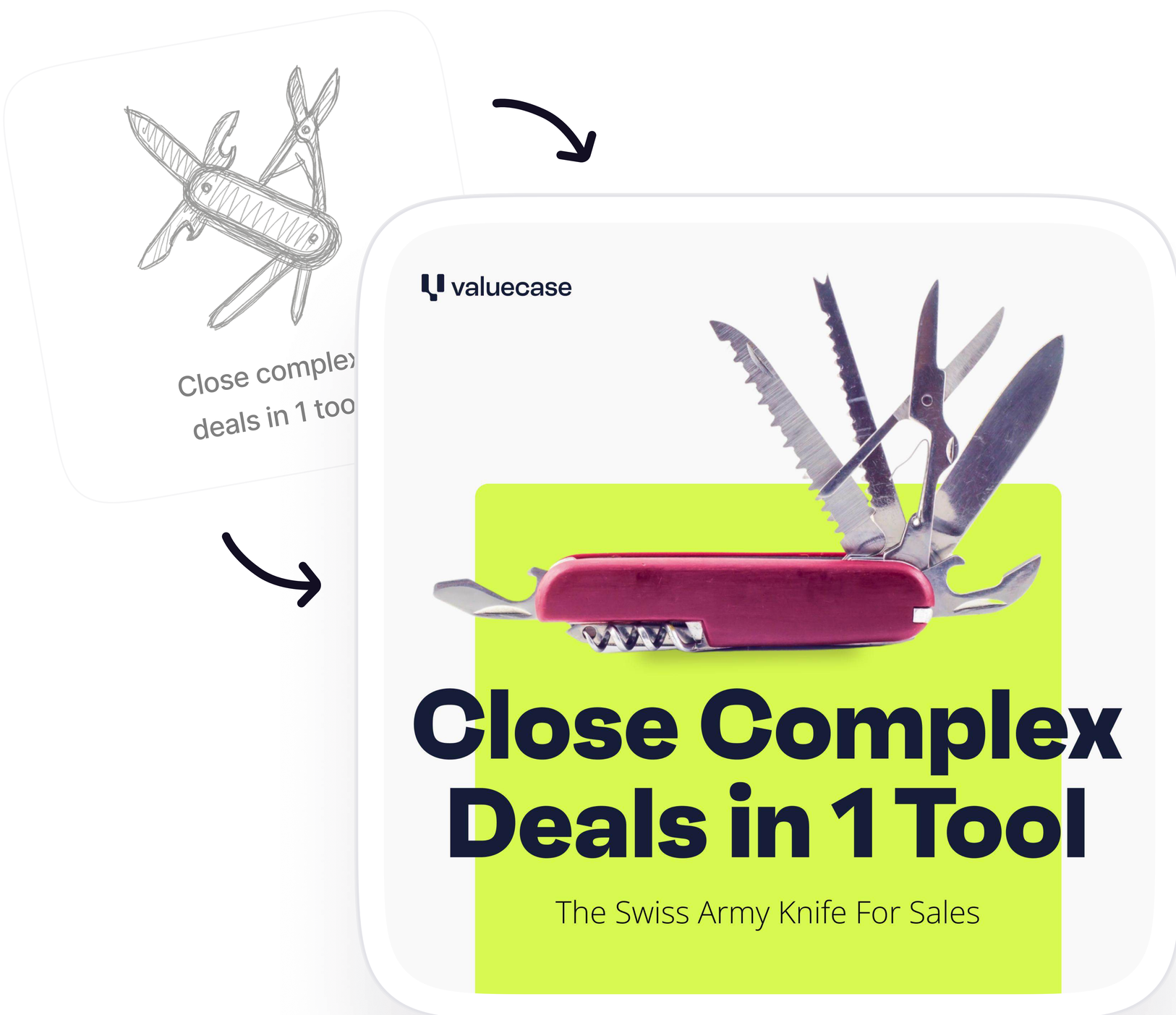
Close complex deals in 1 tool

05 Collect Assets

We gathered everything we'd need: Valuecase's logo, product screenshots, brand colors, and copy variations for both concepts.

06 Design & Iterate

We built two distinct ads. The Swiss Army knife concept with "Close complex deals in one tool" and a straightforward before/after showing chaos versus organized solution. Both followed our design rules: clear messaging, focused on outcomes, one main idea per ad.



This campaign shows how the design rules work together in practice — and gives you a behind-the-scenes look at the actual process we use to go from brief to high-performing ads. You'll see the decisions we made, why we made them, and how the final results proved that systematic creative development beats one-off "perfect" ads every time.

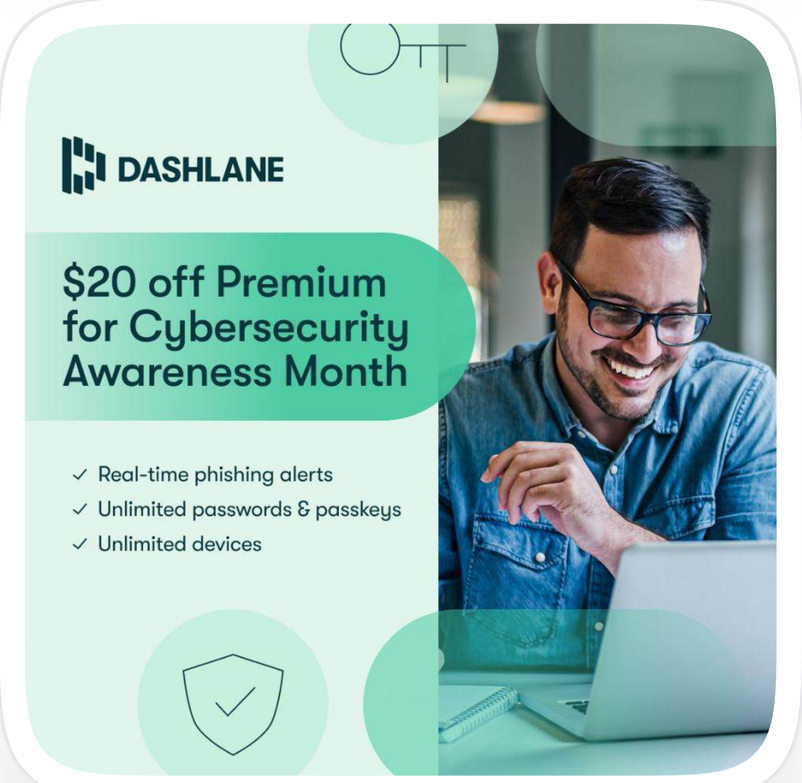
The Ad Playbook: Proven Angles That Work

As we mentioned, you don't need to reinvent the wheel every time you create an ad. These six angles consistently perform well because they tap into fundamental human psychology. They solve obvious problems, build trust, or gently disrupt your target audience in memorable ways.

You can use this section as your creative springboard. Pick the angle that best fits your campaign goals, then adapt the approach to your specific audience and product. Think of these as starting points for your own creative exploration, not rigid templates you have to follow exactly.

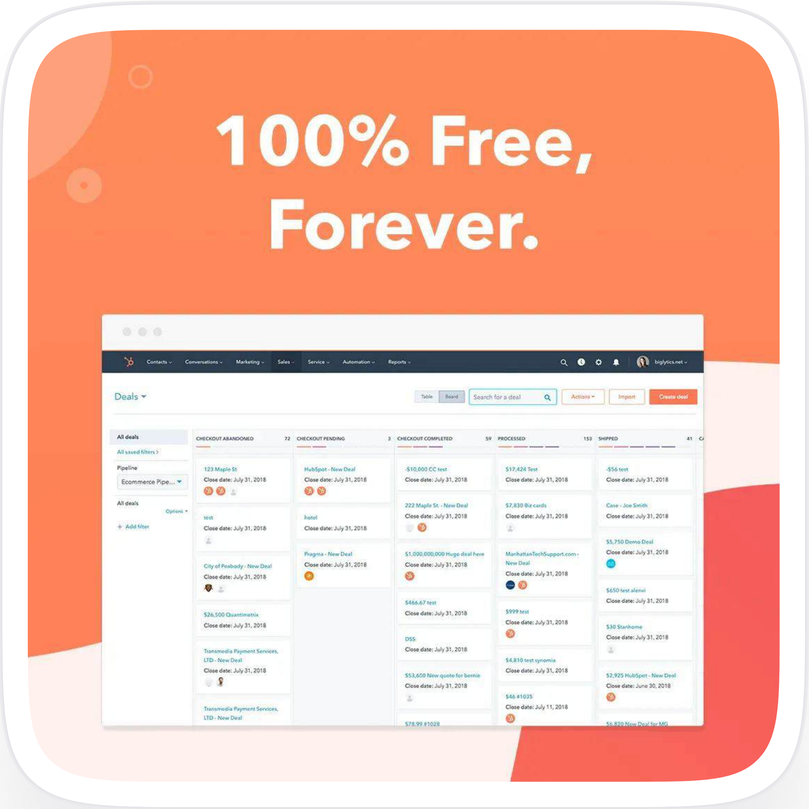
Press Coverage / Media Mentions — Third-Party Validation

Highlight coverage or endorsements your SaaS has received in reputable publications or award platforms. This Anyword ad showcases their G2 awards and review badges to establish authority before making any product claims. Be specific about the source and achievement. "As seen in Forbes" or "Winner of Best Software Awards" carries more weight than generic phrases like "award-winning software."



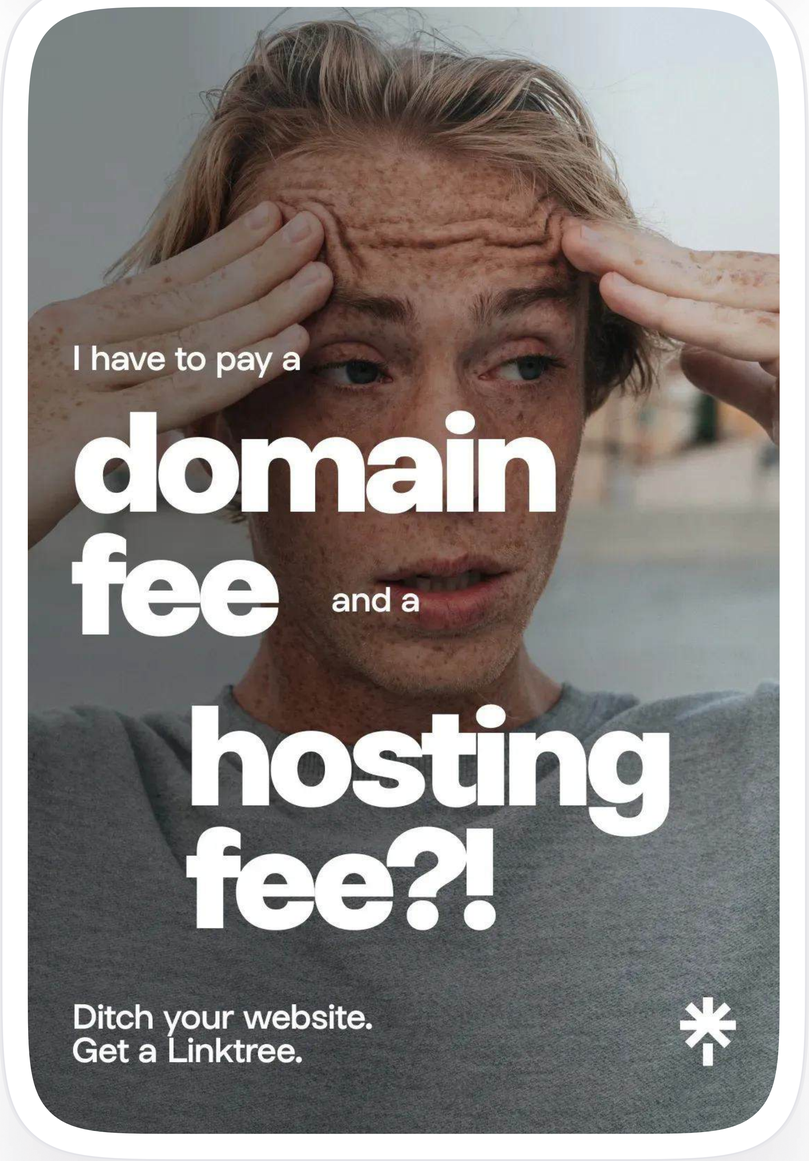
Offer Ads — Add Time-Sensitive Incentives

Present exclusive deals or time-sensitive promotions to encourage people to sign up now instead of later. Be specific about both the offer and the deadline, and make sure your offer appeals to actual customers, not bargain hunters who'll disappear after the discount ends.



Free Ads — Remove Barriers to Entry

Highlight your free features or trials to get people to try your product without any risk. This HubSpot ad works well because "100% Free, Forever" is clear and also shows the actual CRM interface so you can see what you'll get.



Explanation Ads — Show How You Solve Problems

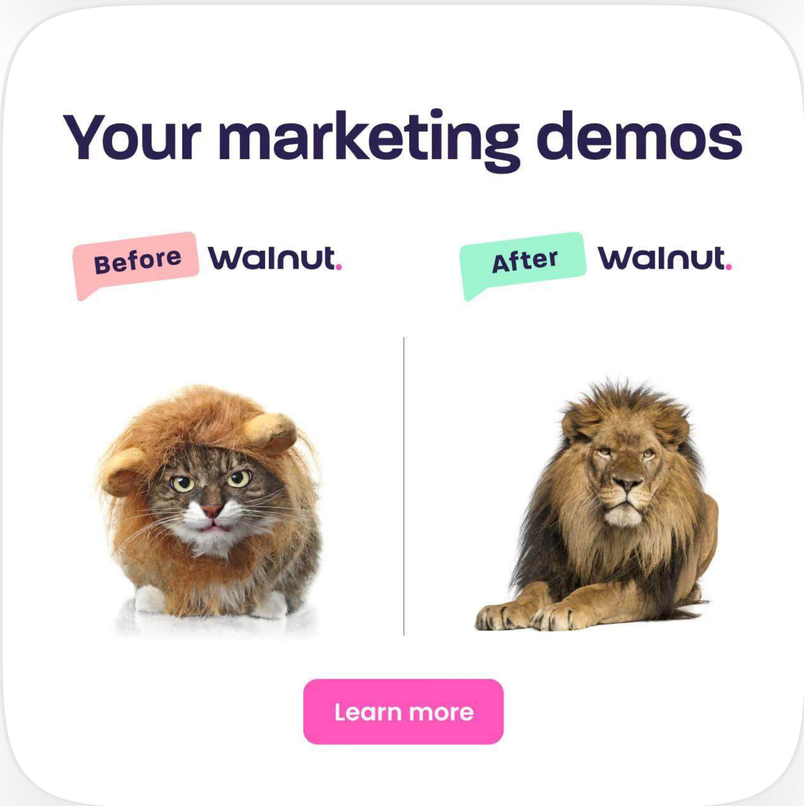
Explain exactly how your product fixes a specific problem people have. You can approach this with technical details and features, or use more natural language like this Linktree ad that calls out a real frustration and shows how their platform solves it by including everything in one fee. Either way, pick one specific problem and make it clear how you eliminate the hassle.

Product Ads — Show Your Best Features

Focus on your product's core features and benefits with direct messaging. This Asana ad demonstrates this approach by showing the actual interface and clearly stating what you can do with it. Keep your messaging straightforward and let your product speak for itself.

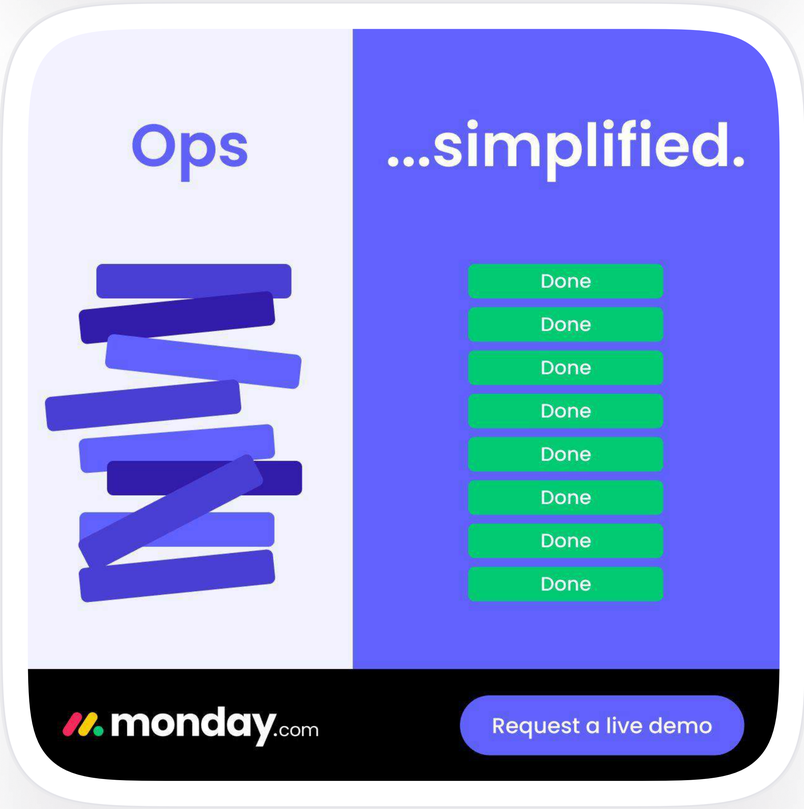
Irony — Highlight the Absurd Alternative

Point out how ridiculous it would be to not use your product or stick with outdated methods. You don't have to stick with just one ad type — here's Asana doing both product-focused ads and irony ads. Call out silly alternatives directly ("Still scheduling meetings with a notebook?") or highlight contradictions in how people currently work.



Butterfly Effect — Show How Your Way is Better

Use irony to show how small changes with your product lead to dramatic improvements. This Walnut ad shows the change transformation with a visual metaphor. You can highlight inefficient alternatives through sarcasm or show the dramatic difference your product makes. Focus on the contrast between the old way and your way.

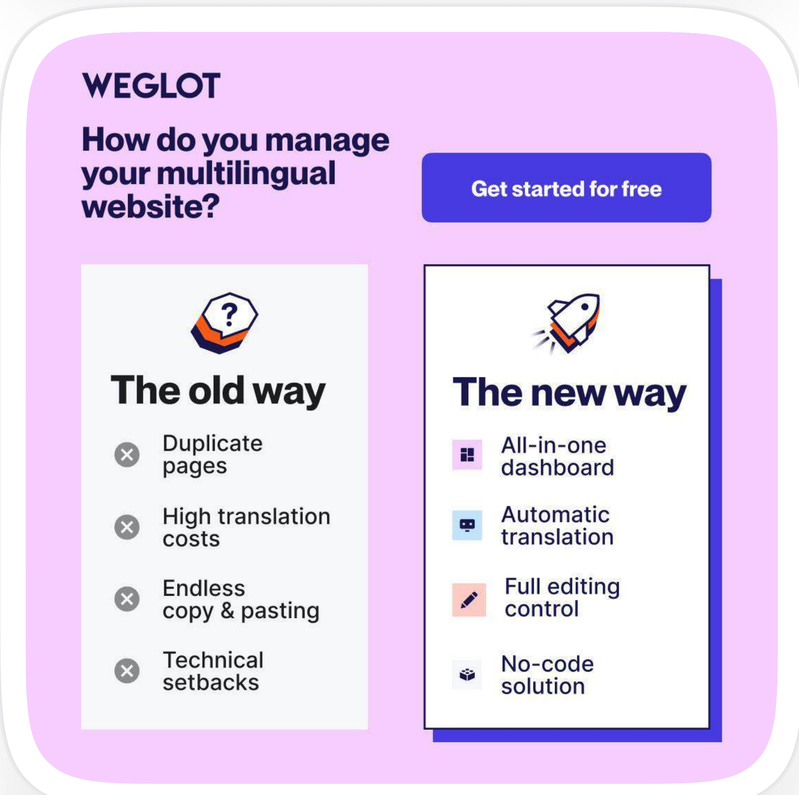


Simplicity — Show How You Make Things Easy

Just like good copy, sometimes you can say way more with way less in your ad design. This Monday.com ad shows exactly that with messy ops versus everything simplified with their product. Show the messy before and the clean after. Let people fill in the blanks about how much easier their life would be using your SaaS.

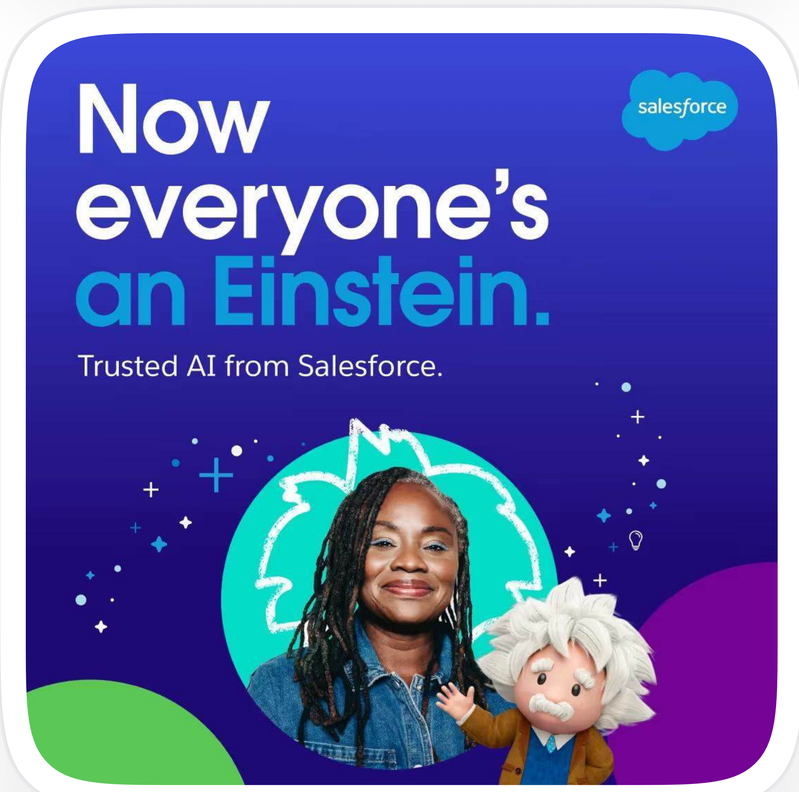
Before / After — Show Transformation

We're starting with a straightforward visualization of the world before your solution and after. You can use specific scenarios ("Before: 2 hours of manual data entry. After: 5 seconds") or test simple visual transformation like this workwivo ad for employee experience software. This angle is most effective when you show specific, relatable scenarios your audience experiences daily.



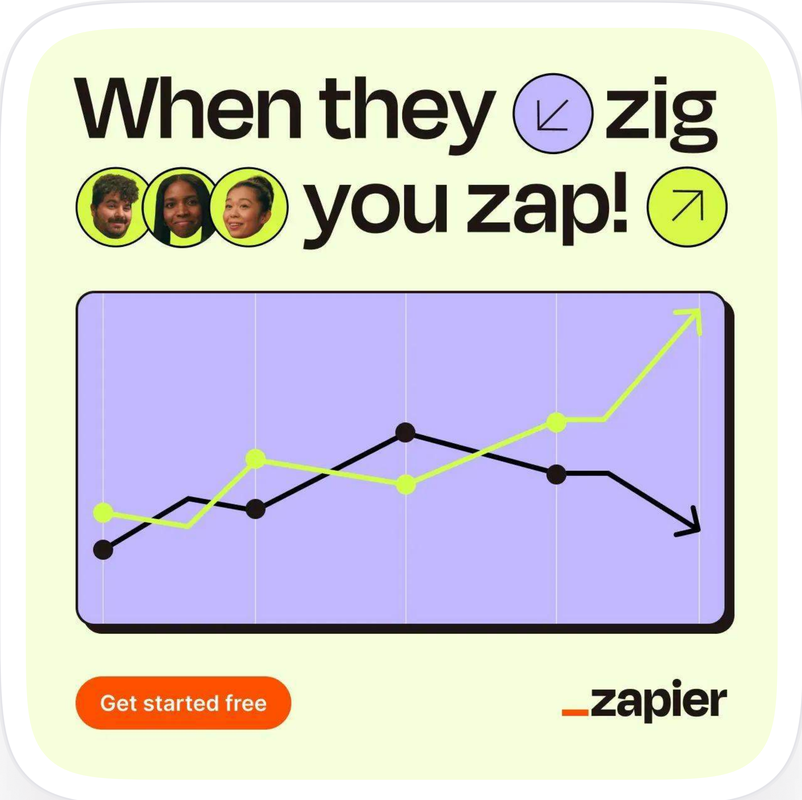
Comparison — "With vs. Without You"

Similarly, side-by-side visuals can show the difference your product makes. This Weglot ad nails the format: "old way" problems on the left, "new way" solutions on the right. Comparisons can also work contrasting against already existing competitor tools (with or without naming them) or against pain points your users and target audience have expressed.



Visual Hyperbole — Exaggerate Your Benefits

Use bold exaggeration to make your benefits memorable and shareable. This Salesforce ad claims "Now everyone's an Einstein" with AI — obviously not literally true, but it gets the point across about making people smarter. Go big with your claims while keeping them rooted in real benefits. The more outrageous (but believable) the better.



Double Meaning — Surprise With a Twist

Start with a familiar phrase, then surprise people with an unexpected twist. This Zapier ad uses "When they zig, you zap!" with visual wordplay. Also notice the clever use of arrows, with zap's arrow pointing up. Look for common phrases you can twist to work for your product, or create unexpected contrasts that make people pause and think.

Testimonial or Social Proof — Add Credibility

Real customer quotes with visual proof work because they show your product solving actual problems for real people. The key is using quotes that sound genuinely human rather than polished marketing jargon. Find these in your customer testimonials, case studies, user calls, even social media comments.

If possible, include the person's full details (name, title, company) so prospects can relate to someone in a similar role. Like this Slack ad with the quote about post-vacation catch-up which is something every working person has experienced.

Trust Ads — Frame Your Product as Elite

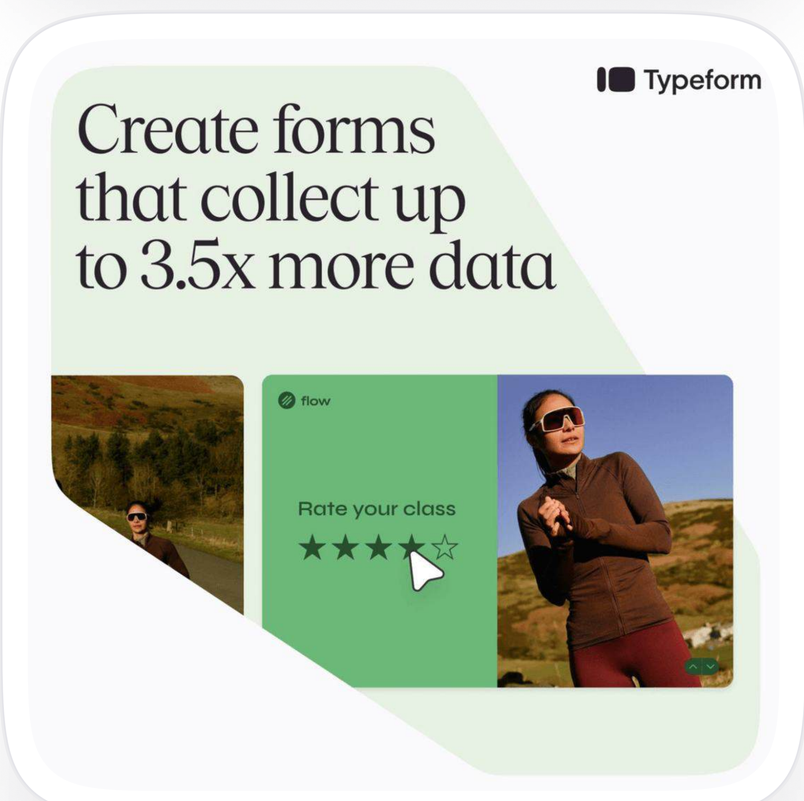
Similar to testimonials, but focused on impressive company names or big numbers rather than individual quotes. Frame your product as something trusted by elite companies or used by thousands of people. Pick your most impressive client or biggest user numbers and let that do the credibility building for you.

UGC — Feature Real Customer Examples

Think of this as a mini visual case study. Show actual results from real customers with specific numbers and company names when possible. Focus on outcomes your target audience cares about — measurable results work way better than generic success claims.

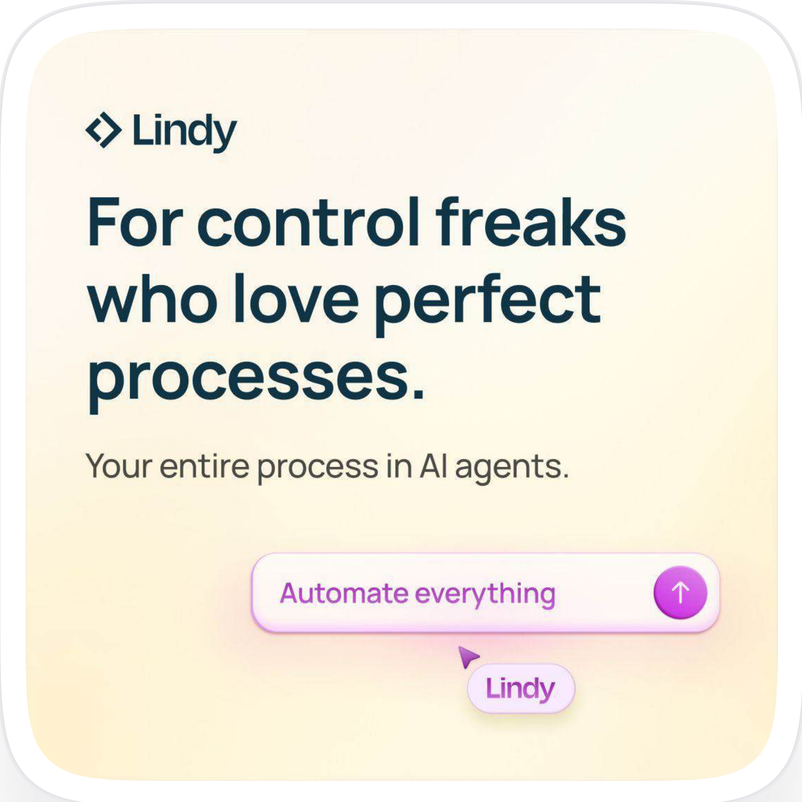
FOMO — Create Urgency

Drive urgency by suggesting people might miss out if they don't act now. This Calendly ad taps into competitive fear, while you could also create urgency around limited spots or timing ("Your competitors are already using this"). Make people feel like waiting means losing out.



Data-Driven – Visual Metrics That Catch Eyes

Big numbers grab attention when you make them the hero of your ad. Instead of saying "saves time," show "3 hours → 3 minutes" in bold text. Choose numbers that immediately communicate value to your audience. This Typeform ad shows this idea well with the "3.5x more data" which is both specific and impressive.



Pain Point / Question — Empathy Hooks

Start with a statement that immediately resonates with your audience's biggest frustration or personality trait. The goal is to make them think "that's exactly me." This Lindy AI agent ad with its "For control freaks who love perfect processes" tagline is a perfect example. Anyone who identifies as a perfectionist will immediately feel seen and want to learn more. And that's the whole point — to make potential customers feel seen.

Fun / Meme Ads — Break the Feed Pattern

Use humor, puns, trending formats, or unexpected visuals to stand out in professional feeds. Your designs don't need to be polished. Sometimes "ugly" or raw content performs better because it feels more authentic.

This Finally ad uses edgy humor that stands out against the typical corporate language, while Dovetail's quirky mug design immediately makes you think "huh that's weird, what is this?"

But make sure to stay fresh with these types of ads. Review your meme or pun choices regularly because what's hilarious today might be overdone and even cringe the next month. And don't forget, the humor needs to both match your brand and make sense to your target audience.

But you can still test bold approaches that your competitors wouldn't dare try. Look at how DTC brands like Hopper mix humorous customer posts (real or created) with their overall message, so there's no reason SaaS companies can't borrow these same tactics.

Iteration & Testing — Without the Boring Data Stuff

Once you've built your creative options using the 6-step process, it's time to start testing your ads. It's not so much about finding the "perfect" ad, but rather finding what works for your specific audience right now.

Nobody can predict the winning ad. We've seen simple plain backgrounds and a little bit of text outperform elaborate designs with custom illustrations. The only way to know what works is to test. What worked six months ago might not catch your customers' attention anymore, so testing your ad variations and copy across your channels lets you get closer to effective ads.

Quick-Test Method: "3 Angles × 3 Visuals" Rule

Here's a simple framework you can use to test and iterate on your ads. Take three different messaging angles and create three visual variations of each. That's nine ads to test against each other which is enough to find patterns without overstretching your budget.

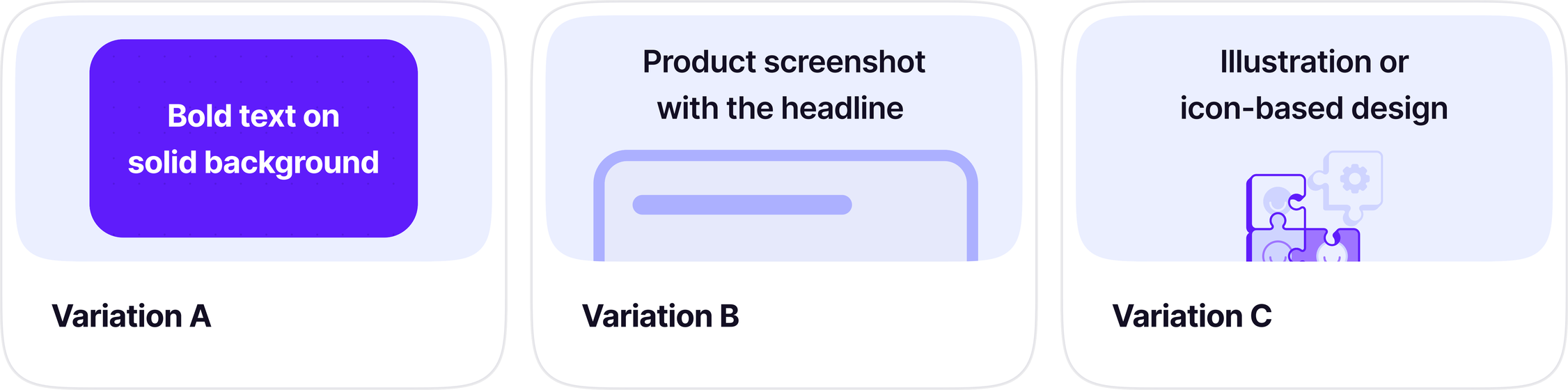
Let's say you're promoting a reporting tool. Your three messaging angles might be:

01 **Pain point**
"Tired of spending hours on manual reports?"

02 **Benefit**
"Get comprehensive reports in 3 clicks"

03 **Social proof**
"Join 10,000+ teams who save 5 hours weekly"

For each angle, create three visual variations:



How To Spot Fatigue Visually

When performance drops on what's been a winning ad so far, look at frequency metrics. If the same people are seeing your ad 3+ times, it's time for new creative. This is where having your ad backup variations comes in handy.

What To Document After Every Test

Screenshot winning ads, note what messaging resonated, save visual elements that worked. Build your own swipe file of what performs in your specific market. The teams that do this systematically learn faster than those who rely on memory, which is even more important for seasonal ads like Black Friday. Looking back on what worked (and didn't) last year, gives you a good starting point for planning this year's campaign visuals.

Solving the Creative Bottleneck

Here's what usually happens: your team needs ads for next quarter's campaign. Someone gets assigned to "handle the creative," they disappear for two weeks, come back with a few options, everyone debates which one to use, and eventually you launch something. Then you wait to see if it works.

This approach puts way too much pressure on individual ads to be perfect. Instead, you can build a process where creating and testing multiple ad concepts becomes routine. Yes, it takes some upfront work to set up your workflows, but once you do, your team will know what's the next step or what tasks need doing. Plus, you'll actually enjoy the creative process more because there's less pressure on each individual execution and you can re-direct that to creative brainstorming.

Building Your Own System

You can create a process that gets you from initial brainstorm to live campaigns much faster. Document what works after each campaign, save templates for common ad types, and keep a pipeline of concepts ready to test. When this becomes second nature, you'll spot opportunities and react to trends much quicker than teams who start from scratch each time.

How Magier Speeds Up Your Ad Workflow

If building internal systems feels overwhelming, we can handle the creative execution while you focus on strategy and campaign management. You'll end up testing significantly more variations than you could create in-house, which means you'll find what works faster and have backup options ready when ads start to fatigue.

Plus, you won't have to spend an hour figuring out why Figma is acting weird today or scrolling through 500 Canva templates trying to find one that doesn't look like every other SaaS company's ads.

In-House Team	magier
1-2 variations per week	**8 - 12 variations** per day
Designer bandwidth limits speed	**Systematic** creative engine
Slow approvals	**Fast**, async delivery
Hard to test consistently	**Built-in testing** process

There is a Better Way to Get Better Ads

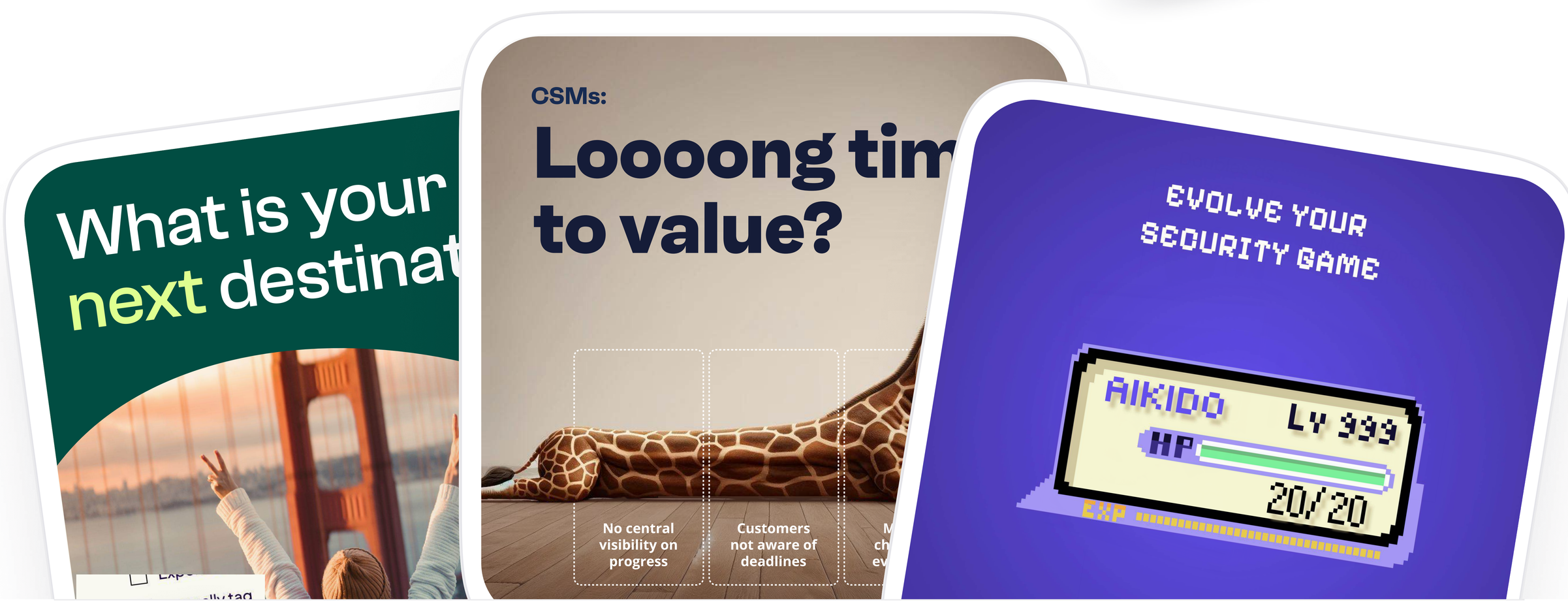
Great SaaS ads aren't lucky (well, mostly). The companies that consistently nail their paid ads have systems running behind the scenes. You might see that one brilliant ad that made you stop scrolling, but you won't see the 30 other versions they tested first, or the fact that they've been quietly cranking out new concepts every week for months.

They treat creative development like any other business function — something you get better at with practice and process, not something you wing every quarter when budgets need spending.
You can build this system internally or work with people who obsess over SaaS creative all day (that's us, by the way). Either approach works, but the magic happens when you can test lots of ideas quickly instead of putting all your hopes on one "perfect" campaign.

When you nail this, paid ads stop feeling like gambling and start feeling like a reliable way to grow your business. Plus, you'll never again have to explain to your boss why that ad everyone loved in the meeting performed terribly in real life.

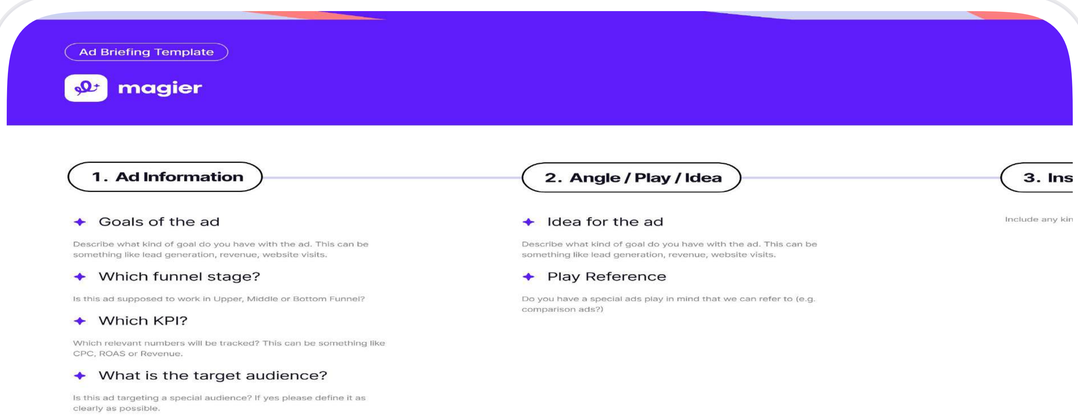
Ready to build your creative engine? Book a call with our team and we'll show you exactly how we'd approach your next campaign.

Maximilian Fleitmann
Co-Founder @ magier



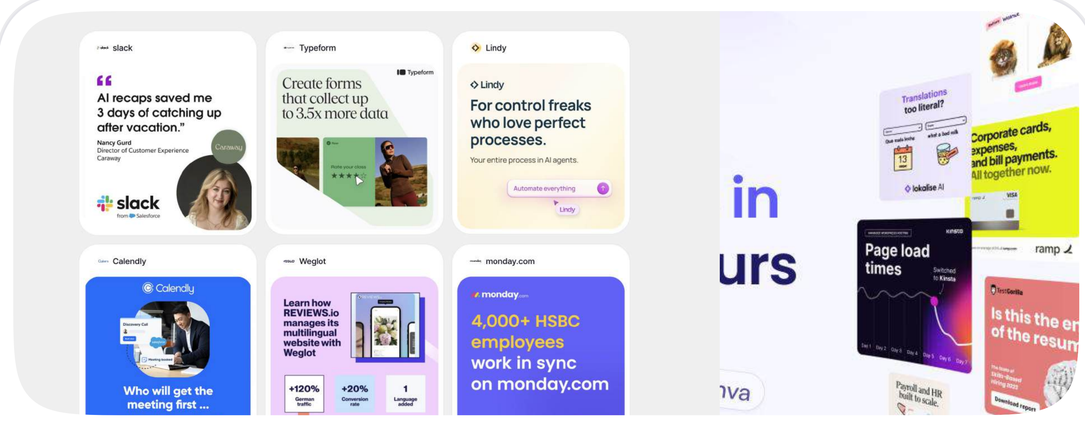
And That's Not ALL... (Free Resources and Templates)

We've put together some free resources to help you implement everything we've covered:



Figma Briefing Template

The exact template we use internally to brief every ad project

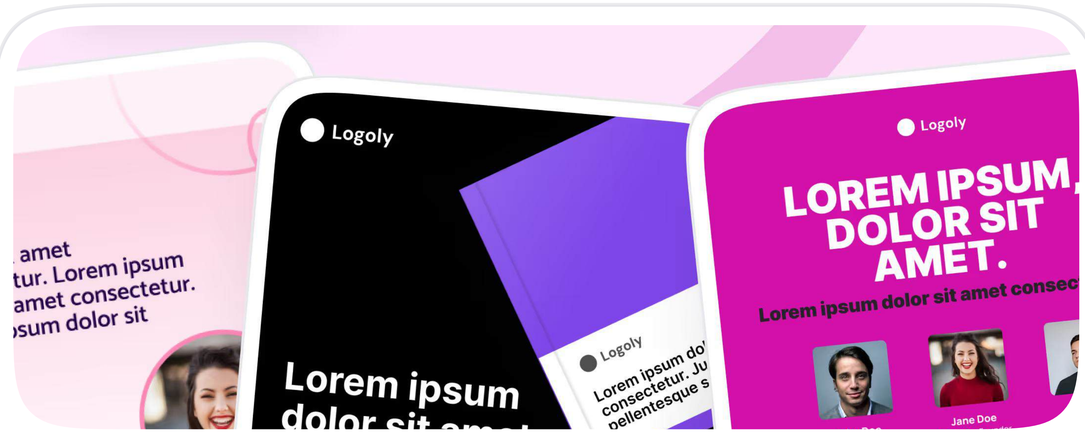


Ad Library

Looking for inspiration for your next ad design? We've curated over 300+ top-performing ads to give you some inspiration.

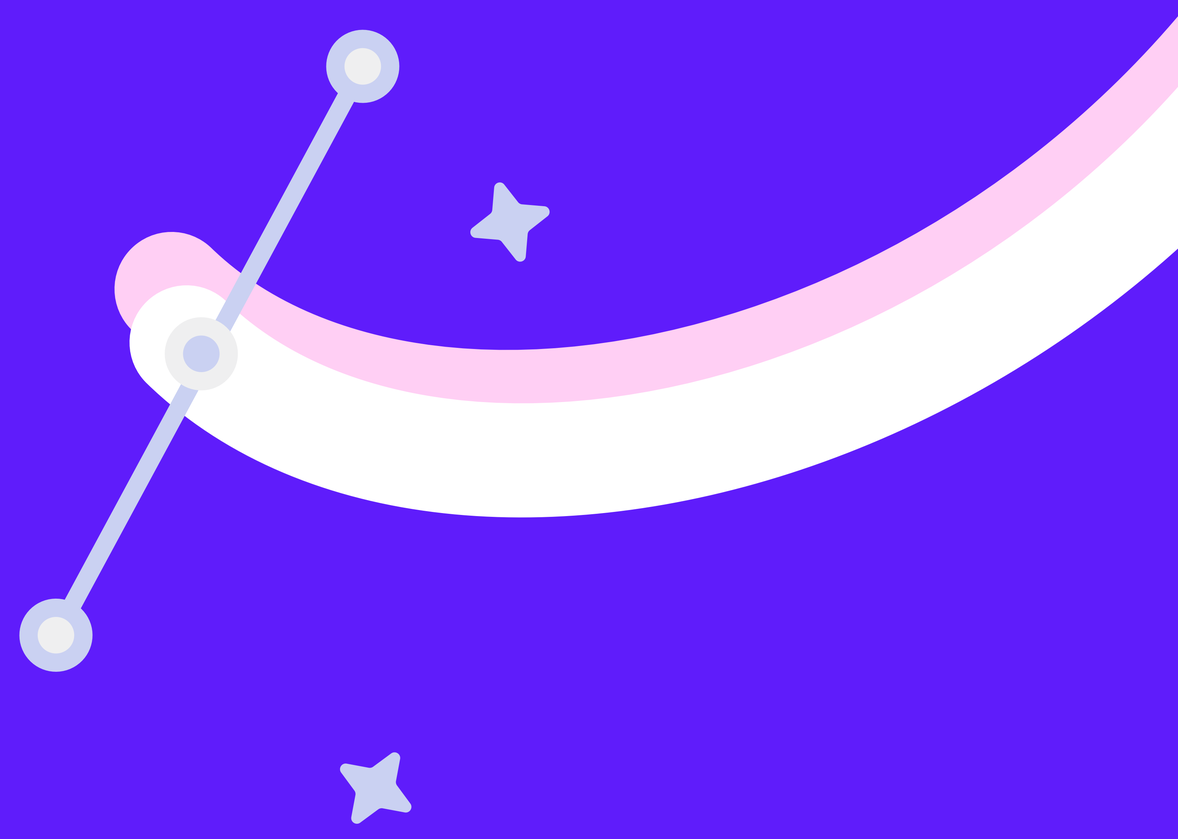
Top SaaS Ads Swipe File

Curated examples of successful SaaS startup ads (with a combined worth of $5 billion+)



SaaS Ad Types Collection

50+ Figma templates across different SaaS ad formats and use cases (testimonials, memes, trust builders, offers, and more)



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