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Digital

WHITE PAPER · 2027 EDITION



Creative for the algorithms: the 2027 creative method for Meta Advantage+, TikTok Smart+ and Performance Max

How the platforms choose an ad, the angle × format matrix, signals (CAPI, catalogue, Odoo product feeds), AI and Article 50, the testing protocol and the Q4 calendar: a creative production system for SMEs that sell online.

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What you will find in this guide

This white paper is for e-commerce managers, brand managers and owners of SMEs that sell online and buy advertising on Meta (Facebook, Instagram), TikTok and Google. Every term is explained when it first appears and listed again in the glossary.

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HOW TO READ THE EXAMPLES

Companies named "Example ..." are **fictitious**, and every figure attached to them is **fictitious**: they illustrate a way of reading results, neither an average nor a target. Platform figures without a published method are never presented as a target.

DISCLAIMER

This guide is an **information document**. Platform features were read on their official pages on 26 November 2026; they change often, and availability varies by country and account. Chapter 5 is not legal advice: have borderline cases checked by your adviser.

00 · EXECUTIVE SUMMARY

The essentials on one page

Meta, TikTok and Google automate audiences, placements and bidding. What they cannot invent for you: creative that speaks to different buyers, and reliable signals about what actually sells. Five decisions organise this work.

01 · THINK IN PORTFOLIOS

Replace "three visuals per campaign" with a portfolio of genuinely different concepts: one angle, one motivation, one format. Meta has recommended this explicitly since 2025.

02 · FIX SIGNALS BEFORE CREATIVE

Conversions API (CAPI) with consent, an up-to-date catalogue, a clean Odoo product feed. Good creative that is badly measured teaches the algorithm the wrong sales.

03 · PRODUCE WITH AI, UNDER CONTROL

Let AI adapt formats and variants. Keep human review, your brand guidelines and the labelling required by Article 50 of the AI Act and by each platform.

04 · TEST ONE IDEA AT A TIME

One hypothesis, one variable, a duration set in advance. Read results in your shop or your CRM, not only in the ad platform.

05 · PUT Q4 ON A CALENDAR

Black Friday concepts are tested in October, not the day before. A library of named assets and a brief template make production repeatable from one season to the next.

Three facts to remember

Date	Fact	Source
16 December 2025	Meta defines creative diversification as distinct assets tailored to different personas or use cases, and states that iteration should not replace it.	Meta for Business, "Demystifying Creative Diversification"
4 December 2026	Image extraction from the landing page is on by default for new Performance Max campaigns, even when it is switched off at account level.	Google Ads Developer Blog, 21/10/2026
2 August 2026	The transparency obligations of Article 50 of the AI Act apply: an advertising deepfake must be disclosed visibly.	European Commission, Article 50 FAQ

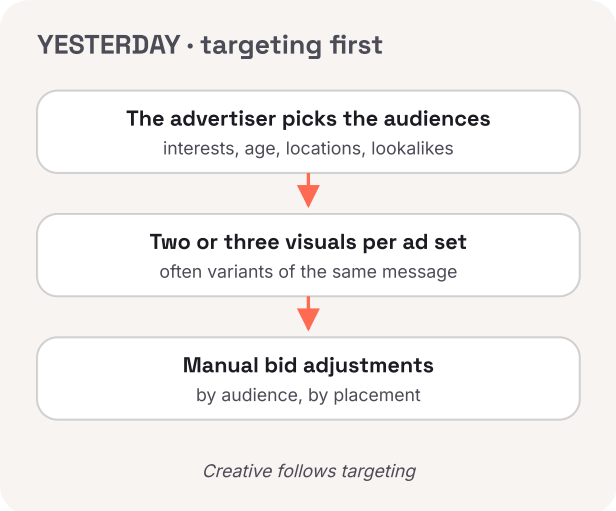
OUR CONVICTION

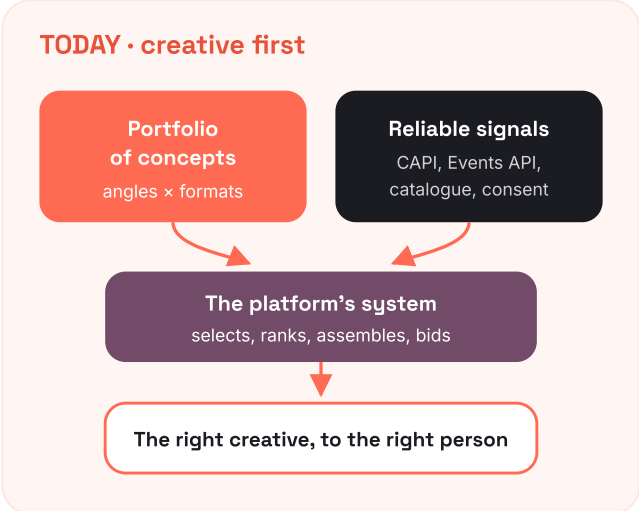
Automation has not killed the advertising trade; it has moved it. The time once spent tuning audiences now goes into understanding buyers, producing different ideas and measuring cleanly. It is brand work as much as performance work.

01 — CHAPTER 1

Targeting yesterday, creative today

Five years ago, campaign performance depended mostly on choosing audiences. Today, Meta's Advantage+, TikTok's Smart+ and Google's Performance Max campaigns decide for themselves who sees what. Creative has become the signal you control most.





What has changed, according to the platforms themselves

- **Meta** presents creative diversification as the main lever for finding relevant audiences, instead of narrow demographic and interest targeting (Meta for Business, 22/04/2025).
- **TikTok** describes Smart+ as a set of automations that can be switched on module by module: audience, budget, placements, creative (TikTok for Business, 13/05/2026).
- **Google** treats Performance Max audience signals as suggestions, not restrictions, and assembles the assets itself for each channel (Google Ads Help).

> **Your targeting is now your creative: who it shows, which problem it names, which proof it brings.**

TO DO

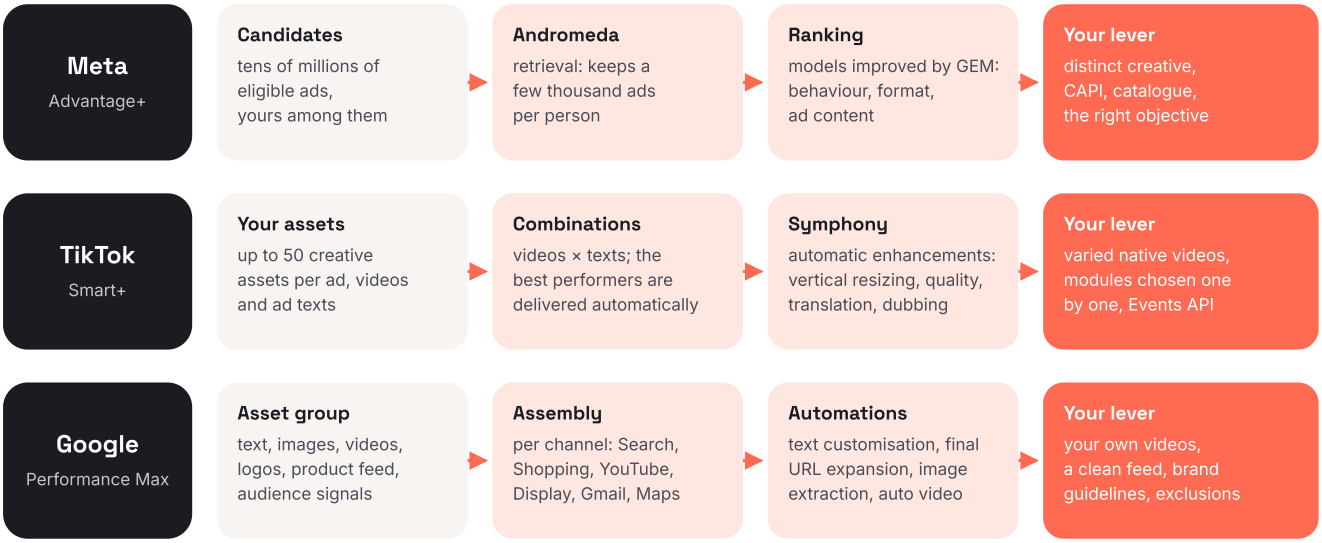
Count the genuinely different concepts in each live campaign. If the answer is "one, in three colours", you have found your first job.

Source: Meta for Business, "The Creative Advantage: Unlocking the Power of Diversification with Meta Andromeda" (22/04/2025); TikTok for Business, "How to build campaigns your way with Smart+" (13/05/2026); Google Ads Help, Performance Max audience signals (support.google.com/google-ads/answer/14530785). Pages read on 26/11/2026.

02 — CHAPTER 2

How Meta, TikTok and Google choose an ad

None of the three platforms publishes its algorithms. They do publish enough official material to see where your creative comes into play. This diagram uses only that material.



What each platform expects from your creative

Platform	What the official source says	What it means for production
Meta	No fixed volume per campaign: a broad portfolio of assets, different in visuals, message, format and storyline. Iteration (A/B testing one concept) does not replace diversification.	Every new batch brings at least one new concept, not just variants
TikTok	Up to 50 creative assets per ad; combinations of videos and ad texts; Symphony can generate assets and add them while the campaign runs.	Native vertical videos, several hooks per idea, review of anything added automatically
Google PMax	Up to 15 headlines, 5 long headlines, 5 descriptions, 20 images per format, 5 logos and 15 videos (10 to 60 s); with no video supplied, Google may generate one. Wait 2 to 3 weeks before replacing a weak asset.	Always supply your own videos in 16:9, 9:16 and 1:1; decide on image extraction before 04/12/2026

According to the trade press, TikTok presented Search Ads powered by Smart+ (keywords, creative, bids, budget) in October 2026; TikTok's help page of August 2026 already mentions Smart+ 2.0 in Search Ads. Availability in Belgium to be confirmed.

Source: Meta Engineering, Andromeda (02/12/2024) and GEM (10/11/2025); Meta for Business (16/12/2025); TikTok, "About upgrades to Smart+" (October 2026) and Smart+ blog (13/05/2026); Google Ads Help, Performance Max assets (answer/14528220); Google Ads Developer Blog (21/10/2026). Read on 26/11/2026.

03 — CHAPTER 3

Creative diversity: angles, formats, hooks

An **angle** is the reason to buy that the ad puts forward. A **format** is the shape it takes. A **hook** is what holds attention in the first seconds. Useful diversity combines all three; changing a background colour is not part of it.

The angle × format matrix

Angle	Vertical video 9:16	Image 1:1 or 4:5	Carousel or catalogue	Creator or customer (UGC)
Problem the pain, named	● The problem lived in 3 s, then the fix	○ Honest before / after	○ One problem per card	● First-person story
Benefit the result	○ The product in real use	● Benefit in five words on the photo	○ Three benefits, three cards	○ "What changed for me"
Proof reviews, guarantee, real figures	○ Customer reviews read aloud	● Verified review and real rating	○ Reviews by product	● Real customer, with written consent
Demonstration how it works	● Assembly, use, close-up detail	○ Annotated diagram or detail	● Steps of use	○ Filmed unboxing
Comparison versus the alternative	○ What you do today, versus this	● Simple table, no disparaging	○ Range from good to best	○ "I tried both"
Occasion season, gift, offer	○ Gift idea, staged	● Dated offer, readable terms	● Gift selection from the catalogue	○ Wish list, commented
Behind the scenes who makes it, where	● Workshop, team, delivery	○ Portrait of the maker	○ From material to product	○ Tour by a creator
Objection the barrier removed	○ Size, delivery, returns explained	○ Frequent question and answer	○ One objection per card	● "I hesitated because..."

● combination to produce first · ○ useful · ○ secondary. Priorities: Nexuro's proposal for a physical-products e-commerce business, to adapt to your offer.

META'S FOUR DIMENSIONS

Meta asks for ads that are "truly different in look, feel, storyline, and message", designed for distinct **personas** and **motivations**. One row of this matrix for each real buying motivation of your customers: that is how diversity becomes targeting.

Source: Meta for Business, "Demystifying Creative Diversification" (16/12/2025): diversification, iteration, personas, motivations. Matrix and priorities: Nexuro method.

New concept or mere variant: the four-question test

Before adding a creative to a campaign, ask these four questions. If the answer is "no" every time, it is a variant: useful for refining, useless for reaching further.

1 · PERSONA
Does it speak to a different buyer (a parent, a professional, someone buying a gift)?

2 · MOTIVATION
Does it put forward another reason to buy (saving time, treating yourself, giving, saving money)?

3 · FORMAT
Does it change shape (video, still image, carousel, creator) and not just size?

4 · STORY
Does it say something else in the first three seconds, with different images?

Ten hook families to rotate

Family	Example opening line (Example Bedding, fictitious)	Guardrail
The question	"Do you wake up more tired than when you went to bed?"	No question that targets the person's health data
The statement	"You choose a mattress lying down, not standing in a shop."	A claim you can prove
The gesture	A hand presses the mattress, close-up, no text	The real product, not a render
Before / after	The messy bedroom, then tidy with the storage bed	Same room, same light
Customer voice	"It took me three weeks to get used to it, and now..."	Real review, written consent
The real figure	"100 nights to try it at home."	True condition, shown in full
The comparison	"Foam or springs: what really changes."	No disparaging of a brand
Behind the scenes	"Assembled 30 km from your home."	Exact origin
The objection	"Too heavy to deliver? It arrives rolled."	Full answer on the page
The occasion	"The gift you use every night."	Exact offer and dates

TO DO

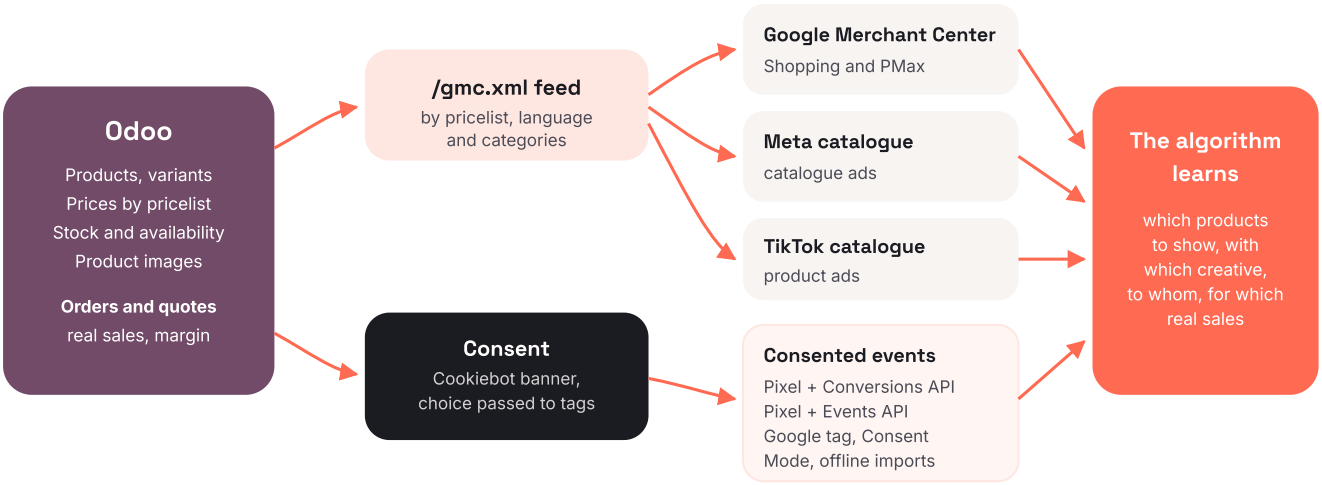
For each hero product, write down three real buying motivations (taken from reviews, customer service, questions received) and produce one concept per motivation in at least two formats. That is your first batch.

Source: Hook families and guardrails: Nexuro method. Example lines are fictitious. Claims: consumer law and each platform's advertising policies.

04 — CHAPTER 4

Signals: CAPI, catalogue, Odoo product feeds

Creative can only be optimised on what the platform sees. Two families of signals matter: your **products** (the catalogue, with stock, prices and images) and your **sales** (conversions, sent with the visitor's consent).



Signal	What the official source says	What to check on your side
Odoo feed	Odoo 19 generates a dynamic **/gmc.xml** feed (product information and availability), one feed per pricelist, language and categories; physical products only. The documentation notes that the URL can also be used for TikTok, Facebook and Instagram.	A pricelist assigned to the website; readable titles and images; out-of-stock items removed in time
Meta CAPI	Since 15/04/2026, Meta has offered a "one-click" Conversions API setup for web that needs no technical expertise, alongside partner or custom setups.	Pixel / server deduplication; nothing sent without consent
TikTok Events API	Server connection recommended in addition to the Pixel, with event deduplication.	Identical purchase and lead events on both sides
Google	Audience signals are suggestions; offline conversion imports through the Data Manager API since 15/06/2026.	Consent Mode correct; Odoo sales sent back

TO DO

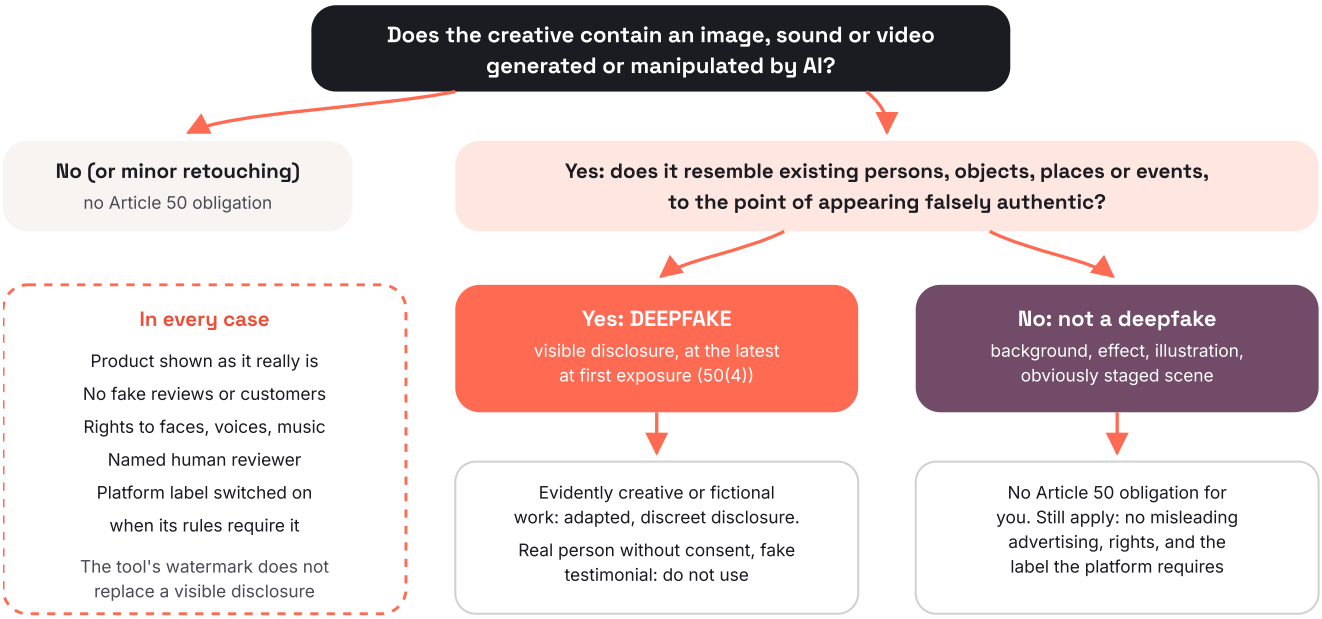
Before any new creative, open your product feed and your events manager. A product without a proper image, or a sale counted twice, costs more than an average visual.

Source: Odoo 19, Google Merchant Center (odoo.com/documentation/19.0); Meta for Business, "Pixel and Conversions API updates" (15/04/2026); TikTok, Events API (ads.tiktok.com/help/article/events-api); Google Ads Help, answer/14530785 and answer/14274408. Read on 25 and 26/11/2026.

05 — CHAPTER 5

Producing with AI, labelling correctly

Generative AI makes diversity affordable: format adaptations, backgrounds, voices, translations. It raises two separate questions: the law (Article 50 of the AI Act) and each platform's rules. The tree below deals with the first, the table on the next page with the second.



Generated ad **copy** is generally outside Article 50(4): that provision covers text published to inform the public on matters of public interest, and exempts text that has undergone human review under editorial responsibility. Machine-readable **marking** (50(2)) is the duty of tool providers, by 02/12/2026 at the latest for tools already on the market.

THE CODE OF PRACTICE

Final version published on 10/06/2026, voluntary. One section addresses providers (marking), another addresses deployers (labelling deepfakes and certain texts). The EU has created icons that deployers may use to flag generated content.

WHO IS THE DEPLOYER?

The advertiser who publishes the creative. When a platform generates a variant for you, it is the provider of the tool; you are still the one publishing, so you remain responsible for reviewing each variant before it runs.

TO DO

Set one simple rule in your AI policy: no real person, customer or place is generated realistically without written consent and a visible disclosure.

Source: Regulation (EU) 2024/1689, Articles 3(60) and 50; Regulation (EU) 2026/1744; European Commission, FAQ "Transparency obligations under Article 50" and guidelines of 20/07/2026; Code of Practice on Transparency of AI-generated Content (final version, 10/06/2026). Information only, not legal advice.

What the platforms do and require

Regardless of the law, each platform applies its own labels. They add to Article 50 and do not, on their own, guarantee compliance.

Platform	Published rule	What you do
Meta	"AI info" label in "About this ad" for ads created or significantly edited with its AI tools; next to the Sponsored label when a generated photorealistic human appears. Third-party tools detected through industry-standard signals (update of 01/06/2026).	Do not strip file metadata; add a visible disclosure yourself for a deepfake
TikTok	AI-generated or significantly edited content is allowed if disclosed (the "contains AI-generated content" option in Ads Manager, or a clear caption); otherwise rejection or restriction. Spark Ads follow the Community Guidelines.	Tick the option when creating the ad; it cannot be changed later without changing the file
Google	AI label setting per asset; disclosure in "How this ad was made" (My Ad Center), and a visible label on the ad for campaigns targeting the European Union. Images generated in Google Ads carry SynthID and C2PA metadata.	Label assets generated elsewhere; Google notes the label does not guarantee compliance

The AI production chain, in five rules

1 · BRIEF
A person sets the angle, the proof and the audience.

2 · GUIDELINES
Colours, fonts, logo and tone loaded into the tool.

3 · ADAPT
AI adapts formats, backgrounds, lengths, languages.

4 · REVIEW
Exact product, terms, rights, label ticked.

5 · ARCHIVE
File, prompt and tool logged in the library.

FICTITIOUS EXAMPLE

Example Decor generates living-room backgrounds around the real photo of its lamp. The product is not altered and the setting is obviously staged: not a deepfake. It ticks the AI label on TikTok and Google, keeps the metadata for Meta and logs the tool in its library. Generating a photorealistic "customer" giving a testimonial is something it rules out.

TO DO

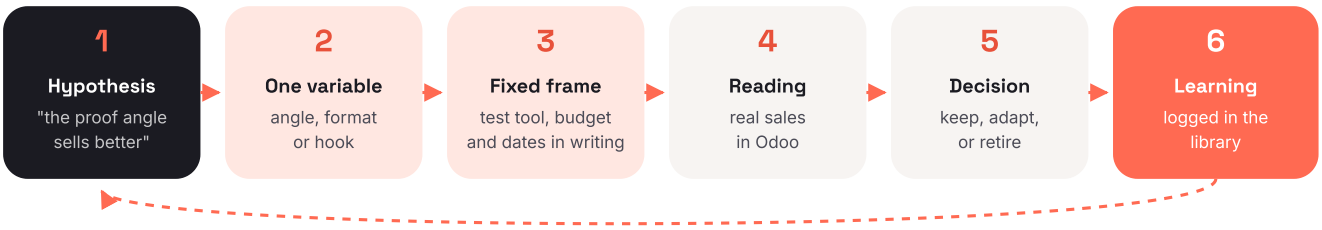
Add three columns to your asset library: "AI yes or no", "tool", "label switched on". Without this record, nobody will know in six months which creative needs a label.

Source: Meta, "Expanding GenAI Transparency for Meta's Ads Products" (03/02/2025, updated 01/06/2026); TikTok Ads Policy, "Misleading and false content"; Google Ads Help, "Use AI content label settings and disclosures" (answer/17140115) and "About generated images in Google Ads" (answer/14150986). Read on 26/11/2026.

06 — CHAPTER 6

Testing and reading results

With automation, a creative test no longer exists to find "the" best image. It exists to learn which angle makes which customers buy, to feed the next batch.



Each platform's testing tools

- **Meta**: A/B test in Ads Manager; results broken down by creative in reporting.
- **TikTok**: split test and creative reports; within Smart+, choose which modules stay automated.
- **Google**: Performance Max experiments and reports by asset group and by asset. Google advises waiting 2 to 3 weeks before replacing a low-performing asset.

Fictitious reading example

Concept (Example Bedding)	Sales seen by Meta	Sales confirmed in Odoo	Returns within 30 days	Decision
A · Proof (customer reviews)	24	21	1	Keep, adapt as a creator video
B · Occasion (gift idea)	31	18	5	Rework: weaker sales
C · Demonstration	9	9	0	Too little data: extend

Entirely fictitious figures. They show that a creative that "wins" in the ad platform can lose once sales are confirmed and returns are counted.

TO DO

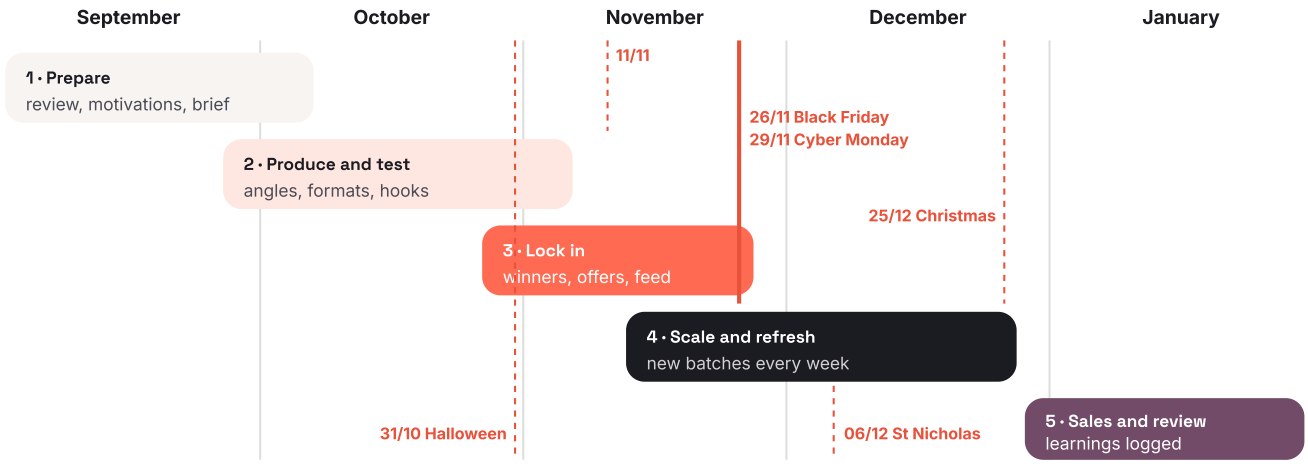
Write down the hypothesis, variable, budget and end date before launching. Declare no winner before the planned date, and always read the result in your confirmed sales.

Source: Google Ads Help, asset group best practices (answer/14528220), asset reports (answer/13872527, answer/10725056); TikTok Help, Smart+ (October 2026). Protocol: Nexuro method.

07 — CHAPTER 7

The creative calendar for Q4 2027

Q4 concentrates the sales of many e-commerce businesses, and the competition for attention. Winning concepts are found earlier, when the stakes are low. This is the calendar we recommend, planned backwards from Black Friday on 26 November 2027.



Period	Creative	Signals and catalogue
September	Review of 2026-2027 concepts; three motivations per hero product; brief and first batch	Audit of the Odoo feed, CAPI and Events API; consent checked
October	Angle and format tests on a moderate budget; gift concepts prepared	Offers and dates set in Odoo; pricelists and stock ready
Early November	Winners locked in and adapted; videos supplied in every format for PMax	Decision on image extraction and auto-generation; exclusions up to date
Late November to Christmas	Weekly refresh; St Nicholas and Christmas as distinct concepts	Out-of-stock items removed from the feed the same day; delivery times shown
January	Sales concepts; written review of learnings in the library	December sales and returns read in Odoo

TO DO

Put four dates in the 2027 diary now: brief on 1 September, end of tests on 31 October, offers frozen on 10 November, review on 31 January.

Source: 2027 calendar dates: Nexuro calculation (Black Friday = the Friday after the fourth Thursday of November). Legal dates of the Belgian winter sales: to check on economie.fgov.be. Phases and rhythm: Nexuro recommendation.

08 — CHAPTER 8

Brief template and asset library

A good brief fits on one page and takes twenty minutes to fill in. The library keeps the memory: what was produced, with which tool, and what each test taught.

Brief section	To fill in	Example (fictitious)
Product and page		*Hybrid mattress, product page in FR and NL*
Persona		*Couple moving house*
Buying motivation		*Sleep well without getting it wrong*
Angle		*Proof: 100-night trial*
Available proof		*Real reviews, trial conditions*
Formats and platforms		*9:16 TikTok and Reels, 1:1 and 4:5 Meta, 16:9 PMax*
Hooks to test		*Question, gesture, customer voice*
Mandatory wording		*Offer terms, dates*
Planned AI and label		*Generated backgrounds; TikTok and Google label*
Test hypothesis		*Proof sells better than occasion*
Off limits		*Fake reviews, altered product*

The naming convention

2027Q4 _ BED-HYB _ PROOF _ UGC _ 9x16 _ H-QUESTION _ AI-BG _ v03

Period, product, angle, format, ratio, hook, AI use, version. The same name in Meta, TikTok, Google and your shared folder: creative reports then link to the library effortlessly.

Library column	Content
Source file and name	Following the convention above; master file kept with its metadata
AI, tool, label	Yes or no; tool used; label switched on for each platform
Rights	Music (TikTok: Commercial Music Library for commercial use), image, voice, written consent of the people shown
Result and learning	Link to the test, decision, one reusable learning sentence

Source: Brief template and convention: Nexuro method. TikTok, Commercial Music Library (ads.tiktok.com/help/article/commercial-music-library), read on 25/11/2026.

09 — CHAPTER 9

Action plan in 30, 60 and 90 days

Three months to move from a few adapted visuals to a creative production system connected to your sales.

30 d

Measure right

- Check CAPI, the Events API and the Google tag, with consent.
- Clean the Odoo product feed: titles, images, out-of-stock items.
- List live concepts and count the real ones.
- Decide on the PMax image extraction setting.
- Write three buying motivations per hero product.

Deliverable: reliable signals and a creative inventory.

60 d

Produce

- Fill in the angle × format matrix.
- Write the briefs for the first batch.
- Load brand guidelines into the tools.
- Produce the batch, with AI and human review.
- Create the library and apply the naming.

Deliverable: a first batch of distinct, labelled concepts.

90 d

Learn

- Run two angle tests, one variable at a time.
- Read results in confirmed Odoo sales.
- Log the learnings in the library.
- Set the refresh rhythm.
- Fix the Q4 2027 calendar.

Deliverable: a monthly production and reading routine.

Who does what

Activity	Management	E-commerce	Brand, creative	Odoo admin	Agency
Signals (CAPI, Events API, tags)	I	A	I	C	R
Product feed and catalogue	I	A	C	R	C
Matrix and briefs	C	A	R	I	C
Production and AI labelling	I	C	A	I	R
Tests and reading	I	A	C	C	R
Q4 calendar	A	R	C	C	C

R: responsible. A: accountable. C: consulted. I: informed. In a small SME, one person often covers several columns.

TOOL

The 24-point checklist

Print this page. Tick what is in place. Every empty box is an action for your 90-day plan.

SIGNALS

- ☐ 01 Meta's Conversions API is live and deduplicated with the pixel.
- ☐ 02 TikTok's Events API sends the same events as the Pixel.
- ☐ 03 The cookie banner choice is passed to every tag.
- ☐ 04 The Odoo product feed is connected to Merchant Center, Meta and TikTok.
- ☐ 05 Out-of-stock products leave the feed the same day.
- ☐ 06 Confirmed Odoo sales are the reference for reading results.

CREATIVE DIVERSITY

- ☐ 07 Three buying motivations are written for each hero product.
- ☐ 08 Each campaign contains several genuinely distinct concepts.
- ☐ 09 Vertical video, image and carousel are all covered.
- ☐ 10 Each PMax asset group has its own 16:9, 9:16 and 1:1 videos.
- ☐ 11 Several hook families run at the same time.
- ☐ 12 The PMax image extraction setting is a deliberate choice.

AI AND COMPLIANCE

- ☐ 13 Brand guidelines are loaded into the generation tools.
- ☐ 14 Every creative is reviewed by a named person.
- ☐ 15 The product shown always matches the real product.
- ☐ 16 No fake reviews or generated fake customers are used.
- ☐ 17 Any deepfake carries a visible disclosure.
- ☐ 18 Each platform's AI label is switched on when required.

TESTS AND ORGANISATION

- ☐ 19 Every test has a hypothesis, one variable and an end date.
- ☐ 20 No winner is declared before the planned date.
- ☐ 21 The naming convention is identical on every platform.
- ☐ 22 The library records tool, label and rights.
- ☐ 23 Learnings are written down after every test.
- ☐ 24 The Q4 2027 calendar is set before 1 September.

GLOSSARY

Ad creative terms, in plain words

Advantage+
Meta's automated campaigns and options (audience, placements, budget, creative).

Andromeda
Meta's system that retrieves, from millions of ads, the few thousand candidates for one person.

Angle
The reason to buy an ad puts forward: problem, benefit, proof, occasion...

Article 50
The AI Act article on transparency: chatbots, marking of generated content, deepfakes.

Asset group
A set of headlines, images, videos and logos that Performance Max assembles into ads.

Catalogue
A product list loaded into Meta or TikTok for dynamic product ads.

C2PA
An open metadata standard describing a file's origin, including the use of AI.

Concept
A complete creative idea (angle, story, format); its variants are only adaptations.

Consent Mode
Google's mechanism that passes the visitor's consent choice to tags.

Conversions API (CAPI)
Sending conversions from your server to Meta, in addition to the browser pixel.

Deduplication
Counting once a sale sent both by the browser and by the server.

Deepfake
Generated or manipulated content resembling existing reality that would appear falsely authentic.

Events API
TikTok's equivalent of the Conversions API: events sent from the server.

GEM
Meta's ads foundation model, which passes what it learns to ranking models.

Hook
What holds attention in the first seconds: a question, a gesture, a line.

Image extraction
A Performance Max option that takes images from your landing page as assets.

Iteration
A variant of the same concept, useful for refining, not for reaching further.

Performance Max (PMax)
A Google campaign that runs on Search, Shopping, YouTube, Display, Discover, Gmail and Maps.

Product feed
An up-to-date file of your products (price, stock, images); in Odoo, the /gmc.xml URL.

Smart+
TikTok's suite of automations, switchable module by module.

Spark Ads
TikTok ads that reuse an existing organic post.

Symphony
TikTok's generative AI tools for creating or enhancing ad videos.

SynthID
Google's invisible watermark applied to images generated by its tools.

UGC
Content created by a customer or a creator rather than by the brand.

ABOUT

Nexuro connects your creative to your sales

Nexuro is a performance marketing agency and Official Odoo Partner based in Chaumont-Gistoux. We support SMEs in Belgium, France and Luxembourg with Meta, TikTok and Google advertising, SEO, GEO, data and Odoo.



The agency was founded by two brothers. **Timothy Jacqmin**, Co-Founder Acquisition & Growth, leads acquisition and growth. **Bryan Jacqmin**, Co-Founder Web, Data & CRM, leads web, data and CRM. You speak directly to one of them, and you keep ownership of all your accounts.

The creative method, in three steps

1
Signals
CAPI, Events API, consent and Odoo product feeds checked.

2
Creative
Angle × format matrix, briefs, visuals and videos produced with AI and human review.

3
Reading
Written tests, read in your confirmed sales, learnings archived.

Odoo 19 Functional Certification · Timothy Jacqmin
Certification no. **0001080063**, issued by Odoo S.A. on 03/04/2026.

Odoo 19 Functional Certification · Bryan Jacqmin
Certification no. **0001080044**, issued by Odoo S.A. on 03/04/2026. Nexuro is an Official Odoo Partner and a Cookiebot Certified Partner.

Let's build your creative system

We check your signals, fill in the matrix with you, produce the first batches and set up the testing and reading routine on Meta, TikTok and Google. Timothy or Bryan replies within 24 hours.

Meta Ads agency nexuro-digital.com/en/agence-meta-ads

Would you rather start with a look at your campaigns, your measurement and your feed? **nexuro-digital.com/en/audit-gratuit**

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SOURCES

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Facts checked against the sources below on 26 November 2026 (unless stated). Advertising features change fast: check the platform's page before you decide.

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