Captions Andersen 400 line

**Facebook Static (Single Image) News Feed Ads:**

Primary Text 125- Windows drafty this winter? New windows can help you save on energy costs while adding beauty to your home.

Headline 25 - Transform Your Home Today!

Description 30 - Better Living Installs!

Call-to-Action Button - Learn More

**Facebook Static News Feed Carousel:**

Primary Text 125- Windows drafty this winter? New windows can help you save on energy costs while adding beauty to your home.

Headline for each image (40) - Transform Your Home Today!

Description of each image (20) - Better Living Installs

Call-to-Action Button - Learn More

**Instagram Single Image or Carousel:**

Primary Text 125- Windows drafty this winter? New windows can help you save on energy costs while adding beauty to your home.

Call-to-Action Button - Learn More

**Facebook or Instagram Collections Ads:**

Primary Text 125- Windows drafty this winter? New windows can help you save on energy costs while adding beauty to your home.

Headline 40 - Better Living Installs!

Small Images once expanded: Transform Your Home Today!

Call-to-Action Button - Learn More

**Facebook or Instagram Video Ads:**

Primary Text 125- Windows drafty this winter? New windows can help you save on energy costs while adding beauty to your home.

Headline 25 - Transform Your Home Today!

Description 30: Better Living Installs!

Call-to-Action Button: Learn More

Captions for Cabinet Series

**Facebook or Instagram Video Ads:**

**Kitchen video**

Primary Text 125- Is it time to update your kitchen? Better Living designs and installs!

Headline 25 - Custom Kitchens

Description 30: Transformation Complete!

Call-to-Action Button: Learn More

**General cabinets**

Primary Text 125- Is it time to upgrade your mud room, bathroom or kitchen? Better Living designs and installs!

Headline 25 - Concept to Creation

Description 30: Transformation Complete!

Call-to-Action Button: Learn More