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The Ad Copy Loop

1 AI A Day · Day 22 · @jjwong.ai

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The weekly prompt, the tracking sheet, and the rules for when you're allowed to call a winner.

The idea in one line

Budget decides how many people see the ad. The words decide whether they tap. Most sellers tune the first every week and never touch the second.

The loop: one winner, two challengers, one hour a week.

The weekly hour

1. **Export** the last 7 days per ad variant: impressions, clicks, orders, spend, sales. Every platform's ad centre has an export — use the same date range for all variants.
2. **Log it** in the tracking sheet (one row per variant per week).
3. **Rank** by one metric. The sheet uses orders per RM100 spent. Pick your metric once and don't switch because a different one looks better this week.
4. **Ask why** the top one wins — the angle, not the wording.
5. **Write two challengers** that push the winning angle in new ways.
6. **Retire the loser.** Never more than three live.

The weekly prompt

> Here are last week's ad results for one product:
> [paste the week's rows from the sheet: variant, angle, days live, impressions, clicks, orders, spend, sales]
>
> 1. Rank the variants by orders per RM100 spent. Mark any variant with fewer than [7] days live as "not enough data" and leave it out of the ranking.
> 2. For the top variant, explain in two sentences what angle it uses that the others don't. The angle, not the wording.
> 3. Write two new variants that use the same angle differently.
> - Headline: max [N] characters. Body: max [N] characters.
> - Use only these product facts: [paste facts].
> - No discounts, prices or claims that aren't in the facts.
> 4. Tell me which current variant to retire, and why, in one line.

Fill the character limits from your ad platform's own spec — they differ by placement and change, so check rather than guess.

"Explain the angle first" is what stops it from just rephrasing the winner. A rephrase tests nothing. A new expression of the same angle tests whether the angle is what's working.

Rules for calling a winner

1. **Seven days minimum per variant.** Small shops get small numbers, and small numbers swing. A weekend blip isn't a result.
2. **Three live, maximum.** One winner, two challengers. More than that and each gets too little spend to tell you anything.
3. **Same budget, same audience, same product.** Change only the words. If you change the budget too, you don't know which change did it.
4. **A challenger has to beat the winner over a full week** to take its place. Close isn't beating — if it's within a hair, keep the winner and try again.
5. **Set your own minimum clicks** if your volumes are tiny. The sheet has a cell for it. If a variant can't get there in two weeks, the product may need more budget before copy testing means anything.
6. **Write down the angle** of every variant, win or lose. After two months the list of losing angles is as useful as the winners.

The tracking sheet

`ad-loop.xlsx` — download it from the pack page and open in Excel or Google Sheets (File → Import).

- One row per variant per week.
- Calculates CTR, orders per RM100, cost per order, ROAS.
- "Ready to judge?" stays on "wait" until the variant has 7 days (and your minimum clicks, if set).
- "Rank this week" ranks live variants within the same week.
- "Live this week" turns red if you've got more than three running.

The example rows show a common result: the challenger with a buyer's story ("caught in the rain, laptop stayed dry") beats the spec-sheet winner. That's the Day 21 hook idea showing up in ads.

Automating the Monday draft (optional)

If you already run n8n or a similar tool:

1. Monday 8am: scheduled trigger.
2. Pull last week's ad data (API if your platform offers one, or read the export you drop in a folder).
3. Run the weekly prompt.
4. Send the two drafted challengers to you — email or chat.

Nothing goes live on its own. You approve and upload. The draft arrives on schedule; the decision stays with you.

Questions? Email hello@jjwong.ai — I read them all. More at @jjwong.ai — one AI play for SEA sellers, daily.