

Hook rate *cheat sheet*

For Meta video ads. Check the definitions in your own account.

HOOK RATE

3-second video plays ÷ impressions

HOLD RATE (THRUPLAY VERSION)

ThruPlays ÷ 3-second video plays

READ THE PAIR

- ☐ High hook, low hold: fix the middle and payoff
- ☐ Low hook, high hold: test new openings, keep the body
- ☐ High both: scale it, then test the offer
- ☐ Low both: change the concept

BEFORE YOU JUDGE AN AD

- ☐ Enough impressions (Billo counted ads over 1,000)
- ☐ Same objective, placement and formula as the comparison
- ☐ Compare against your industry, not one average
- ☐ Remember: attention is not the same as sales

MAKE THE FIRST 3 SECONDS COUNT

- ☐ Show the product or result in the first frame
- ☐ Say the point out loud; don't rely on text alone
- ☐ Keep text and logos inside the safe zone
- ☐ Film two or three different openings

ILLUSTRATIVE EXAMPLE

10,000 impressions → 2,800 three-second plays = **28% hook rate** → 700 ThruPlays = **25% hold rate**.