

# GlowSkin - Vitamin C Serum Ad

Analysis Date: 5/30/2026

72 /100

## READY TO TEST

This ad has strong fundamentals - clear benefit, good product visibility, and emotional appeal. The missing social proof is the main gap

### Executive Summary

#### STRENGTH

Strong before/after visual with clear product benefit

#### RISK

No social proof or trust signals visible

#### QUICK WIN

Add star rating or '10,000+ happy customers' badge

### Category Scores

Thumb-Stop Power	8/10	High contrast before/after split creates immediate visual interest
Hook Clarity	7/10	Value prop is clear - brighter skin - but takes 2 seconds to register
Text Legibility	6/10	Headline readable but product name font is too small on mobile
Social Proof	3/10	No reviews, ratings, or customer count visible anywhere
Product Visibility	8/10	Serum bottle prominently displayed with clear branding
CTA Strength	7/10	'Shop Now' button present but could use urgency
Emotional Trigger	8/10	Transformation appeal is strong - desire for clear skin
Platform Nativity	6/10	Slightly too polished - could feel more organic/UGC

## Top Fixes

- 1 Add social proof: Include '4.8 stars from 2,847 reviews' near the product
- 2 Increase product name font size by 30% for mobile readability
- 3 Add urgency to CTA: Change 'Shop Now' to 'Get 20% Off Today'
- 4 Consider a more native feel: Use customer selfie instead of studio shot
- 5 Add trust badge: 'Dermatologist Tested' or 'Clean Beauty Certified'

## What's Working

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The before/after visual immediately communicates the product benefit without needing to read. The serum bottle is well-lit and professionally shot, building perceived quality. The transformation shown is believable (not too dramatic) which avoids policy flags.

## Quick Audit

Offer Mentioned: **Yes**

Urgency Present: **No**