

VIDEO POWERED MARKETING SYSTEM

The July 2026 Ad Testing Calendar

A week-by-week testing plan so you always know
exactly what to launch, measure, and kill.

How To Use This Calendar

Run ONE structured test per week. Keep budget constant across variants, let each test run 6-7 days or to statistical confidence, kill losers, and roll winners into the next week's test. Never test two variables at once.

Week 1 (Jul 1 - Jul 7): HOOK TEST

Launch 3 identical ads that differ ONLY in the first 5 seconds (use Hook Prompts 1-16).

Measure: 3-second view rate + CTR. Keep the winner.

Week 2 (Jul 8 - Jul 14): AUDIENCE TEST

Take the winning hook. Test 3 audiences: broad, interest-stacked, and lookalike/retargeting.

Measure: cost per lead. Keep the cheapest stable audience.

Week 3 (Jul 15 - Jul 21): FORMAT TEST

Same hook + audience. Test 3 formats: talking-head, captions-over-b-roll, and AI avatar demo.

Measure: cost per lead + landing page conversion rate.

Week 4 (Jul 22 - Jul 28): OFFER / CTA TEST

Test 3 CTAs on the winning creative: direct offer, free lead magnet, and urgency deadline.

Measure: cost per purchase or qualified lead - not clicks.

Jul 29 - Jul 31: CONSOLIDATE

Kill everything below your target CPA. Scale the single best combination by +20-30% budget per day.

Document learnings and pre-build August's Week 1 hook test.

Weekly Scorecard

Spend | Impressions | 3s View % | CTR | CPL | CPA | Winner? (Y/N) - fill this in every Friday.