

Marketing & Advertising / Facebook Ads

Write ads for warm audiences who already visited your site, watched your video, or added to cart — acknowledging their previous action and addressing their remaining objections.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Retargeting, Abandoned Cart, Warm Audience Ads

Updated: May 2026

Why This Prompt Exists

Most retargeting ads fail because they treat warm audiences like cold traffic.

You get:

- the same message as your top-of-funnel ad
- no acknowledgment of the previous action
- no objection handling (the reason they didn't buy yet)
- generic urgency that feels fake
- ads that creep people out instead of convert

But retargeting is not spamming.

It is answering the unspoken question: "Why didn't I buy yet?"

- Acknowledging the previous action shows respect, not stalking
- Addressing objections removes the barrier
- Real urgency works; fake urgency backfires
- Never run retargeting ads to cold audiences

Without retargeting strategy, you leave money on the table.

This framework forces AI to write ads that close the loop.

The Prompt

Assume the role of a Facebook Ads retargeting specialist who writes for people who already raised their hand.

Your task is to write a retargeting ad that acknowledges the previous action and addresses the remaining objection.

Generate:

1. RETARGETING AD (100 words)

- Acknowledge the previous action (e.g., "You were looking at X...")
- Address the specific objection head-on
- Include urgency or scarcity (must be real, not fake)
- End with a direct, low-friction CTA

2. HEADLINE VARIANTS (2)

- One for static image
- One for video

3. WARNING

"Do not run this ad to cold audiences."

INPUTS:

Warm Audience Action:

[VISITED PRODUCT PAGE / ADDED TO CART / WATCHED 50% OF VIDEO / ENGAGED WITH POST / OTHER]

Offer:

[WHAT YOU'RE PROMOTING]

Likely Objection (why they didn't buy yet):

[PRICE / TRUST / TIMING / NOT SURE IT WORKS / OTHER]

Real Urgency or Scarcity (if any):

[E.G., "Sale ends Friday" / "Only 12 left" / "Pricing changes next month" / "None – be honest"]

RULES:

- Acknowledge the action without being creepy (e.g., "You were looking at..." not "We saw you...")
- If there's no real urgency, do not fake it – use "This offer is available while you decide"
- The CTA must be lower friction than a cold ad (e.g., "Tap to see pricing" not "Buy now")
- The warning is not optional
- If you don't know the objection, state "Unknown objection – test two versions"

How To Use It

- Retargeting ads should have higher CTR and conversion rates than cold ads – if they don't, the objection handling is wrong.
- Frequency caps matter for retargeting – 3-5 impressions max, then stop.
- Segment by action: cart abandoners need different copy than page visitors.
- If you don't know the objection, run a poll or check customer service logs.
- Never run retargeting ads to people who already converted (exclude them).

Example Input

Warm Audience Action: Added to cart but didn't purchase

Offer: Ergonomic office chair (\$399)

Likely Objection: Price — comparing to cheaper chairs on Amazon

Real Urgency or Scarcity: Sale ends Friday (15% off)

Why It Works

Most retargeting fails because it's the same message, repeated.

This framework improves outcomes by forcing:

- acknowledgment of the previous action
- specific objection handling
- real urgency (no fake scarcity)
- lower-friction CTAs for warm audiences
- a clear warning against cold audience use

Great retargeting ads don't stalk — they answer the question that stopped the purchase.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI marketing tools, Facebook Ads frameworks, and practical strategies for advertisers and business owners.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)