



FrostyStack

Cool software that heats up your business

COOL SOFTWARE. HOT RESULTS.

A PRACTICAL GUIDE

Getting Started with MakeUGC

AI video ads with realistic actors, product-in-hand shots, and every top model

AI actors

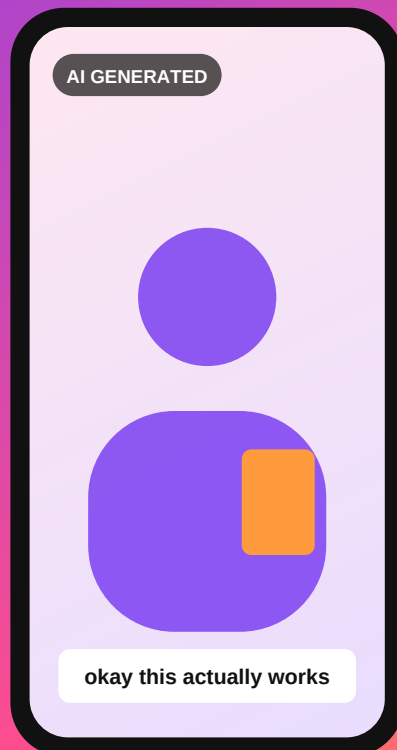
Product in Hand

Batch Mode

Claude MCP

[Try MakeUGC now >](#)

Try any plan for \$1. Read the trial terms first (Section 2). Includes ad rules, script formulas, and the MakeUGC MCP.



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NOTE: How to use this guide

Read Sections 1 to 3 first: what MakeUGC does, how the plans and the \$1 trial work, and the rules for running AI-generated ads. Sections 4 to 9 walk through making ads, from your first talking-actor video to batch testing. Section 10 covers driving MakeUGC from Claude. Details verified on makeugc.ai in October 2026.

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SECTION 1

What MakeUGC Is (and What It Is Not)

MakeUGC is an AI studio for video ads. It started with UGC-style ads, where a realistic AI actor talks to camera about your product, and has grown into a one-stop shop for AI video and image ads.

UGC (user-generated content) ads look like a real customer filmed them on a phone: casual, direct, and personal. They often outperform polished ads on TikTok, Instagram, and Facebook, but hiring creators for every test is slow and expensive. MakeUGC replaces the shoot: you write or generate a script, pick one of 1,000+ AI actors, and get a finished video in a few minutes.

What you can make

Format	What it is
Talking Actors	An AI actor delivers your script to camera, UGC style
Product in Hand	The actor holds and shows your actual product
Custom AI avatar and voice	Clone yourself from a short clip and speak 50+ languages with lip-sync
Cinematic AI video	Text or image to video with Seedance 2.5, Veo 3.1, Kling 4.0, WAN 3.0, and more
B-roll and style templates	Supporting footage, plus Pixar, LEGO, claymation, and anime-style spots
Image ads	Static ads and product shots with Nano Banana Pro, GPT Image 2, Seedream, Flux, and others
Ad Remake	Rebuild a proven ad format from the Content Library with your product

What MakeUGC is not

- **Not a guarantee of results.** MakeUGC shows strong customer case studies, but your offer, hook, and targeting decide performance. Treat every ad as a test.
- **Not indistinguishable from real people every time.** Reviewers praise the actors but report occasional lip-sync and realism issues. Review every video before it runs.
- **Not a replacement for honesty.** AI actors are not real customers. Section 3 explains how to use them without misleading anyone.

Make your first AI video ad

Every plan can be tried for \$1, and the API and MCP are included on all plans.

[Try MakeUGC >](#)

SECTION 2

Plans, Credits, and the \$1 Trial

MakeUGC runs on monthly credits. Every model, video, and image draws from one credit balance.

Plan	Monthly	Annual (per month)	Credits/month	Highlights
Starter	\$59	\$29	500	300+ actors, 1 video at a time, export up to 720p
Growth	\$79	\$39	1,000	500+ actors, 10 parallel videos, HD to 4K export, 1 custom avatar
Pro	\$149+	\$79+	2,000 to 5,000	1,000+ actors, unlimited parallel jobs, all models, 3 custom avatars

All plans include Product in Hand, Motion Control, AI Flows, Batch Mode, the Content Library, watermark removal, and API and MCP access. Quarterly billing sits between monthly and annual. Monthly prices are as reported in recent reviews; the pricing page leads with annual prices and frequent promotions, so confirm on [MakeUGC's pricing page](#) before you buy. Separate API plans start at \$99 a month for developers.

WATCH OUT: Starter exports only up to 720p

If you need HD, 2K, or 4K exports for your ads, you need Growth or Pro. Check this before choosing Starter.

How credits work

- Different formats and models cost different amounts. Reviewers report about 100 credits for a standard talking-actor video and more for Product in Hand, so 500 credits is only a handful of actor videos. Check the cost shown in the studio before you generate.
- Unused credits expire at the end of each billing cycle; they do not roll over.
- Watch for limited-time offers, such as bonus credits or unlimited passes for a specific model. They change often.

The \$1 trial: read this before you start

MakeUGC lets you try any plan for \$1. The trial is short (reviewers report about 72 hours) and **renews automatically at the full plan price** unless you cancel from your account before it ends. Your checkout page shows the exact trial length and renewal amount.

WATCH OUT: Avoid a surprise charge

Many negative reviews of MakeUGC come from people who were charged after the trial or found cancelling difficult, and some report refunds being refused. Protect yourself:

Note the renewal date and amount on the checkout page. Set a phone reminder for a day before the trial ends. If you decide not to continue, cancel from your account settings, take a screenshot of the confirmation, and keep any confirmation email. Read the trial and refund policies linked at the bottom of makeugc.ai. Questions go to help@makeugc.ai.

TIP: Make the trial count

Before you start, have your product photo, product page URL, and two or three script ideas ready, so you can test real ads during the short trial window.

SECTION 3

Rules for Running AI-Generated Ads

AI actors are powerful, and they raise specific honesty and compliance questions. Getting this right protects your ad accounts and your brand.

Do not fake testimonials

An AI actor saying "I've used this for two weeks and my energy is way up" implies a real customer's real experience. In the US, the FTC treats fake testimonials as deceptive, and its rule on fake reviews and testimonials specifically covers testimonials attributed to people who do not exist. Safer approaches:

- Have the actor present the product ("Here's what's inside," "Three reasons people switch") rather than claim personal use.
- Base any experience-style script on real, documented customer reviews, and disclose that it is a dramatization.
- Keep every claim, especially health, income, or before-and-after claims, true and supportable.

Label AI content where required

- Meta, TikTok, and YouTube have rules on AI-generated or altered content, including labels for realistic synthetic people. Check each platform's current advertising policy before launching.
- Some regulated categories (health, finance, political) have stricter rules or ban synthetic spokespeople.

Custom avatars and voices

- Create a custom avatar or voice clone only of yourself, or of someone who has given written permission. MakeUGC publishes a custom avatar policy and a fair use policy; read both.

- Do not imitate celebrities, influencers, or competitors' spokespeople.

NOTE: Ownership

MakeUGC says you own the videos and images you create and can use them commercially on any platform, without watermarks. Ownership does not override advertising law, so the rules above still apply. This guide is not legal advice.

SECTION 4

Making Your First UGC Ad

MakeUGC's flow is three steps: start from something, describe the ad, then generate and edit. A first video renders in about two minutes.

- 1 **Sign up** at makeugc.ai and open the studio.
- 2 **Choose your starting point:** pick an AI actor, use your custom avatar, choose a video model, or start from a prompt, your product URL, or a reference ad.
- 3 **Pick an actor** who matches your buyer: age, style, setting, and energy. A gym-goer for supplements, a parent at a kitchen table for household products.
- 4 **Add the script.** Paste your own, or click **Write with AI** to draft one from your product page. You can also upload your own audio.
- 5 **Add a product photo** if you want the actor to hold your product (Product in Hand).
- 6 **Choose the language and voice.** MakeUGC supports 50+ languages.
- 7 **Generate**, then review the result carefully: lip-sync, hands, product appearance, and pronunciation.
- 8 **Edit and export** (Section 9).

TIP: Generate several hooks, not one ad

The first three seconds decide whether people keep watching. Rather than perfecting one video, make three to five versions with different opening lines and let your ad results pick the winner.

SECTION 5

Writing Scripts That Sell

A great actor cannot save a weak script. Most winning UGC ads follow the same simple structure.

Part	Length	Purpose and example
Hook	0 to 3 s	Stop the scroll. "I didn't think a \$20 gadget could fix my back pain."
Problem	3 to 8 s	Name the frustration. "Sitting at a desk all day was wrecking my posture."
Solution	8 to 20 s	Show the product and one or two specific benefits.
Proof	20 to 25 s	A real number, review count, or guarantee you can back up.
Call to action	Last 3 to 5 s	One clear next step. "Tap the link to grab yours."

Mind Section 3 when you write: present the product and real proof rather than inventing a personal experience.

Hook styles worth testing

- **Curiosity:** "Nobody talks about this part of [problem]."
- **Direct call-out:** "If you own a small bakery, watch this."
- **Contrarian:** "Stop buying [common solution]. Here's why."
- **Demonstration:** open on the product doing its job, then explain.
- **List:** "Three things I wish I knew before buying a [category]."

TIP: Write for the ear

Use short sentences, contractions, and words people actually say. Read the script aloud before generating; if you stumble, the AI voice probably will too. Aim for 15 to 30 seconds for most social ads.

SECTION 6

Product in Hand, Custom Avatars, and Motion Control

Product in Hand

Upload a clear photo of your product and the actor holds, shows, or unboxes it on camera. Use a clean image on a plain background, shot straight on, with the label readable. Review every result closely: AI can distort packaging, logos, or text, and a misshapen product undermines trust.

Custom AI avatar and voice

Create an avatar of yourself from a short video clip and clone your voice, then have it speak 50+ languages with matching lip-sync. It is ideal for founders, coaches, and agencies who want a consistent face without filming every ad. Growth includes one custom avatar and Pro includes three.

Motion Control and Gestures

Motion Control transfers a performance from a source video to a character, so you can act out a movement once and apply it to an AI actor. **Gestures** add natural hand and body movement to talking-actor videos.

TIP: Need a premium voice?

If you want even more control over voice performance, you can generate a voiceover in a dedicated voice tool such as [ElevenLabs](#) and upload it as the audio for your actor.

SECTION 7

Beyond UGC: AI Video, B-Roll, Styles, and Image Ads

MakeUGC now includes many leading AI models under one subscription and one credit balance, with new models added soon after launch.

Tool	Models (October 2026)	Use it for
AI Video Generator	Seedance 2.5 and 2.0, Veo 3.1, Kling 4.0, WAN 3.0, MiniMax, Pixverse, Grok Imagine, Gemini Omni Flash	Cinematic product shots, trailers, gaming-style clips, demos
B-roll Generator	Matched to your script	Cutaways that illustrate what the actor says
Style Templates	Pixar, LEGO, claymation, anime	Eye-catching animated spots
Image Ads	Nano Banana Pro and 2, GPT Image 2, Seedream v5 Pro, Flux 2 Pro, Recraft v3, Imagen 4	Static ads, product shots, thumbnails

Model availability varies by plan; Pro includes all premium models. Higher-end video models use more credits, so check the cost before generating.

TIP: Mix formats in one ad

A strong pattern: a talking-actor hook, a few seconds of AI B-roll showing the product in use, then back to the actor for the call to action. Assemble them in the built-in editor.

SECTION 8

Scaling Up: Content Library, Batch Mode, and AI Flows

Feature	What it does	When to use it
Content Library and Ad Remake	Hundreds of real, high-performing UGC ads filtered by niche, style, and format. Add your product image and dialogue and MakeUGC remakes the ad.	When you do not know where to start; borrow proven structures
Batch Mode	Generate up to 10 variations at once.	Testing hooks, actors, or languages side by side
AI Flows	A node-based canvas that chains image generation, product shots, video, and editing into one reusable pipeline.	Producing ads for many products (run one flow on every SKU)
50+ languages	Native-sounding voices and lip-sync.	Launching the same ad in new markets

NOTE: Parallel jobs depend on your plan

Starter runs one video at a time. Growth runs up to 10 in parallel, and Pro is unlimited. Batch testing is much faster on Growth and above.

SECTION 9

Editing and Exporting

The built-in **Video Editor** handles the finishing touches, so most ads never need another tool:

- **Captions:** turn them on. Most social video is watched without sound.
- **Music:** add a background track at low volume under the voice.
- **B-roll:** insert generated cutaways where the script mentions features or results.
- **Trims:** cut dead air at the start; the hook should begin immediately.
- **Export:** HD, 2K, or 4K on Growth and Pro; up to 720p on Starter.

Final quality check

- | | |
|-----|---|
| [] | Lip-sync matches the words, especially in the first three seconds |
| [] | Hands, face, and product look natural; no warped labels or extra fingers |
| [] | Pronunciation of your brand and product names is correct |
| [] | Captions are accurate and readable on a phone screen |
| [] | Claims are true, and AI labels are added where the platform requires them |

SECTION 10

MakeUGC with Claude: MCP and API

Every MakeUGC plan includes API and MCP access, so you can generate ads programmatically or by chatting with an AI assistant.

MCP (Model Context Protocol) is an open standard that lets assistants such as Claude use outside tools. MakeUGC runs a hosted MCP server; after you sign in, Claude can work with MakeUGC's tools from a conversation. Calls through the MCP or API use the same credits as the studio.

Connect it to Claude

- 1 In Claude, open **Settings > Connectors** (some versions label this area Customize).
- 2 Add a custom connector named **MakeUGC** with the URL `https://mcp.makeugc.ai`.
- 3 Click Connect and sign in to your MakeUGC account when prompted. Tools appear after sign-in.
- 4 Turn the connector on in a chat and start with a simple request.

MakeUGC's developer documentation (linked from Developers on makeugc.ai) has the current setup steps for Claude, ChatGPT, and other agents, plus the API reference, webhooks, and model parameters.

Ideas to try

- "Write three 20-second UGC scripts for my product page, each with a different hook, and generate them with a female actor in her 30s."
- "Make a 9:16 product shot of my bottle on a bathroom counter in morning light."

- "Check my credit balance before starting."

WATCH OUT: Watch your credits

Claude spends the same credits you would in the studio. Ask it to confirm the cost before batch or video generations.

SECTION 11

Testing Ads Like a Pro

- **Test one variable at a time:** hook first, then actor, then offer. Batch Mode makes hook tests fast.
- **Start with 3 to 5 variations** of one concept, run each with a small budget, and keep the winner.
- **Judge on the right numbers:** hook rate (how many watch past 3 seconds), click-through rate, and cost per purchase or lead. Views alone mean little.
- **Refresh before fatigue:** when results slip, keep the winning script and swap the actor or setting.
- **Localize winners** into new languages instead of starting from scratch.

TIP: Keep a swipe file

Save every winning hook and script in a document with its results. After a few months you will have a playbook of what works for your audience, which matters more than any single tool.

SECTION 12

Common Mistakes to Avoid

Mistake	Better approach
Forgetting the \$1 trial renews at full price	Set a reminder; cancel in your account if not continuing; keep proof.
Choosing Starter and needing HD	Starter exports up to 720p; HD to 4K needs Growth or Pro.
AI actors claiming fake personal results	Present the product; use real proof; disclose dramatizations.
Publishing without reviewing	Check lip-sync, hands, product shape, and pronunciation.
One polished ad instead of many tests	Batch 3 to 5 hooks and let results decide.
Burning credits on premium video models	Draft with cheaper options and check costs first.
Long, generic scripts	15 to 30 seconds, one problem, one benefit, one call to action.

SECTION 13

Quick-Reference Checklist

Print this page and keep it handy.

Getting started

- [] Signed up via [the FrostyStack MakeUGC link](#); trial end date and renewal amount noted with a reminder
- [] Plan matches export needs (Growth or Pro for HD to 4K)
- [] Product photo, product URL, and 2 or 3 script ideas ready

Every ad

- [] Hook, problem, solution, proof, call to action; 15 to 30 seconds
- [] No fake personal testimonials; claims true and supportable
- [] Actor matches the buyer; product photo clean for Product in Hand
- [] 3 to 5 hook variations generated (Batch Mode)
- [] Captions on; quality check passed; AI label added where required

Monthly

- [] Credits checked; unused credits expire at cycle end
- [] Winning hooks saved to a swipe file; tired ads refreshed

SECTION 14

Frequently Asked Questions

How much does MakeUGC cost?

Annual plans start at \$29 a month for 500 credits; monthly billing costs more. Try any plan for \$1. See [current MakeUGC pricing](#).

How does the \$1 trial work?

You pay \$1 for a short trial, after which it renews at the plan price unless you cancel in your account. Your checkout shows the exact terms.

Who owns the videos?

MakeUGC says you do, with commercial use on any platform and no watermarks.

Is it only for UGC ads?

No. It also makes cinematic, animated, and gaming-style video, B-roll, and image ads with many leading models.

Can I use my own face and voice?

Yes. Create a custom avatar from a short clip and clone your voice (Growth: 1 avatar, Pro: 3).

Is there an API?

Yes, on every plan at no extra cost, plus an MCP server for Claude and ChatGPT. Calls use the same credits.

Do unused credits roll over?

No. Credits expire at the end of each billing cycle.

How do I get help?

Email help@makeugc.ai.

Start making AI video ads with MakeUGC

Realistic actors, product-in-hand shots, and every leading AI model in one studio. Try any plan for \$1.

[Try MakeUGC now >](#)



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