



**TABOOLA
CREATIVE
PLAYBOOK:
Health**

2024

00

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Introduction





WHO WE ARE

The **Taboola Creative Shop** consists of a global team of Strategists, Data Experts, Designers, Video Editors, Copywriters, Translators, and Engagement Managers who are here to provide relevant and strategic creative recommendations to our most valued partners.

- ▶ Creative strategy & analysis
- ▶ Create, develop, enhance assets
- ▶ Write and optimize copy
- ▶ Source images & motion
- ▶ Landing page & funnel tips
- ▶ Host custom workshops
- ▶ Brand lift studies





OBJECTIVE

- ▶ This report will provide **insights on creative** and content trends seen across the Taboola network, specific to the **health** vertical in order to help you source the right creatives for your **Taboola campaign**.

Analysis is inclusive of **data from 2023** across multiple geos and

- ▶ advertisers KPIs.

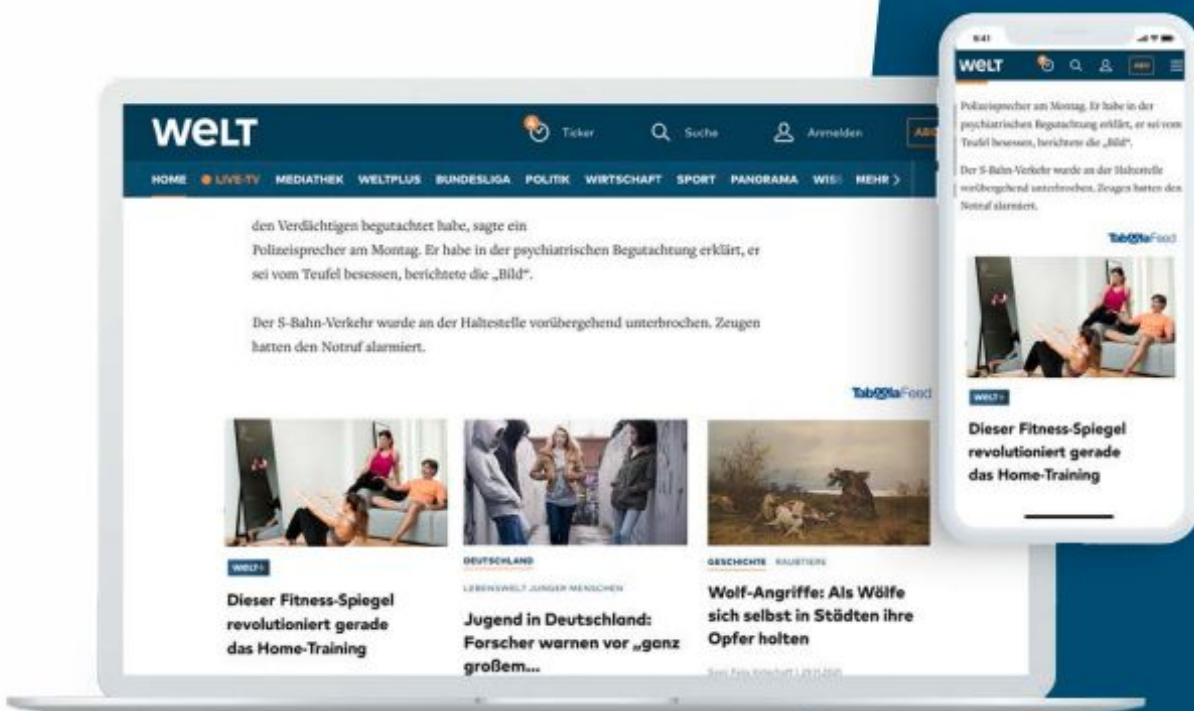
Additional insights come from Taboola's own **organic readership**

- ▶ **data**.

The category "**Health**" is inclusive of **Healthy Living and Medical**

- ▶ **Health**.





COMPANY

VAHA, is a smart fitness mirror that helps people create a routine that makes them feel good.

CHALLENGE

Find new audiences at scale, outside of search and social channels, to drive more **VAHA** purchases long-term.

SOLUTION

Work with **Taboola** to run sponsored content campaigns promoting a **30-day free trial**, and retarget **Taboola's** attentive audiences on search and social channels.

RESULTS

Working with **Taboola**, **VAHA** saw a **122% lower CPC** than search and social channels and **2x the conversion rate with Attentive Audiences**. Overall, **Taboola** brought VAHA a **338% increase in engaged site visits** since January 2021.

Taboola Provides Traffic at a Lower CPC than Search and Social Channels for **VAHA**

01

Taboola Feed & Readership Insights



WE POWER RECOMMENDATIONS ON THE OPEN WEB

Reach **consumers** effectively and safely through **open web** partnerships that deliver **value** for marketers.

Run both **video** and **image** assets with formats that **capture attention**.

Drive **business results** by reaching people genuinely, effectively and at the **right moment**.

APP PROMOTION

MORE FROM THE WEB

Jewels Wizard | Sponsored

★★★★★ 4.6

Install Now

The image shows a screenshot of an app promotion card. At the top, it says 'MORE FROM THE WEB'. Below that, there's a small profile picture and the text 'Jewels Wizard | Sponsored'. Underneath is a row of five stars and the rating '4.6'. The main part of the card is a vibrant, colorful illustration of a magical forest scene with glowing mushrooms and a path. In the top right corner, there is a button that says 'Install Now'.

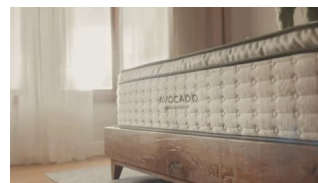


How To Get A Mortgage
10 Steps To Success

BestInvest

STATIC ADS

MOTION AD

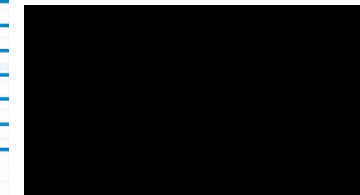


See The Mattress The Experts
Rate a Perfect 10

Avocado creates 100% organic mattresses that sustainably combine cushion and support. Handmade in California, start shopping the award-winning mattresses today.

Avocado | Sponsored

Learn More



Top 15 destinations to spend
a perfect vacation in

Traveler

VIDEO AD





TOPIC TRENDS

- ▶ This analysis portrays readership data across Taboola's network of over 9,000 publisher properties and 600M daily active users, observing various topic insights.
-
- ▶ Topic Insights uses an AI system called Natural Language Understanding (NLU) to identify the topics of all the articles from Taboola's many news publisher partners. Page views are then aggregated to each of those articles by topic, which in a sense provides a trending topic indicator reflecting the interests of news read.





Health

Exploring the top 10 trending health topics based on the number of unique Readers worldwide

Disease



Weight Loss



Disorders



Nutrition



Aging



Exercise



Men's Health



Addiction



Women's Health



Sexuality



Therapy



Dental Care



High readership on **disease** can indicate a growing need to research and self diagnose.

The widespread interest in **weight loss, disorders,** and **nutrition** underscores a global desire for healthier lifestyles. Readers are increasingly motivated to adopt and sustain healthy eating habits, actively seeking information and guidance to achieve their weight loss goals, while also addressing and managing disorders that may impact their journey towards better health.

TABOOLA TIP: Tap into the growing interest in health and wellness by crafting ads that offer ways for adopting healthy lifestyle habits, trying to achieve weight loss goals, or managing disorders.



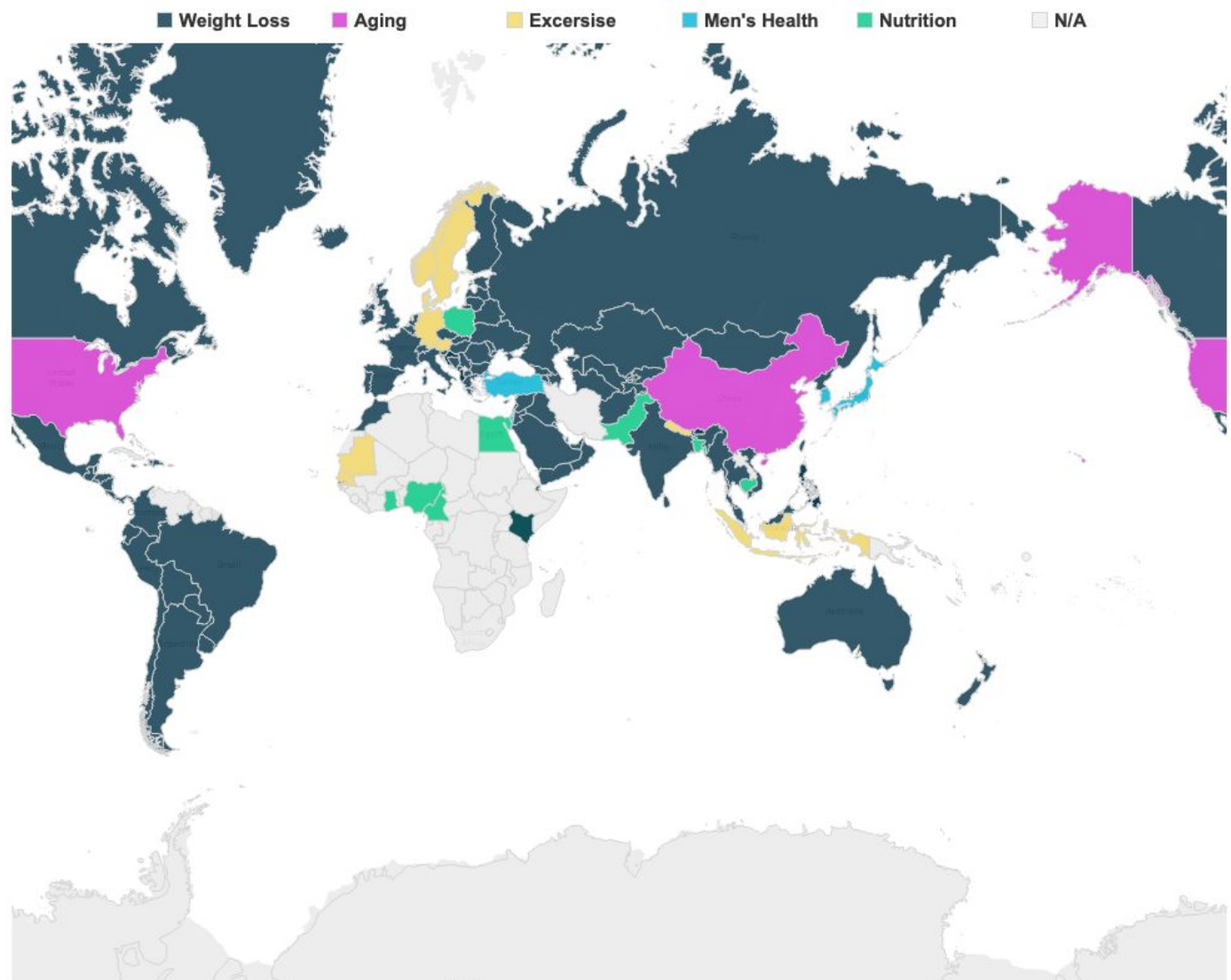


Health 2023 TOP TOPICS PER COUNTRY*

The **US** is among the few countries where **aging** is identified as a top health-related topic, which may reflect the readers' interest in maintaining youthful appearance and staying healthy.

Weight loss and **Exercise** are among top subjects in **European countries** may be linked to cultural norms around body weight and healthy lifestyle habits.

Weight loss being a top subject also in **Latin American** countries underscores the significance of **health** and **appearance**. In these regions, similar to Europe, there may be cultural norms that prioritize **physical well-being** and **aesthetics**.



1: The most read health topic in all countries is connected to **diseases**, and on the map, the second most read subject is highlighted
2: The countries that are not highlighted have multiple second most read subjects, making it unclear which subject should be assigned



HEALTH

2023 KEYWORD & TOPIC TRENDS



EXERCISE

+53%

Traffic in the last 90 days



NUTRITION

+542%

Traffic in the last 90 days



ANTI AGING

+185%

Traffic in the last 90 days



MENTAL HEALTH

+61%

Traffic in the last 90 days



FAT

+90%

Traffic in the last 90 days



DIET

+95%

Traffic in the last 90 days



HEALTH PUBLISHERS OVERVIEW

Looking at Taboola's top publisher partners to see what type of content is trending and identifying key trends.



FDA staff: Biogen ALS drug may have clinical benefit on rare form of the disease



Technology & Ideas 'Forever Chemicals' Deserve Far More EPA Scrutiny



Business Insulin Price Cuts Could Lift Pharma Companies' Profits



Prognosis Some Uninsured Americans Are Turning to Quack Cures — Like Drinking Bleach

Health



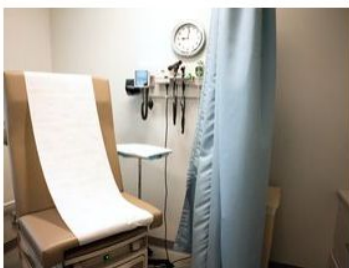
Health · Yahoo Life

Can tai chi lower your blood pressure? Is living alone bad for your mental health? The latest health news.

Here's what the latest health news says about exercise, depression and more. 5 min read

Comment soulager la toux chronique inexpiquée

Cette maladie aux mécanismes de mieux en mieux connus dégrade la qualité de vie, mais une prise en charge est possible.



Prognosis New York Risks Billions in Extra Costs If Fewer Leave Medicaid



Prognosis US Lifts Covid Test Rule for Air Travelers From China



Politics Chile's Private Health-Care System Is on Verge of Collapse, Testing Boric





KEY TABOOLA INSIGHTS: ORGANIC OVERVIEW OF HEALTH PUBLISHERS

▶ Biotech and Pharma

Content around pharma announcements, financial forecasting and investment in biotech and pharma companies.

▶ Modern Medicine

Latest updates regarding the race to find a cure for modern diseases.

▶ Healthcare News

Announcements and new policies from local healthcare providers or health insurance providers.

▶ Remedies & Solutions

In depth breakdowns of new drugs listing pros and cons as well as long term impact and expert opinions.

▶ Seasonal & Holiday Healthcare

Tips regarding how to keep fit and healthy during or preparing for new seasons or holidays.

▶ Human Factor

Both visuals and content is showcasing people and human stories.



Johnson & Johnson to pay \$8.9 billion to settle talc cancer claims

Annika Kim Constantino 40 MIN AGO



FTC orders Illumina to divest \$71 billion deal for cancer test developer Grail

Annika Kim Constantino MON, APR 3RD 2023



Nitrous oxide: What is it and how dangerous is it?



How to look after your skin during Ramadan

Updated 2 hours ago

Drugmakers Eye \$23 Billion Biotech Argenx Ahead of Key Data

European biotech firm Argenx SE is scheduled to release key drug trial data this summer. Deal-hungry Big Pharma is closely watching.



Health · NBC News

FDA approves groundbreaking treatment for advanced melanoma

The Food and Drug Administration on Friday approved a new cancer therapy that could one day transform the way a majority of aggressive and advanced tumors are treated.

7 min read



TABOOLA TRENDS: HEALTH

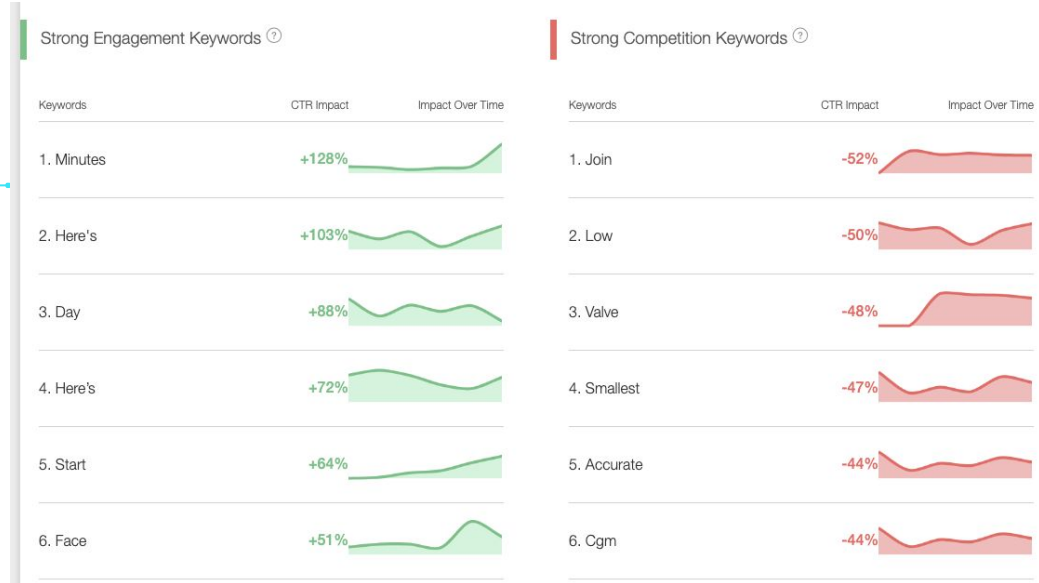
- ▶ **Review keywords trends:**
Incorporate high-performing keywords into your titles.

Use [Dynamic Keyword Insertion](#) drive up click through rates.

- ▶ **Review image and video trends:**
Follow [creative best practices](#) and avoid using text overlays.

Use [Motion Ads](#) to drive up click through rates.

Review keywords trends

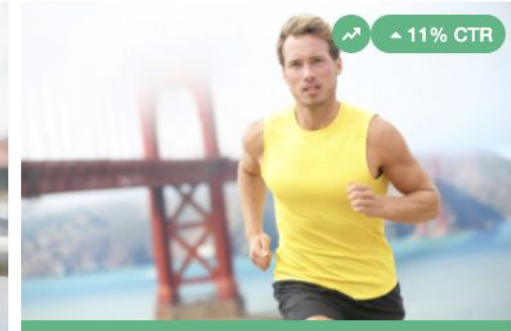


Review image and video trends

Woman



Man



No Person



Person

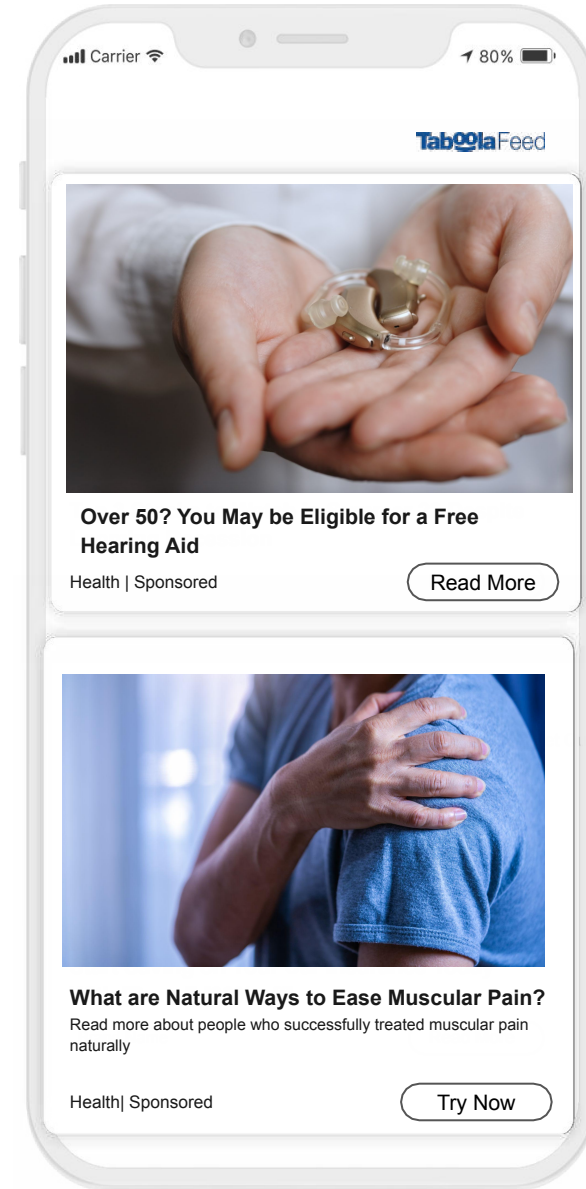


BOOST YOUR PERFORMANCE KPIs

- ▶ Use Taboola's algorithm for lower funnel promotions, content articles for performance & direct response to landing pages
- ▶ Drive actions:
 - Leads
 - Purchase
 - Click to call
 - Subscription
 - & more

 **Top CTA
Button
Insights:**

35% use **READ MORE**
12% use **GET OFFER (best
for online purchase)**
4% use **CLICK HERE**



02

Creative Insights: Medical Health





KEY TABOOLA INSIGHTS: IMAGE & MOTION

▶ Hands Indicating Pain or Holding Product

Hands are used to express pain in a certain body part. The hands or fingers are supporting/ rubbing the area of pain for which the ad offers treatment for.

▶ Paperwork (bills, insurance, prescription)

Visuals of people holding a paperwork in front of the camera lens, framing the face of the person in the background.

▶ Product Application

Closeups or medium shots of subjects applying a product on their own body

▶ Intriguing Gadgets

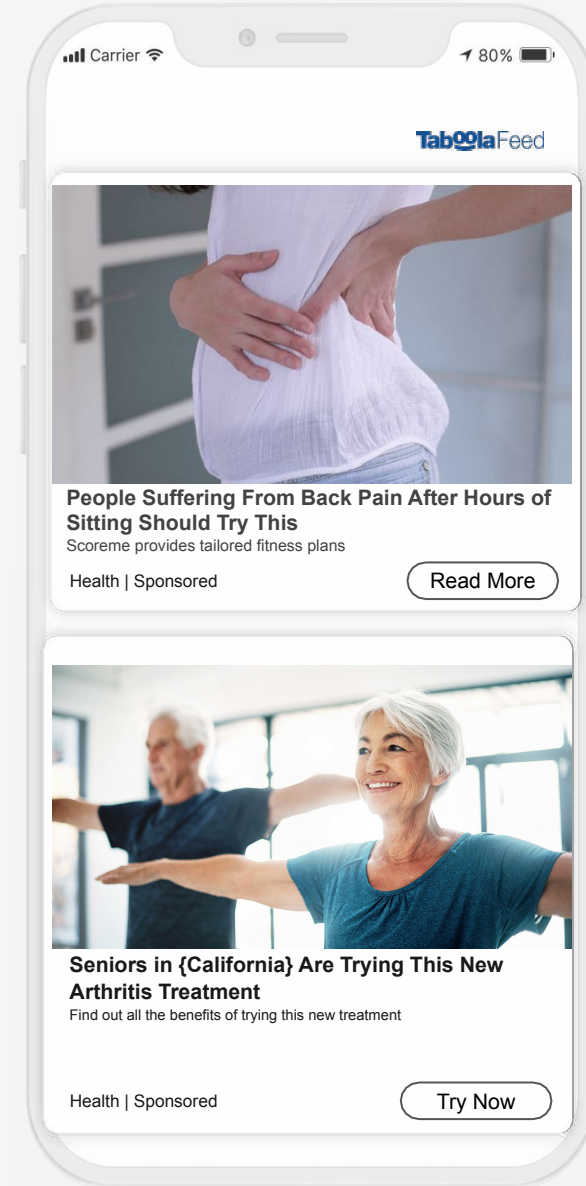
Visuals of people using medical gadgets that look techy and unknown. The gadgets are noticeable as they are centered in the middle of the visual and either held or pointed at by the user of the device.

▶ Nurses, DRs & Patients

Visual of doctors or nurses assisting or examining patients.

▶ Self Examinations

Visuals of people checking for symptoms on their own bodies either by visual or physical examination.





TABOOLA VISUAL EXAMPLES: IMAGE & MOTION



Hands Indicating Pain



Hand Holding Product:



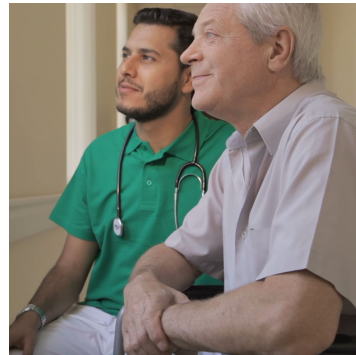
Product Applications



Self Examination



*Intriguing gadgets



DR/ Nurses & Patients



Parework (Bills, insurance, prescriptions)



KEY TABOOLA INSIGHTS: TITLES & DESCRIPTIONS

▶ Thought Leader Introducing Tip

Top titles start by naming a thought leader and their quote which can be a suggestion, warning, or opinion. Endorsement has to be approved

▶ Direct Call to Address Issues

Top titles call out a pain point or issue, and directly invite to address the issue: they should do X to treat Y.

▶ A Thing of The Past

Top titles call out new discoveries or changes in medical paradigm. Studies need to be verified by real peer reviewed studies or come from publisher news sites

▶ Call Out Your Audience

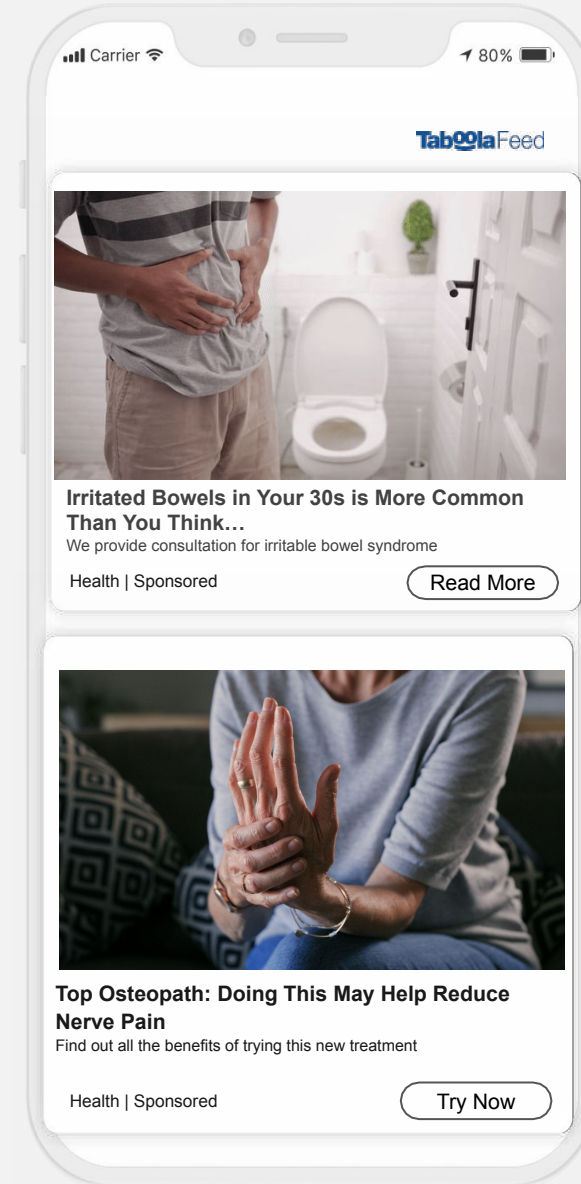
Top titles call out audiences by location (mostly using dynamic keyword insertio) and age

▶ You're Not Alone

Top titles give the reader a sense that their problem or issue is more common than they think , and therefore more addressable.

▶ Worth the trouble

Top titles present the treatment of a medical condition is worth the time, effort or cost. Treatment is worth pursuing when compared to the pain the problem is inflicting.





TABOOLA TITLE EXAMPLES:

▶ Thought Leader Introducing Tip

- ‘Top Physiotherapist: This Stretch May Help People Over 50’

▶ Direct Call to Solve Issues

- ‘Hearing Loss? Learn How Others are Coping’

▶ A Thing of The Past

- ‘People are Realizing They Don’t Need to Avoid Sugar to be Healthy’

▶ Call Out Your Audience

- ‘Residents of \${city:capitalized}\$? Apply For a Free Hearing Trial’

▶ You’re Not Alone

- ‘Thousands of Americans Lose Hearing Quality Before 60’

Worth The Trouble

- ‘If You Suspect Melanoma, It’s Worth Booking a Free Consultation’

03

Creative Insights: Healthy Living





KEY TABOOLA INSIGHTS: IMAGE & MOTION

▶ Ingredients & Quirky Food

Visuals of interesting ingredients or food that the advertised product consists of. These are often ingredients or foods that are related to the product and can be found in the component/ nutrition label of the product. These visuals generate curiosity as the ingredient is often quirky or hard to recognize.

▶ Comparisons

Visuals of people that have different body types can be placed one next to the other, to create an effect of 'before and after' without using the claim 'before and after'. The visual consists of 2 pictures, both featuring people taken from the same angle and same distance, but the only thing that changes is the aspect in the body which the ad offers to treat.

▶ Fitness Goals

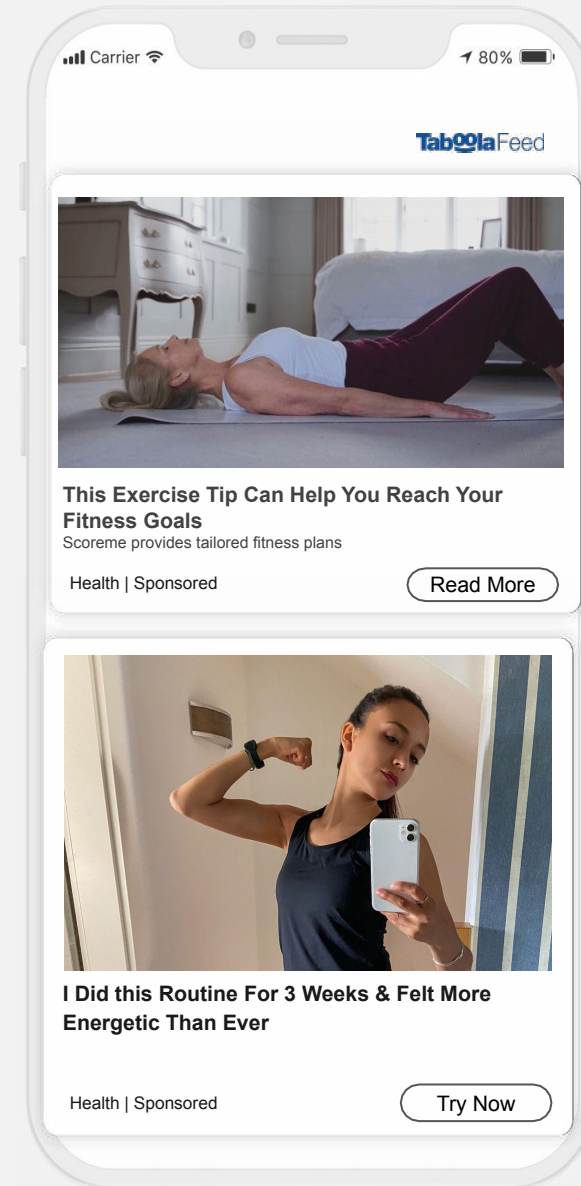
Visuals of fit people serve as inspiration towards the readers fitness goals. The people featured in these visuals are young, fit and aspirational.

▶ Selfies

Visuals of people from the POV of a mirror selfie or selfie perform well. These visuals remind us of authentic images people take when satisfied with their body results.

▶ Exercise

Motion ads of people working out or performing aerobic exercise work well. Visuals of exercises that are unique or tend to perform best.





TABOOLA VISUAL EXAMPLES: IMAGE & MOTION



▶ Ingredients &
Quirky Food



▶ Mirror Selfie



▶ Exercise



▶ Fitness Goals



▶ *Comparisons



KEY TABOOLA INSIGHTS: TITLES & DESCRIPTIONS

▶ What Experts Are Saying

Top titles start by naming the latest discover, tips and trends from the mouth of opinion leaders.

▶ Breaking Habits & Adopting New Rituals

Top titles suggest adopting or changing habits. By clicking on the headline the user will learn a ritual to help them achieve their health goal.

▶ When, How

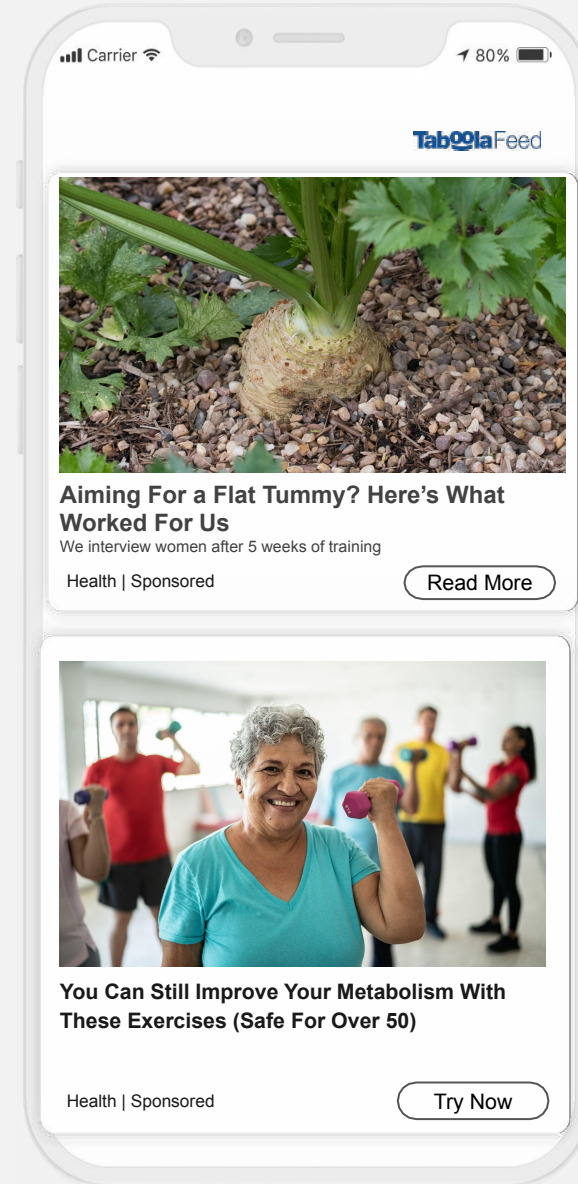
Top titles provide detailed information on how or when to use the product with regards to time of day, frequency or dosage.

▶ Safety First

Top titles mention safe, healthy and natural ways to solve pain points such as consumption of natural ingredients, approved medications, or safe exercise.

▶ Hacks/ Quick Wins

Titles explaining how one can solve their pain point in an effortless way. These titles are good for motivating low intent audiences. These titles propose hacks and quick wins.





TABOOLA TITLE EXAMPLES:

What Experts are Saying

- ‘Celebrity Fitness Trainer: “You don’t need to do cardio to lose fat”’

Breaking Habits & Adopting New Rituals

- ‘Changing Bedtime Can Help Achieve Better Results at the Gym’

When, How

- ‘Do This Twice a Week Before Breakfast to Your Help Tone Your Abs’

Safety First

- ‘Eating Fruits Is A Safe Way to Consume Sugar After Workouts’

Hacks/ Quick Wins

- ‘Exercise Lovers May Not Know This 2 Minute Body Type Test’

04

Landing Page & Funnel





KEY TABOOLA INSIGHTS: LANDING PAGE

▶ Content Structure:

- **Headline consists** of 10-15 words on average.
- **Content consists** of 250-600 words.
- **The content is separated by section headers-** 4-5 lines for each paragraph.

▶ Page Design:

Clean look and feel similar to a native publisher article. Minimal use of colors in fonts (black font on white background), headers or navigation bars. The text is designed in a narrow layout with wide shoulders.

▶ Page Structure:


- **Header includes:** Logo (top left corner), 'Advertorial' disclosure and excludes navigation bars or links to other pages on site.
- **Writer or editor is included:** head shot (thumbnail), name and title as well as date of publication.

ADVERTORIAL


YOUR LOGO

Check Out This Great Title

Add Subtitle here

 **BY MARTHA DÍAZ** MARCH 12TH, 2022

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit.



Ut enim ad minima veniam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit



Check Out This Great Title



Add Subtitle here

BY MARTHA DÍAZ MARCH 12TH, 2022

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.



Ut enim ad minima veniam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse. Bus ius dolorem porrectis dit aut porrum consero omnihit qui dolorem quunt in eostrum nienisciur.

Ut enim ad minima veniam

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Select Your Age:

18-54

54-65

65+

- **Page includes one hero image/video.** Often a consumer with the product. These hero shots are often UGC. In the case of video, these videos showcase a user explaining how they use the product, or alternatively an influencer demonstrating a tip or trick to achieve a goal.

- **Social proof and trust additions:** Strong credibility aspect though 'as seen on' logos, testimonials, research references and expert quotes.

▶ Call to action:

1. Hyperlink within text body
2. Gamified CTA- age, location, condition

▶ Funnel

- **Landing page (pre lander) -> leads to quiz/ questionnaire**
 - The Gamified CTA is the first question in the quiz/questionnaire/form. Once the user clicks, a quiz opens in current or new tab.

- **The Quiz/Questionnaire includes similar aspects from the prelander:**

- Form of credibility: DR quote, reviews. logos, as seen on
- Same header/ layout of prelander
- Responsive questionnaires: feedback, save answer
- Show progress (i.e step 2/6)
- Show easiness (only takes 2 minutes)



05

Recap





KEY STEPS TO CREATE YOUR AD?

01

Identify Key Trends Within Organic Content

Consider topic and visual trends when picking your creatives.

02

Be Clear About Your Intentions in Your Headlines

Think of what issue you want to solve and name it in your headlines. In the health vertical, the headlines are very direct regarding the issue they are addressing.

03

Be Creative With Your Visuals

Think about how to generate curiosity with your visual. Is there an interesting component in your product? Is there an interesting way of using it? Create a contrast between a direct headline and an interesting visual.

04

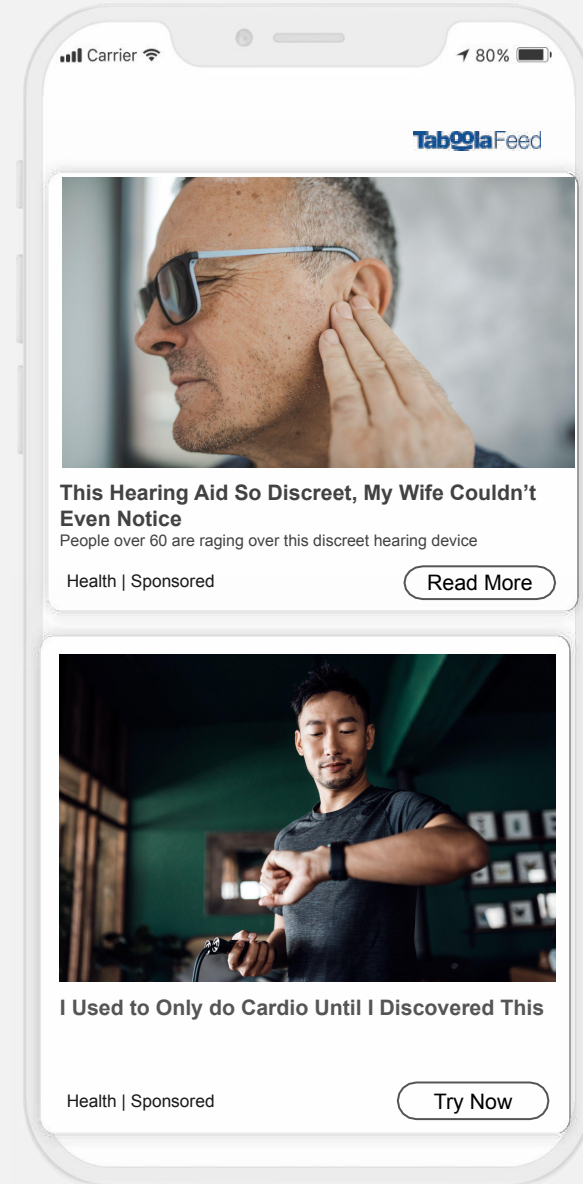
Call Out Your Audience

Make sure to add elements that appeal to your target audience and make the creatives relevant to them. Try using city DKI in headlines, age callouts (born between), or adding local elements such as flags and passports to visuals.

05

Optimize and transform

Try taking your top performing ads and adding new elements to it, for example, converting your static image into motion ads by using zoom in/out effect.

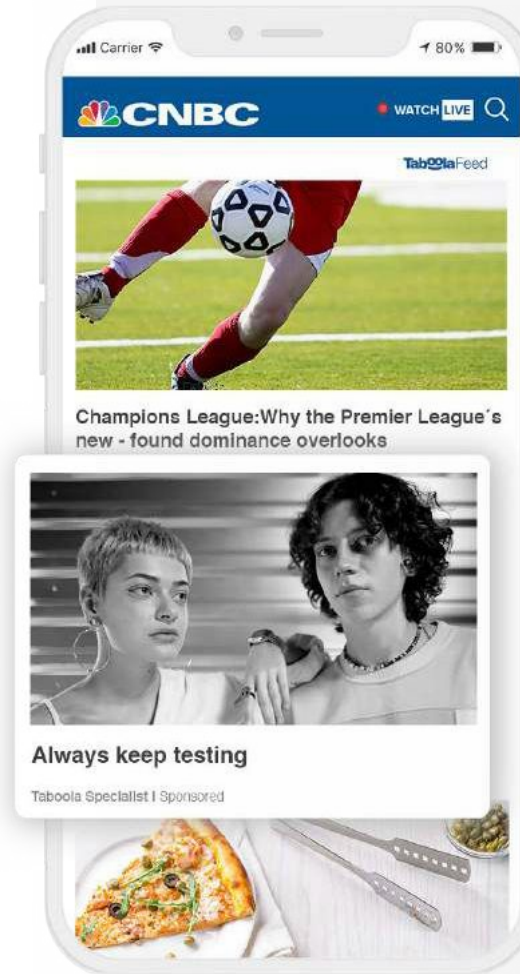




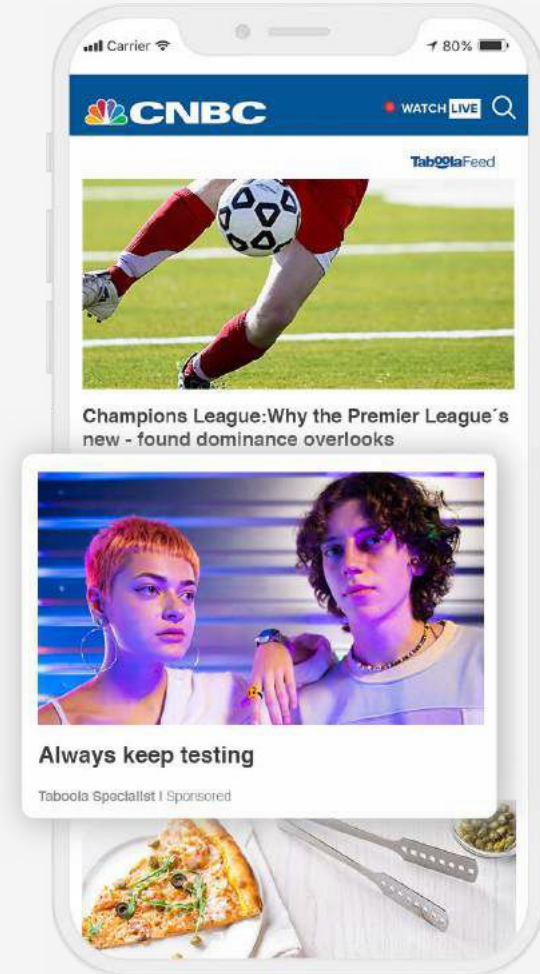
A/B TESTING RECOMMENDATIONS

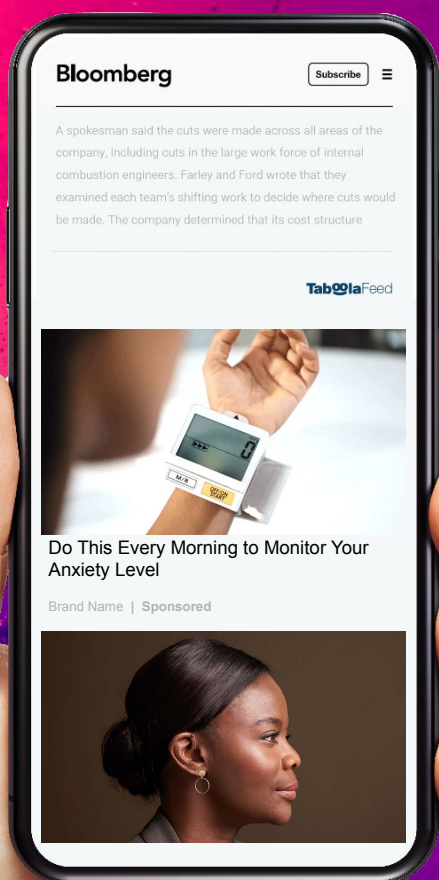
- Start with 4-6 ad items
- Optimize, pause and add new creatives every few weeks
- Don't pause items during the campaign learning phase
- Don't adjust campaign settings during the learning phase
- Test your creatives separately by device
- Run landing page design and content tests as well

A



B





CREATIVE KEY TAKEAWAYS

- 01 **Research what is trending** using this guide, as well as reviewing Taboola Trends and **Health** publisher content.
- 02 **Adapt your creatives to resemble the organic environment-** Keep in mind the native mindset of the user. Think about creating interesting creatives and content rather than ads.
- 03 **Design your landing page according to your campaign KPI** to drive engagement and the highest-converting outcome.
- 04 **Incorporate key creative elements in your visuals and copy** to elevate your creative strategy and tailor it to your audience.
- 05 **A/B test and iterate** by mixing & matching top-performing assets to ensure you are leveraging all your possibilities.



06

Appendix



TABOOLA AD TECHNICAL REQUIREMENTS

Static Image File:

1MB maximum, jpeg preferred.



Motion Ads:

File Type: .mp4, .mov, .gif.

Max File Size: 50 MB
(maximum 5 MB for .gif files.)

Aspect Ratio: 16:9.

Pixel Resolution: 1067x600.

Max Length: 15 Seconds.



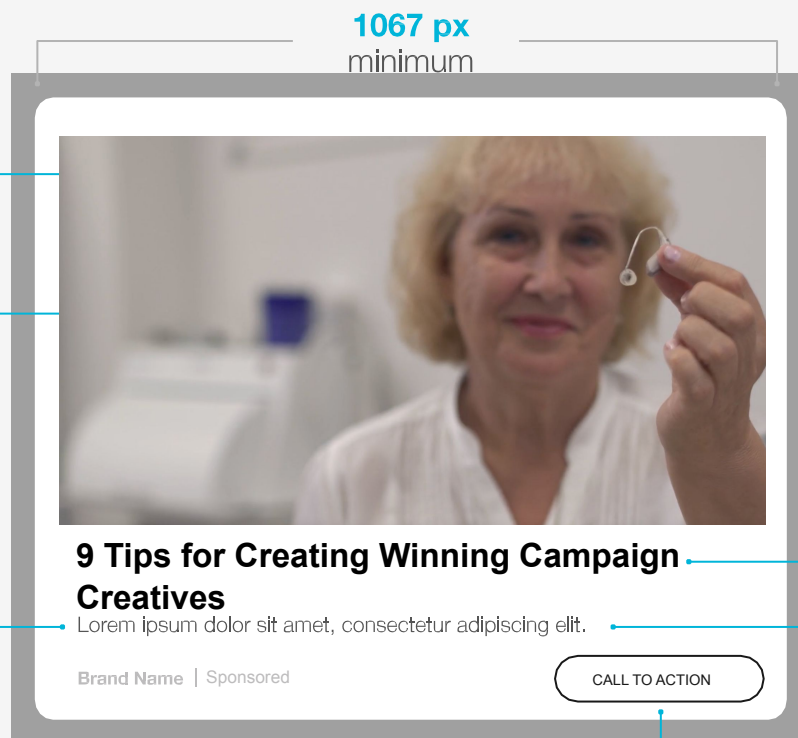
Branding Text:

30 characters maximum.



1067 px
minimum

600 px
minimum



Headline Character Length:

35-45 characters,
60 maximum.



Description Character Length:

180-200 characters,
250 maximum.



CTA Button:

Choose from a variety of options within Taboola Ads.



TABOOLA VIDEO AD: TECHNICAL REQUIREMENTS

- ▶ **Media Type:** MP4, MOV.
- ▶ **3rd Party Tag Specifications:** VAST 2.0, VAST 2.0 with VPAID 2.0 JS, VAST 3.0.
- ▶ **Aspect Ratios:** 16:9 (preferred,) 4:3, 1:1.
- ▶ **Video Size Limit:** 50 MB.
- ▶ **Bitrate:** ≥ 2500 kbps.
- ▶ **Video Length:** 6-30 seconds (preferred), 90 seconds maximum.





CONTENT STRUCTURE BEST PRACTICE

01 What is the Problem?

Start by speaking about the problem your product is solving.

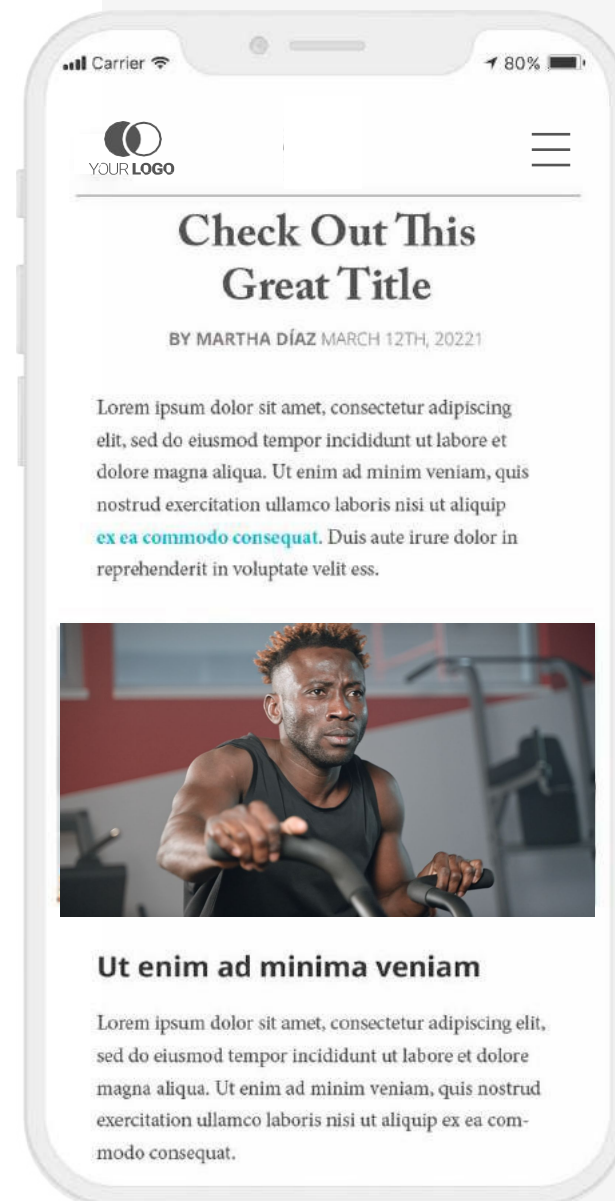
The reader needs to understand the problem first, not the product.

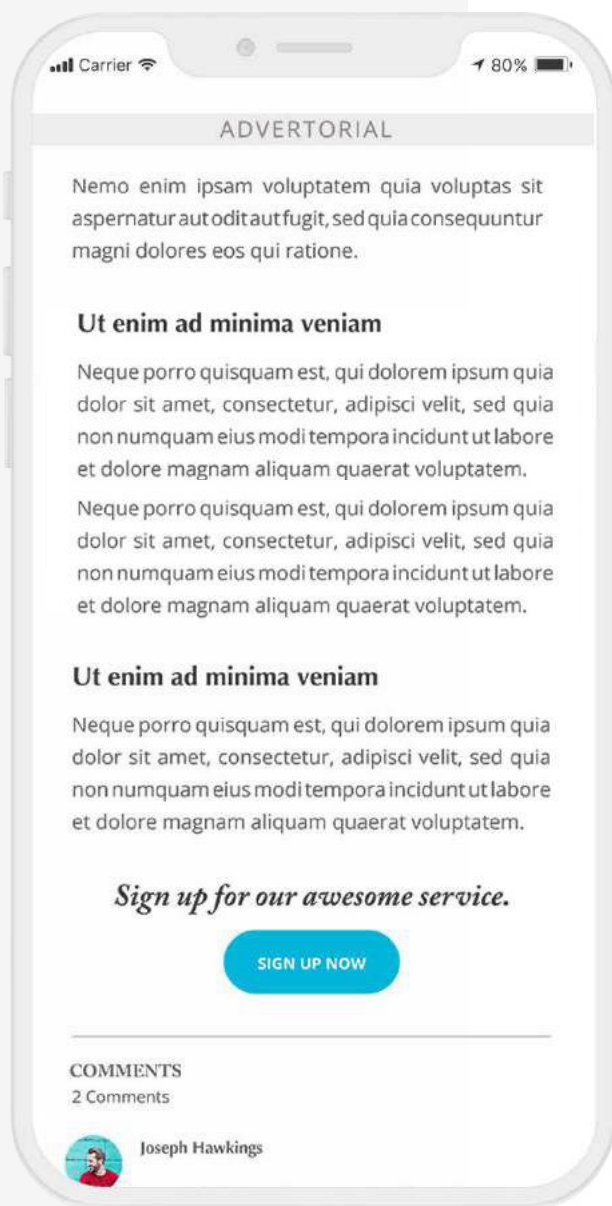
02 Why Should this Problem be Solved?

In 1-2 sentences, educate your target audience on the importance of solving their problem. Speak about how their lives will improve if they fix the issue.

Mention the pros and cons of eliminating the problem, and rule out the cons the reader might have.

Make the solution to the problem simple. The reader should clearly understand that taking action to solve the problem will be easy, especially regarding time, effort, and cost.





03 How Can Your Product Help?

Explain the solution to the problem, not the product.

Put emphasis on the unique selling points your product offers. Show your expertise in a simple, concise manner.

04 Why Should They Take Action Now?

Define why it's important for the user to take action immediately. Use techniques such as urgency or FOMO, user testimonials or reviews, comparisons to competitors, and other points.

Taboola
Creative Shop