

**TABOOLA  
CREATIVE  
PLAYBOOK:  
TRAVEL**



**2024**



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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







## OBJECTIVES

- ▶ This report will provide **insights on creative** and content trends seen across the Taboola network, specific to the Travel 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 a market analysis of external

- ▶ sources, as well as Taboola's own **organic readership data**.

The category "**Travel**" is inclusive of **Booking Sites, Airlines,**

- ▶ **Hotels, Tourism Boards,** and **Travel Products**.





# 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 number '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 white button that says 'Install Now'.

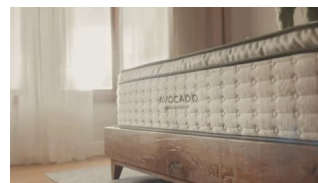


How To Get A Mortgage  
10 Steps To Success

BestInvest

## STATIC ADS

## MOTION AD

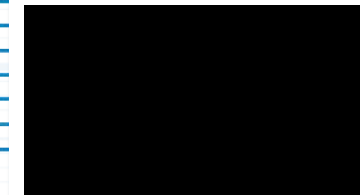


See The Mattress The Experts  
Rate a Perfect 10

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





## COMPANY

**Air New Zealand China** operates daily direct flights flying from Shanghai to Auckland and connects to more than 20 New Zealand domestic destinations seamlessly. Their goal is to be the customers' airline of choice when travelling to, from and within New Zealand.

## CHALLENGE

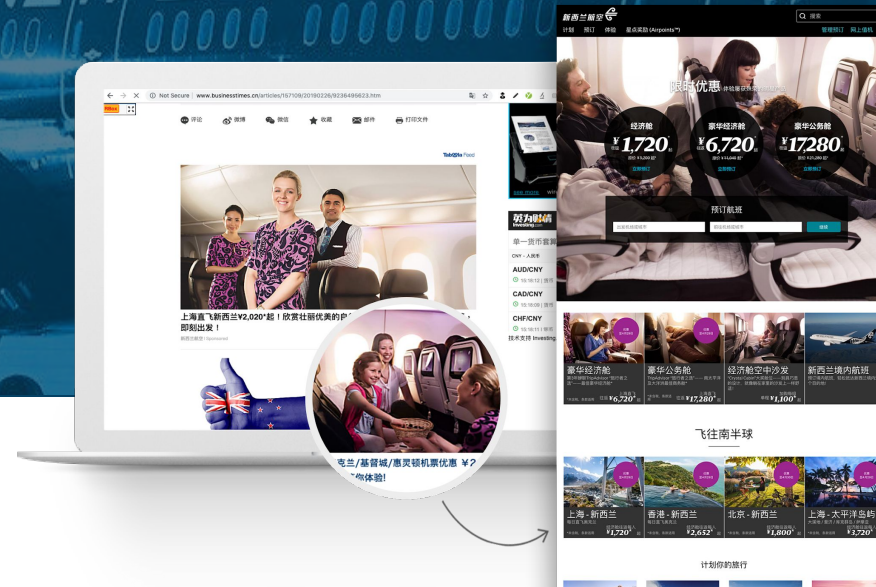
Reach new audiences and boost online ticketing sales directly on their official website.

## SOLUTION

Launch "A Better Way to Fly," their most recent marketing campaign, using sponsored content on **Taboola's** discovery platform.

## RESULTS

With **Taboola**, Air New Zealand China attracts **600+ visitors** and **10+ flight searches** a day. This totals a **120% ROI** each month.



新西兰航空 

*"Taboola has been one of the most effective ways to bring first time visitors to the site in comparison to other channels. We actually had one customer email us with a question about our latest promotion, and directly mentioned that he/she saw our content on a Taboola publisher. Their question was related to purchasing a ticket on our website. It indeed shows that this platform can help drive customers with high intention!"*

- Online Manager for Air New Zealand China

**600+**

Visitors a Day

**10+**

Flight Searches a Day

**120%**

Average Return on Investment (ROI) per Month



## TOPIC TRENDS

- ▶ This analysis portrays readership data across Taboola's network of over 9,000 publisher properties and 500M+ 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.





Over 34 billion unique pageviews related to travel have been recorded in the Taboola Network globally during 2023.

Almost half of readership related to traveling was related to means of transportation such as **airplanes, boats** and **trains**.

**TABOOLA TIP:** Seize the opportunity to showcase how your product or service enhances the travel experience, offering valuable tips or exclusive offers to our engaged audience

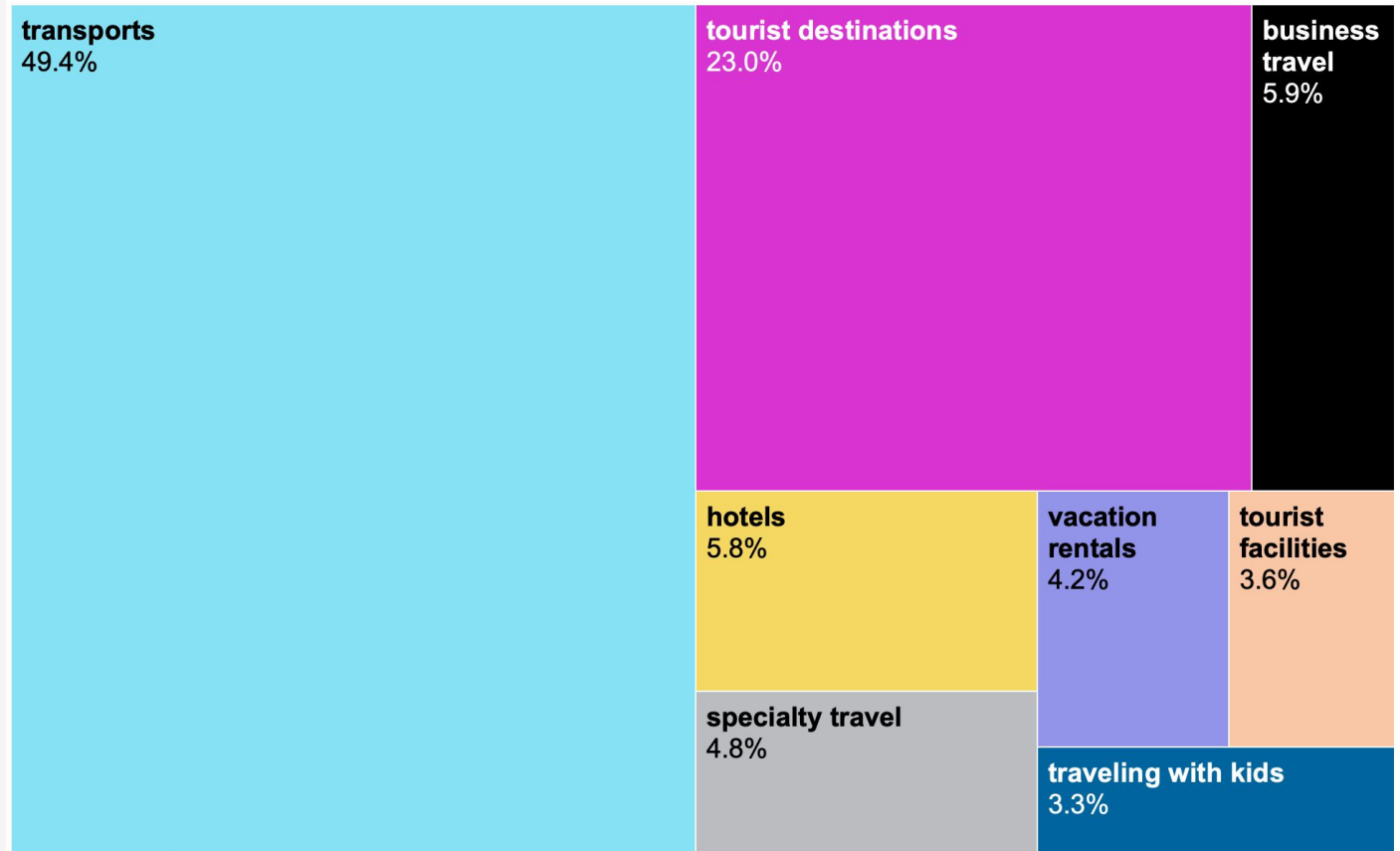
**Tourist Destinations**, which covers everything related to tourist attractions, covered over **23%** of the readership.

**TABOOLA TIP:** Use the popularity of Tourist Destinations by crafting engaging content that inspires travelers and highlights the unique attractions of each destination.

**Business Travel, Hotels** and **specialty travel** which provide travelers with access to unique experiences covered more than **17%** of the total readership.

**TABOOLA TIP:** Tailor your advertising strategy to highlight the unique experiences your brand offers, capturing the attention of travelers seeking memorable and distinctive journeys.

# TRAVEL 2023 TOPIC TRENDS



\*Based on Taboola's proprietary categorization algorithm within the Travel category



# TRAVEL

## KEYWORD TRENDS OVER THE PAST 90 DAYS



**BOAT**

**+9%**

Traffic in the last 90 days



**PARIS OLYMPICS**

**+41%**

Traffic in the last 90 days



**AIRBNB**

**+335%**

Traffic in the last 90 days



**BEACH**

**-48%**

Traffic in the last 90 days



**TRAVEL GUIDE**

**+112%**

Traffic in the last 90 days



**TRAIN**

**-17%**

Traffic in the last 90 days







# TRAVEL PUBLISHERS OVERVIEW

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



## The 12 best places to travel alone

There's nothing like gallivanting around the globe on your own – here's where to strike out solo



## The 31 best beaches in the world

Sun, sea, sand and serenity – what more can you ask for? You'll find it all on these world-beating beaches



## 6 of the world's coolest and weirdest underground attractions

These are the wonders of the subterranean world



### Top 10 things to do on Grand Cayman

From swimming with sea turtles to exploring crystal caves, here are 10 things to do on this Caribbean island.

10BEST



### Vote for the best beaches, restaurants and attractions in Hawaii

Help us find the best that Hawaii has to offer by voting for your favorites in six categories. Voting ends on Monday, February 27 at noon ET.

10BEST



### 5 big family vacations you can take to celebrate life's milestones

Traveling as a form of celebration can tie memories to the most important milestones in your children's lives.

DESTINATIONS



Lifestyle - Yahoo Life Shopping

### The best luggage for 2024, according to frequent flyers

Whether you're looking for an oversized checked suitcase, a durable carry-on bag or a top-of-the-line travel backpack, travelers say these are the 35 best pieces of luggage to buy. 10 min read



Lifestyle - Yahoo Life Shopping

### If you're traveling anywhere soon, you need this \$9 travel wallet on Amazon — here's why

Meet your new favorite travel companion: This sleek wallet will keep you organized at all times. 3 min read



US - Yahoo Life

### Southwest Airlines will start having naloxone on board in the event of an opioid overdose. Here's why health experts applaud the move.

Southwest is the latest airline to stock naloxone, sold over the counter as Narcan. 3 min read



## Alaska Airlines let our aviation reporter taste...



## Airlines are growing to meet heightened travel...



## Nonstop flights from New York to Australia will...



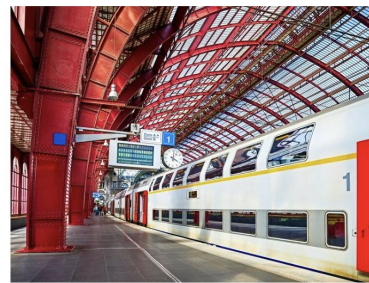
# KEY TABOOLA INSIGHTS: ORGANIC OVERVIEW OF TRAVEL PUBLISHERS & CONTENT

- ▶ **First Person:** Headlines written in first person from the perspective of a real traveler, often in a review-style.
- ▶ **Do's & Don'ts:** Educational tips, tricks, do's and don'ts as they pertain to every detail of travel - from booking to planning, to flying and vacationing.
- ▶ **Storytelling:** The telling of original inspiring stories related to how travelers maximized their experiences.
- ▶ **Types of Transport:** Featuring the latest news about airlines, trains, cruises, and other modes of transport that bring opportunities to travelers.
- ▶ **Flying Freely:** Updates that provide travelers with valuable insights on affordability, saving, and cost-cutting travel hacks.

**BONUS:** Inclusion of **numbered lists** outlining “best places” or other valuable tips, in addition to featuring **weird or unique** places to visit.



**Hong Kong will pay for your plane ticket to visit in 2023**



**A brand-new sleeper train linking several European cities is launching**



## LIFESTYLE

**I stayed at Disney World's most expensive hotel that costs \$900 a night. Here's what it was like and why it was worth every penny.**



## Luggage etiquette: Do's and don'ts for claiming your bags

According to numerous subject matter experts, there was a complete breakdown of decorum this summer. And this year hasn't been much better.

**COLUMNIST** Feb. 24, 2023



## TRAVEL

**A long-distance couple had 7 dates across 7 continents with a final penguin-themed proposal in Antarctica**







# TABOOLA TRENDS: TRAVEL

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

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

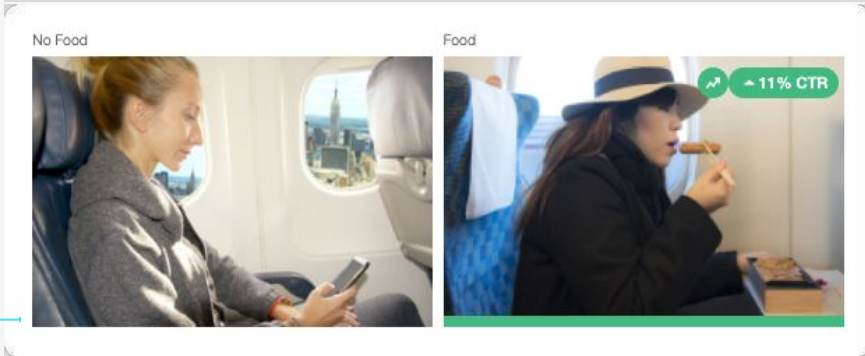
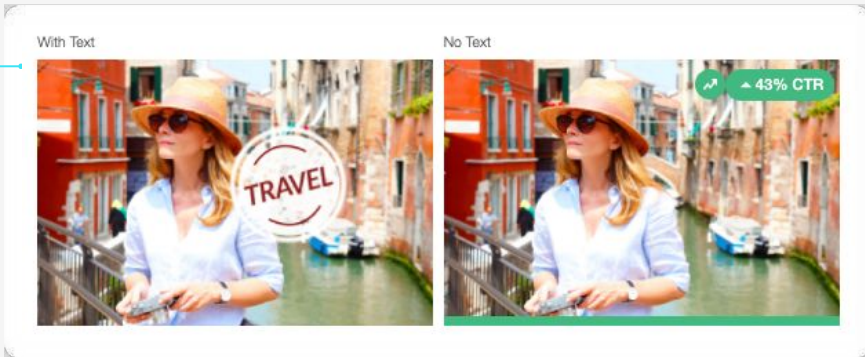
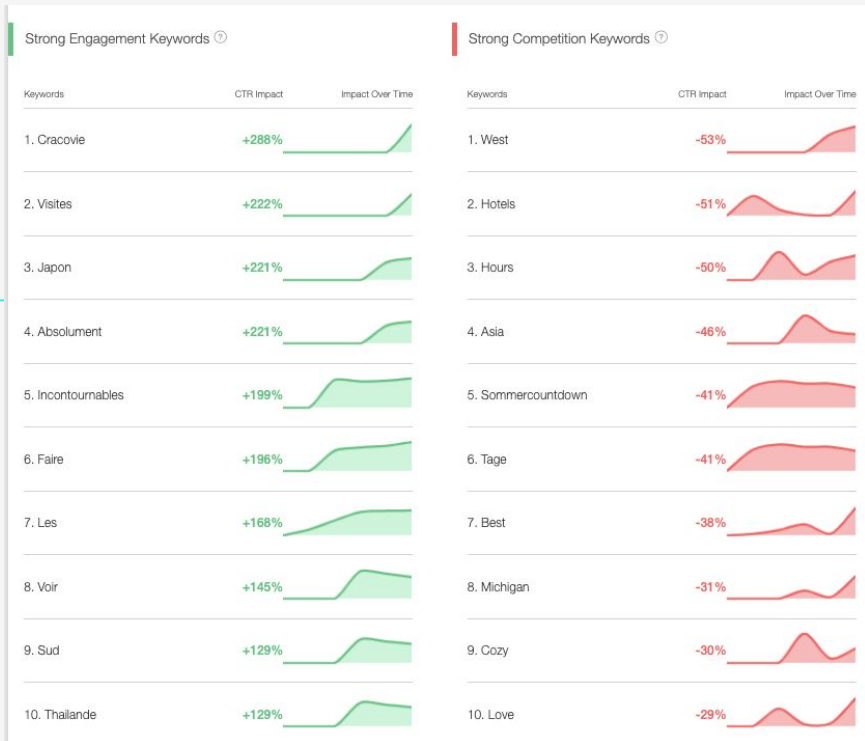
► **Review image and video trends:**  
Follow [creative best practices](#) and avoid using text overlays.

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

## Review keyword trends



## Review image and video trends



# 02


## Creative Insights

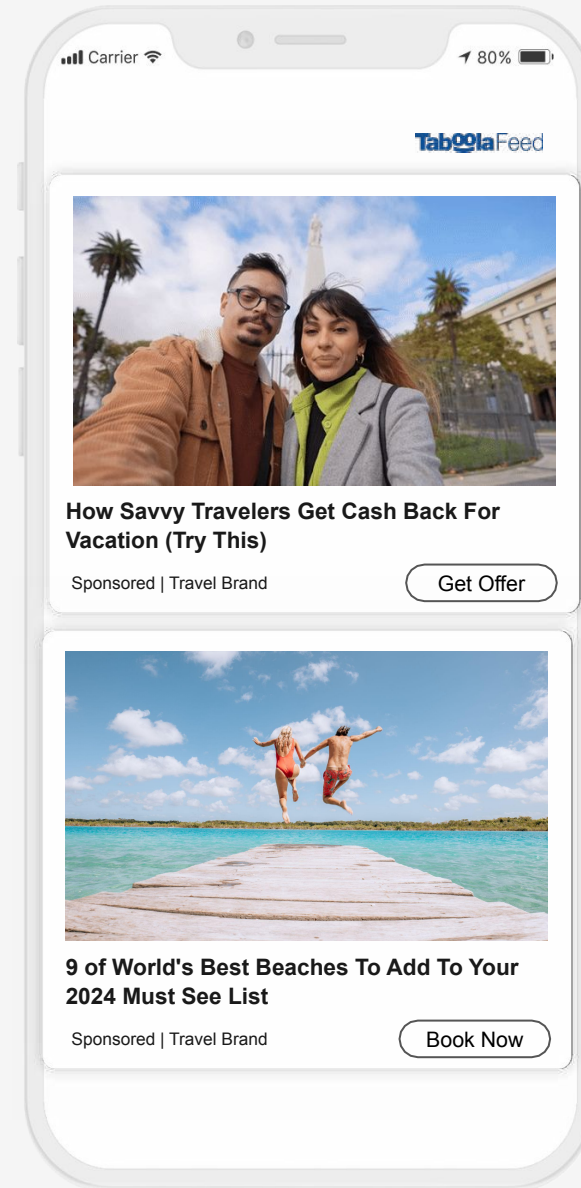




# BOOST YOUR PERFORMANCE KPIs

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

 <p><b>CTA Button Suggestions</b></p>	<p><b>BOOK NOW READ MORE GET OFFER</b></p>
--	--

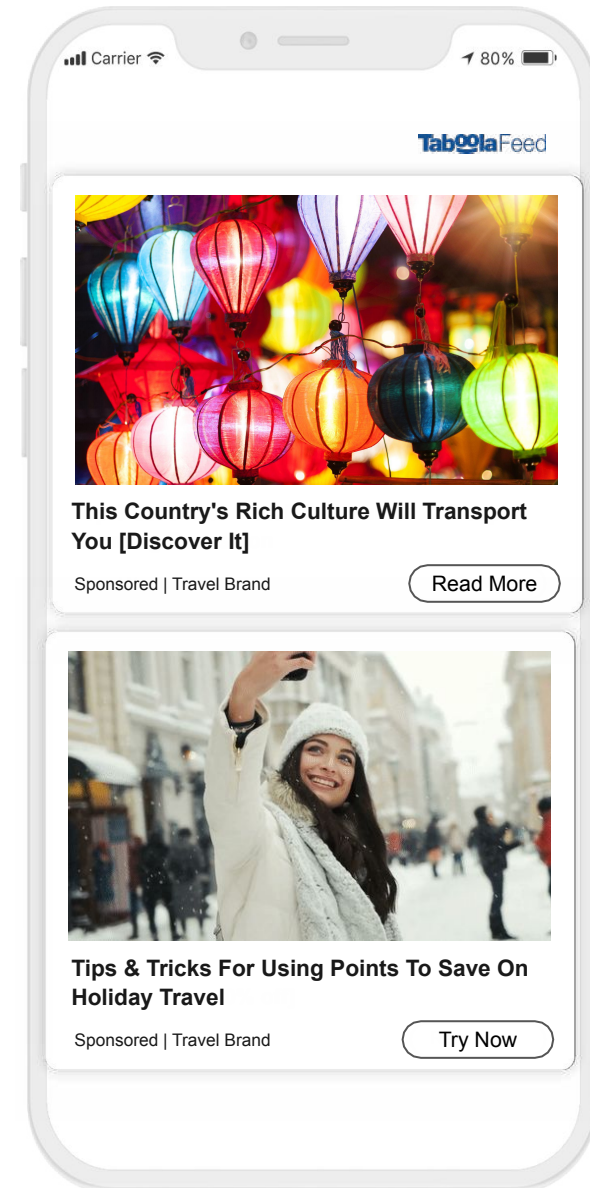




# KEY TABOOLA INSIGHTS: IMAGE & MOTION

- ▶ **Travelers & Tourists:** It's known that images inclusive of people perform well on Taboola. Feature people in beautiful destinations, enjoying activities, traveling in-flight, or preparing to travel.
- ▶ **Seasonal Wanderlust:** Be timely about your visuals. Feature holiday markets or winter scenes during the holiday season, flowers in the spring, beaches in summer, and fall foliage.
- ▶ **Symbolism:** Travel is represented by many visual objects to include: flags, passports, luggage, cameras, and more.
- ▶ **Hidden Gems:** Are there any visually-unique attractions to catch the eye? Something amazing that few have seen? Add these attention-grabbing visuals.
- ▶ **Cultural Importance:** Every destination has a unique cultural influence. Respectfully feature visuals of local food, people, products, and more that will attract visitors to learn about their heritage.
- ▶ **En Route:** Feature modes of transportation: airplane exterior or interior, in-flight or parked. Additional options include trains, cruises, or open roads.

**BONUS:** The possibilities are endless with **Motion Ads** when it comes to **travel** - sun setting, waves crashing, planes flying, flags waving, etc. Include motion to catch attention & improve CVR.







# TABOOLA VISUAL EXAMPLES: IMAGE & MOTION



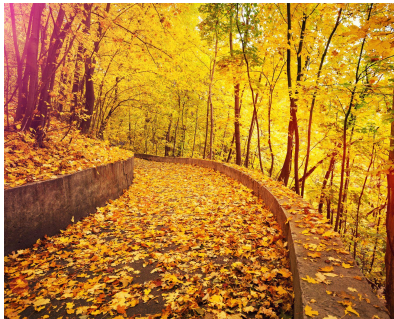
▶ Travelers & Tourists



▶ Symbolism



▶ Cultural Importance



▶ Seasonal Wanderlust



▶ Hidden Gems

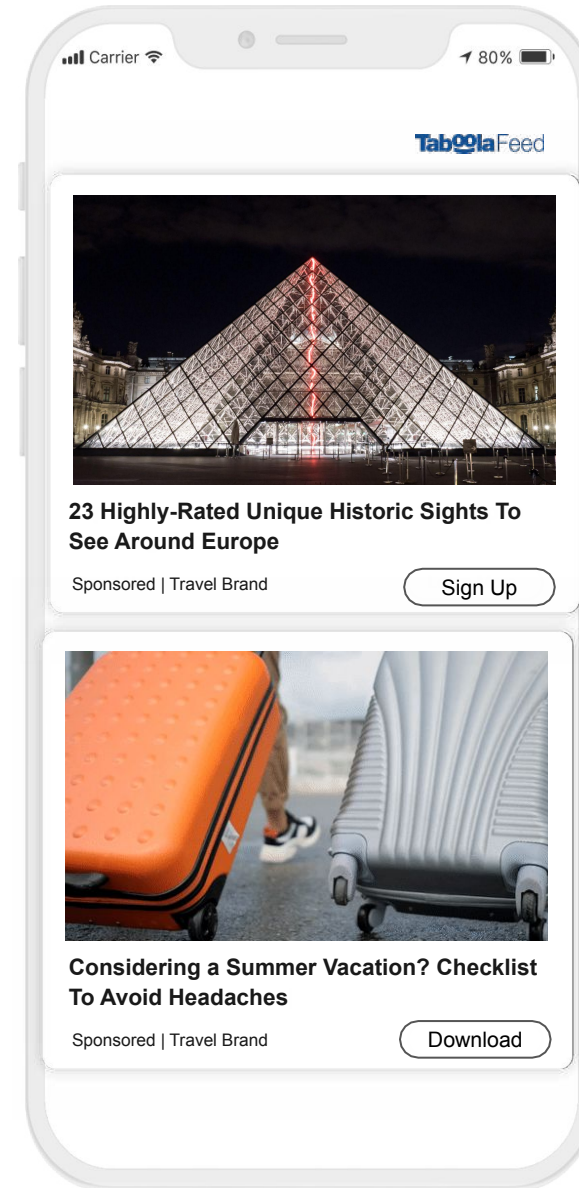


▶ En Route



# KEY TABoola INSIGHTS: TITLES & DESCRIPTIONS

- ▶ **Travel Guide:** Be a solutions-oriented content source for travelers by providing how-tos, tips, and tricks to alleviate potential roadblocks and maximize value.
- ▶ **Inspiration Lists:** Take numbered lists up a notch by talking about top or best travel destinations, reasons why, things to do, etc. Add audience callouts or year for relevance.
- ▶ **All-Inclusive:** Put pricing and saving opportunities front & center: actual price for X nights, affordability, cheapest days, cash back and points benefits, etc.
- ▶ **Highly-Rated:** Reviews are critical in the travel industry. Lead with rankings, accolades, star ratings, good reviews, and press features.
- ▶ **Seasonal Specials:** Make your copy relevant to the moment by calling out the best things to do there during the current season.
- ▶ **Historic Relevance:** Readers are intrigued by learning, and many travelers want to see historic sites. Lean into historic facts, dates, and landmarks.
- ▶ **On The Road Again:** After a long period of limited travel, many are traveling again. Phrase your copy to support rediscovery, and dusting off.
- ▶ **Motivational Buzzwords:** Get your audience inspired with encouraging words: discover, explore, bucket list, immerse, wanderlust, etc.
- ▶ **Questionable Intrigue:** Blend questions with a bit of mystery to engage readers and hook them to read more.
- ▶ **Story Time:** People relate to human connection. Tell the stories of real customers who had positive unique experiences at your destination.



**BONUS:** Use **Dynamic Keyword Insertion** to dynamically place specific keywords in titles based on where the user is located, the day of the week or the device they are currently using. Use **Descriptions** to tell more of your story and increase your conversion intent.







# TABOOLA COPY EXAMPLES: TITLES & DESCRIPTIONS

## ▶ **Travel Guides:**

*How To Adjust Travel, Use Airline Credits, Optimize Points*

## ▶ **Inspiration Lists:**

*17 Top Travel Destinations For Foodies On The Go In 2023*

## ▶ **All-Inclusive:**

*These Affordable All-Inclusives Are Under \$400 Plus Bonuses*

## ▶ **Highly-Rated:**

*This Hotel Ranked #1 For Quality And Is In Top 50 Globally*

## ▶ **Seasonal Specials:**

*Guide To Winter Sports and Mountain Attractions In Northeast*

## ▶ **Historic Relevance:**

*History Buff? This Colonial Town Is Full of Vintage Finds*

## ▶ **On The Road Again:**

*Best Ways To Rediscover The World When Ready To Travel Again*

## ▶ **Motivational Buzzwords:**

*You'll Feel Like a Jetsetter With Wanderlust Exploring Here*

## ▶ **Questionable Intrigue:**

*Guess Where? This Country Is Perfect For Culture-Lovers*

## ▶ **Story Time:**

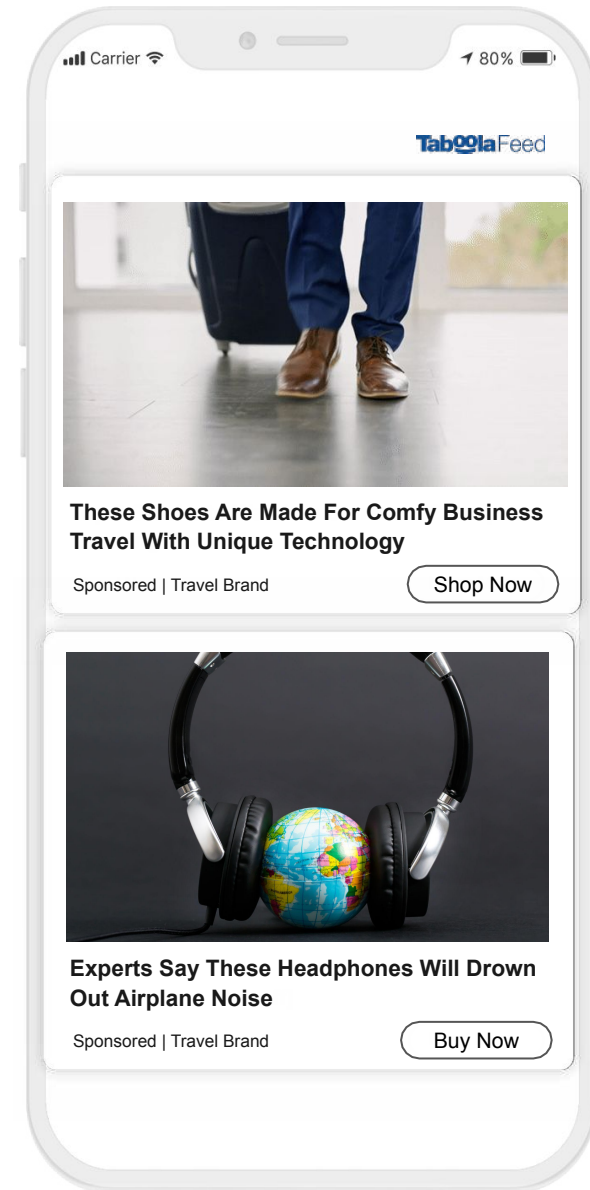
*Tourists Take Trip of a Lifetime Thanks To This New App*



## KEY TABOOLA INSIGHTS: BONUS TIPS FOR PRODUCTS

If you're not an advertiser in the travel industry, but you offer a **product or service** that improves the travel experience, there are several ways to elevate your creative to cater to audience interests while communicating your unique selling proposition.

- ▶ **Made For Travel:** Talk about how your product was made for travel, especially if it was done with a unique purpose, technology, or material that proves it effective.
- ▶ **Travel Better:** Communicate how your product improves the travel experience, whether it's saving a traveler money on booking, or bringing comfort to their flight.
- ▶ **Get Specific:** Determine the exact problem your product solves for travelers, and call it out. Back it up with quotes, testimonials, ratings, or real customer success stories.
- ▶ **Trusted Source:** Position yourself as a trusted source or thought leader for your audience, where you might provide valuable tips for travel, supported by inclusion of your product.







## KEY TABOOLA INSIGHTS: LANDING PAGE


- ▶ **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 way 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** by headshot, name and title, as well as date of publication to add both trust and relevance.

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 JANUARY 12TH, 2023

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.

Sign up for our awesome service

SIGN UP NOW

- **Page includes one hero image, GIF, or video.**  
Given the nature of the Travel industry, many hero visuals were featured in motion.

- **Social proof and trust additions:** Testimonials, featured press etc.

### Content Structure:

- **Headline consists** of 5-7 words on average.

- **Content consists** of 300-800 words.

- **The content is separated by section headers.**  
Between 1-3 sections about the product USPs (i.e. what do we do).

- **4-5 lines** for each paragraph.

### Call to action:

- **Pages include products and CTAs** that are often gamified for engagement in the form of a selection tool, or product demonstration.

### Other Page Types:

- **Sectionized landing pages** that included the primary product, its benefits, and an opportunity to sign up, download, or shop. Often with lead forms.

- **Deal/Offer booking sites**

- **Gamified quiz pages**





# 03

## Recap





# KEY STEPS TO CREATE YOUR TRAVEL AD

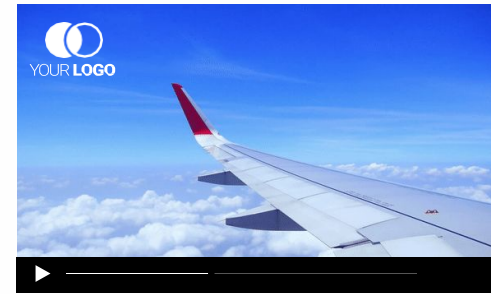
- 01 Video:** Put your brand front & center, use subtitles, tell a story, wrap it up with an end card and CTA button.
- 02 Titles & Descriptions:** Pull inspiration from organic publisher headlines, use **Taboola Trends** keywords tool, and Dynamic Keyword Insertion. Be inclusive of tips, pricing, and inspiring stories.

**03 Images & Motion:** Test a variety of images including travelers, beautiful destinations, cultural inclusivity, seasonal attractions, hidden gems, airplanes, and travel icons.

**04 Content & Landing Pages:** Write content that educates and inspires your audience, and host it on an advertorial-style page that's inclusive of Taboola's Best Practices, benefits, and CTAs.

**05 Audience & KPIs:** Tailor your ad creatives by audience, funnel stage, and primary KPIs for a creative strategy that's focused and more likely to exceed expectations.

## Video | Awareness

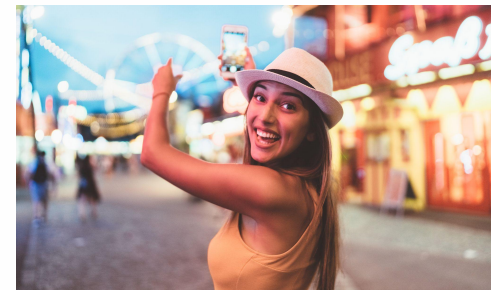


**Airline Is Now Flying New Routes. See Why It's Rated 5 Stars**

Sponsored | Travel Brand

Watch Video

## Sponsored Content | Consideration



**Traveler Review: My Experience and Ultimate Guide To Spain**

Sponsored | Travel Brand

Read More

## Sponsored Content | Performance



**Ready To Book? These Are The Most Family-Friendly Places**

Sponsored | Travel Brand

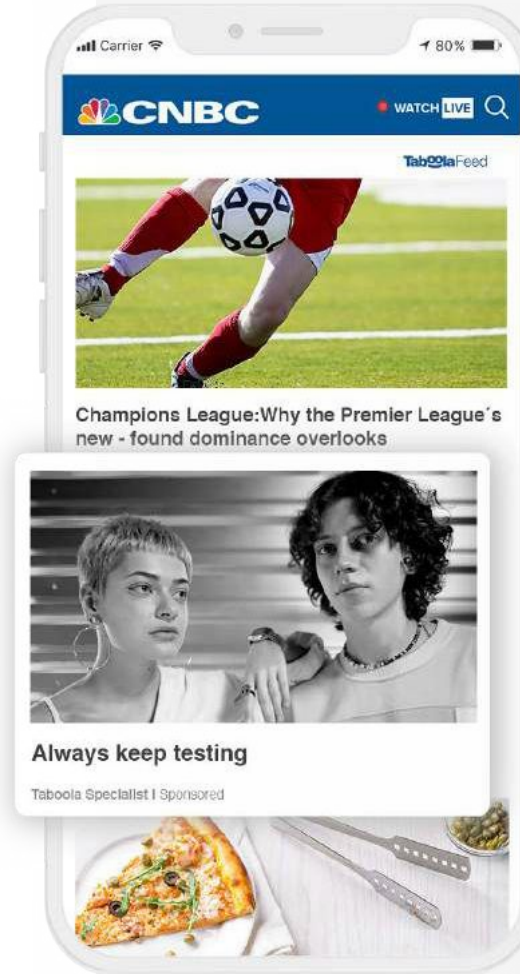
Book Now



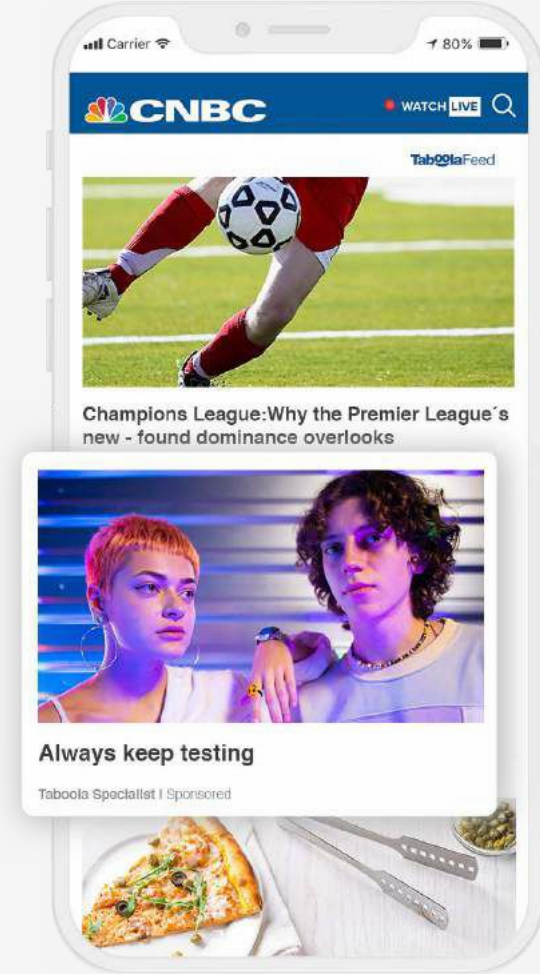
# A/B TESTING RECOMMENDATIONS

- 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

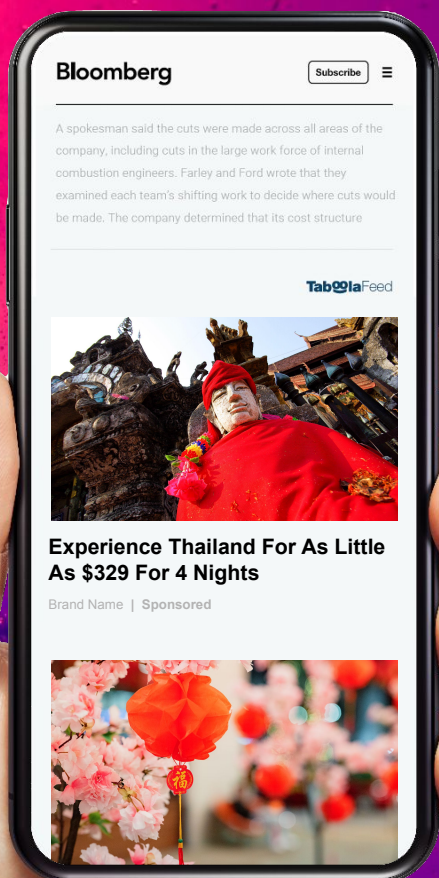
A



B







## CREATIVE KEY TAKEAWAYS

- 01 **Research what is trending** using this guide, as well as reviewing Taboola Trends and **Travel** publisher content.
- 02 **Invest in your branding** through video to boost your performance and trust with potential customers.
- 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.



# 04

## 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.

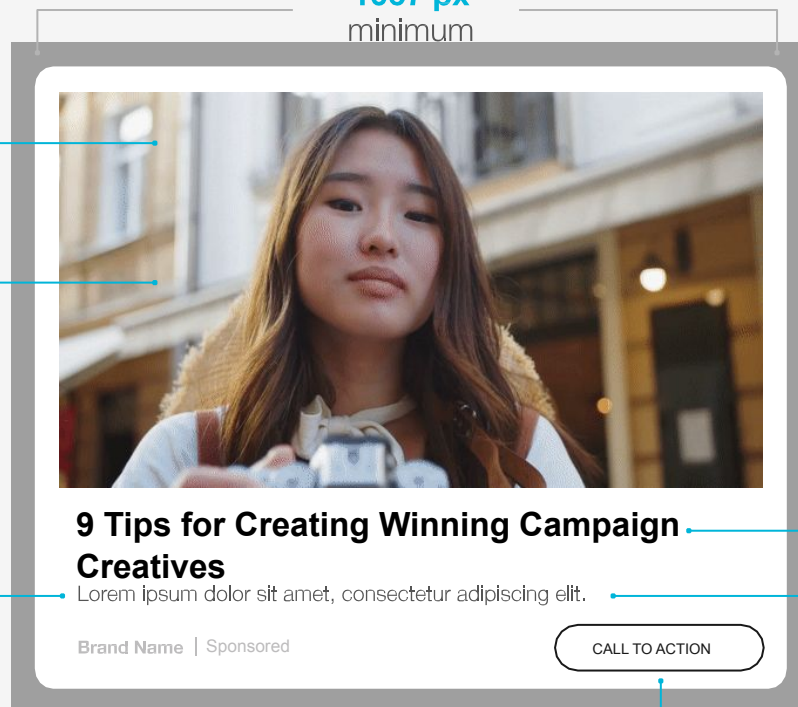


## Branding Text:

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:**  $\geq 2500$  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.

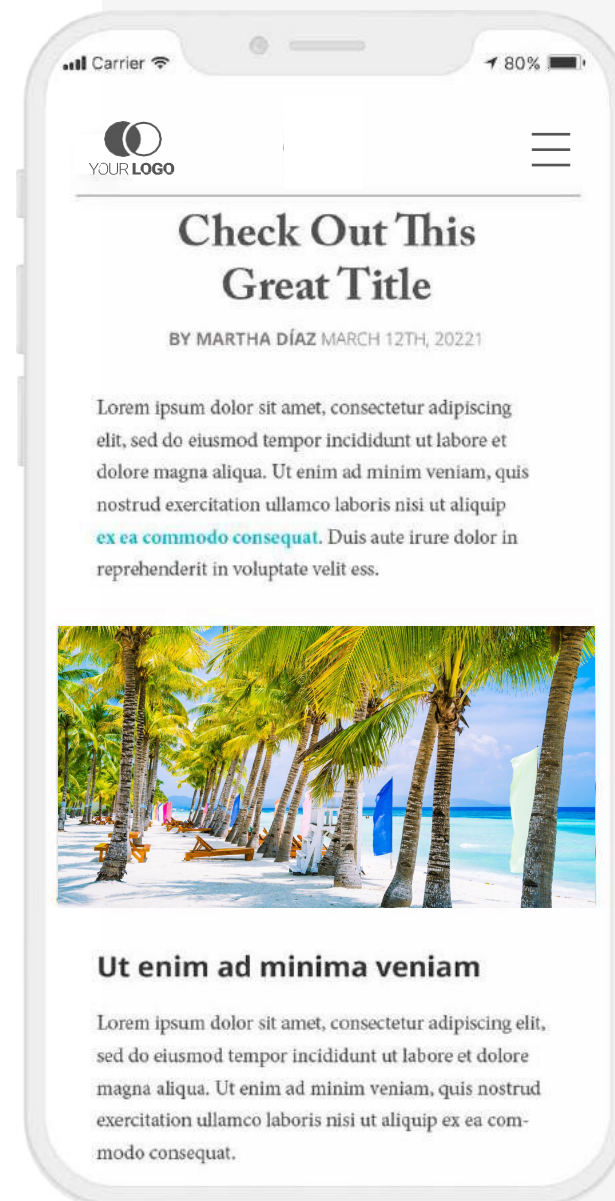
The reader needs to understand the problem first, not the product.

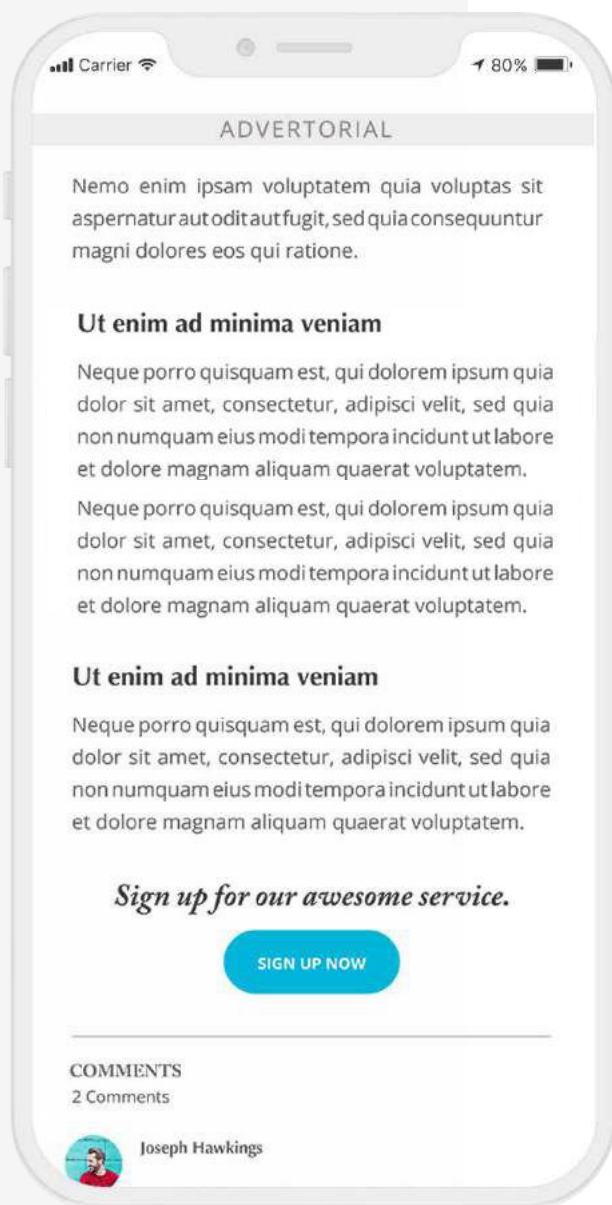
### 02 Why Should this Problem be Solved?

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**