



Taboola 2024 Q4 Holiday Creative Playbook

Insights, trends, and predictions to help advertisers prepare campaign creative assets for the Q4 holiday season.

Published By: Taboola Creative Shop

Overview & Agenda

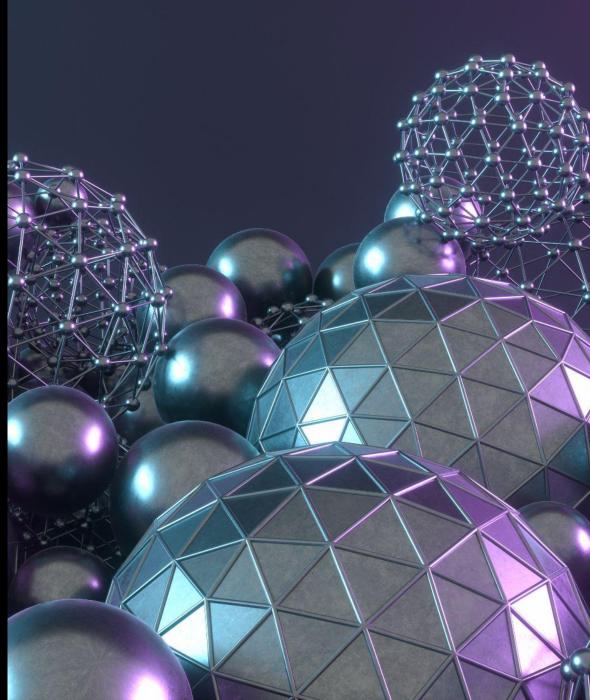
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Creative Shop

Taboola Creative Shop is a global in-house agency and team of creative educators.

- Powering recommendations for advertisers around the world and back.
- Distributing industry-specific insights, trends, and strategies to boost performance.
- Enhancing and creating assets for top advertisers.







BOMBAS

Bombas is a comfort-focused apparel brand with a mission to help those in need.

Challenge

Drive holiday sales for its revamped and expanded line of slippers, and reach new customers

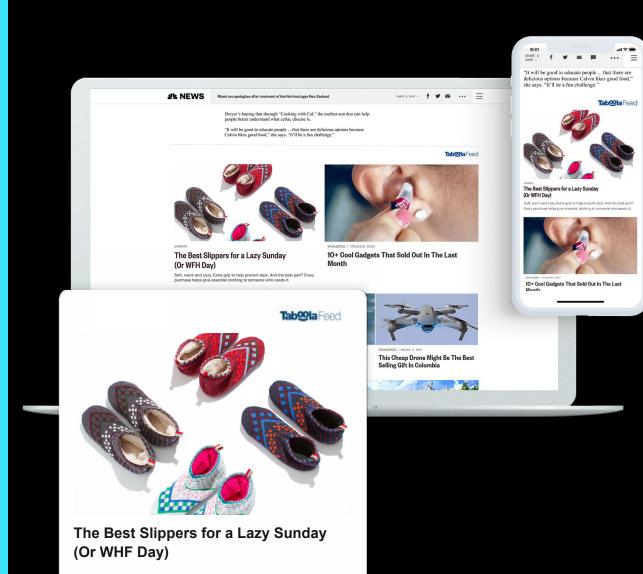
Solution

Use Taboola native ads, Attentive Audiences, and site retargeting to reach potential customers across the open web.

Bombas' own creative team worked closely with **Taboola**'s **Creative Shop** to guide the direction of innovative new creative strategies ahead of Q4. **Taboola's Creative Shop** also supported in creating new assets for additional Bombas campaigns, which also resulted in significant performance improvements post-implementation.

Results

With Taboola, Bombas achieved a **50%** increase in ROAS, above-average CTR, and **1.26x** increase in ROAS with Attentive Audiences.



Bombas | Sponsored



01: Taboola Insights

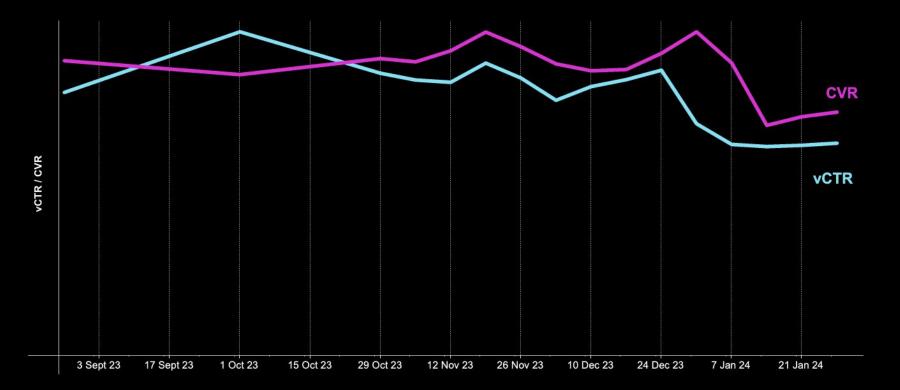




Q4 2023 vCTR, CVR Trends for Lead Generation

vCTR was the highest at early october before consumer attention is focused on shopping.

We notice a post Christmas (Q5) peak in CVR that can be associated with family discussions and new year decisions.

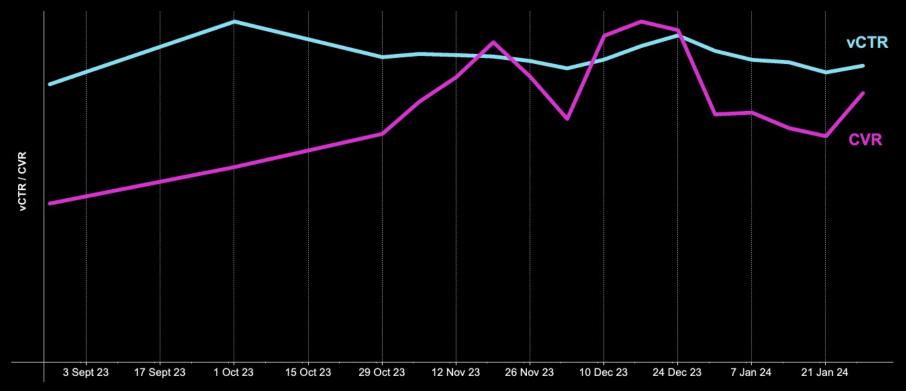




Q4 2023 vCTR, CVR Trends for Purchases

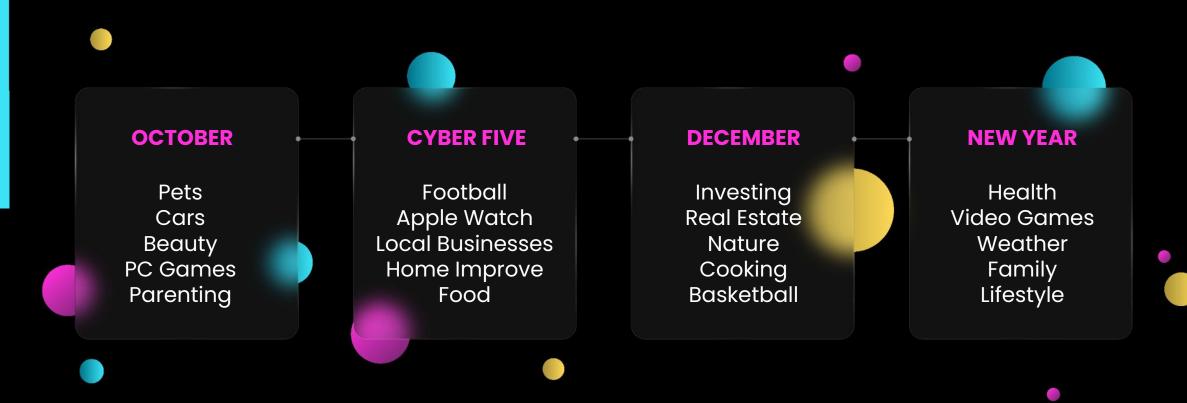
CVR has a steady growth towards the peaks of Nov shopping days and up to Christmas.

User engagement (vCTR) is higher than avg throughout Q4 with and increase up to Christmas.





Readership Insights: What Are The Top Topics People Read About?



Creative Shop

*Based on Pageviews analysis between October 2023 and Dec 2023





Peak Months for Leading Verticals Based on vCTR

Best months for:

Personal Finance are Oct & Nov Medical Health are Sep & Dec Home and Garden are Sep & Dec Automotive are Sep & Oct Healthy Living are Oct & Nov Technology are Sep & Oct



02: Q4 Trends & Predictions

Creative Shop



Look Back: Q4 2023 Creative Trends: Engage, Intrigue, Resolve

Question-Based Engagement:

Engages readers by posing thought-provoking questions.

Human element:

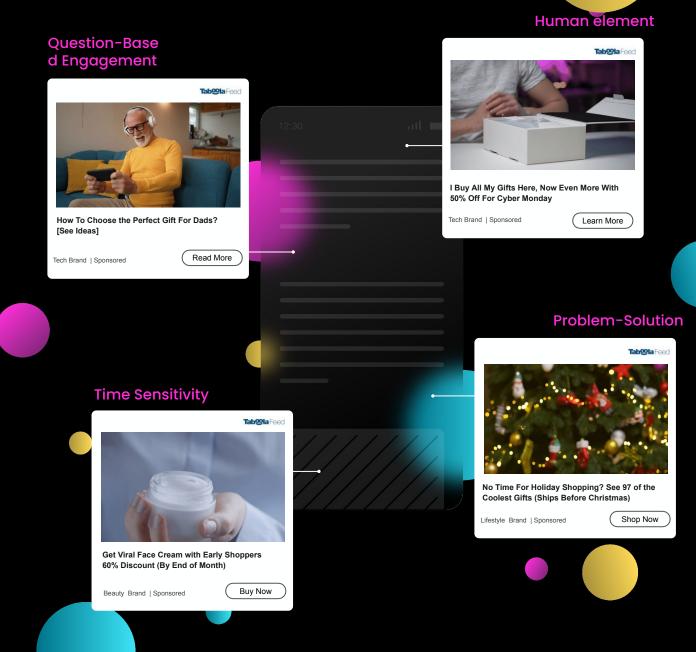
Visuals of products being held or used.

Problem-Solution:

Directly addresses consumer problems with clear solutions.

Time Sensitivity:

Creates urgency with limited-time offers and deadlines.





For Q4 2024, we predict a focus on sustainable, personalized & value oriented shopping*





Commitment to sustainability Eco-friendly products Highlight certifications & materials





Personalized Ads Leverage Audience Interests Customization of products



Value

Deals & Promotions Bundle Sales Early Shopping

*Based on an analysis of market insights, current economic events, Taboola's current creative trends, and the evolution of trending Q4 creative strategies.



Creative Strategies: Sustainability

44% of consumers are more likely to buy from a sustainable brand

→ Impactful Change Stories:

Highlight stories of positive change through sustainable choices to inspire and motivate consumers.

→ Nature-Inspired Engagement:

Use imagery and themes from nature to create an emotional connection with eco-conscious consumers.

→ Transparency / Behind-the-Scenes Engagement:

Offer detailed insights into the sustainable practices behind products, building trust and credibility.



I Chose These Fully Recyclable Headphones (Learn How I Make an Impact)

Tech Brand | Sponsored

IL Carrier

Read More

1 80%



Black Friday Deal: 50% Off Our Zero Waste Facial Line (Go Green This Holiday)

Join thousands already making a difference when choosing our full organic vegan products,

Beauty Brand | Sponsored

Shop Now



Creative Strategies: Personalization

83% of consumers are interested in receiving personalized offers

→ Dynamic Content Personalization:

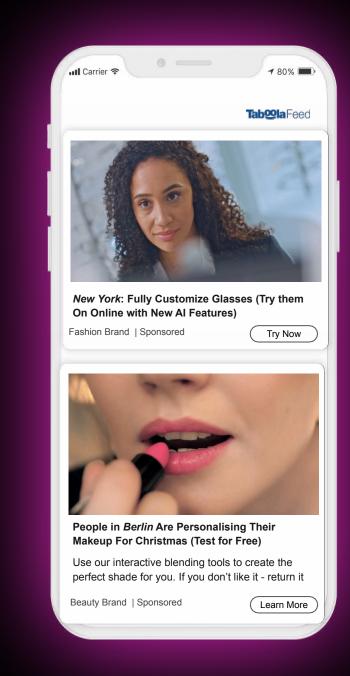
Use real-time data to tailor ads based on user interests, past behavior, or demographics, enhancing relevance.

→ Collaborative Creation:

Encourage consumer involvement in the creation or customization of products, deepening perceived value.

→ Self-Assessment Engagement:

Offer interactive tools that help consumers identify the best products for their needs, based on personal preferences.





Creative Strategies: Value

87% of holiday shoppers plan to use at least one money-saving strategy

→ Product Trial Encouragement:

Offer trials or samples to demonstrate the quality and value of products, thereby reducing the perceived risk.

→ Time-Sensitive Offers:

Implement limited-time offers or flash sales to create urgency, highlighting the value and potential savings to encourage immediate purchases. Build anticipation by upcoming products or sales with teasers, countdowns, and previews

→ Eligibility-Based CTAs:

Develop calls-to-action that foster a sense of exclusivity and urgency, such as offering special discounts for first-time users or rewards for loyalty, to emphasize the value of products.



Early Shoppers Get Exclusive Access to Limited Edition Running Shoe of The Year Fashion Brand | Sponsored Sign Up



Top On The 2024 Gift list: Get This Affordable Smart Watch Now 30% Off [30 Days Free Trial]

Easy to use cutting edge technology to help you boost your exercise and monitor your health.

Tech Brand | Sponsored





03: Consumers Holiday Timeline



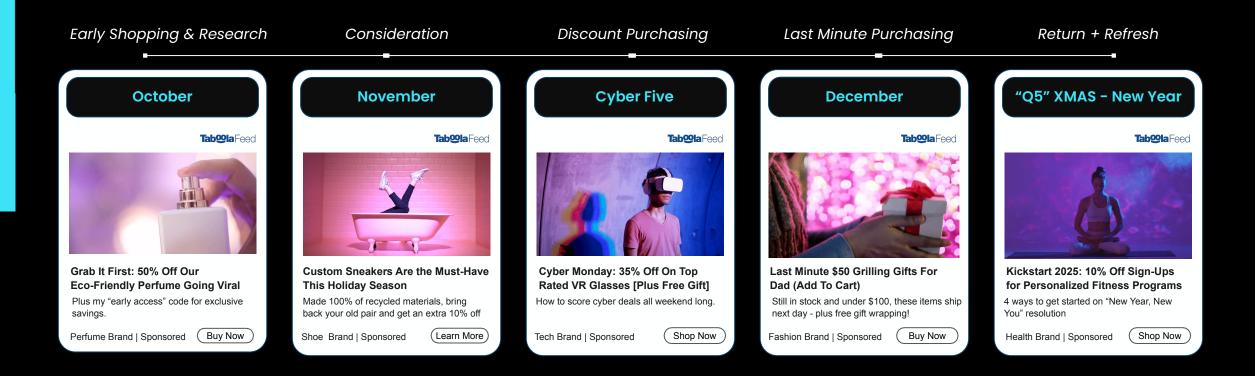


Market Insights Holiday Timeline 2024





Q4 Holiday Creative Timeline Align your creatives to consumer mindset and behaviors





04: Creative Tips By Vertical Creative Shop



Creative Tips: Beauty



Title Trends:

Talk about eco-friendly materials, recycling old products, and discounts.

Image Trends:

Feature closeups of a person applying product, before/after, hands holding product



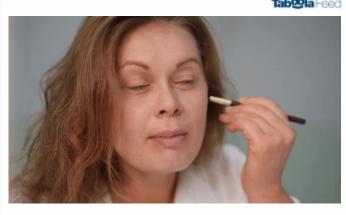
Our Organic Lip Colors Are Now 25% Off (Recycle Old Makeup and Get 5% Extra)

Say goodbye to synthetic dyes and discover the natural beauty of plant-derived ingredients.

Beauty Brand | Sponsored

Learn More)

Tab₂₂la Feed



Looking For Sustainable Makeup? Our Fab Concealer Is Back in Stock

Only our concealer is made from Certified Organic protective plant oils for a hydrated feel.

Beauty Brand | Sponsored

Watch Now



Tab99la Feed



Monday Tech Roundup: Save Up to 50% on Gadgets

Shop discounted smartwatches, tablets, phones, and more. Updated every week.

Tech Brand | Sponsored



BONUS TIP:

<u>Download</u> our Tech Creative Playbook by Taboola's Creative Shop, or our Gaming Creative Playbook by Taboola's Creative Shop

Creative Tips: Technology



11 Lesser-Known AR Features That Can Boost Your Productivity

From virtual workout sessions to 3D multitasking, the next digital revolution is already underway.

Tech Brand | Sponsored

Read More

Title Tips:

Call out how product helps in daily life, share hacks / secrets / tips, what's new / innovative, emphasize discounts and promos

Image Tips:

Use closeups of product or hands holding product / device, authentic people



Creative Tips: Fashion, Style, & Shopping

Title Tips:

Describe product personalization features, brand sustainability, who endorses it, who it's perfect for, cool factor

Image Tips:

Showcase product on clean background, or in unique POVs



Stumped for Gifts? Get Mom Customized, Vintage-Inspired Jewelry

Surprise Mom with personalized, one-of-a-kind jewelry. All orders are eligible for gift wrapping.

Fashion Brand | Sponsored

Buy Now

Holiday Sale: Eco-Friendly Knitwear Designed For Every Budget

Browse our collection of knit sweaters made from recycled polyester. Now with free shipping!

Fashion Brand | Sponsored

Shop Now



FASHION, STYLE





Meal Prep: Save Money by Making This Low-Calorie Smoothie At Home

We asked a panel of health food experts to share their favorite smoothie ingredients.

Fitness Brand | Sponsored





<u>Download</u> our Health Creative Playbook Taboola's Creative Shop

Creative Tips: Healthy Living



How a Personalized Fitness Routine Changed My Body – and My Mind

"I started for my physical health. I never thought exercise would help my mental health too."

Health Brand | Sponsored

Click Here

Title Tips:

Talk about personalized plans, how the product benefits consumer health by calling out specific issues

Image Tips:

Display hands holding or using the product, visualization of authentic people that represent potential audience



Creative Tips: Travel

Title Tips:

Promote urgent sales and booking opportunities, personalized holiday bookings, planning for summer

Image Tips:

Highlight people enjoying beach or resort destinations, locations and vacation milestones

TRAVEL

When's the Best Time For Families to Book Summer Trips? (Right Now)

According to travel agents, families should book next year's vacations now for optimal flexibility.

Travel Brand | Sponsored

Get Offer

Here's How to Build Your Own Vacation Package from Texas to Europe

Designing your own itinerary is easier than you think. Start building your dream vacation now.

Travel Brand | Sponsored

Book Now

BONUS TIP

Download our Travel Creative Playbook by Taboola's Creative Shop







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15 Budget-Friendly Grilling Recipes For People of All Diets

Between allergies and restrictions, there's a lot to consider when feeding a large group.

Home Brand | Sponsored



Creative Tips: Home & Garden

Title Tips:

Reveal tips/tricks/hacks, use numbered lists for trends and gifts, communicate promos and discounts

Image Tips:

Show closeups of product(s) in use in its setting (indoor or outdoor), hands holding and demonstrating the product

Elevate Your Family Dinner with Sustainably Sourced Centerpieces

Spruce up your holidays with beautiful floral arrangements grown by local farmers.

Garden Brand | Sponsored

Shop Now



Creative Tips: Automotive

Title Tips:

Emphasis eco friendly features, be direct and up front about promotions and offers, options for trading in or selling, new car models for 2025

Image Tips:

Use eye catching colors, visuals of charging cars, cars in open roads, visuals of cars in holiday/winter environment



The Best Year-End Holiday Deals on Cars Are Happening Now

Stylish. Reliable. Fuel efficient. Find the vehicle that's right for you.

Car Brand | Sponsored

Try Now



Holiday Checklist: 5 Things To Know About Renting an Electric Car

Before you visit Grandma, make sure your EV is ready for the journey with a little preparation.

Rental Car Brand | Sponsored

Book Now

BONUS TIP:

Download our Auto Creative Playbook by Taboola's Creative Shop



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Creative Tips: Finance

Title Tips:

Lead with value, expert predictions, naming of assets or institution, audience callouts by life events

Image Tips:

Use closeups of experts, types of assets or currency, person at device organizing finances

Expert Says 2025 Is The Time To Invest In This Type of Asset

Discover tips, predictions, and expert picks when you sign up for this newsletter.

Finance Brand | Sponsored

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3 Steps to Check If You Qualify for a Mortgage [Get Your Holiday Home]

Major Bank's guide to buying a home is free of charge with the option to book a consultation.

Finance Brand | Sponsored

Get Offer

BONUS TIP:

Download our Finance Creative Playbook by Taboola's Creative Shop







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3 Steps To Perfect Your Holiday Creative Strategy

Prepare for a successful holiday season rooted in data, insights, and creative trends.



1. Review

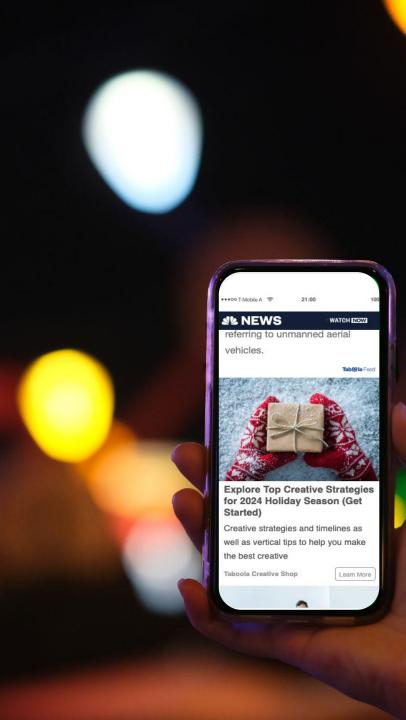
Audit previous holiday campaigns, in addition to market insights

2. Plan

Plan your campaign and strategy while following the consumer mindset

3. Create

Create your ads inspired by Taboola's creative trends and best practices



THANK VOU.



