

TABOOLA CREATIVE PLAYBOOK: FINANCE

PERSONAL FINANCE | INVESTING | BANKING | INSURANCE

2024

01 TABOOLA FEED &
READERSHIP INSIGHTS

02 CREATIVE INSIGHTS

03 RECAP

04 APPENDIX



TABLE OF CONTENTS



00

Introduction





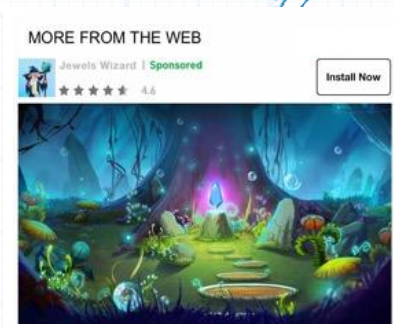
WE POWER RECOMMENDATIONS ON THE OPEN WEB

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**.

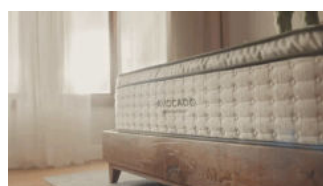
APP PROMOTION



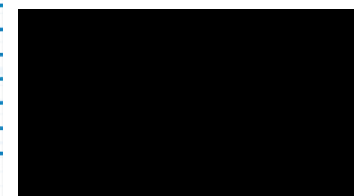
**How To Get A Mortgage
10 Steps To Success**
BestInvest

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



OBJECTIVES

- ▶ This report will provide **insights on creative** and content trends seen across the Taboola network, specific to the Finance vertical in order to help you source the right creatives to improve the performance of your **Taboola campaign**.
- ▶ Analysis is inclusive of **data from 2021-2024** 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 "**Finance**" is inclusive of **Personal Finance, Finance Apps, Banks, Insurance, Education, Investing Tools**, and **more**.
- ▶ **Note:** All ads within the **Cryptocurrency, Finance & Loans**, and **Investments** categories must comply with the policies listed in the [Taboola Help Center](#) and the applicable laws and regulations of every location they target. This list is not exhaustive and is subject to change.





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



COMPANY

eToro is a social trading and multi-asset brokerage company that focuses on providing financial and copy trading services.

CHALLENGE

eToro was looking for a new media channel to expand their global acquisition and branding activities, that would provide high-quality results at a large scale.

SOLUTION

Create a yearly plan to promote custom content, video and dedicated landing pages, targeting **eToro's** main audience.

RESULTS

Over 30% of registrations were converted to paying users, and decreased CPM costs by 40% to reach bigger audiences across their target markets



“From the start, Taboola has understood eToro’s needs as a brand. We built a strong, accurate plan together, defining our acquisition and branding targets, and we were able to meet all of them, harnessing Taboola’s technology, our close relationship, and smart creatives to reach results and establish Taboola as one of our main media channels.”

- **Omer Sadeh**, Social Media & Native Acquisition Team Leader, eToro & **Rotem Mishan**, Marketing Campaign Manager, eToro



30%

Of Registrations
Converted to
Paying Users

40%

Decrease in Cost Per
Mille Views (CPM)

01

**Taboola Feed,
Readership Insights,
Publisher Trends**





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.

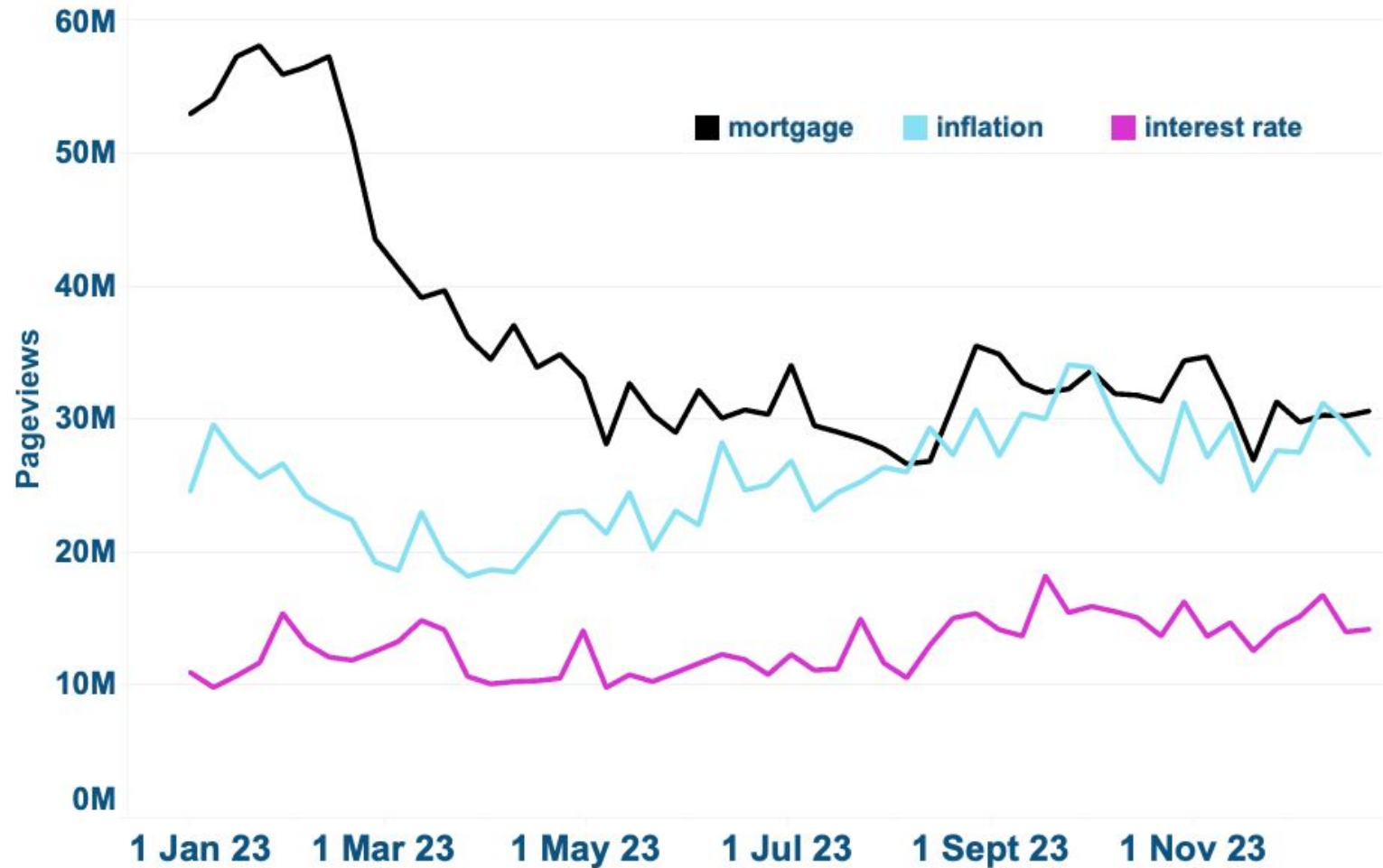




VERTICAL 2023 FINANCE READERSHIP TRENDS

Mortgage-related pageviews started high in January, likely fueled by New Year's resolutions and hopes for homeownership. However, engagement went down as **interest rates** increased throughout the year, showing that rising costs had a negative impact.

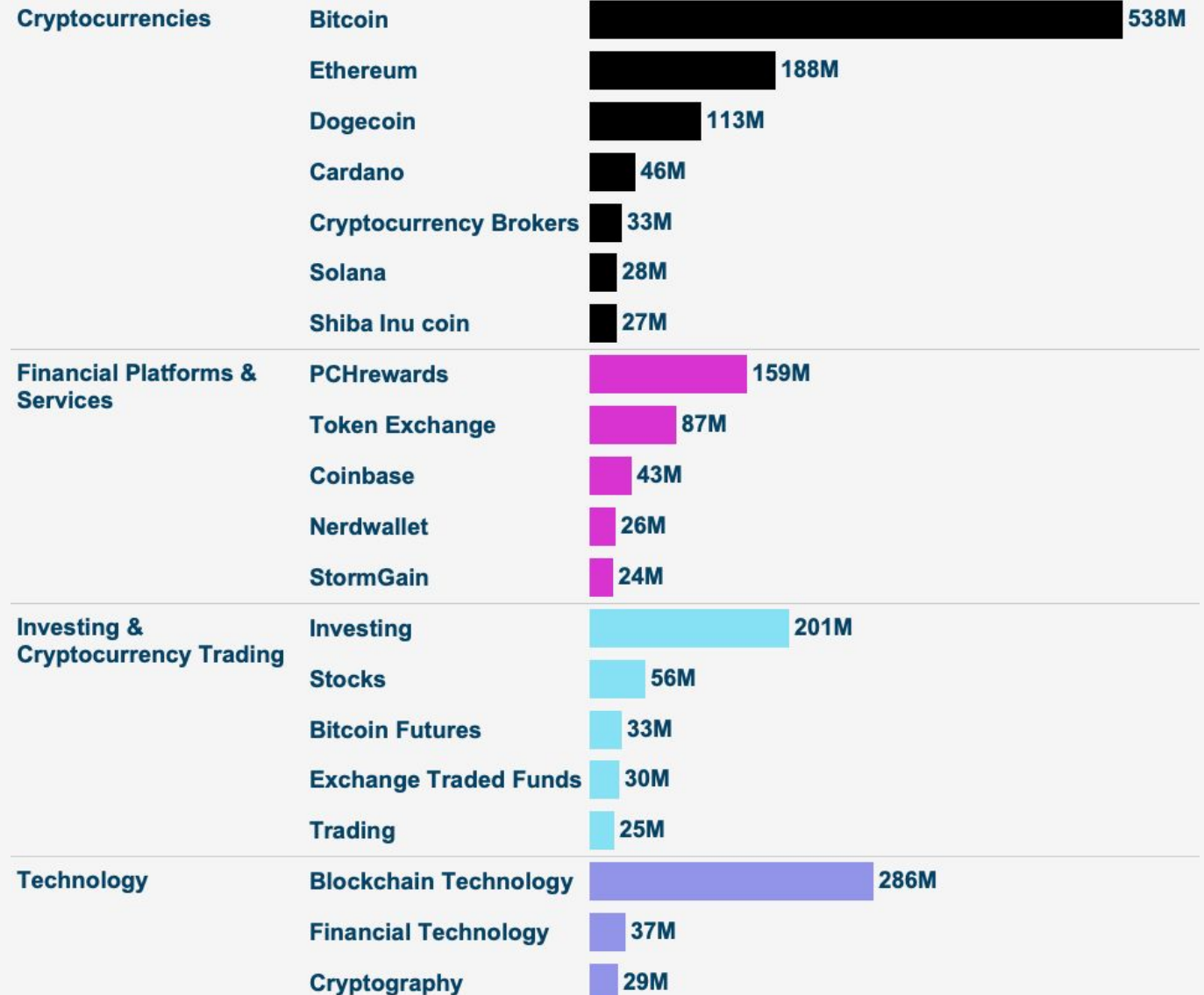
Inflation was a constant concern, with page views remaining consistently high throughout the year. Peaks in July and September suggest heightened anxiety around these periods.



As tech changes our lives, **global finance** is transforming. Banks and financial institutions have used **AI** for a while, and it's expected to grow even more. Digital money is a key player in this shift, showing how we're changing the way we deal with money.

DIGITAL MONEY & ASSETS

2023 TOP TERMS BASED ON PAGEVIEWS



Pageviews

Buy-now-pay-later (BNPL) became increasingly popular in 2023, providing shoppers the option to divide payments for expensive purchases. It involves signing up with a provider who then facilitates payments over time.

The popularity of BNPL can be attributed to several factors, including increased consumer demand for more flexible payment options and the growing availability of digital solutions such as mobile apps.

Significantly, BNPL was one of the top financial most read terms in 2023, reflecting its widespread adoption and impact on consumer behavior.

Buy-Now-Pay-Later (BNPL) Top Platforms based on Organic Readership



VERTICAL CATEGORY 2023 KEYWORD TRENDS



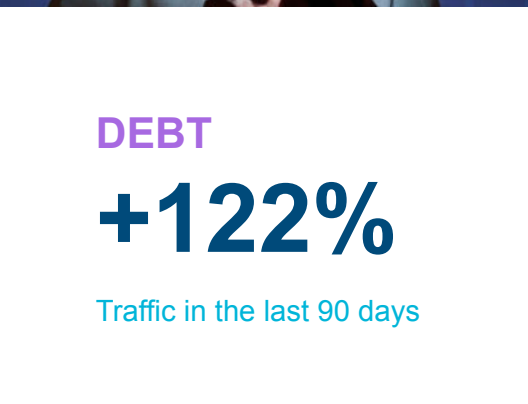
INVESTING
+80%

Traffic in the last 90 days



PERSONAL FINANCE
+14%

Traffic in the last 90 days



DEBT
+122%

Traffic in the last 90 days



MONEY
+68%

Traffic in the last 90 days



ECONOMY
+54%

Traffic in the last 90 days



INFLATION
+5%

Traffic in the last 90 days





FINANCE PUBLISHERS OVERVIEW

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



Business Yahoo Finance Video • 23 minutes ago
SoftBank gets \$7.6B of T-Mobile stock thanks to 2020 Sprint sale
SoftBank (SFTBY, 9984.T) is getting \$7.6 billion worth of T-Mobile US (TMUS) shares. It stems from a deal that was made when the SoftBank owned-Sprint was sold to T-Mobile. As part o...



Business Yahoo Finance Video • 26 minutes ago
Holiday retail sales will be 'most surprising' in 3 years
The US Misery Index — a composite measurement of unemployment and inflation rates — is on track to end 2023 at 6.8%, its lowest level since the COVID-19 pandemic. While...



Business Yahoo Finance • 26 minutes ago
Stock market news today: Stocks little changed as S&P inches toward record
The S&P 500 closed in on a record high Wednesday amid a low volume week of trading during the holidays.



Fed needs to 'get out of the way and look at the data': Economist
Yahoo Finance Video



Wall Street banks want to forget about 2023. But 2024 may not be much better.
Yahoo Finance

MARKETS Dec 24, 2023, 8:36 AM EST

Here are 7 of the top chart patterns used by technical analysts to buy stocks

Bullish charting patterns utilized by technical analysts include ascending triangles, double bottoms, and cup and handles.



ECONOMY Dec 23, 2023, 6:28 AM EST

2 friends quit their jobs and visited 20 countries in 6 months. Here's how to budget for a trip like that.

Jordan Carlyle and Christen Puckett traveled for six consecutive months and stayed within budget.



PRO This could be the next big investing trend in AI. How UBS says to play it



KEY TABOOLA INSIGHTS: ORGANIC OVERVIEW OF FINANCE PUBLISHERS

▶ Trend 1: Authority Figures

Many finance publishers feature news updates, quotes, and tips from top industry leaders.

TABOOLA TIP: *Include names of public figures representing you.*

▶ Trend 2: Global vs. Regional

People are interested in reading about everything from major global and national news down to localized regional updates.

TABOOLA TIP: *Use both global and regional language tailored to market.*

▶ Trend 3: Brand Names

Readers are more inclined to read about brands or products they know and love.

TABOOLA TIP: *Reframe titles as newsworthy announcements.*

▶ Trend 4: Breaking News

Headlines may include urgent language like “breaking” or “today’s news,” while visuals may be inside the newsroom or from video clips.

TABOOLA TIP: *Include attention-grabbing headlines and terminology.*

▶ Trend 5: Federal Updates

The news serves as a way to inform readers about federal updates that the public can take advantage of for savings or preparations.

TABOOLA TIP: *Include how your product can support these changes.*



Unraveling the Impact of Deglobalization on American Consumers

LATEST NEWS

● 3 HOURS AGO

PRO Even as yields come off highs, investors continue pouring into cash, BofA finds

● 4 HOURS AGO

PRO These energy stocks are cheap and poised for a breakout



Samsung announces Galaxy S24 lineup with AI-powered photo editing, search

Ryan Browne 2 HOURS AGO



This startup has a different take on driverless cars. Now it's launching in U.S.

Ryan Browne
WED, JAN 17TH 2024



Winklevoss twins' crypto exchange Gemini gets approval from French regulators

Ryan Browne
WED, JAN 17TH 2024



Jamie Dimon warns 'all these very powerful forces' will impact U.S. economy in 2024 and 2025





TABOOLA TRENDS: FINANCE

► Review keywords trends:

Incorporate high-performing keywords into your titles.

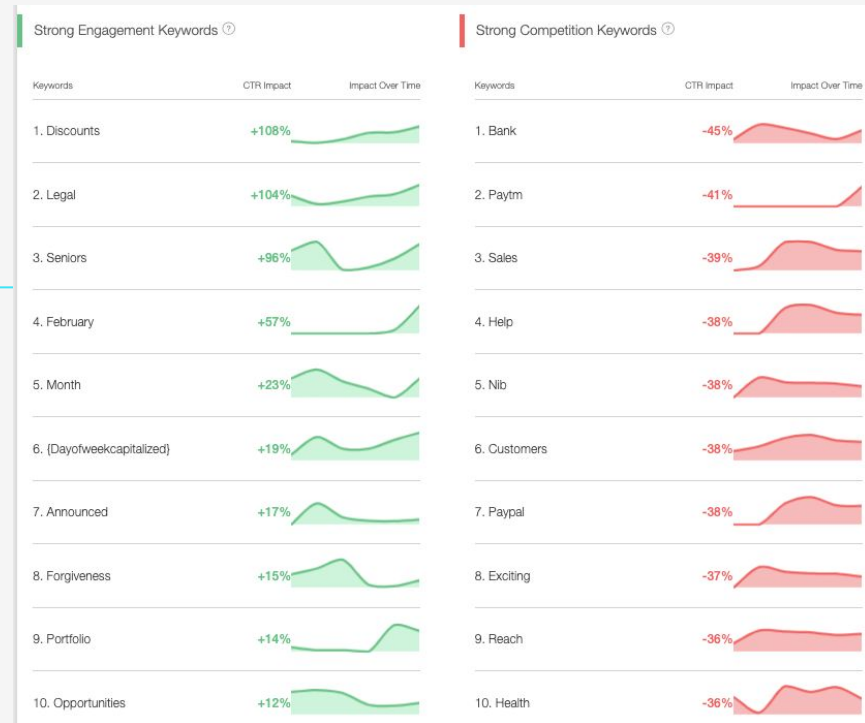
Use [Dynamic Keyword Insertion](#) drive up click through rates.

► Review image and video trends:

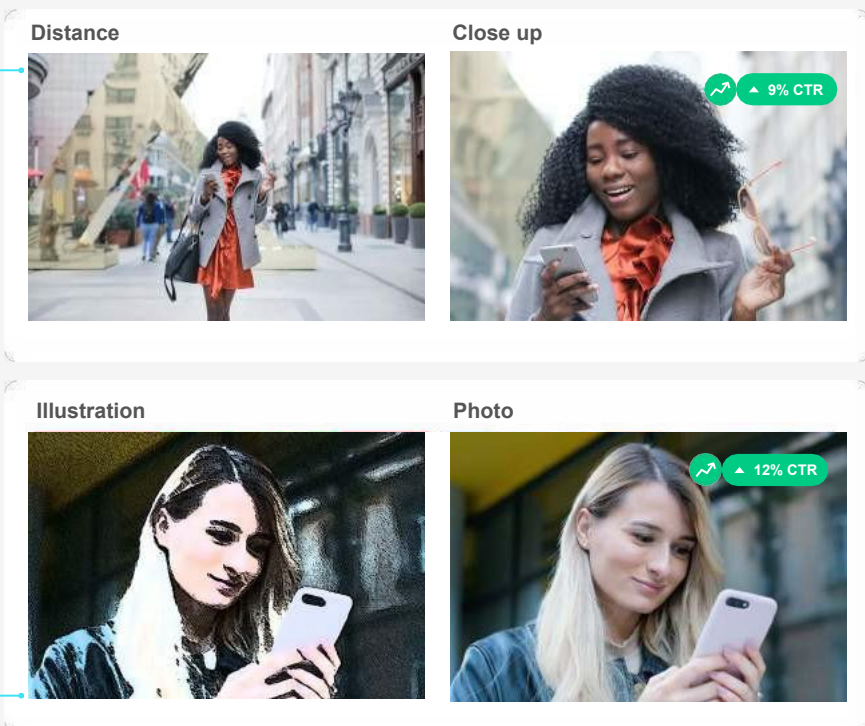
Follow [creative best practices](#) and avoid using text overlays.

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

Review keywords trends



Review image and video trends



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:

- ◆ Sign Up
- ◆ Get Quote
- ◆ Purchase
- ◆ & more

 <p>CTA Button Suggestions</p>	<p>SIGN UP LEARN MORE GET QUOTE GET OFFER</p>
--	---

Video | Awareness



New Finance App Makes It Easy To Lower Expenses (Get Started)

Finance Brand | Sponsored

Watch Video

Sponsored Content | Consideration

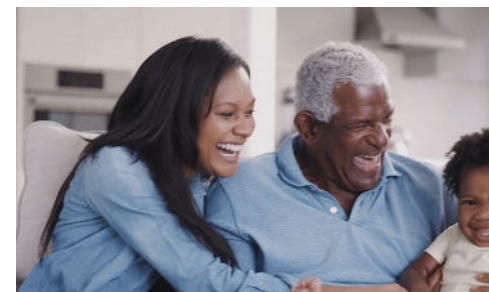


Experts Say Recent Homeowners Must Apply For This Before April

Finance Brand | Sponsored

Learn More

Sponsored Content | Performance



37% of Retirees Miss Out On This Perk For Families (Ultimate Guide)

Finance Brand | Sponsored

Download



KEY TABOOLA INSIGHTS FOR 2024: IMAGE & MOTION

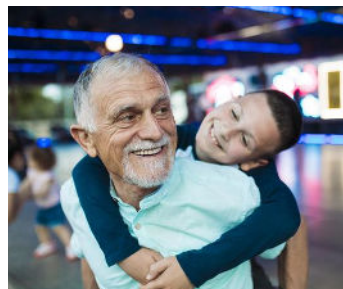
- ▶ **Personal Growth:** Blend our “best practice” of medium zoom closeups of people with the “growth chart” finance trend to feature a closeup of a person in front of the growth chart.



- ▶ **Closeup of Device:** Feature closeups of a mobile device or desktop displaying your finance product, and how it can support financial growth for consumers.



- ▶ **Generations:** Include multiple generations in one visual to demonstrate how financial security can be achieved at any age, and benefit the entire family.



- ▶ **Familiar Buildings or Landmarks:** Localize your ads with familiar iconography like recognizable banks, government buildings, or landmarks that represent finance.



- ▶ **Technology & Innovation:** Visualize how advancements to modern technology are improving the finance industry, consumer habits, or your finance product.



- ▶ **Person Holding Document:** Many top ads feature a closeup of a person holding up a document, card, or paper that represents a product or benefit they're receiving.



- ▶ **Alternative Investments:** Promote symbols and iconography that represent alternative investments or currencies.





KEY TABoola INSIGHTS FOR 2024: TITLES & DESCRIPTIONS

- ▶ **Inclusion of Month:** Update titles regularly to include the current month or season.
Note: If not updated, ads with the previous month may add extra urgency or an element of fomo:
October 2023 Tips For Investing (Do This By End of Month)
- ▶ **Numerical Values:** Pack your title with numerical values in the form of pricing, costs, numbered lists, dates, or data in the form of percentages and more:
7 Investing Secrets For People With \$250k To Spare Before 2024
- ▶ **Success Stories:** Repurpose existing client success stories as content that speaks of their success while educating readers on how to follow their lead:
Banking Client From {Ohio} Met His Financial Goals (See How)
- ▶ **Describe The Expert:** Convey leadership and expertise by including noteworthy figures, their tips, direct quotes, and grand descriptions on what makes them an expert in the field:
Investing Expert Who Broke The Stock Market and Made a Fortune Shares Tips
- ▶ **Localization:** Localize your titles through the use of Dynamic Keyword Insertion (country, region, city), or by calling out local elements, landmarks, or nationalities:
Americans Living In {Chicago} Give Up Local Banks For This Service
- ▶ **1st Person Guidance:** Include 1st person user or expert quotes, testimonials, and reviews to build trust with new readers and encourage them to take action:
Investor: I Recommend This Finance App If You're Just Getting Started
- ▶ **Change and Warnings:** Create a sense of urgency communicating potential government, societal, or infrastructure changes that might impact a reader financially, and how your product helps:
Financial Experts Warn: Government Changes Could Impact Your Retirement
- ▶ **Calculating Savings:** Entice readers with messaging that offers guidance on how to calculate potential savings, financial growth, or investments with your product:
How Much Do You Need To Buy a Home? This Tool Helps You Calculate
- ▶ **Interactive Elements + [CTA]:** Encourage readers to engage with your ads by including action words tied to primary KPI within [brackets] or (parenthesis):
7 Ways Locals Can Save On Home Insurance [Enter Zip Code]



TURNING INSIGHTS INTO ADS

BONUS: The possibilities are endless with **Motion Ads** when it comes to **Finance** advertising - Include motion to catch attention & improve CVR.

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. Some options available:

- City
- Region
- Country
- Day of week
- Platform

Carrier 80%

TaboolaFeed

74% of Investors Might Be Eligible For Extra Benefits In August

Finance Brand | Sponsored [Read More](#)

California Locals Can Calculate Retirement: I Saved This Much

This tool paired me with a financial advisor who helped me plan for retirement (you can too).

Finance Brand | Sponsored [Get Offer](#)

Carrier 80%

TaboolaFeed

American Woman Made Over \$500 In January With This Investment

Finance Brand | Sponsored [Install](#)

Local Expert: Calculate What You'll Save With Changed Benefits

The latest federal changes could mean big savings for Americans who apply by March.

Finance Brand | Sponsored [Learn More](#)



KEY TABOOLA INSIGHTS: LANDING PAGES


- ▶ **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 commod.



Ut enim ad minima veniam

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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.** In some areas of the Finance industry, many hero visuals were featured in motion as a video or GIF.

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

► Content Structure:

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

- **Content consists** of 300 - 600 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:

→ Enter zip code

→ Select your age

→ Add investment amount

► Other Page Types:

→ Promotion-driven landing pages, sign-up forms

→ Direct to App Store



03

Recap





KEY STEPS TO CREATE YOUR FINANCE ADS

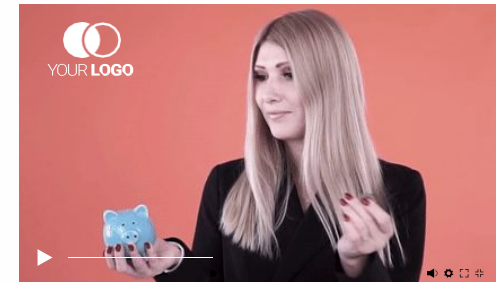
- 01 Video:** Put your brand front & center, use subtitles, tell a story, include visuals that represent your product or lifestyle, wrap up with an end card and CTA.
- 02 Titles & Descriptions:** Pull inspiration from organic publisher headlines, use Taboola Trends keywords tool, and Dynamic Keyword Insertion. Be inclusive of brand name (if well known), include the current month/season/deadlines, numerical values, customer success stories, expert tips, localization, 1st person quotes, warnings, and ways to calculate.

03 Images & Motion: Test a variety of images including visuals that represent financial growth, showcase devices, include multiple generations, a range of currency options, familiar icons, demonstrate technology, & more.

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. Test direct to advertorials or app store, promotional homepage, or gamified experience.

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



Why February Is The Time To Successfully Invest That Extra \$5k

Finance Brand | Sponsored

Watch Now

Sponsored Content | Consideration



Finance Expert Who Made Millions On Wall St. Says Do This

Finance Brand | Sponsored

Read More

Sponsored Content | Performance



I Switched Banks After This Warning (How Much You Can Save)

Finance Brand | Sponsored

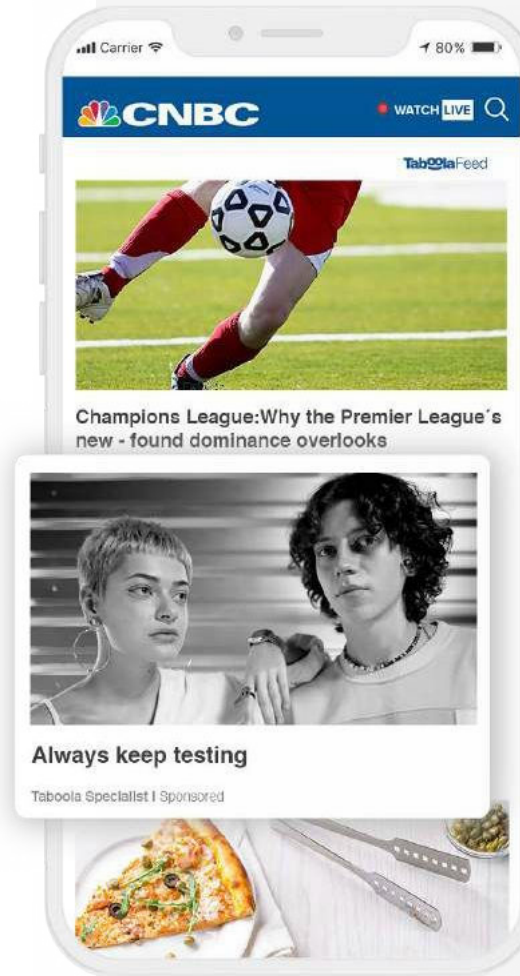
Try Now



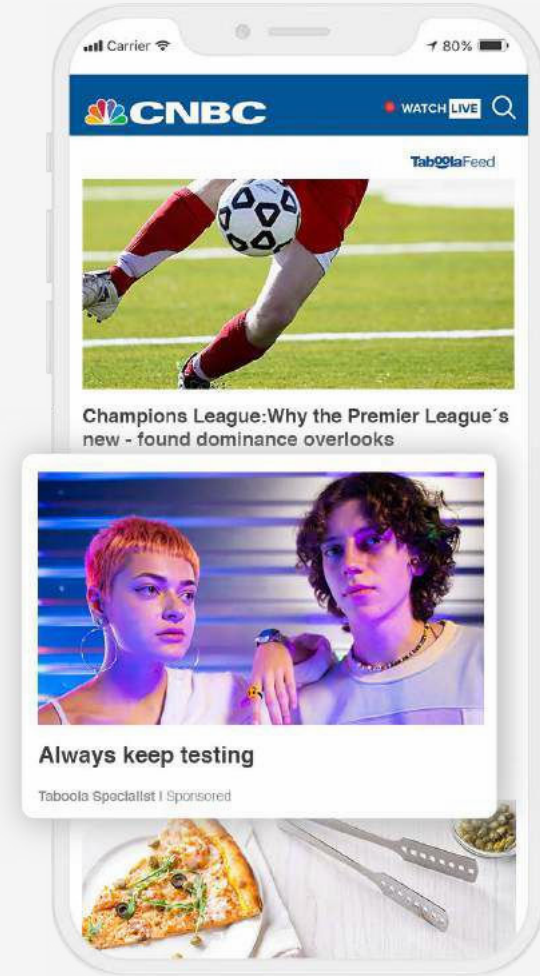
A/B TESTING RECOMMENDATIONS

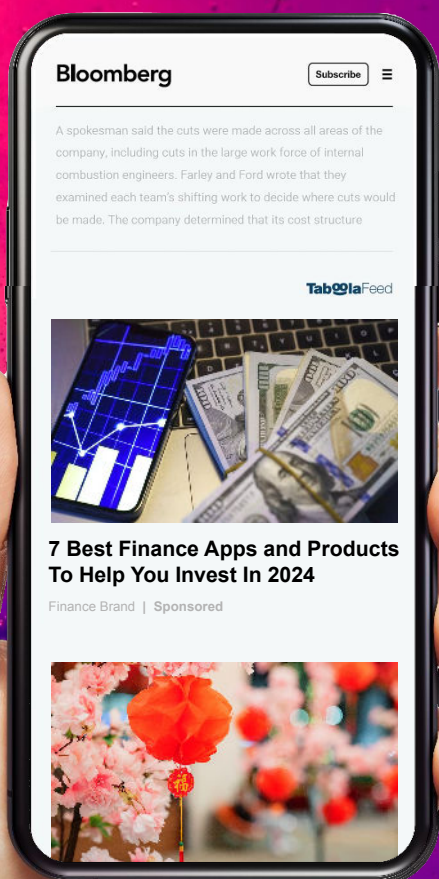
- Start with 4-6 ad items
- Optimize, pause and add new creatives every few weeks
- Don't pause items during the campaign learning phase
- Don't adjust campaign settings during the learning phase
- Test your creatives separately by device
- Run landing page design and content tests as well

A



B





CREATIVE KEY TAKEAWAYS

- 01 **Research what is trending** using this guide, as well as reviewing Taboola Trends and **Finance** publisher content.
- 02 **Invest in your branding** 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

9 Tips for Creating Winning Campaign Creatives

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Brand Name | Sponsored

CALL TO ACTION



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.

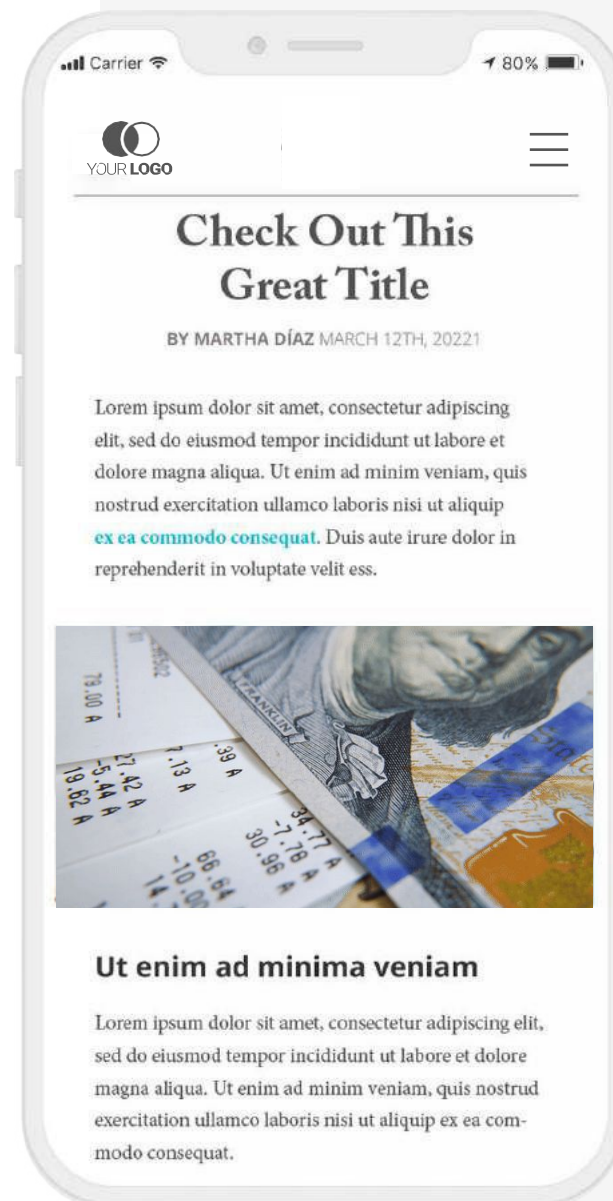
The reader needs to understand the problem first, not the product.

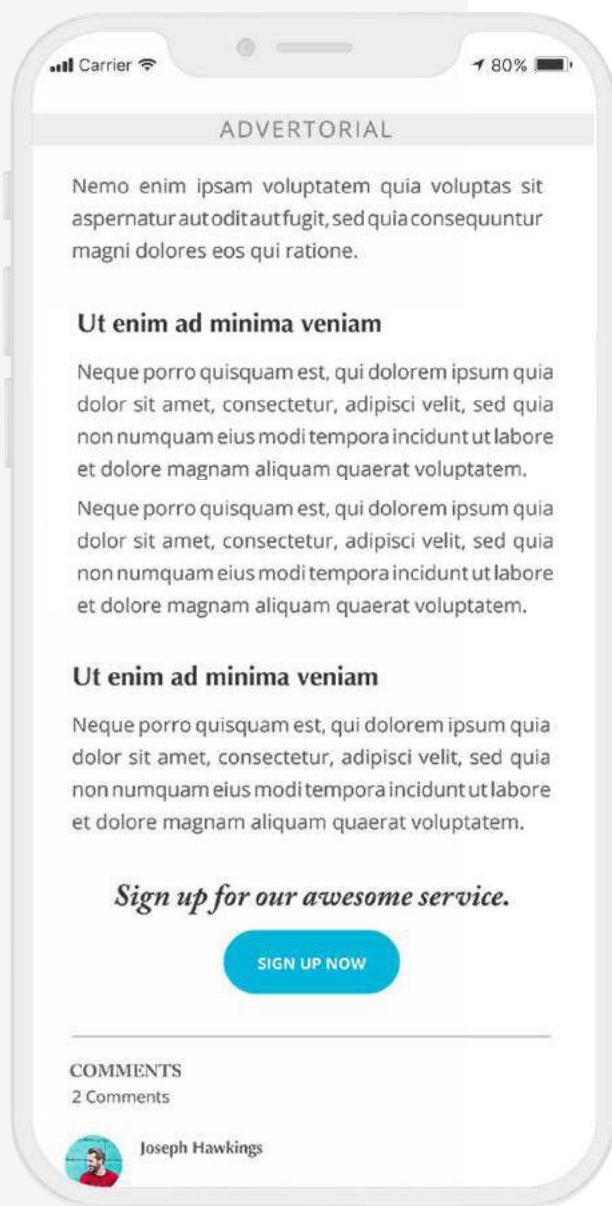
02 Why Should this Problem be Solved?

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