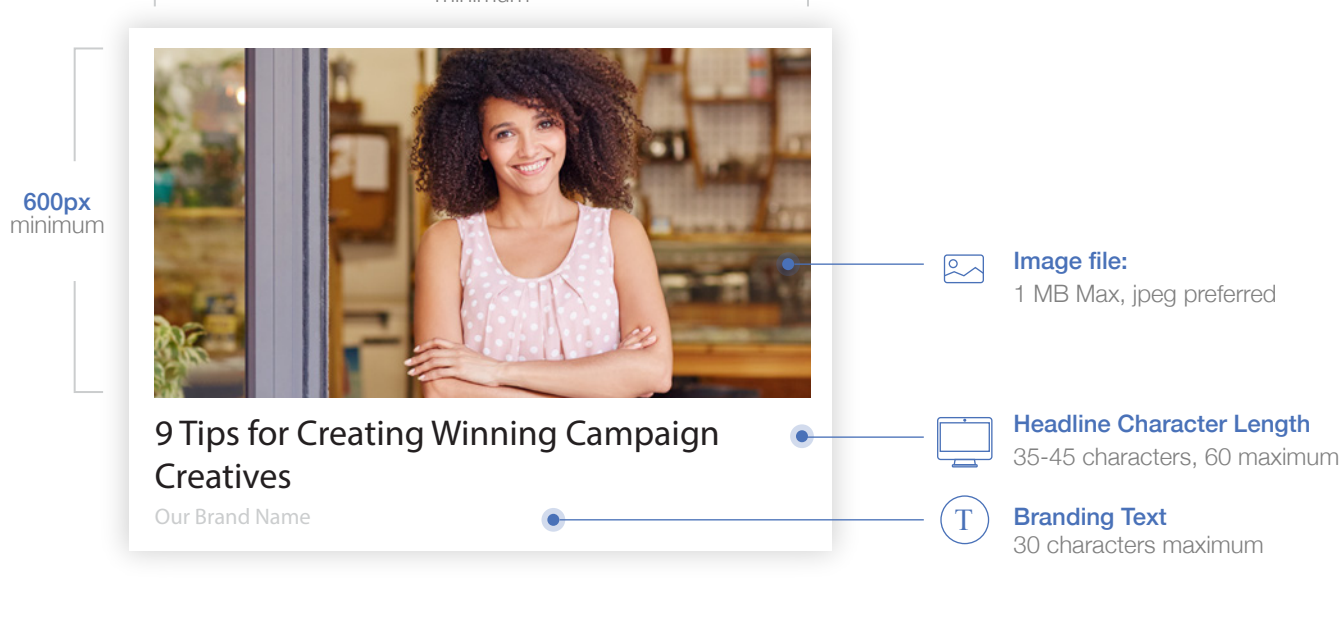


Technical Requirements



1000px minimum

600px minimum

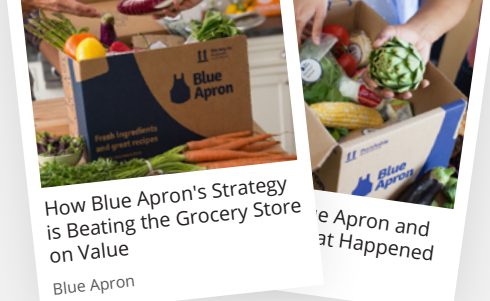
Image file:
1 MB Max, jpeg preferred

Headline Character Length
35-45 characters, 60 maximum

Branding Text
30 characters maximum

9 Tips for Creating Winning Campaign Creatives
Our Brand Name

Campaign Tips and Tricks

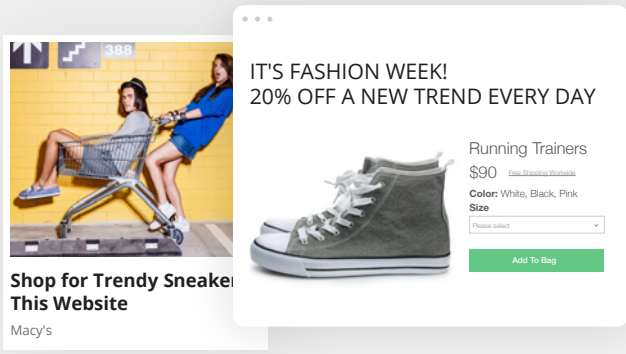
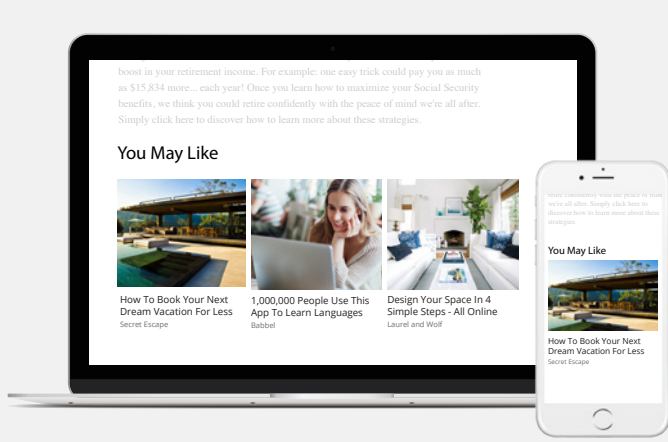


Test Multiple Creatives

Test multiple title variations and images per URL, to see what works best for your content. Start with at least two images and five titles, though you can always test more.

Split By Platform

Whenever possible, split your campaigns by platform. User behavior on mobile and desktop is very different. This will help maximize your potential.



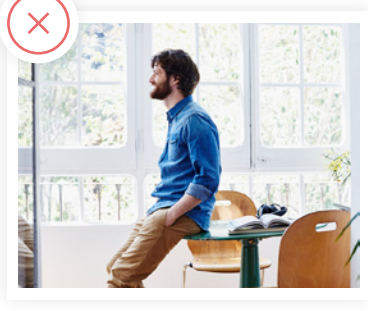
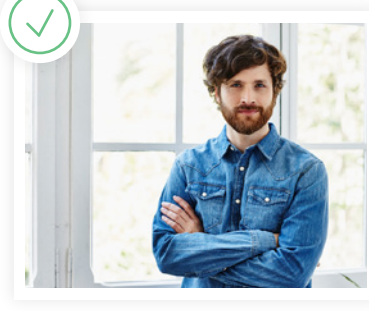
Set User Expectation

Try to set user expectation for the post-click experience. Use words like "watch" or "video" for video pages, and "shop" or "buy" for product pages, etc.

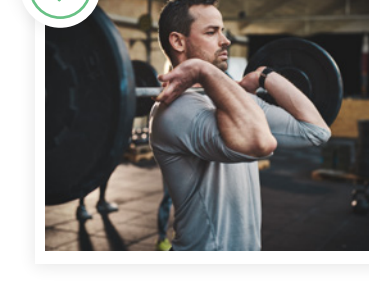
Image Best Practices



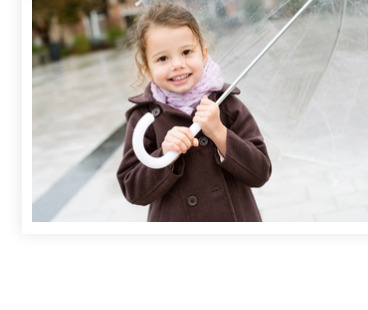
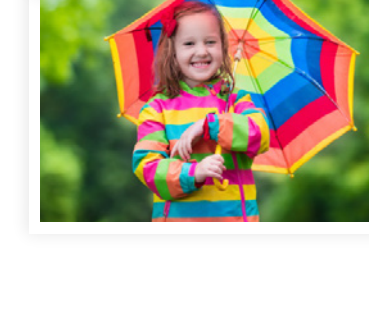
People are always preferable—even better if they're at medium zoom from the shoulders up, or even closer.



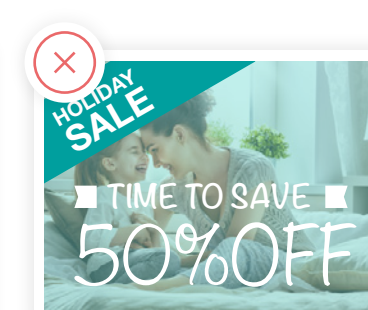
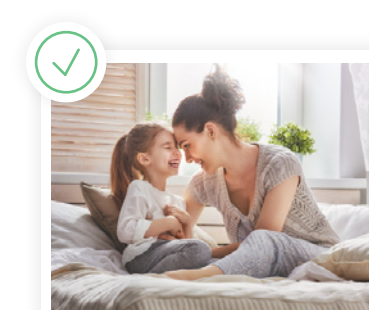
Avoid image clutter. Clean images with a single center of focus will help you stand out.



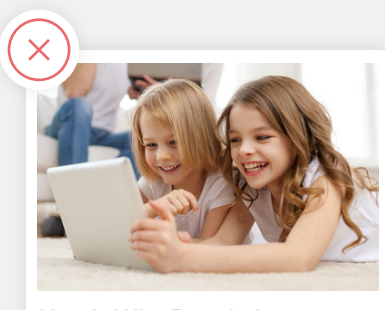
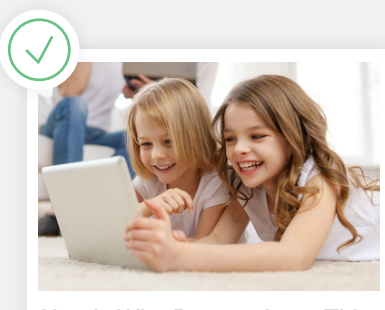
Utilize eye-catching colors to attract the users' attention.



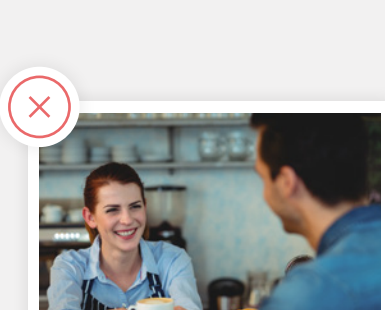
Avoid ClipArt, brand logos, and images with layers of text. These may not crop well, and end up being off-center.



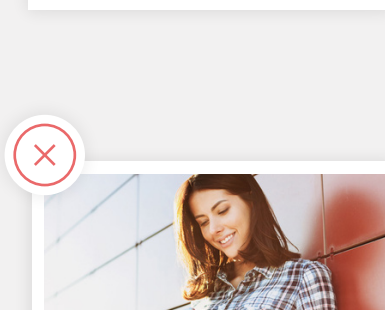
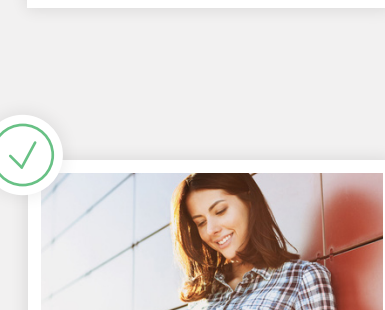
Title Best Practices



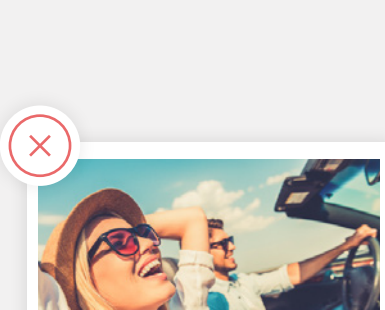
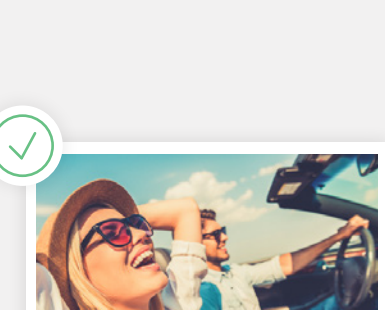
Your title can be a powerful targeting tool. Call out your audience or your product when possible.



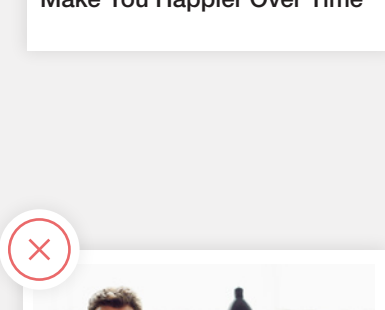
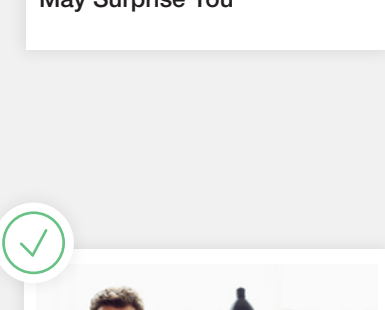
Front-load titles with an eye-catching main point.



Numbered lists can be a good way to entice a user to click.



Intrigue and mystery can help draw in users.



Don't forget that titles should be capitalized, just as you would an article headline.

Next Steps

- Getting set up with Taboola is easy. Once the campaign is live, our advanced algorithms will surface your best performing content to the right users.
- Implement our tracking pixel to optimize for page views, video views, purchases, email capture, or any other campaign goals you may have.
- Don't forget our advanced targeting capabilities, such as: Geo-targeting, Retargeting, Contextual Targeting and Dayparting.
- Also, ask about Taboola's robust 3rd party data targeting capabilities, which allow you to target anything from business segments, to demographics, to buyer intent. You can also utilize your own data via Liveramp.