

# TABOOLA CREATIVE PLAYBOOK: GAMING\*

**VIDEO GAMING | SPORTS GAMING | CASINO GAMING**

\*This playbook may be inclusive of free games, virtual/social gaming experiences with paid upgrades, and real money gambling experiences. For policies related to Gambling, please visit the [Taboola Help Center](#).

# 2024

**01** TABOOLA FEED &  
READERSHIP INSIGHTS

**02** CREATIVE INSIGHTS

**03** RECAP

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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 Gaming vertical in order to help you source the right creatives for your **Taboola campaign**.

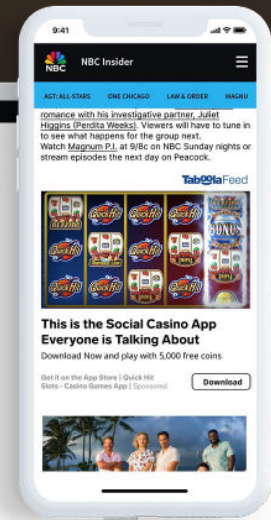
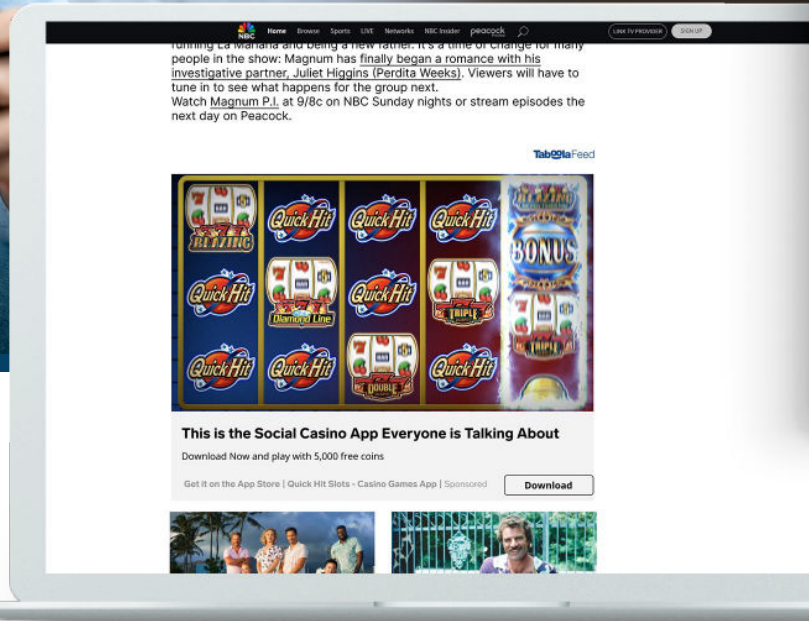
Analysis is inclusive of **data from 2023** across multiple geos and  
▶ advertisers KPIs.

Additional insights come from a market analysis of external  
▶ sources, as well as Taboola's own **organic readership data**.

The category "**Gaming**" is inclusive of **Gaming Apps, Mobile &**  
▶ **Desktop Games, Gaming Consoles & Products, Social Casino, Gambling, Sports Gaming, and more**.

**Note:** Gambling ads are allowed to run on the Taboola network —  
▶ however, they 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.





# TABOOLA Case Study



*“By running Taboola Motion Ads for two of our games, we’ve been able to reach more U.S. mobile users across both iOS and Android devices and drive app downloads. Most importantly, Taboola has also helped us track and target high in-app spenders on both Apple and Android devices, generating a greater ROI and higher player value over time.”*

- Daniel Tendler, User Acquisition Team Leader, SciPlay

**8%**

Increase in ROI

**4.5%**

Higher Player Value Than Other Platforms

**6%**

Decrease in Cost Per Install Over Time

# 01

## Taboola Feed & Readership Insights





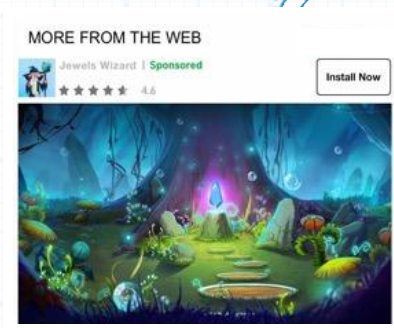
# WE POWER RECOMMENDATIONS ON THE OPEN WEB

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**.

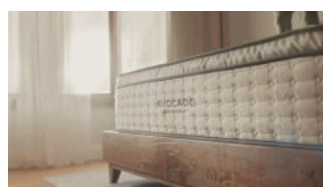
## APP PROMOTION



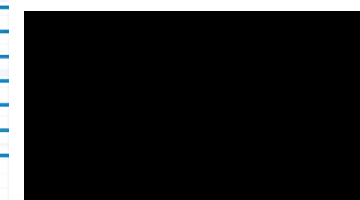
**How To Get A Mortgage  
10 Steps To Success**  
BestInvest

## 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 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.



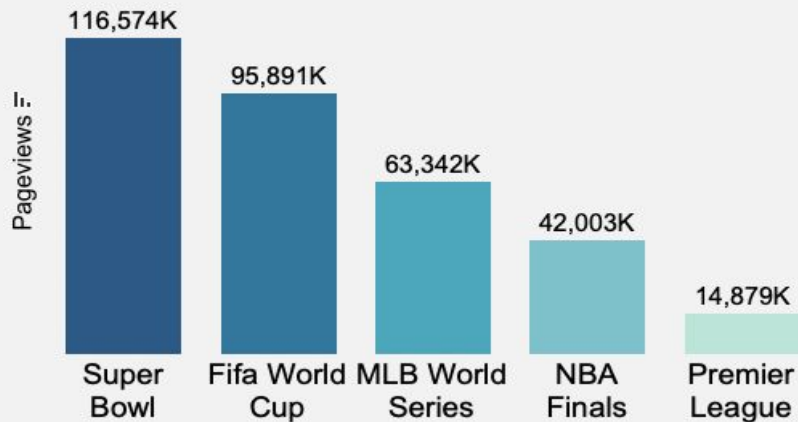
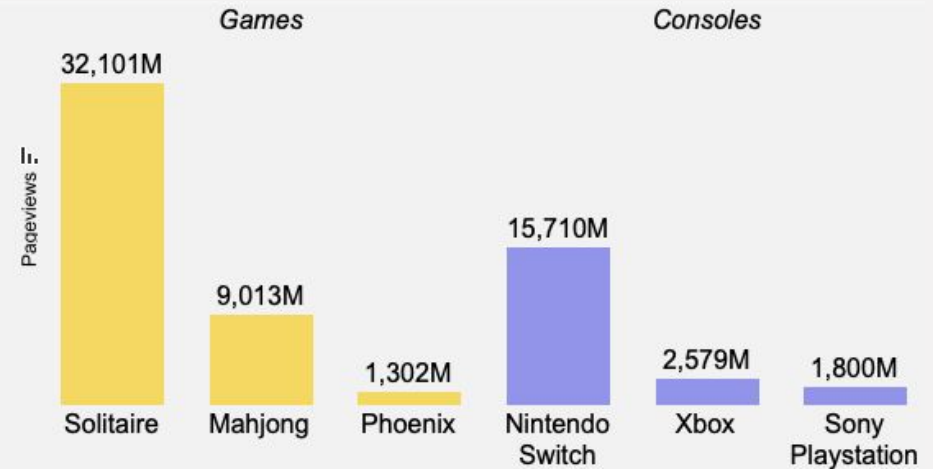
# TABOOLA READERSHIP TRENDS

Breakdown of readership trends from 2022-2023.

## VIDEO GAMING

Data shows that **Nintendo Switch** is the most popular gaming console as it creates the highest readership compared to other consoles. As for top video games, it seems that the **classic games** from the past are still very popular like **Solitaire** and **Mahjong**.

**TABOOLA TIP:** Include the **name of your game** or the **console/device** it's played on in the title if it's one that's likely to generate engagement for potential players.



## SPORTS GAMING

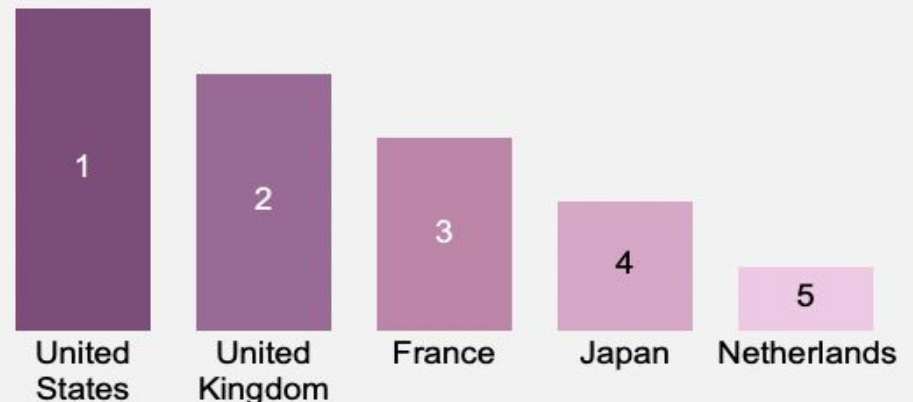
Readership in the sports gaming category is at its highest around **major global and national sporting events**, particularly for final games or championships. Additionally, content about **league brands** or **team names** generate a significant amount of readers.

**TABOOLA TIP:** Produce and publish content around **major sporting events** while referencing the name of the **league** or **team** that's playing to be hyper relevant to your audience's interests.

## CASINO GAMING

When ranking the countries based on readership related to **Social Casinos**, it is clear that **United States** generates the highest volume of readers, followed by **United Kingdom** and **France**.

**TABOOLA TIP:** **Localize** and tailor your creative assets **by market**, communicating the nuances of each country or region through creative.



# GAMING

## 2023 KEYWORD TRENDS



GAMING  
**+18%**

Traffic in the last 90 days



XBOX  
**+88%**

Traffic in the last 90 days



NINTENDO  
**+141%**

Traffic in the last 90 days



GAMER  
**+311%**

Traffic in the last 90 days



METVERSE  
**+22%**

Traffic in the last 90 days



GAMBLING  
**+40%**

Traffic in the last 90 days





# GAMING PUBLISHERS OVERVIEW

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

**NFL**  
**Super Bowl LVII betting: Big bets, wacky wagers and more for Eagles-Chiefs**  
Hundreds of millions of dollars will be bet on Super Bowl LVII. David Purdum tracks the biggest bets to the...  
1M · David Purdum

**NBA**  
**Fantasy basketball tips and betting picks for Sunday**  
Everything you need to know to place your NBA bets and set your fantasy basketball lineups for Celtics-...  
1M · ESPN Fantasy, Betting Insiders

**12 Things You Didn't Know About Las Vegas**  
Gambling, bachelor/bachelorette parties, impromptu weddings - Vegas is more than that. Now Virgin America can get you there directly from LA.  
Virgin America · April 15, 2013

**Hogwarts Legacy: Complete Guide | Story Walkthrough, Collectibles ...**  
GameRant · 4h ago

**Welcome To Vegas: Where Everything Is A Game, And Games Are Illegal**  
Gambling's "gaming" paradox: Its games can't actually be games at all. How slot makers are trying to turn games of chance into Candy Crush.  
Steve Price · September 25, 2013

**HEART & SOUL**  
**Tchia review: A stunning open world, and so many wonderful ways to explore it**

**Netflix's portfolio of games is about to get a lot larger**  
Android Police · 19h ago

**Casino Workers Are Sharing Secrets Of Casinos And It's Super Fascinating**  
These secrets are the jackpot.  
Ryan Schocket





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

- ▶ **Naming:** Every game, sports league, and casino is a brand many know and love. Feature the brand name in general news announcements or releases.
- ▶ **Social Proof:** Considering the “new” factor of the industry and rapidly changing games, include reviews that build trust or describe the experience of the game.
- ▶ **Lists:** Numbered lists are always a good idea. For **Video Gaming**, it might be a list of the best games, products, etc. For **Sports Gaming**, it might be top picks for a fantasy league. For **Casino**, it could be strategy tips to help you win.

- ▶ **Gamers & Athletes:** Promote stories about winners, celebrity ambassadors, athletes, gamers, and their tips or picks. Feature their image or likeness.
- ▶ **Win, Lose:** A lot of content talks about what happens after you win, featuring winner stories and results. Others angle what happens if you lose - often, still a win.

- 6 Gaming Laptops That Pwned the Competition**  
BY ADAM SPEIGHT AND GEAR TEAM  
01.03.2023
- The Best Budget Gaming Laptops**  
BY ADAM SPEIGHT  
10.23.2022
- The Best Wireless Gaming Headsets for Every Kind of Player**  
BY ERIC RAVENSCRAFT AND GEAR TEAM  
10.09.2022
- A Lapboard Solves All Your Gaming Problems**  
BY AORIEUNE SO  
11.00.2022

**The Most Interesting Part Of "Fortnite" Is What Happens After You Lose**  
In the massively popular game Fortnite Battle Royale, you can choose to keep watching after you die — and begin to feel invested in the stranger who did you in.

Min Li Chan • September 13, 2021

**Mask of the Rose, my most-anticipated game of 2023, just got delayed**  
By Joshua Wolens published about 4 hours ago  
All I want is to court horrors unknowable. Is that so much to ask?

**17 Great Deals on Headphones, Gaming Gear, and Switch Games**  
BY ERIC RAVENSCRAFT  
01.14.2023

**Mike Clay's fantasy football rookie rankings for 2023**  
The NFL draft is fast approaching, so Mike provides his rankings and analysis of all 111 skill-position players from the combine with a lean toward fantasy expectations.





# PUBLISHER TRENDS: By Gaming Category Type

## ▶ Video Gaming, PC & Mobile Games:

- New games releases, updates
- Game reviews & ratings
- Industry news, partnerships
- Interviews with players, designers
- Gaming events, tournaments

## ▶ Sports Gaming, Esports, Fantasy:

- Latest sports betting odds
- Picks & tips for winning lineups
- Industry regulations & legal issues
- Previews & recaps of games
- Expert analysis & player profiles

## ▶ Casino Gaming, Online Gambling:

- New games, software releases
- Reviews and news commentary
- Promotions and bonus offers
- Analysis of industry & trends
- Strategies and game features



# 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:

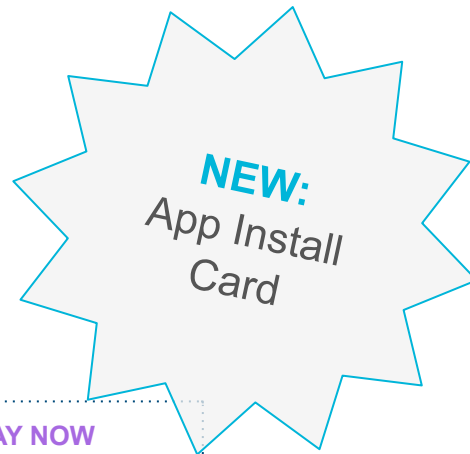
Download


Play


Install

Bets

& more



 <p><b>CTA Button Suggestions</b></p>	<p><b>PLAY NOW</b>  <b>DOWNLOAD</b>  <b>LEARN MORE</b>  <b>GET OFFER</b></p>
--	--




**Introducing *GameLeague*, Realistic Escape Game For Ages 18+**

Video Game | Sponsored Download



**Why *FaveSport* Is Our New \$5 Fave For Fantasy League Tips**

Sports Gaming | Sponsored Read More



**Popular Casino Brands Are Launching Free Slot Machine Apps**

Casino Gaming | Sponsored Install





# App Install Card

App Install is an ad format designed for advertisers who are looking to drive installs of their application directly from app store

## Prominent CTA

*Drive directly to the App Store*

## App Store Rating

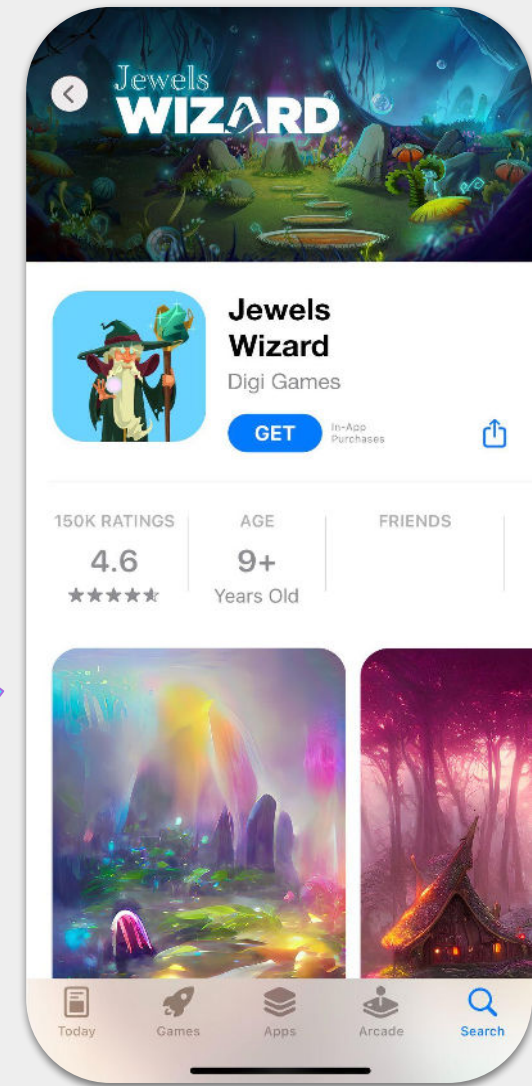
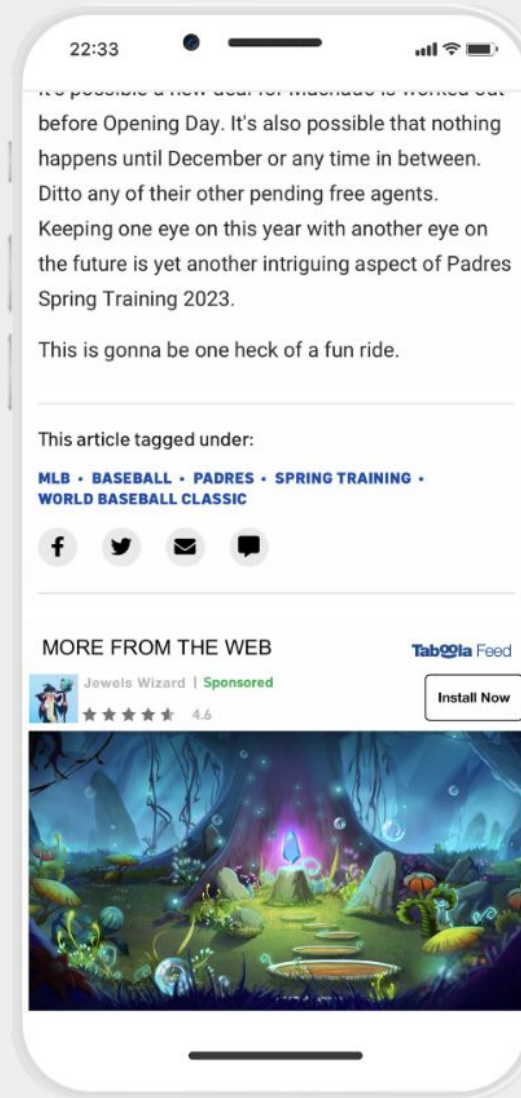
*Influences user trust and perception of the app*

## Feature Motion

*Use Motion Ads to showcase app's Features & Functionality*

## App Store Logo

*Provides Instant Recognition & Credibility*



# User Flow Direct to App Store

Unlock the Power of the Open Web:  
Diversify Your App Installation Strategy

# TABOOLA CREATIVE TRENDS: by Gaming Category

Breakdown of what to expect in each of the three sections ahead.



## 02 SPORTS GAMING

- **Inclusive of:** Sports Gaming, Fantasy Leagues, Sports Betting & Gambling.
- **Recommendations:** Images & Motion, Titles & Descriptions.

Inclusive of 2022-2023 trends



## 01 VIDEO GAMING

- **Inclusive of:** Video Games, Mobile Games, PC Games, Apps, and Consoles.
- **Recommendations:** Images & Motion, Titles & Descriptions.

Inclusive of 2022-2023 trends



## 03 CASINO GAMING

- **Inclusive of:** Social Casino Games for PC & Mobile, Apps, Betting and Gambling.
- **Recommendations:** Images & Motion, Titles & Descriptions.

Inclusive of 2022-2023 trends

# TABOOLA CREATIVE INSIGHTS: VIDEO GAMING\*

**Inclusive of: Video Games, Mobile Games, PC Games, Apps, and Consoles.**

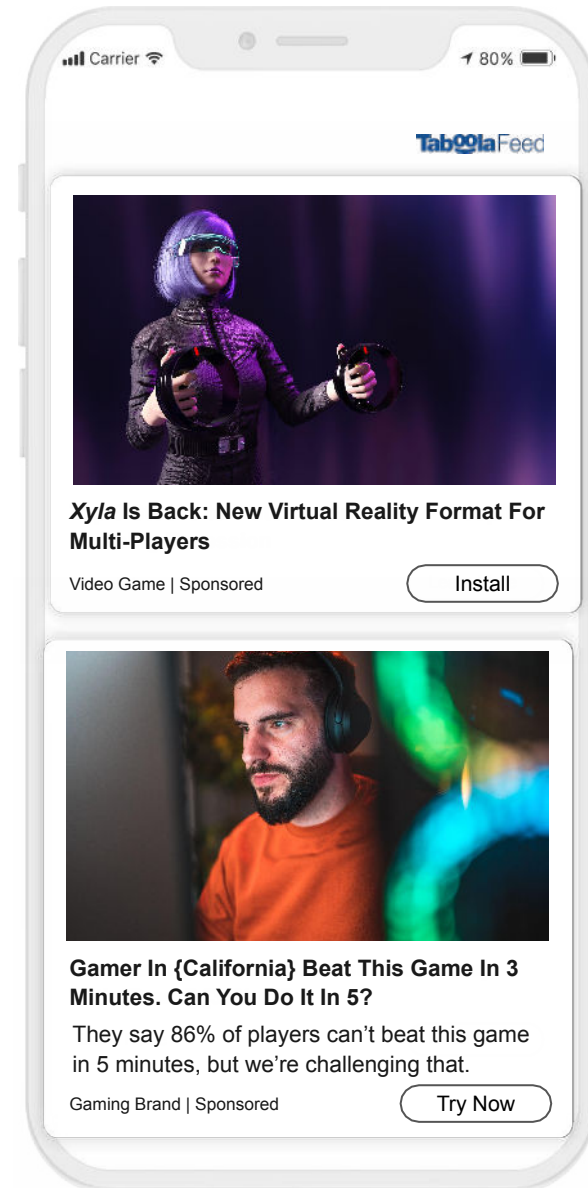
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# KEY TABoola INSIGHTS: IMAGE & MOTION

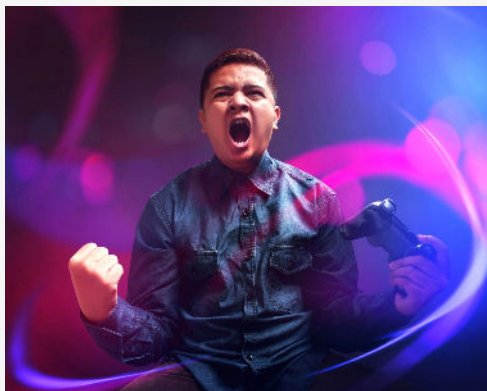
- ▶ **Players In-Game:** Medium-crop zoomed images of an excited person playing a game, or immersed in the game itself. Subject should be in-line with target audience demo.
- ▶ **Character Inclusion:** In-line with our best practices to feature people making eye contact, instead include the faces of realistic or famous game characters, either on their own, or with others.
- ▶ **Landscapes:** Showcase aerial shots of beautiful in-game locations and destinations to offer prospective players a sense of escapism and discover a new experience.
- ▶ **In-Situ POV:** Position your visual in a first-person point of view by showing the immersivity of the game from the perspective of a player acting as a character.
- ▶ **Cinematic Visuals:** Feature Hollywood-style visuals of game elements that reflect the aesthetic of a movie poster - from realistic characters interacting, to battle scenes and dramatic vignettes.
- ▶ **Products & Devices:** If you're promoting a gaming product like a controller or keyboard, show it in use or in a studio setting with a clean background. For actual games, you may show a mobile device, PC, or monitor with the game on it.

**BONUS:** The possibilities are endless with **Motion Ads** when it comes to **video gaming** - players or characters moving, in-game POV, in-game videos, etc. Include motion to catch attention & improve CVR.





## TABOOLA VISUAL EXAMPLES: IMAGE & MOTION



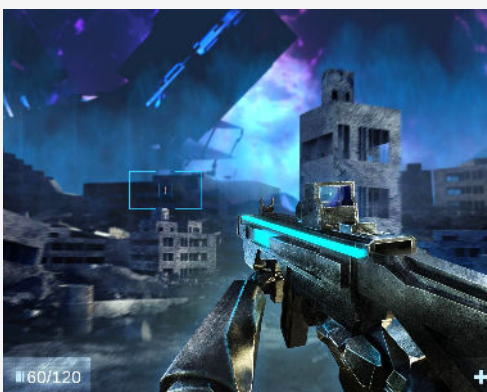
▶ **Players In-Game:**



▶ **Character Inclusion:**



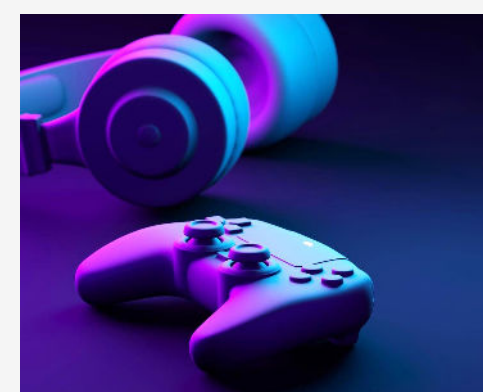
▶ **Landscapes:**



▶ **In-Situ POV:**



▶ **Cinematic Visuals:**

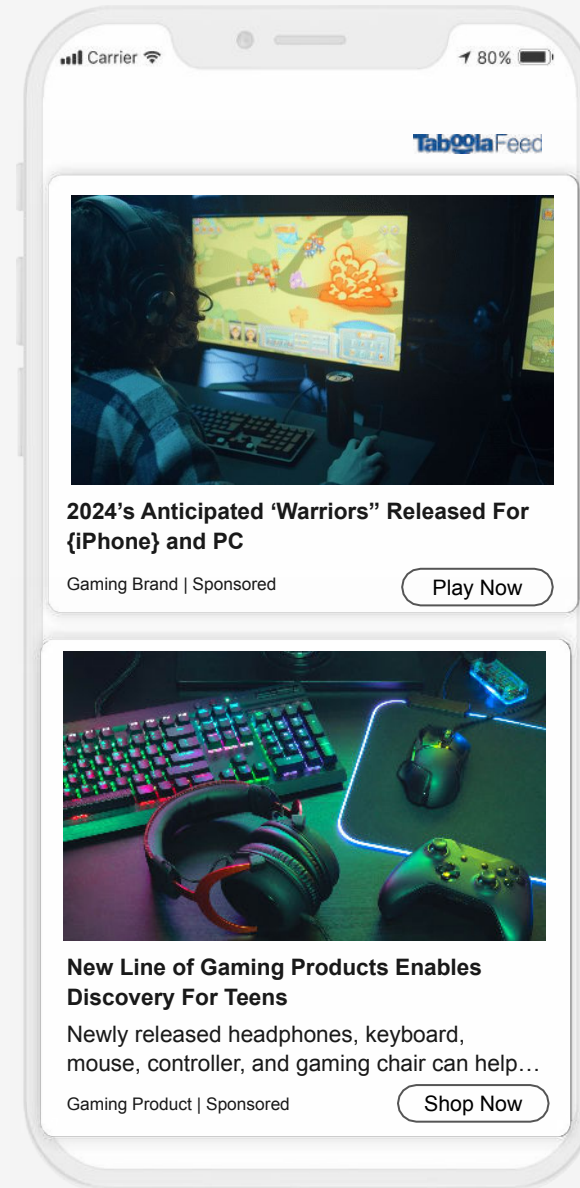


▶ **Products & Devices:**



# KEY TABoola TIPS: TITLES & DESCRIPTIONS

- ▶ **Name of Game:** If the name of the game or product brand is well-known, include its name in the title to attract existing fans or interested prospects.
- ▶ **Timely Challenges:** Encourage users to try the game or product for 3 minutes to get hooked, or challenge them to complete a level or game in a short amount of time.
- ▶ **New Releases:** Hype up your product by keeping it relevant with inclusion of year or seasonality, how it's anticipated, and that it's just arrived.
- ▶ **Storytelling:** Repurpose success stories from real player experiences that help build social proof and trust.
- ▶ **Fantasy Discovery:** Promote the thrill of discovery - whether it's discovering a new game or product, discovering a new world of experiences within the game itself.
- ▶ **Descriptors:** Use your headline to describe and over-emphasize the game or product in an effort to hook prospective players.
- ▶ **Commitment Level:** Present the scenarios in which a player might commit: to kill time, beat boredom, entertain their kids, or escape reality.
- ▶ **Audience Range:** Considering a range of audience segments and demographics, call out whether your audience is kids (via parents), teens, gamers, commuters, people over 50, etc.
- ▶ **Device Type:** Be sure to target users by device, and call out whether your game or product is suitable for mobile devices (or specifically iPhone/Android), or PC desktop, console, TV monitor, etc.



**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

▶ **Name of Game:**

*Can You Beat Level 6 of GameRecc? Play Now To Try Your Luck*

▶ **New Releases:**

*Biggest New Game Releases To Watch Out For In 2024*

▶ **Fantasy Discovery:**

*The Only Game Where You Can Uncover Secrets and Meet Dragons*

▶ **Commitment Level:**

*How This Game Keeps Kids Entertained While Learning Numbers*

▶ **Device Type:**

*Have an iPhone? New Game Is Now Available*

▶ **Timely Challenges:**

*Play This Game For 6 Minutes And Try Not To Fall In Love*

▶ **Storytelling:**

*Infamous Gaming Streamer Breaks World Record Playing This*

▶ **Descriptors:**

*Experience a Stunning Alternate Reality From Your Home*

▶ **Audience Range:**

*People Over 50 Are Playing This Game To Keep a Sharp Mind*



# TABOOLA CREATIVE INSIGHTS: SPORTS GAMING\*

**Inclusive of: Sports Gaming, Fantasy Leagues, Sports Betting & Gambling.**

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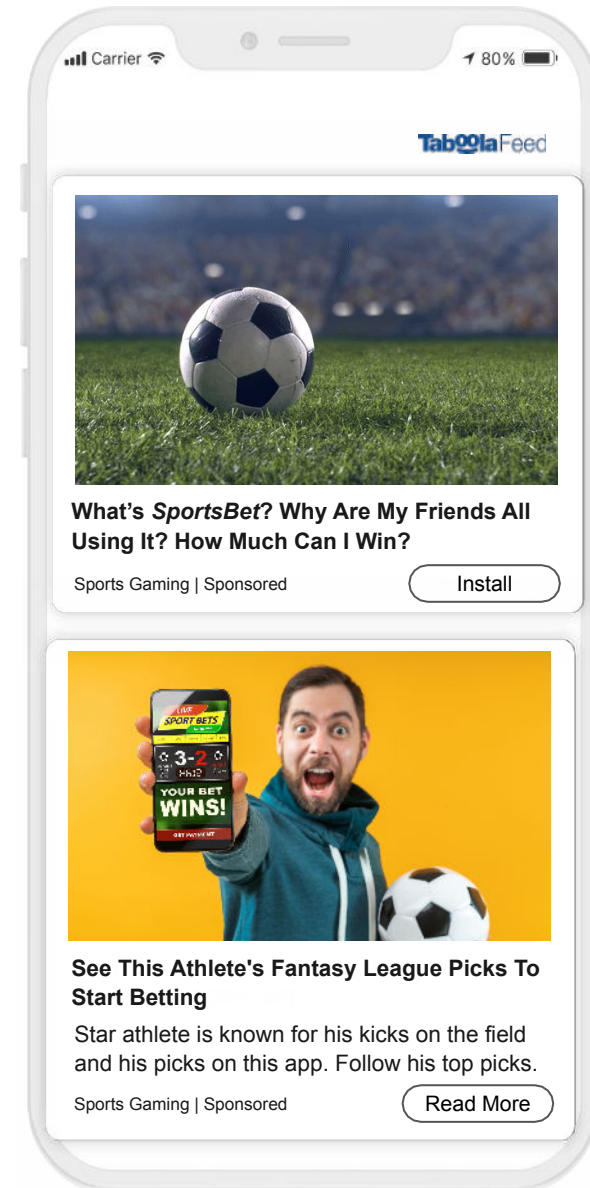




## KEY TABOOLA INSIGHTS: IMAGE & MOTION

- ▶ **Anonymous Athletes:** Closeups of unidentifiable sports players or crops of athletes in-game, often in generic unbranded sports uniforms specific to the game being promoted.
- ▶ **Winners Celebrating:** Visualize the results of a winning play in the form of one person or multiple on their mobile devices celebrating, or holding a big check or winning prize.
- ▶ **Fans at Home:** The ultimate game day front row seat is on the couch with food, celebrating in front of the TV. Visualize this experience for relatability - whether it's one fan or multiple together.
- ▶ **Brand Ambassadors:** If partnered with an actual athlete or celebrity brand ambassador, feature them prominently in visuals promoting your product or the associated sport.
- ▶ **Crowd Gatherings:** Zoom in on the crowd to feature a select group of expressive fans cheering on their favorite teams from the stands.
- ▶ **Visual Graphics:** Feature images that include a logo or branding within the setting, in addition to a player, and visual representation of the sport (prop ball) or winnings (currency).

**BONUS:** The possibilities are endless with **Motion Ads** when it comes to **sports gaming** - athletes moving/playing, fans celebrating, etc. Include motion to catch attention & improve CVR.





## TABOOLA VISUAL EXAMPLES: IMAGE & MOTION



▶ **Anonymous Athletes:**



▶ **Fans at Home:**



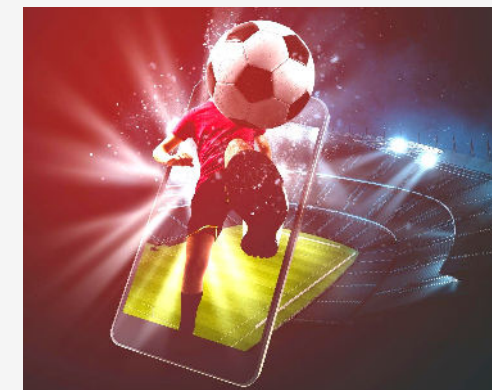
▶ **Crowd Gatherings:**



▶ **Winners Celebrating:**



▶ **Brand Ambassadors:**

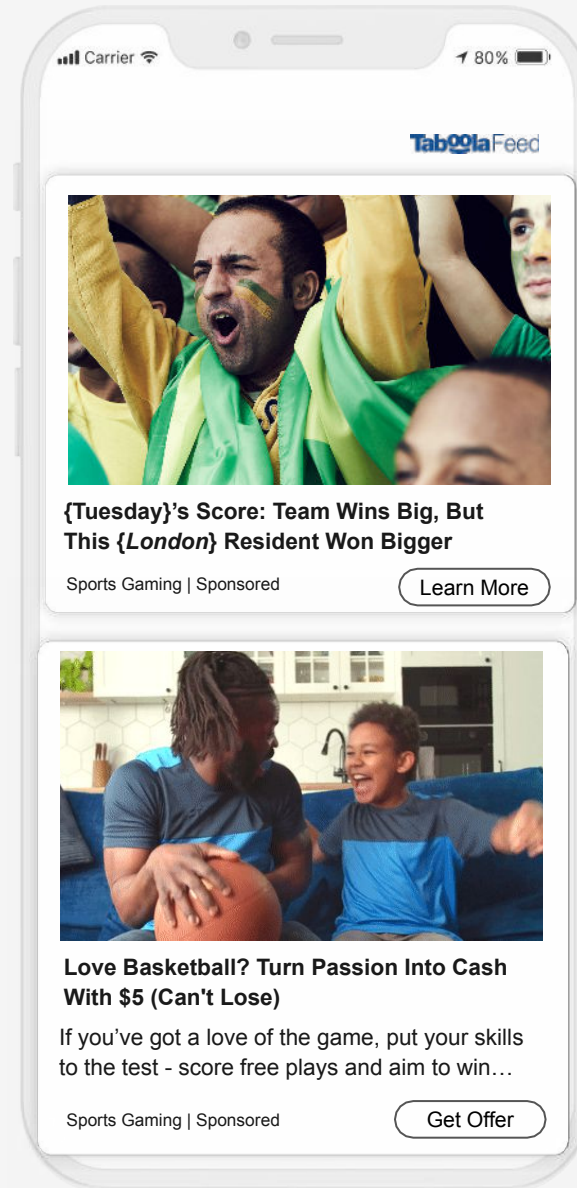


▶ **Visual Graphics:**



# KEY TABoola TIPS: TITLES & DESCRIPTIONS

- ▶ **Branded Education:** Introduce your app or product to new users by asking what it is, why it's everywhere, why now is the time to try it.
- ▶ **Review-Style:** Since virtual sports gaming and esports are new to many markets, share reviews to build social proof and trust.
- ▶ **How-To Guides:** Give advice on how to try to turn sports knowledge into cash, minimum bets into big wins, and how to get started as a beginner.
- ▶ **Noteworthy Numbers:** It's all about the numbers in this industry, include specific dollar amounts for entry, prizes, game scores, or data on odds.
- ▶ **Sports Stories:** Write headlines in the style of sports coverage stories about real players or games, concluding with successful stories of fantasy players and winners.
- ▶ **Top Picks:** Offer suggestions on top picks, trending bets, or fantasy leagues who should be on a user's radar.
- ▶ **Big Bets:** Be clear and communicative about minimum bets to place, what the prize is, and whether you're providing a promotional offer for first timers.
- ▶ **Losing Winners:** Encourage everyone to feel like a winner with headlines that talk about what happens if you lose, and how you can still come out a winner.
- ▶ **Specific Sports:** Call out the name of individual sports or teams: golf, football, fantasy league, etc. Be inclusive of player names, if available.
- ▶ **Locality:** Sports are all about local pride, so motivate prospective users to be confident in their local team's odds, leveraging Taboola's Dynamic Keyword Insertion for regional relevance.



**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

## ▶ **Branded Education:**

*New App SportyBet Launches In United States & Australia*

## ▶ **Review-Style:**

*Review: I Tried Mobile Sports Betting So You Don't Have To*

## ▶ **How-To Guides:**

*How New Players Use Sports Skills: Turn \$20 Into Up To \$200*

## ▶ **Noteworthy Numbers:**

*US Sports Fans Score 87% Average For Up To \$500 In Rewards*

## ▶ **Sports Stories:**

*Giants Won The Big Game, But Did You Win The Pool? Find Out*

## ▶ **Top Picks:**

*{Sunday}'s Trending Bets + Sports Teams For Fantasy Leagues*

## ▶ **Big Bets:**

*Biggest Payout In Our History Keeps Growing - Join For \$2*

## ▶ **Losing Winners:**

*Why Sports Betting Losses Are Actually Wins In The Long Run*

## ▶ **Specific Sports:**

*Betting On Football, Basketball, Tennis? Follow These Tips*

## ▶ **Locality:**

*Sports Fans In {Louisiana} Believe Their Team Has Best Odds*

# TABOOLA CREATIVE INSIGHTS: CASINO GAMING\*

**Inclusive of: Social Casino Games for PC & Mobile, Apps, Betting and Gambling.**

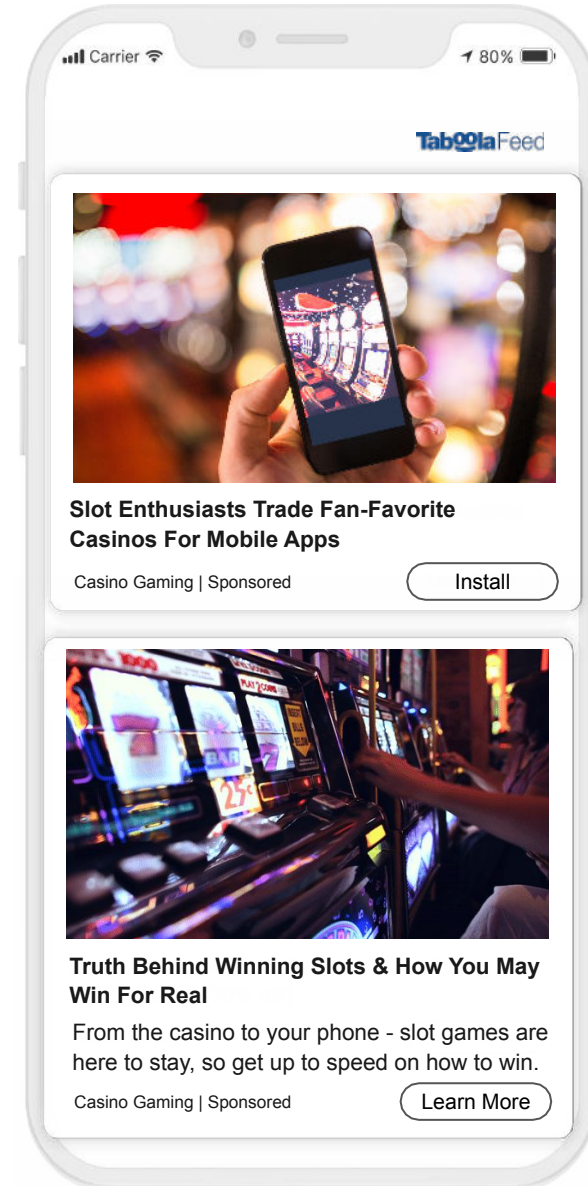
\*These recommendations may be inclusive of free games, virtual/social gaming experiences with paid upgrades, and real money gambling experiences. For policies related to Gambling, please visit the [Taboola Help Center](#).



# KEY TABOOLA INSIGHTS: IMAGE & MOTION

- ▶ **Hand-Holding:** Using hands to display the game being played, in addition to items to win, including tickets, checks, or currency.
- ▶ **Expressive Players:** Medium-crop zoomed images of a person either in a casino, or in the game itself. In some cases, multiple people. Subject is often shocked or nervous, if not excitedly celebrating a win.
- ▶ **Casino Icons:** Bold and colorful images of slot machines, poker chips, playing cards, casino tables, and bright lights.
- ▶ **Familiar Brands:** Many casino games and apps are inspired by real brands or movies, licensing their likeness to bring its image to their game. Include brand elements if familiar to consumers.
- ▶ **In-Game Elements:** Include graphics, icons, and references from the game in the image, whether it's a full-screen image of game graphics, or a blend of these visuals within a reality setting.
- ▶ **Device:** Make it clear what type of device the game should be played on by featuring it in use. Consider putting it in front of a background that represents the game.

**BONUS:** The possibilities are endless with **Motion Ads** when it comes to **casino gaming** - slots spinning, roulette wheel spinning, playing on device, etc. Include motion to catch attention & improve CVR.





# TABOOLA VISUAL EXAMPLES: IMAGE & MOTION



▶ Hand-Holding:



▶ Expressive  
Players:



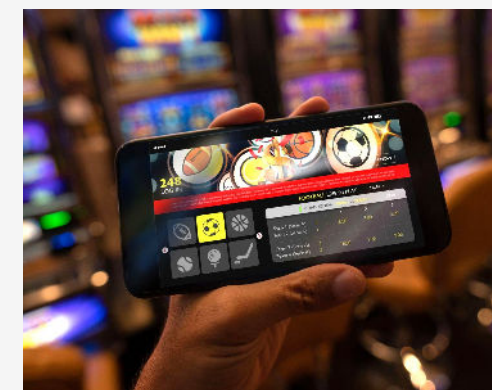
▶ Casino Icons:



▶ Familiar Brands:



▶ In-Game  
Elements:

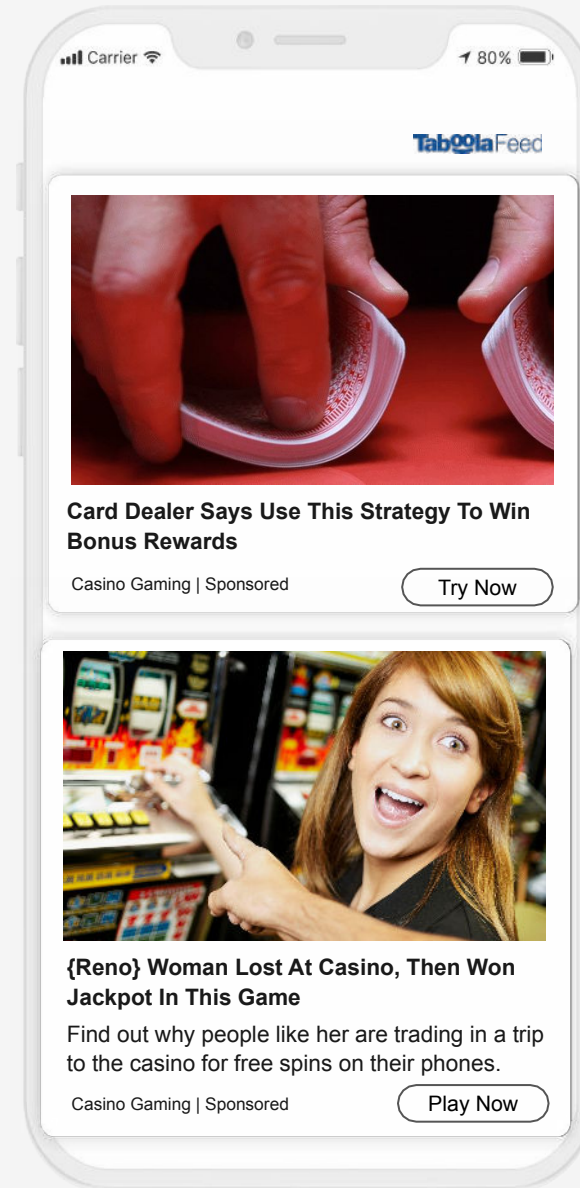


▶ Device:



# KEY TABoola TIPS: TITLES & DESCRIPTIONS

- ▶ **Fan Favorites:** Since many casino games or slot machines are real brands, include the name or familiar messaging to attract supportive fans.
- ▶ **Secrets Revealed:** Frame messaging to reveal secrets and tricks on what not to do, or what to do instead. Unveil truths players must know.
- ▶ **Player Stories:** Promote success stories and experiences from real winners, including local region, amount won, or quotes.
- ▶ **Money Game:** Communicate whether it's real money gambling or just a game. Share the \$ amount you'll give back upon signup, offer to claim free spins, etc.
- ▶ **Numbers Game:** Include numbers in the headline in the form of percentages of winners/losers, how much money players could win, how many rewards they can collect, etc.
- ▶ **Expert Opinions:** Feature quotes from casino representatives, analysts, card dealers, or gambling experts to build social proof and trust.
- ▶ **Guidance:** Provide valuable content that supports newcomers on how to play the game, strategies for success, or getting started as a beginner.
- ▶ **Casino Alternatives:** Attract in-person casino lovers by sharing how the game compares, or frame it as to why people are switching.
- ▶ **Descriptive Words:** Use engaging adjectives to describe the experience of the game from both visual and emotive perspectives.
- ▶ **Action Words:** Drive engagement by using action words that encourage users to play the game. Example words might include "play, win, enjoy, spin."



**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

## ▶ **Fan Favorites:**

*Love Wizard of Oz? Take Oz Wherever You Go With New Slot App*

## ▶ **Secrets Revealed:**

*Tips, Tricks, & Secrets To Winning Virtual Slot Strategies*

## ▶ **Player Stories:**

*Down On His Luck Man Won Jackpot From His Phone (See How)*

## ▶ **Money Game:**

*Do Casino Apps Pay Real Money Or Is It All Just For Fun?*

## ▶ **Numbers Game:**

*The Odds Are 50/50, But The Payout Can Be Up To \$50k*

## ▶ **Expert Opinions:**

*Slot Analyst Suggests Doing This To Stretch Bets Further*

## ▶ **Guidance:**

*Getting Started Guide For Casino Card Games + Slot Machines*

## ▶ **Casino Alternatives:**

*We Couldn't Make It To Vegas, But Still Got To The Casino*

## ▶ **Descriptive Words:**

*Why We Feel a Thrilling Rush When Slot Machines Spin Round*

## ▶ **Action Words:**

*If You Play To Win, You Might Enjoy Prizes Like This (Spin)*



## 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.



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# Check Out This Great Title

*Add Subtitle here*



BY MARTHA DÍAZ JANUARY 12TH, 2023

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*Sign up for our awesome service*

SIGN UP NOW

- **Page includes one hero image, GIF, or video.**  
Given the nature of the Gaming 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 600-1,000 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:

➔ **Promotion-driven landing pages, sign-up forms**

➔ **Direct to App Store**

➔ **Gamified experience to test game or start playing**



# 03

## Recap

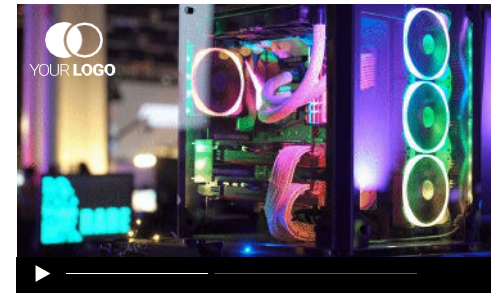




# KEY STEPS TO CREATE YOUR GAMING ADS

- 01 Video:** Put your brand front & center, use subtitles, tell a story, include visuals from within the game, wrap 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 brand name (if prominent), reviews, how-tos, numbers, storytelling, specific games or sports, escapism, audience callouts, ease, action words, and device type.
- 03 Images & Motion:** Test a variety of images including game players, characters, in-game visuals and POV, devices or consoles, ambassadors/athletes, expressive or celebratory people, familiar brand likeness, hands holding products, and devices.
- 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



Discover Innovative PC Gaming Technology With This Setup

Video Game | Sponsored

Watch Video

## Sponsored Content | Consideration



Sports Expert: Score a Goal With These Winning League Picks

Sports Gaming | Sponsored

Try Now

## Sponsored Content | Performance



What 3 Free Spins Can Win You In New Vegas-Style Casino App

Casino Gaming | Sponsored

Play Now

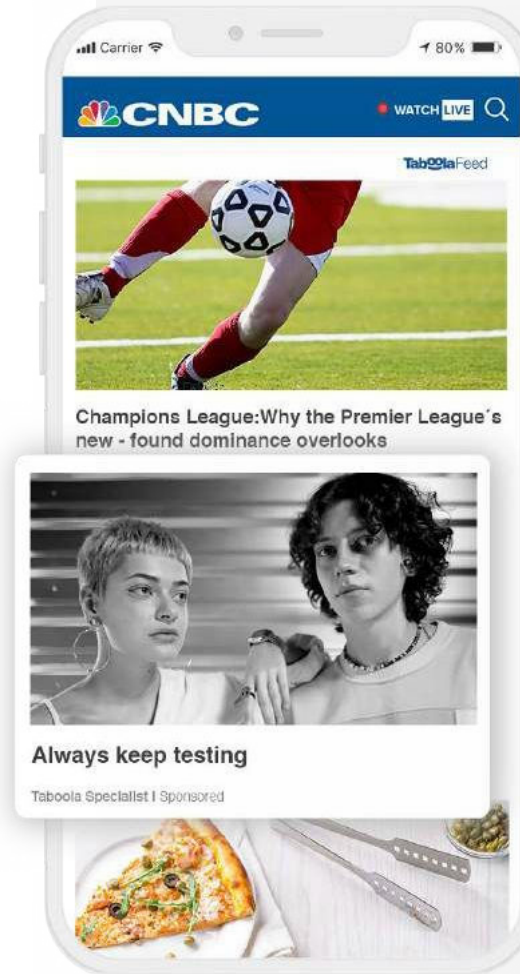




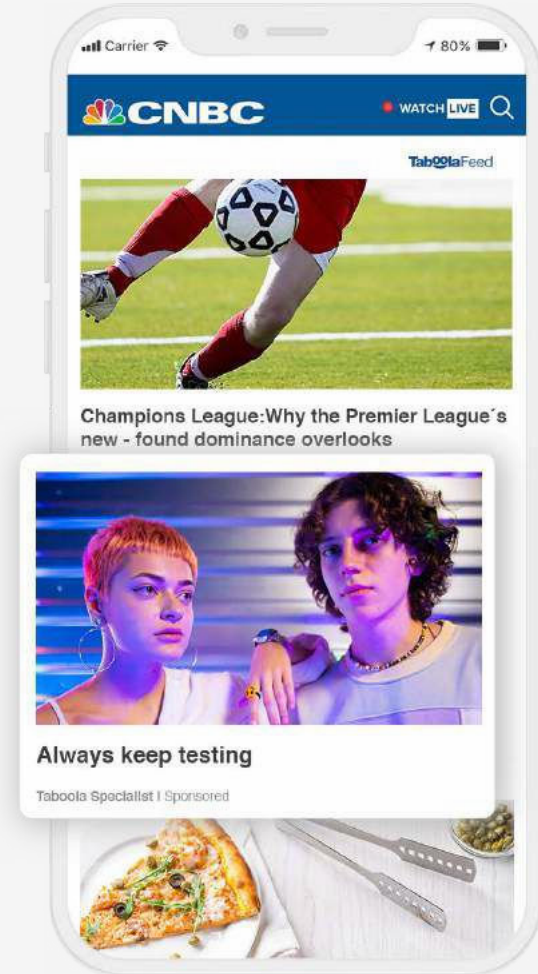
# A/B TESTING RECOMMENDATIONS

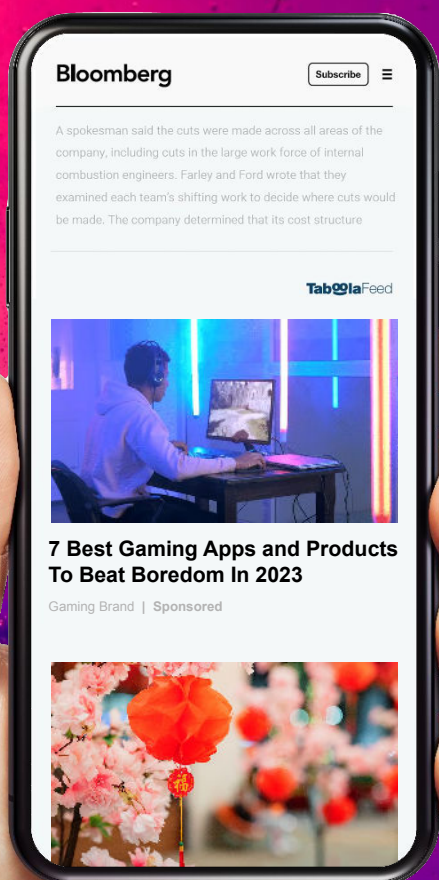
- Start with 4-6 ad items
- Optimize, pause and add new creatives every few weeks
- Don't pause items during the campaign learning phase
- Don't adjust campaign settings during the learning phase
- Test your creatives separately by device
- Run landing page design and content tests as well

A



B





## CREATIVE KEY TAKEAWAYS

- 01 **Research what is trending** using this guide, as well as reviewing Taboola Trends and **Gaming** 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.)

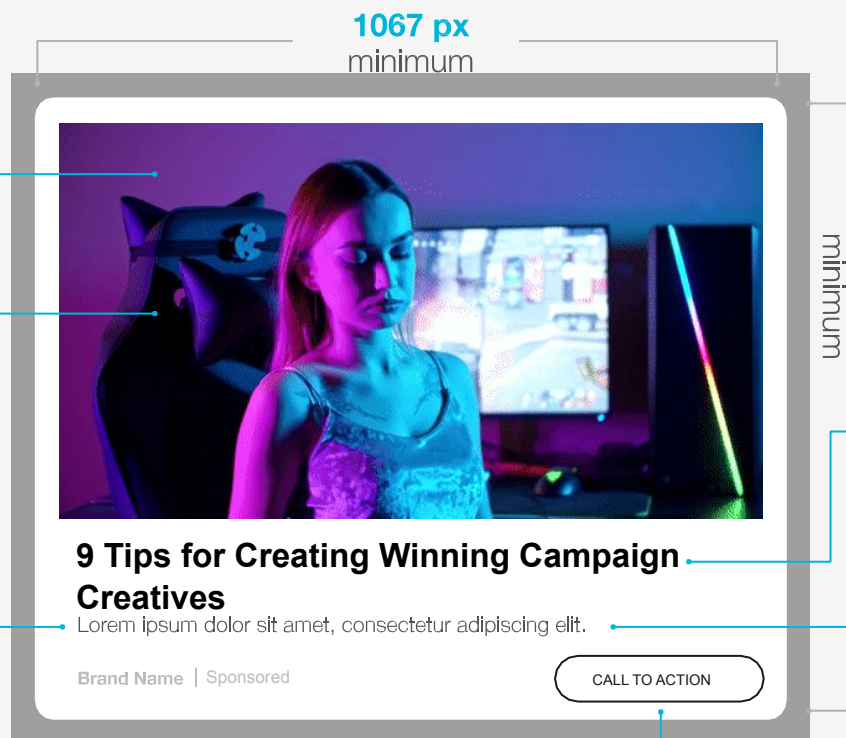
**Aspect Ratio:** 16:9.

**Pixel Resolution:** 1067x600.

**Max Length:** 15 Seconds.

## Branding Text:

30 characters maximum.



1067 px  
minimum

600 px  
minimum



## 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.

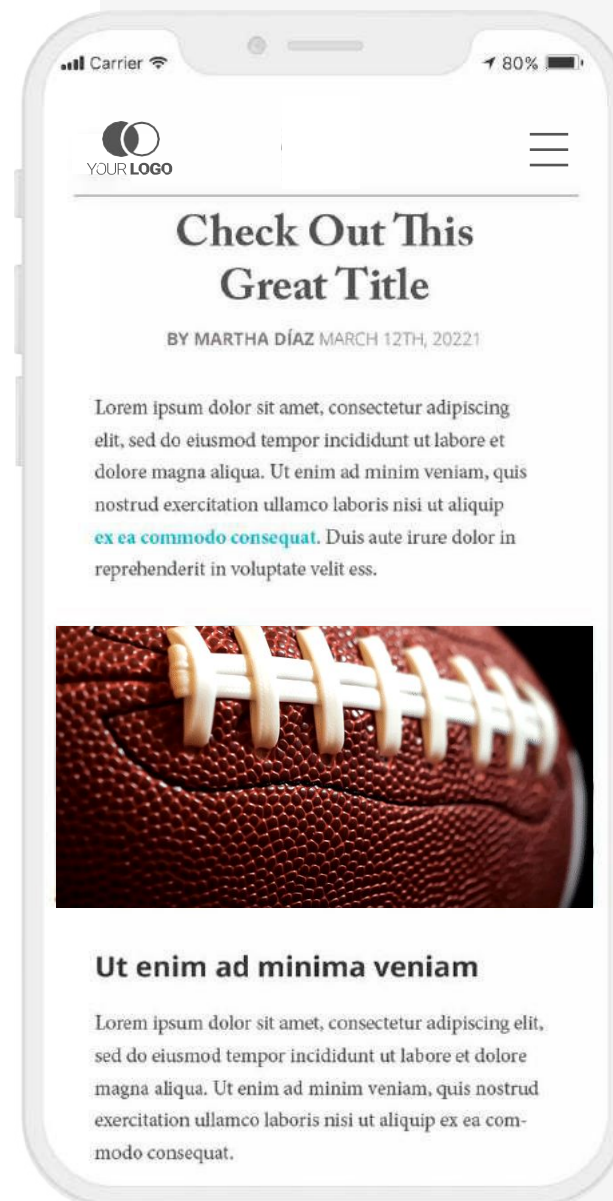
The reader needs to understand the problem first, not the product.

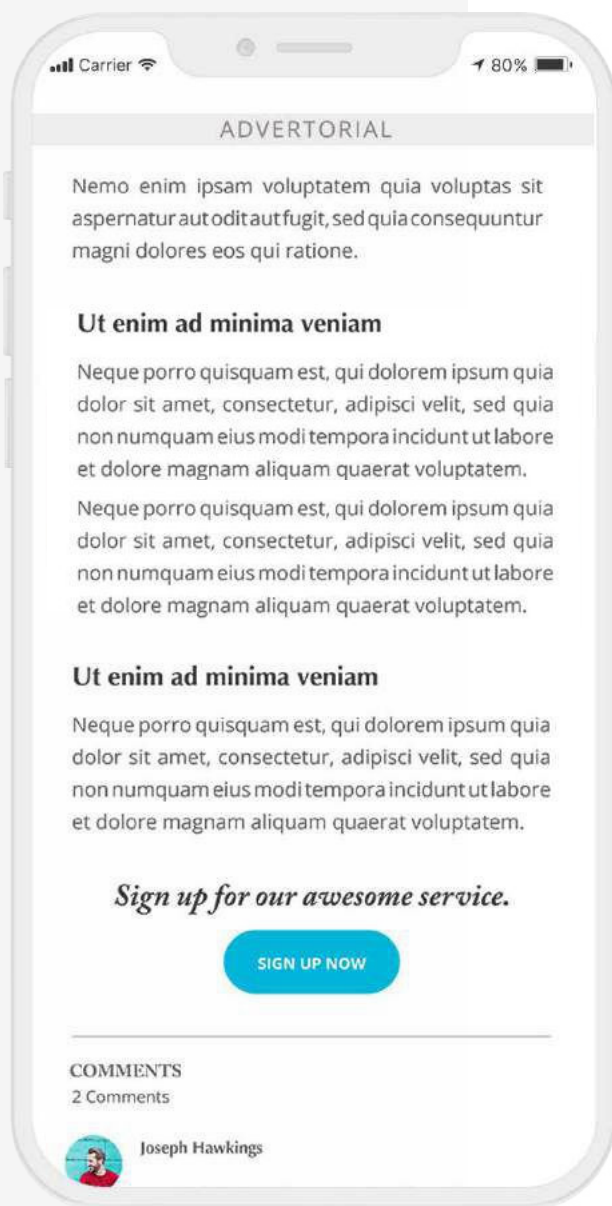
### 02 Why Should this Problem be Solved?

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**