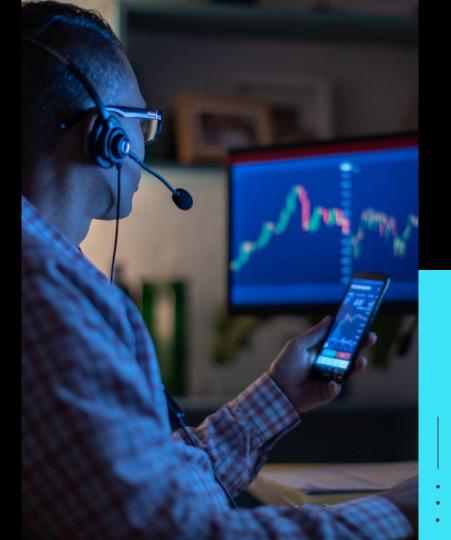


### realize:

### Creative Playbook Finance // 2025



### Who We Are

**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.



### Realize: Driving Outcomes Beyond Search and Social



Taboola's specialist performance advertising platform



Unique Data & AI that drive results at Scale



Creative formats and placements beyond native, designed to deliver performance



Offering marketers control and transparency



### Why Finance Fits Realize

## 140M

+5%

## 6 in 10

### Actions taken post click

Leads, sign ups, app downloads and purchases

### Increase in CVR when using ad descriptions

69% of ads within the vertical use ad secriptions and see a higher conversion rate

### Ads use CTA buttons and see +3% CVR

Top ones in use: Learn More, Read More and Sign Up



\*2024 data for the finance vertical

### What's Trending for Finance













### What's Trending for <mark>Visuals</mark>

#### Finance Experts Authors, professionals, and media personalities can bring credibility to complex content topics.



#### Split-screens

Divided visuals can help clarify a brand message or offer, e.g. a card paired with a rewards category.



#### **Handling Valuables**

First-person angles of hands holding financial objects drive interest and give form to ideas.



#### Administrative Locations

Banks, offices appear often on publisher sites; viewed as newsworthy.



**Everyday People** Unpolished photos of real people offer social proof and give users a human reference point.



ull Carrier 🗢



The Pros and Cons of Married Couples Filing Taxes Separately

Not sure if you should file jointly or separately? Here are the advantages and drawbacks of both.

Finance Brand | Sponsored

Learn More

1 80%



6 Smart Financial Moves for Those with Over \$1,000 in Their Checking Account

The path to financial independence starts with a strong emergency fund. Here's how to build one.

Finance Brand | Sponsored



# What's Trending for Copy

Money Mistakes In finance, cautionary stories help users feel informed and confident about their own habits.	5 Things Americans Overspend On (Hint: It's Not Coffee)	ĺ	nil Carrier 🗢	7 80%	
These Credit Cards Charge 0% Interest Until Nearly 2027	<b>Cost-Cutting</b> Practical methods of saving money are especially valuable in economic uncertainty.		Here's How New York Drivers Are Cutting Their Car Insurance Bills in Half It's probably easier than you think to reduce your car		
<b>Insider Knowledge</b> Tips and tricks to maximize personal income drive high engagement.	The Tax Filing Pro Tip Behind Your Biggest Refund		Insurance expenses. Here's I	how others are doing it. Read More	
9 Clever Side Hustles for Introverts Who Hate Dealing With People	Specific Identities Addressing niche audiences in headlines helps attract the most relevant clicks.		People Born Between 1941 and 1979 Are Entitled To These 12 Benefits In June Baby boomers and Generation Xers may be surprised to learn what they can expect this year.		
<b>Al Enhancements</b> Al continues to be a popular subject, but is most effective when it's tied to real-world results.	Artificial Intelligence Warns Traders About What's Coming Next		Finance Brand   Sponsored		

### What's Trending for Landing Page

#### Localization

Using regional titles and hero images is an easy way to tailor identical content for audiences.



#### **Informative Lists**

Numbered lists set clear reader expectations and make abstract financial concepts digestible.



#### **Gamified CTAs**

Interactive outros – e.g. "Choose your monthly bill" – make CTAs more engaging and personal.



eBook Downloads Offering high-quality

eBooks is a popular method for tracking leads and building trust.



#### Side-by-Side Comparison

Use designs to illustrate future growth or to contrast different products.





#### 7 Ways To Retire Comfortably in Texas With Less Than \$1 Million

How long will your portfolio last in retirement? For those with less than seven figures, download this guide for specific insights.

BY MARTHA DÍAZ MARCH 12TH, 2022

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### Best Practices: Display Ads

#### **KEEP IT SIMPLE**

Use clean designs with a single, clear message. Follow the design hierarchy of Image > Text > Logo.

#### **STAY ON BRAND**

Ensure all visual components – colors, fonts, imagery – align with your brand identity. Always use high-resolution images.

#### **ENCOURAGE INTERACTION**

Use subtle motion or rich media designs to invite users to engage with the ad with a click, hover, or swipe.

### **ALWAYS A/B TEST**

Continually test different ad elements – images, headlines, CTAs – to optimize performance and avoid creative fatigue.







### **Creative Shop** Support for You

- → Creative Best Practices
- → Landing Page Best Practices
- → Vertical Playbooks



### Tab@laTrends Discover what your audience is

- → See what's currently capturing attention online
- → Based on real time data collected and analyzed by Taboola
- → Image trends
- → Headline Trends & analyzer

interested in

- → Search Topic trends
- → Visit <u>trends.taboola.com</u>



## Thank You

