

Creative Playbook

Finance // 2025

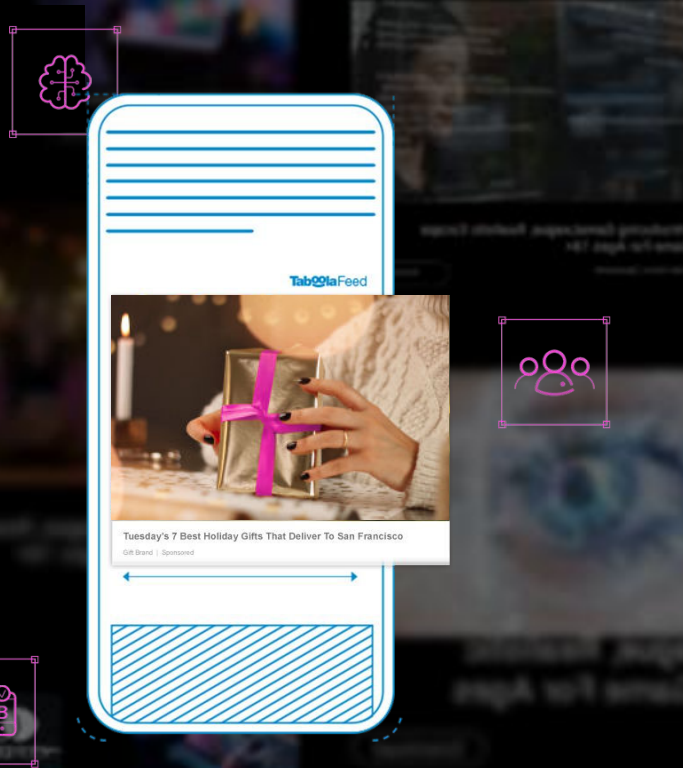


Who We Are

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



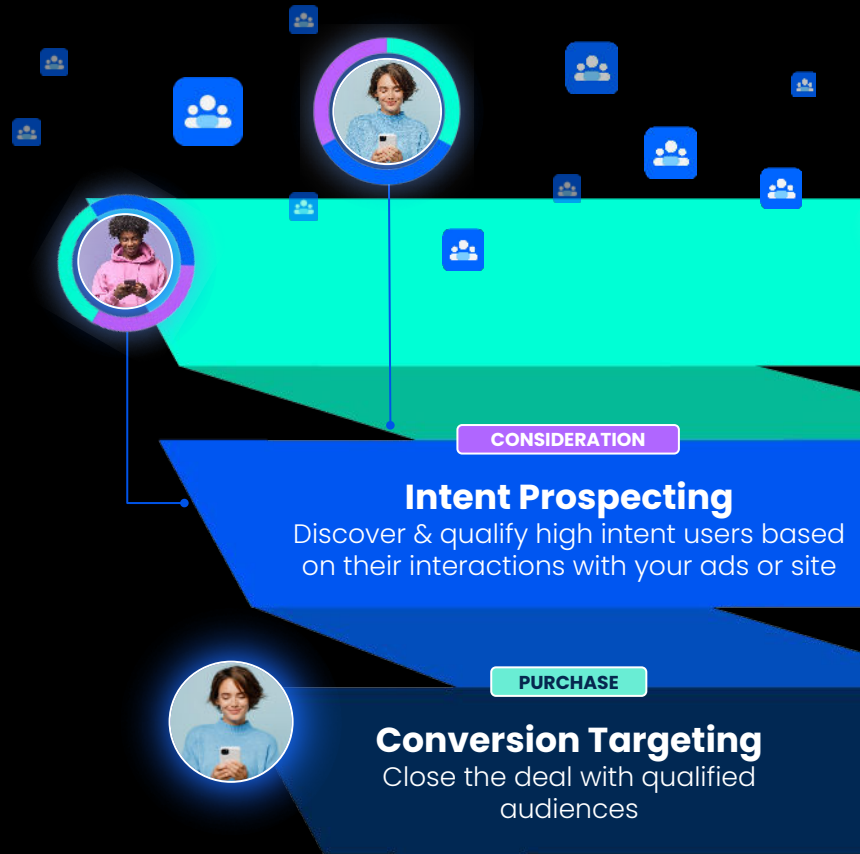
Unique Data & AI that drive results at Scale



Creative formats and placements beyond native, designed to deliver performance



Offering marketers control and transparency



Why **Finance** Fits Realize

140M

**Actions taken
post click**

Leads, sign ups, app
downloads and purchases

+5%

**Increase in CVR when
using ad descriptions**

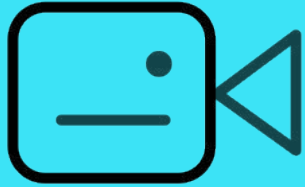
69% of ads within the vertical use ad
descriptions and see a higher
conversion rate

6 in 10

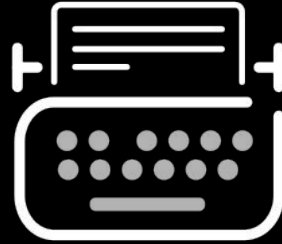
**Ads use CTA buttons
and see +3% CVR**

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

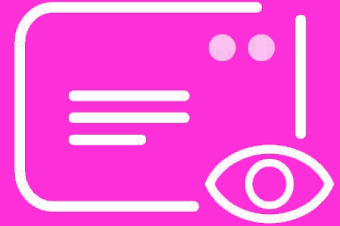
What's Trending for Finance



Visuals



Copy



**Landing
Page**

What's Trending for Visuals

Finance Experts

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



Administrative Locations

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



Split-screens

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



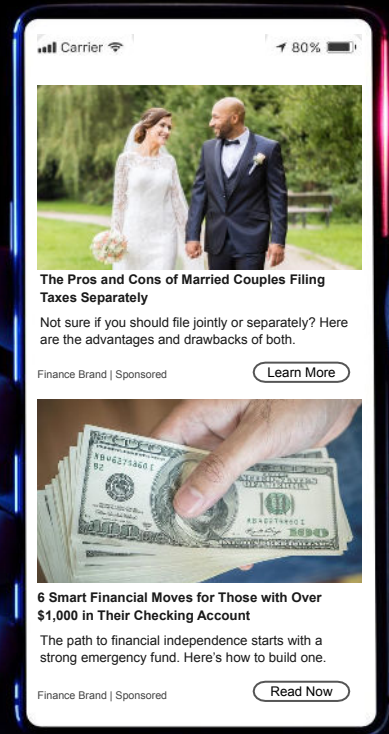
Everyday People

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



Handling Valuables

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



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)

Cost-Cutting

Practical methods of saving money are especially valuable in economic uncertainty.

These Credit Cards Charge 0% Interest Until Nearly 2027

Insider Knowledge

Tips and tricks to maximize personal income drive high engagement.

The Tax Filing Pro Tip Behind Your Biggest Refund

9 Clever Side Hustles for Introverts Who Hate Dealing With People

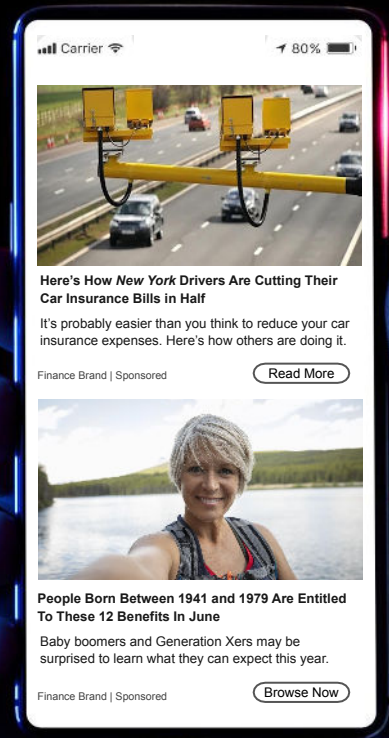
Specific Identities

Addressing niche audiences in headlines helps attract the most relevant clicks.

AI Enhancements

AI 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



What's Trending for Landing Page

Localization

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



eBook Downloads

Offering high-quality eBooks is a popular method for tracking leads and building trust.



Informative Lists

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

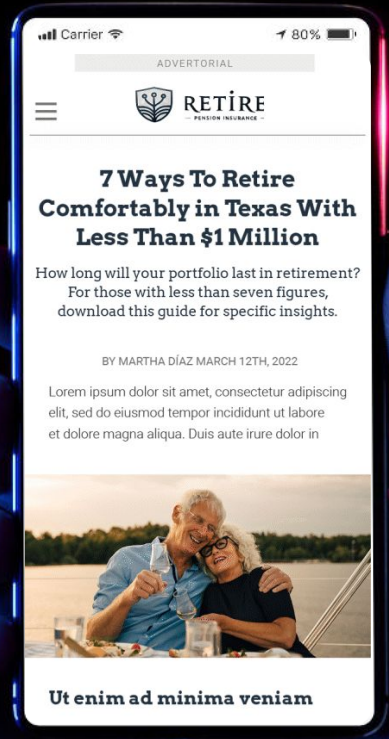


Side-by-Side Comparison

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

Gamified CTAs

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



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

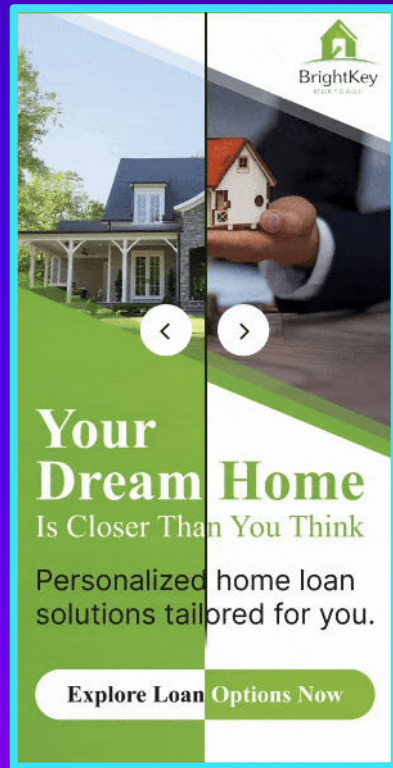
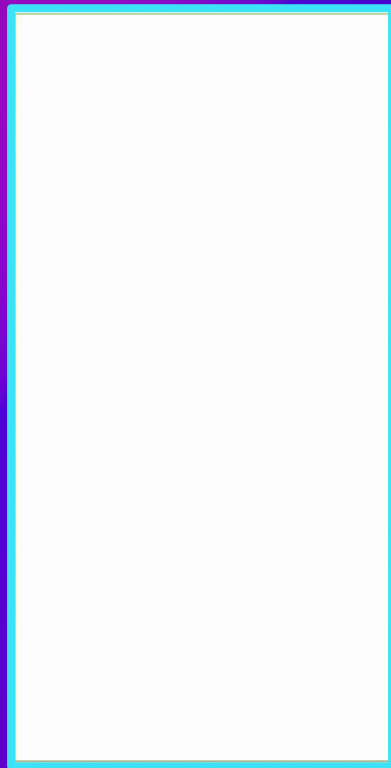
Ensure all visual components — colors, fonts, imagery — align with your brand identity. Always use high-resolution images.

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.





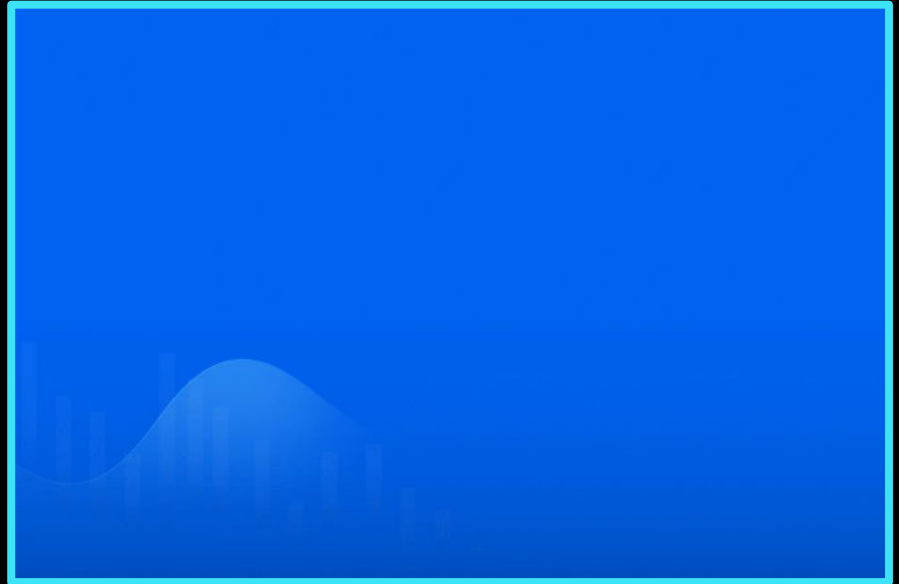
Creative Shop Support for You

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

Taboola Trends

Discover what your audience is interested in

- See what's currently capturing attention online
- Based on real time data collected and analyzed by Taboola
- Image trends
- Headline Trends & analyzer
- Search Topic trends
- Visit trends.taboola.com



Thank You