

realize:

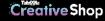
Creative Best Practices 2025



Realize: Driving Outcomes Beyond Search and Social

- Taboola's specialist performance advertising platform
- Unique Data & Al that drive results at Scale
- Creative formats and placements beyond native, designed to deliver performance
- Offering marketers control and transparency





Who We Are

Taboola Creative Shop is a global in-house agency and team of creative educators.





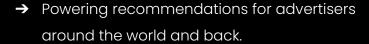












- → Distributing industry-specific insights, trends, and strategies to boost performance.
- → Enhancing and creating assets for top advertisers.
- → <u>taboola.com/creative-shop</u>





04	05	
Fourth Landing Page	Fifth Taboola Trends	
01	02	03
First Native Ads	Second Display & Rich Media Ads	Third Video Ads

Agenda

Section 1

Native Creative Best Practices



Top 5 Visual Best Practices

→ Include People:

People tend to attract more attention, use your target audience in the image, test different emotions. Focus on shoulders up.

→ Keep it real and clear:

Authentic and unpolished visuals with a clear focus point.

→ Include hands holding:

Feature hands holding products or pointing toward products, in contrast with inclusion of faces, which perform better as standalone visuals.

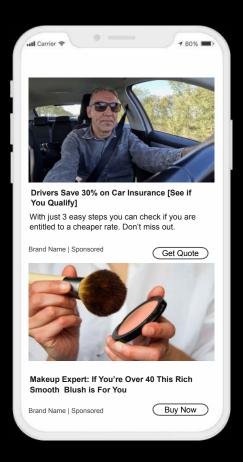
→ Add motion:

Keep motion subtle, too much movement can be intrusive and banner like, while subtle movement draw attention to your creative.

→ Utilize eye-catching colors:

These help attract user attention. If you have a recognizable brand color, incorporate it to cement association with your brand.

Pro tip: Utilize GenAl AdMaker and MotionAds studio within Taboola Ads, already built in with best practices.





Top 5 Copy Best Practices

→ Call out your audience and flatter them:

Call out your audience by their demographic, interests, or traits to help generate engagement from high-intent users

→ Include numbers:

Numbered lists and time reference can be a good way to entice a user to click

→ Write in 3rd person or use experts:

Start your title with who the expert is, followed by a quote or what they suggest.

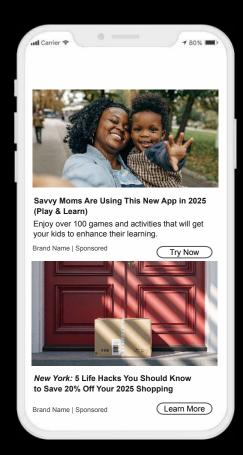
→ Include dynamic keyword insertion:

Incorporate DKI like location or device type to make the ad feel hyper-relevant to your target audience.

→ Fear of missing out and urgency when applicable:

Creating a sense of FOMO (fear of missing out) can help draw users to your page.

Pro tip: Add descriptions to elaborate on your product or service and engage users for a performance KPI.





Use Carousels to Tell a Story

→ Showcase progression:

Use carousels to unfold your story gradually, each slide building curiosity and anticipation for the next with different visuals and copy.

→ Highlight variety:

Incorporate diverse imagery or concepts in each slide to keep users intrigued and swiping to discover more.

→ Encourage interaction:

Design your carousel as an interactive experience that invites users to explore and engage deeper with your message.





How to Get a Mortgage? Simplified Steps



Know What You Can Afford and Find the Loan That Fits You



Skip the Hassle—Get Mortgage Approval Online



Apply On Stress-Fi



Creative Specs

Static Image File:

5MB maximum, jpeg preferred.
Pixel Resolution: 1200x674.
*Image will auto crop unless you choose to adjust cropping manually (recommended).

Motion Ads:

File Type: .mp4, .mov, .gif. Max File Size: 50 MB (maximum 5 MB for .gif files.) Aspect Ratio: 16:9. Pixel Resolution: 1200x674. Max Length: 15 Seconds.

Branding Text:

30 characters maximum.

1200 px



Latest Car Model Now Out (Secure a Test Drive Today)

Schedule a test drive at your local car dealership and trade in your used car.

Brand | Sponsored

Learn More

6/4 px

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.



Section 2

Display & Rich Media Creative Best Practices



Top 5 Display Best Practices

→ Maintain Visual Simplicity:

Avoid clutter. Use clean designs with minimal text and focus on one key message. Follow the layout principle of "image > text > logo" to guide the viewer's eye naturally and prioritize visual clarity.

→ Ensure Brand Consistency:

Align ad visuals (colors, fonts, and imagery) with your overall brand identity. Consistency helps build recognition and trust while making your ads more professional.

→ Leverage High-Quality Imagery:

Use sharp, high-resolution images that directly relate to your product or service. Relevant and visually appealing images capture attention effectively.

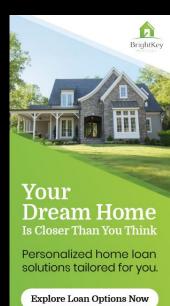
→ Focus on Value Proposition:

Clearly communicate what sets your product or service apart. Highlight unique benefits, discounts, or features that make users want to click.

→ Encourage Interaction with Subtle Motion:

Add animations or transitions to draw attention without making the ad feel intrusive. Motion should be purposeful and not excessive.

Pro tip: A/B Test Continuously - Always test variations of ad elements (images, headlines, CTAs) to see what resonates most with your audience.





Reserve Your EcoDrive Today

Top 5 Rich Media Best Practices

What is Rich Media?

High Impact ad units with interactive and attention-grabbing look and feel.

→ Embrace Creative Customization:

Use rich media to unlock creative freedom with dynamic formats, multimedia storytelling, and product demonstrations.

→ Capture User Attention:

Stand out from static banners by incorporating dynamic elements like animations, interactive actions, and visually striking designs.

→ Drive Deeper Engagement:

Encourage users to interact directly through gestures like swipes, hovers, or clicks. By offering interactive features, rich media fosters meaningful engagement and motivates users to take desired actions.

→ Boost Brand Recall Through Immersion:

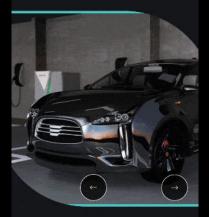
Create visually stunning, immersive experiences that showcase your brand's story.

→ Leverage Advanced Engagement Metrics:

Go beyond basic clicks by measuring time spent, interaction heatmaps, and gestures within the ad.

A Smarter Way to Drive Green





The Luxury Hybrid Redefining the Future.





Creative Specs

File Type: Images:

Supported file types: JPEG, JPG, PNG, GIF

Maximum file size: 2MB

HTML5:

Uploaded as a single ZIP file Maximum ZIP file size: 2MB

Videos:

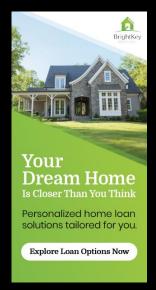
Supported file types: MP4 Maximum file size: 200MB

Minimum video length: 5 seconds Maximum video length: 60 seconds

ZIP file structure:

Root folder containing all necessary files Index.html file must be in the root of the ZIP file Supported file types within ZIP: HTML, JS, CSS, JPG, JPEG, GIF, PNG, SVG Maximum of 100 files per ZIP Must include a static backup image (JPG, PNG, or GIF) for browsers with JavaScript disabled

For maximum campaign reach upload your banners in these IAB standard dimensions: 300×250, 300x600, 320x50, 728x90, 970x250, 160x600, 250x250







Your Dream Home
Is Closer Than You Think



Your Dream Home

Is Closer Than You Think

Personalized home loan solutions tailored for you.





Section 3

Video Best Practices



Top 5 Video Best Practices

→ Incorporate Branding and Visual Identity:

Add your logo in the top left corner and use consistent branding throughout the video. This strengthens brand recognition and trust.

→ Keep Videos Short and Engaging:

Keep the video length under 15 seconds to maintain viewer attention and deliver the key message quickly.

→ Include a Clear Call-to-Action (CTA):

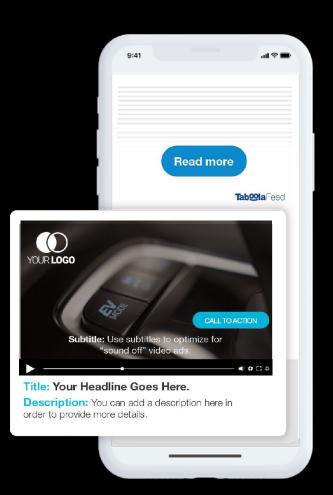
Place the CTA button in the bottom right corner (above 27 pixels) to encourage interaction. Make it appear 3-5 seconds after the video starts, and include an end card to reinforce the message and provide additional CTAs.

→ Optimize for Platforms and Formats:

Use the 16:9 aspect ratio for desktop and 1:1 for mobile to ensure your video looks great on any device and platform.

→ Design for Sound-Off Viewing:

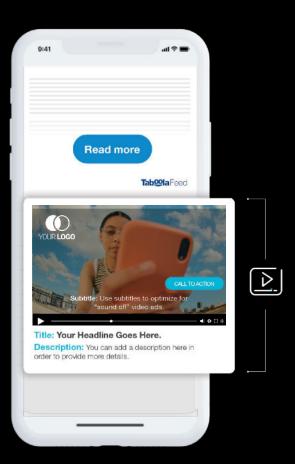
Since many users watch videos without sound, include subtitles to ensure your message is clear and accessible.





Creative Specs

- → **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,) 1:1.
- → Video Size Limit: 50 MB.
- → **Bitrate:** >=2500 kbps.
- → Video Length: 6-30 seconds (preferred), 90 seconds maximum.





Section 4

Landing Page Best Practices



Top 5 Design Elements

→ Keep it Short:

Short pages, of 400-600 words outperform the long informative pages. Taboola trends are showing even shorted pages, of 250 words.

→ Humanize it:

Who wrote the article? What is their profession? When was the article published.

→ Top it with a strong hero image:

Visuals of users, thought leaders or contextual.

→ Make it easy to read:

Bolded sub-headers, relatively big fonts, and short paragraphs will also ensure the reader stays on the page.

→ CTAs:

Integrate 3 types of CTAs

- CTA buttons (at the top right corner and at the bottom of the page)
- Hyperlinks- less aggressive within body
- Test Gamified CTA

Pro tip: Link carefully to avoid places where reader can click out: navigation bar, social sharing, testimonials, home page.

Creative Shop

This Service May Simplify Your Life

Add Subsisle here

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COMMENTS



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This Service May Sim-

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BY MARTHA DÍAZ MARCH 12TH 2022

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Sign up for our awarene service.

Landing Page Quick Start

- → Taboola simplifies landing page creation with pre-designed templates
- → Select a website builder & craft landing pages using templates that align with our best practices
- → Advertisers can simply add/paste their content & publish their optimized page
- Get started here!

Build landing pages easily with Taboola's website builder partners.











Tab@laTrends

Discover what is currently trending for creatives

- → 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 <u>trends.taboola.com</u>





Creative Shop

Thank You

