

Creative Best Practices 2025



Realize: Driving Outcomes Beyond Search and Social



Taboola's specialist performance advertising platform



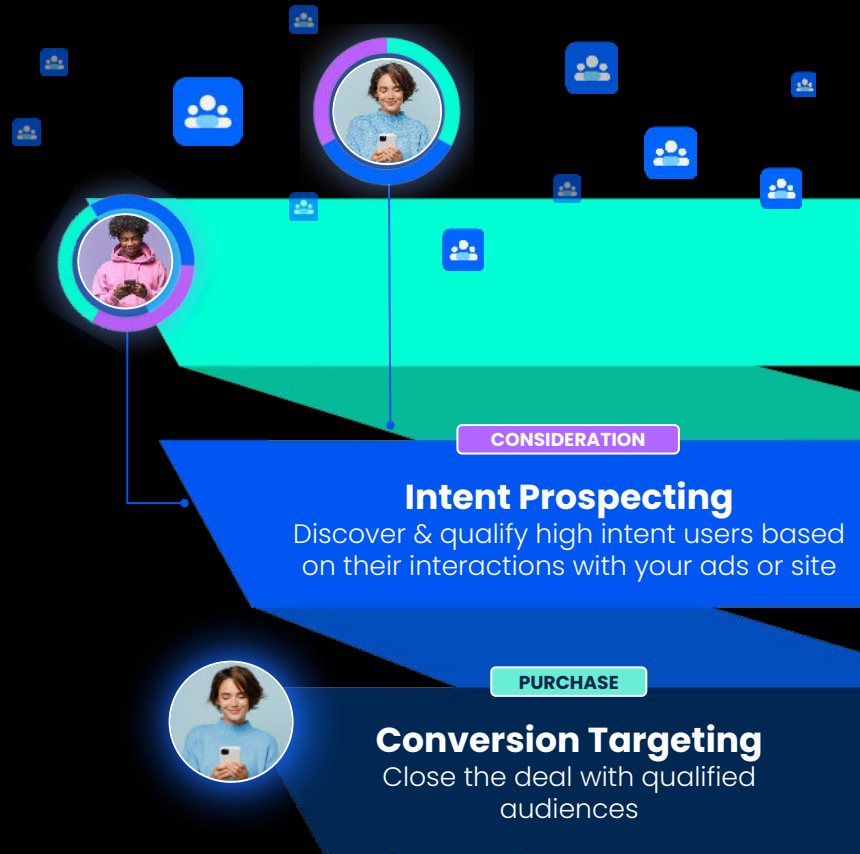
Unique Data & AI that drive results at Scale



Creative formats and placements beyond native, designed to deliver performance



Offering marketers control and transparency

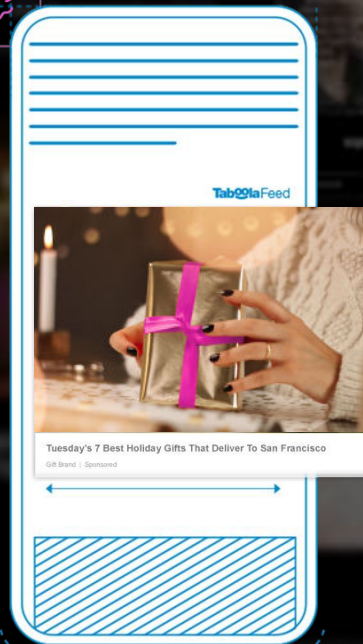
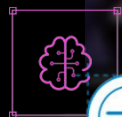


Who We Are

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.
- taboola.com/creative-shop



Agenda

First
Native Ads

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Display & Rich
Media Ads

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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.

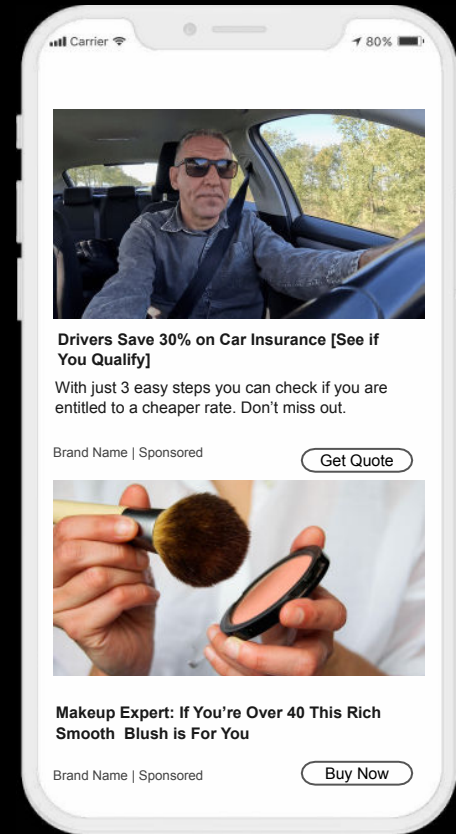
→ **Add motion:**

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 GenAI 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.

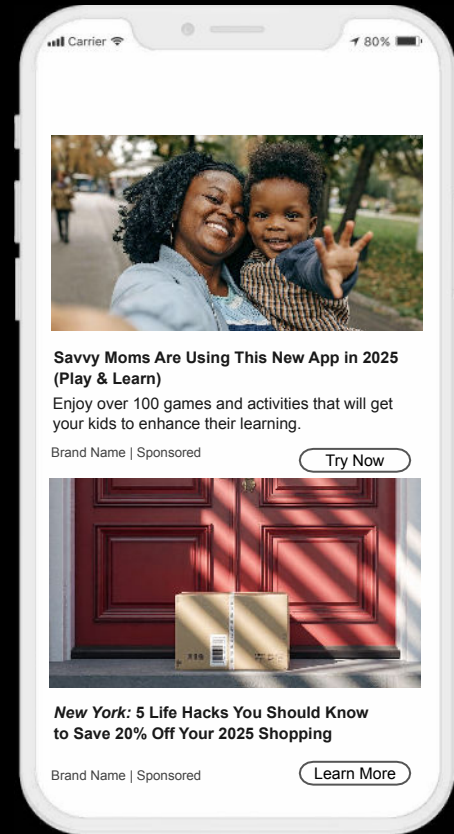
→ **Include dynamic keyword insertion:**

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:**

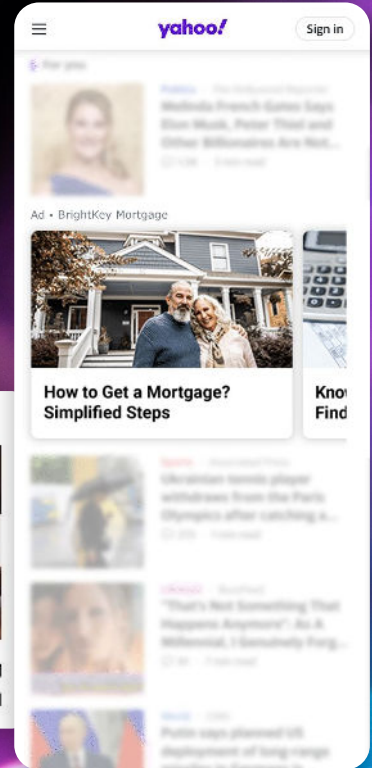
Creating a sense of FOMO (fear of missing out) can help draw users to your page.

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.



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



674 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](#)

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.

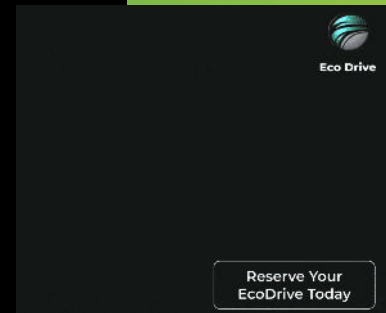
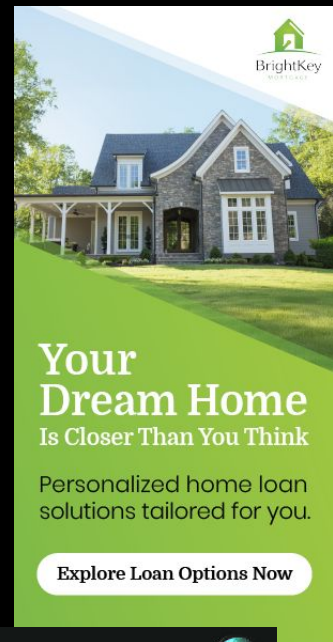
→ **Focus on Value Proposition:**

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.



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.

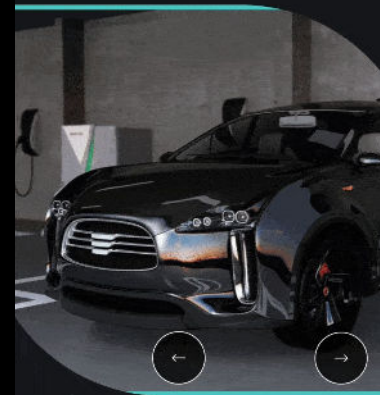
→ Boost Brand Recall Through Immersion:

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,

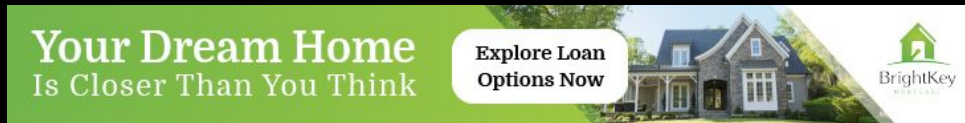
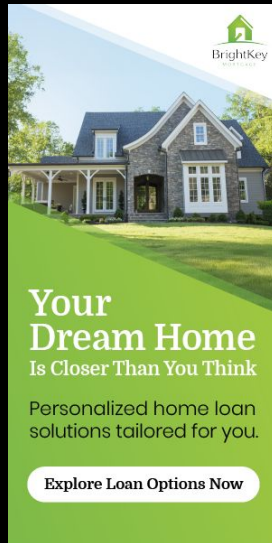
JPEG, GIF, PNG, SVG

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: 300x250, 300x600, 320x50, 728x90, 970x250, 160x600, 250x250



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):

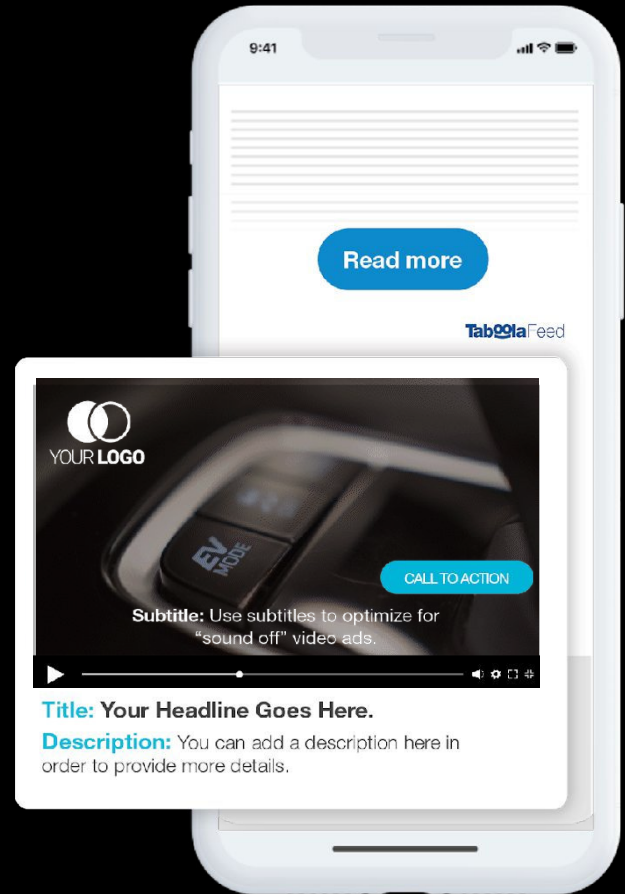
Place the CTA button in the bottom right corner (above 27 pixels) to encourage interaction. Make it appear 3-5 seconds after the video starts, and include an end card to reinforce the message and provide additional CTAs.

→ 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.

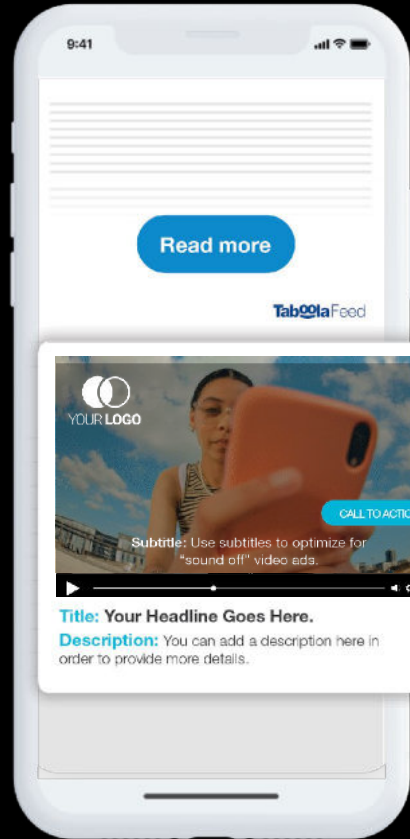
→ Design for Sound-Off Viewing:

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:

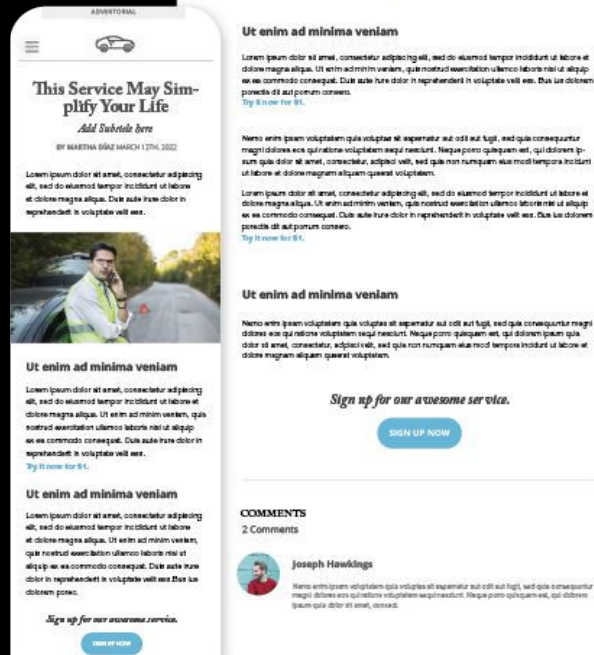
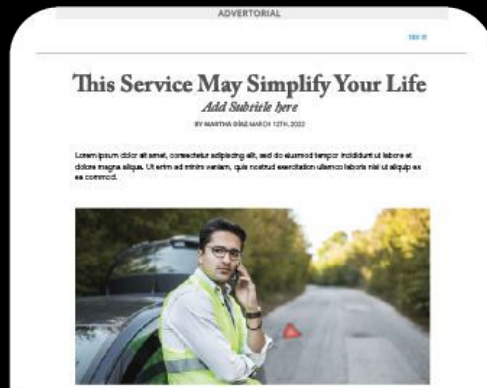
Bolded sub-headers, relatively big fonts, and short paragraphs will also ensure the reader stays on the page.

→ 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

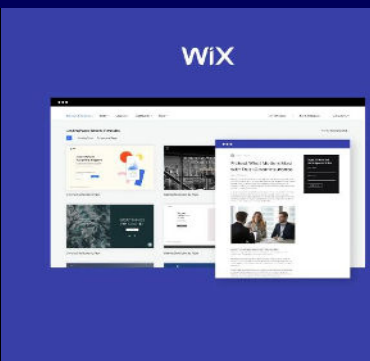
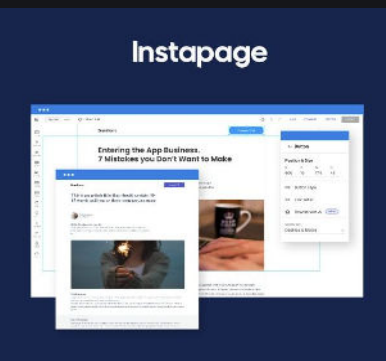
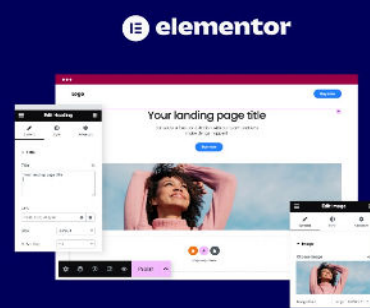
Pro tip: Link carefully to avoid places where reader can click out: navigation bar, social sharing, testimonials, home page.



Landing Page Quick Start

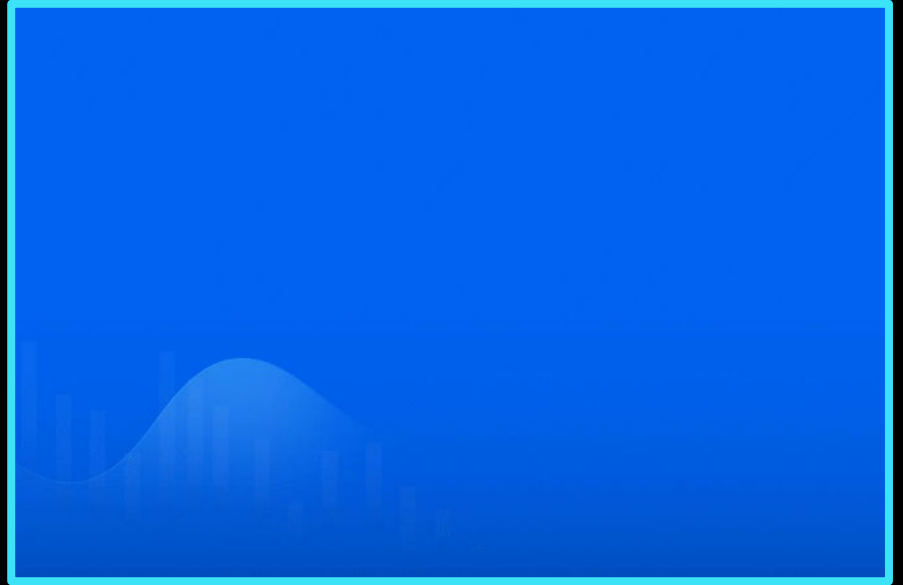
- Taboola simplifies landing page creation with pre-designed templates
- Select a website builder & craft landing pages using templates that align with our best practices
- Advertisers can simply add/paste their content & publish their optimized page
- Get started [here!](#)

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



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 trends.taboola.com





Thank You