# Creative.Shop

## **TITLE, IMAGE** & MOTION AD BEST PRACTICES

### TECHNICAL REQUIREMENTS



Choose from a variety of options within Taboola Ads.

### CAMPAIGN TIPS AND TRICKS

## Test multiple creatives

Test multiple title variations and images/ motions ads per URL to see what works best. We recommend beginning with testing 3 titles with 3 images/ motion ads.



Handbags that fits everything you need -Today only for \$114.90



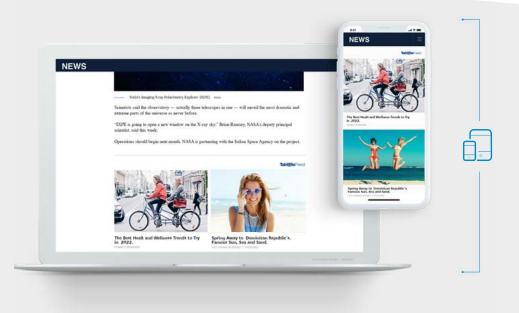
3 Spring 2022 handbag trends to know and shop now



### CAMPAIGN TIPS AND TRICKS

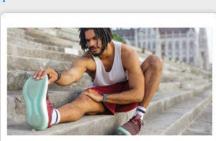
## Split by platform

When possible, split your campaigns by platform. User behavior on mobile is very different from user behavior on desktop. Splitting your campaigns will help maximize your results.



## Set user expectation

Try to set user expectation for their post-click experience. Use words like "watch" for video pages and "shop" or "buy" for product pages.



Shop Fashion Week's Trendiest Sneakers On Sale This Website!

#### IT'S FASHION WEEK! 20% OFF A NEW TREND EVERY DAY



Running Trainers \$90 managements

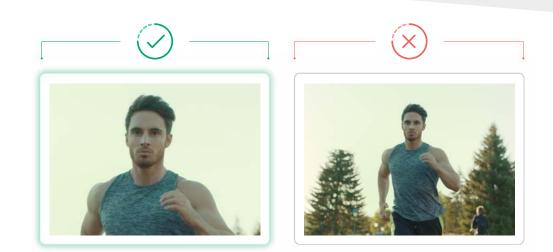
Color: White, Pink, Black Size:

#### Add to bag

### IMAGE BEST PRACTICES

#### Medium zoom

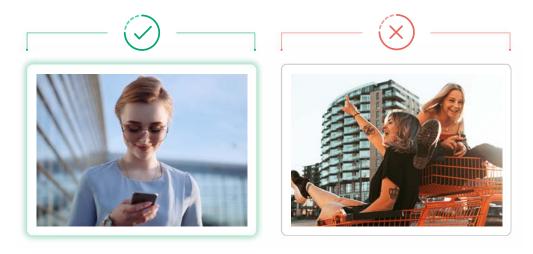
Medium zoom on images sees better performance, even when featuring people. Try zooming in on the subject from their shoulders up or closer.

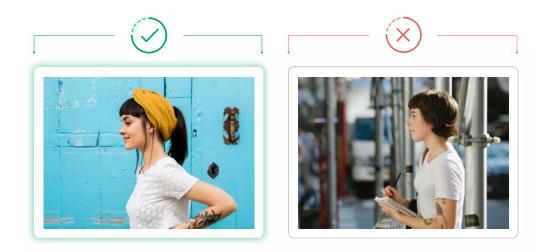


### IMAGE BEST PRACTICES

#### Clean images

Avoid image clutter. Clean images with a single center of focus will help you stand out from competing ads.





## Eye-catching colors

Utilize eye-catching colors to attract user attention.



#### Don't look like a banner

Avoid ClipArt, brand logos and layers of text on the image.



## TITLE BEST PRACTICES

## Call out your audience

Call out your audience by their demographic, interests, or traits to help generate clicks from highintent users and, in return, increase CVR. \_\_\_\_ 🧭 \_\_\_\_



Learn Why Smart Homeowners Are Using This Insurance Service





Learn Why People Are Using This Insurance Service





How Bad Customer Service Can Be Hurting Your Business



New Research Can Shed Light on How Bad Customer Service Can Hurt Your Business

### Front-load titles

Front-load titles with an eye-catching main point.

#### Numbered lists

Numbered lists can be a good way to entice a user to click.



5 New Features You Can Find on Your Smartphone



A Useful Guide to Your Smartphone's Newest Features



## TITLE BEST PRACTICES

## Fear of missing out

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





Don't Book Your Next Holiday Before You Check This Site



This Site Has The Best Holiday Booking Options



## Capitalized text

Don't forget that titles should be capitalized, just as you would an article headline.



Creative Designers are Using This Site to Buy Furniture



Creative designers are using this site to buy furniture

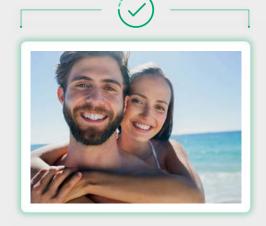


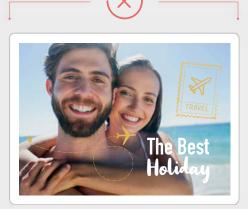


### **MOTION ADS**

#### Don't look like a banner

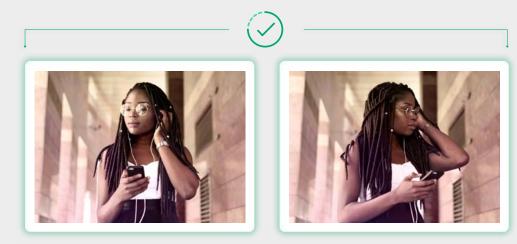
Avoid using text, logos, overlays or heavily processed creatives.





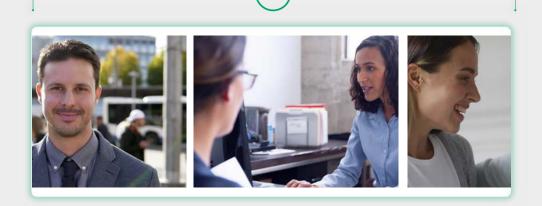


Too much movement can be intrusive and banner like, while subtle movement draw attention to your creative.





Animate your static assets by using carousels to show different products or angles of your product.

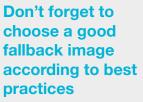




### **MOTION ADS**

#### Ken Burns Effect

Add an animated transition to your static creatives in order to create an illusion of motion.



Chose a clearcut shot from your video that represents the key message of your motion ad.





