

WHAT MAKES GOOD CONTENT?

How to Hook Native Advertising
Users on Your Brand For Good



RACHEL ZALTA

Global Research & Insights Lead

MA in Social Psychology

Focus on Persuasion Psychology

4 years at Taboola

Study online behavior based on data gathered from billions of recommendations worldwide

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#TaboolaTalks



MEGAN MORREALE

Sr. Content Marketing Manager

BA in Journalism & Media Studies

7 Years in Content Marketing

3 Years at Taboola

Has worked in adtech, martech,
HRtech and security doing
storytelling, data, and distribution.

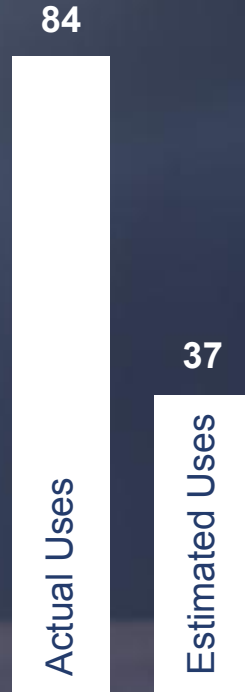
 @MeganRoseM

 [linkedin.com/in/meganmorreale](https://www.linkedin.com/in/meganmorreale)

#TaboolaTalks



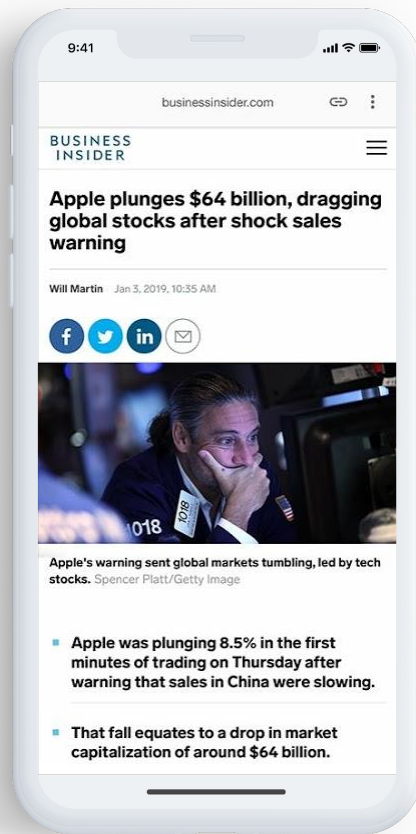
Are You Aware Of Your Online Behavior?



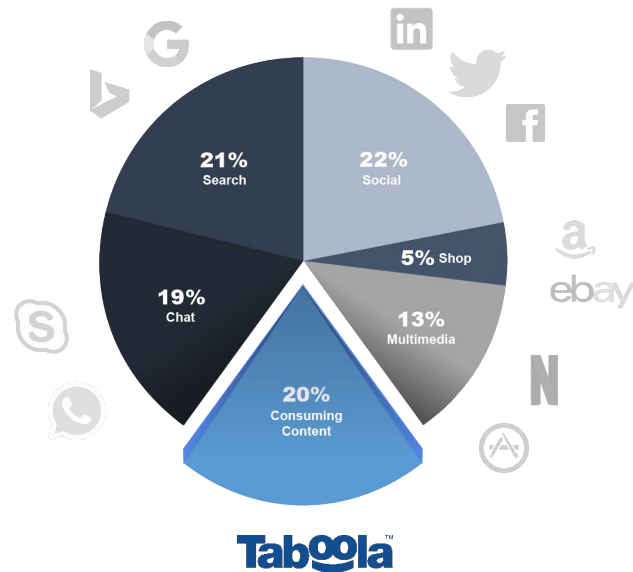
2,617

**REACH
AUDIENCES
IN NEW
PLACES**

Taboola



THE UNTAPPED
OPPORTUNITY



**Good content
starts with
understanding
YOUR AUDIENCE**



Keep Exploring



Run further and faster with the best running shoes

AMAZON | SPONSORED



20 Beautiful Places to Visit

TUI | SPONSORED



Get Your Wardrobe Ready For Summer at Macy's

MACY'S | SPONSORED



Relax. We've Got Your Summer CaktionSorted

EXPEDIA | SPONSORED



15 Foods You Should Never Eat After Age 30

MACY'S | SPONSORED

NATIVE ADS are paid advertising where the ad matches the **FORM, FEEL** and **FUNCTION** of the content of the media on which it appears.

BREAKING Here are the biggest analyst calls of the day: Spotify, Deere, United Technologies, Dunkin' & more X



MARKETS

BUSINESS

INVESTING

TECH

POLITICS

CNBC TV



2 HOURS AGO

WORLD MARKETS

China is now 'too big to ignore,' says FTSE analyst

AN HOUR AGO

TECH

Facebook says there's 'no evidence' Russia tried to influence the Brexit vote

2 HOURS AGO

POLITICS

Trump should leave the Fed alone and reset foreign policy if he hopes to be reelected

3 HOURS AGO

TECH

Bitcoin soars above \$11,000 for the first time in 15 months — now up 170% for the year

2 HOURS AGO

MARKETING MEDIA.MONEY
Pinterest's chief marketer on life after the IPO: It's

Left Pupil 3.19
Right Pupil 3.50

7.00 7.00
5.25 5.25
3.50 3.50
1.75 1.75
0.00 0.00



TECH

We went inside Samsung's global headquarters in South Korea. Here's what we...



PAID POST BY GLOBE TELECOM

Why are Countries Racing Towards 5G?

Somic delivers innovative, high **PERFORMANCE** packaging systems with Schneider EcoStruxure™ Machine

#WhatsYourBoldIdea

1.88 On Schneider [Click Here](#)

Left Pupil 3.19
Right Pupil 3.50

7.00 7.00
5.25 5.25
3.50 3.50
1.75 1.75
0.00 0.00

POLITICS ASIA ECONOMY WORLD ECONOMY

24/06/2019



Intent vs. Explorer



**So, how do you create
content for this
platform?**

Good native
Content is
GENUINE





**Genuine means
reputable, sincerely
and honestly felt or
experienced & true**



Good native
Content is
AUTHENTIC





**Authentic means
true to one's own
personality, spirit or
character (or brand)**



STUDENT LOAN CALCULATOR

Estimate your student loan payments.

Trying to figure out how to budget towards your loan payments? This calculator estimates how much you'll be paying each month so you can better prepare for your upcoming bills.

Calculate your student loan payment:

Tell us your debt information—and we'll estimate your monthly payment.

Loan amount ⓘ

Average interest rate ⓘ

%

Loan term

months

Calculate

Using the free calculator is for informational purposes only, does not constitute an offer to receive a loan, and will not solicit a loan offer. Any payments shown depend on the accuracy of the information provided.

Reputable
content is
clean, clear,
and easy to
understand.



Understanding the Student Loan Calculator

What assumptions does this calculator make?

Our student loan calculator assumes that your entire loan balance will be repaid within your repayment term. For a 10-year repayment term, this calculator should provide similar monthly payment and interest amounts to the 10-year standard federal student loan repayment plan or a 10-year term for private student loans.

How can I lower my monthly payments?

Student loan refinancing can potentially decrease your interest rates and your monthly payments. Consider an income-driven repayment plans for federal student loans.

How is interest calculated on student loans?

Interest rates are the rates charged to borrow money—and they're calculated as a percentage of your current principal. Fixed interest rates are interest rates that stay the same for the life of the loan. Variable interest rates are interest rates that may go up or down due to an increase or decrease to the loan's index. LIBOR can be used as a basis for variable interest rates on private student loans. Keep in mind that as of July 2016 federal student loans only offer a fixed interest rate. Private student loans typically offer fixed or variable rates.

How long will it take to pay off my student debt?

Paying back your student loans in full depends on many different factors, such as interest rate, your term, and how much you decide to put toward your debt each month. For more on this, check out our [Student Loan Payoff Calculator](#).

[See more FAQs](#)

Reputable content explains why conclusions were drawn.





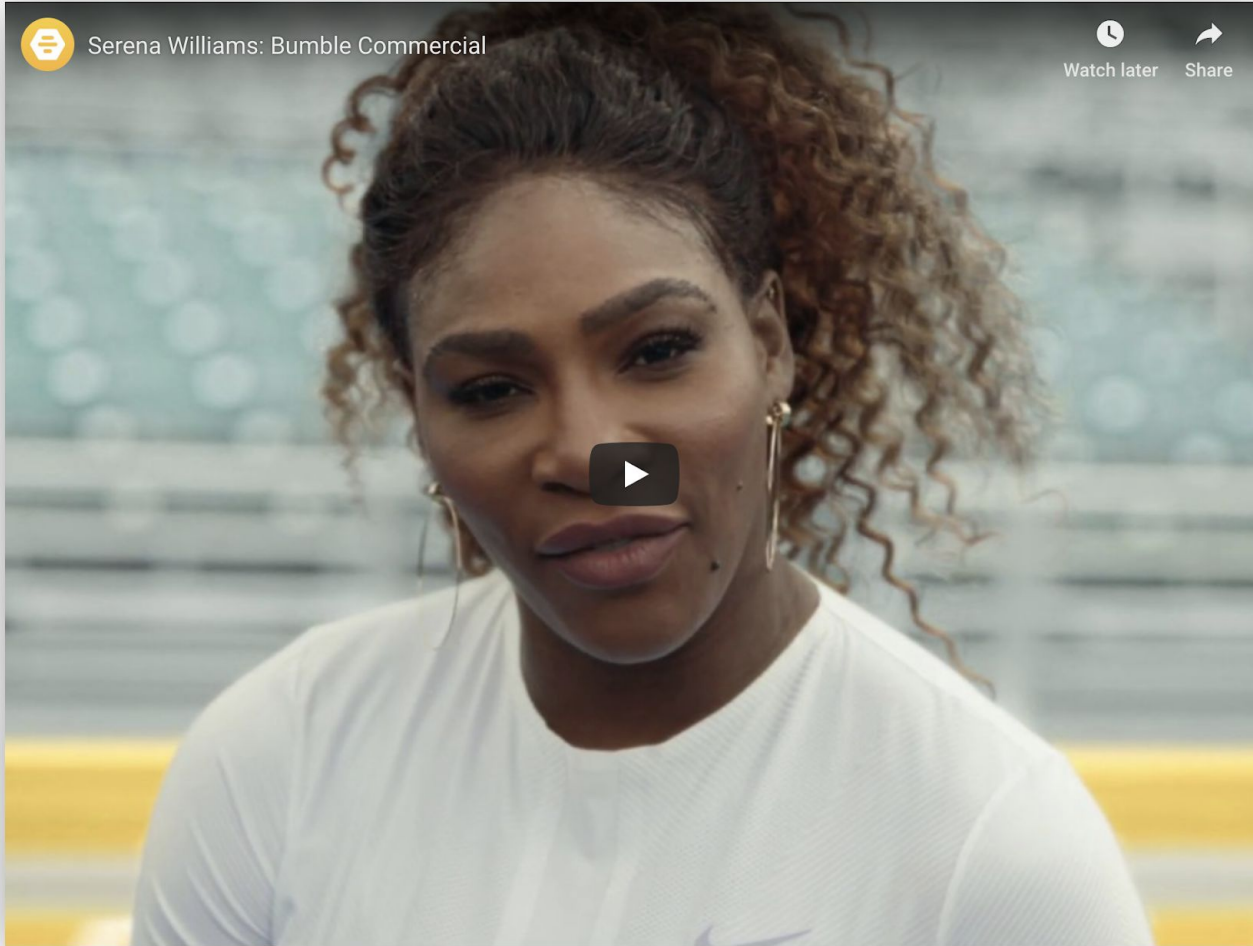
Serena Williams: Bumble Commercial



Watch later



Share



**Sincere and
honest
content
resonates.**



GAGGAN ANAND | CHEF AT GAGGAN RESTAURANT

"I did not choose Bangkok, it was destiny"

The culinary scene in Bangkok is changing. We interview two of its brightest stars, Gaggan Anand, chef at the best restaurant in Asia, and his pupil Garima Arora, who is now going it alone.

TEXT: ZOBY KHANNA | VIDEO: BAKERY GROUP

Each of their dishes include five flavours: sweet, hot, tangy, sour and, most importantly, surprise. In fact, surprise has become the main ingredient on the menu at Gaggan, the best restaurant in Asia, and number seven on the planet, according to The World's 50 Best Restaurants awards. The diners don't know what they are eating until the end of the meal. They can only guess, based on a mysterious menu comprising 25 envelopes. The chef says that when they see green on the actual items they receive, "Shit! I ate that!" But, they don't complain, "because they loved it," he laughs. This risky approach would be unthinkable in another high-end restaurant, but not in the one run by this chef. Born in Calcutta and trained at Le Cordon Rouge, run by Fernand Adrien, before Gaggan donned his apron, he was the drummer in

MOST POPULAR

GETAWAYS

1. The Lu-Ping Effect



BEHAVIOUR

2. A walk hand-in-hand with love



WELLNESS

3. Having worms up



NATURE

4. Walk on the water in Ireland

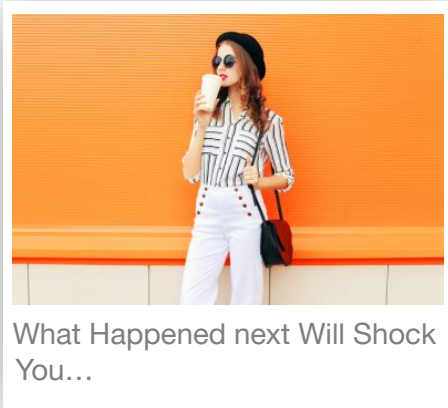


Experienced and true content is personal.

Good native
Content is
CLICKABLE



Set User Expectation

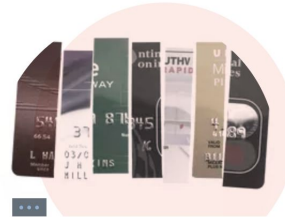


6 Things to Consider Before Opening a Credit Card



ARTICLE TABLE OF CONTENTS [Skip to section](#)

- [Why Are You Considering Getting a Credit Card?](#)
- [Look at the Interest Rate](#)
- [Look for a Card with No Annual Fee](#)
- [Consider the Rewards Offered](#)
- [Look at the Penalties](#)
- [Limit the Number of Cards You Have](#)



BY [MIRIAM CALDWELL](#) [i](#) • Updated June 25, 2019

You're likely constantly inundated with credit card offers. You may even receive several in the mail every single day.

While it can be tempting to sign up for every card that you are offered, you should [consider several things](#) before applying for a credit

card.

Do your research on the credit card company, as well as a specific card's account features, benefits, and any fees. You also need to be sure that you are [financially ready to take on the responsibility of a credit card](#).



Use Natural Looking Images



How This Sydney Law Practice
Grew Their Business Using
Authentic Marketing

Basicbananas.com | Workshop



How This Sydney Law Practice
Grew Their Business Using
Authentic Marketing

Basicbananas.com | Workshop

Don't add text to your image



This New SUV Is Using
Technology to Save Lives

Carstogo



This New SUV Is Using
Technology to Save Lives

Carstogo

Call out your target audience



Born between 1980 and 1994?
This Health Insurance Policy
Can Save You a Lot of Cash

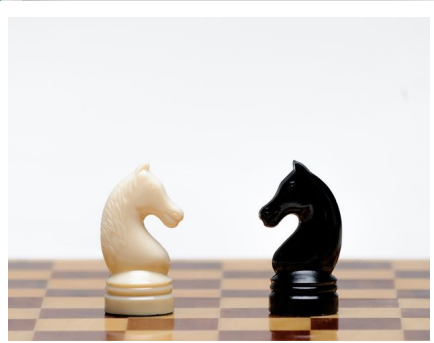
AllHealth



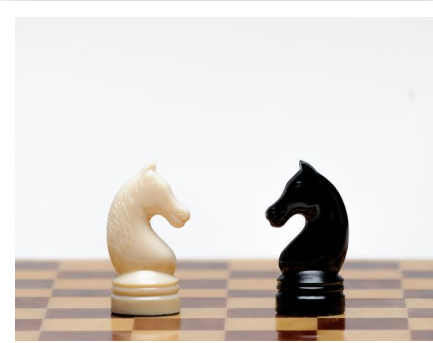
This Health Insurance Policy
Can Save You a Lot of Cash

AllHealth

The Bandwagon Effect



4 Million People Downloaded
This Game in the Last 24 Hours



This Is the Best Game in the
World



Be Authentic

Viewability & Completion Rate by Video Quality

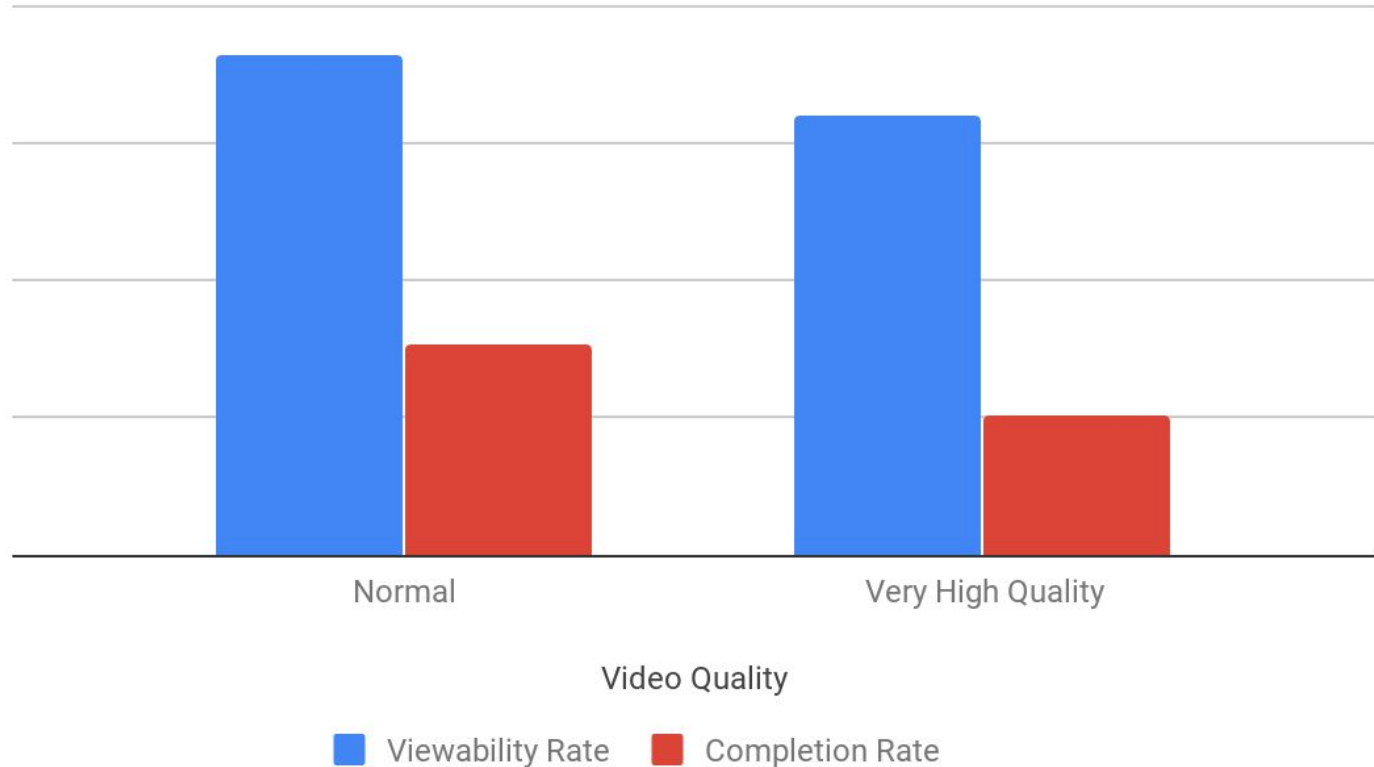


Image Trends

Updated on December 30th

Filter by All Categories All Platforms English United States

Subject

In general we recommend images with people for higher CTR, but check this analysis to see what kind of images are trending now.

No Person



Person



Location

Images taken indoors or images taken outdoors? This analysis tells you what type of image got the highest CTR

Indoor



Outdoor



Explore Image Trends

Video Trends

Updated on December 30th

Filter by All Countries All Platforms All Durations Viewability



Driving

+56% Viewability Rate



Swimming

+54% Viewability Rate



Stretching

+24% Viewability Rate

Trends.Taboola.com

Filter by

All Categories ▾

All Platforms ▾

English ▾

All Countries ▾

Subject

In general we recommend images with people for higher CTR, but check this analysis to see what kind of images are trending now.

No Person



Person



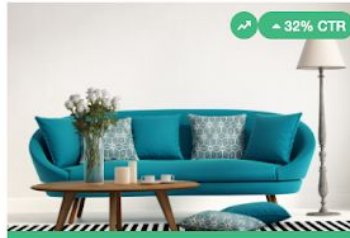
Image Type

Photographs usually win for CTR, though, this analysis will tell you if this is true for your filter selection as well.

Illustration



Photo



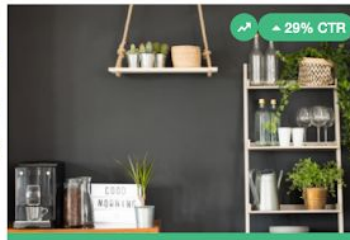
Text

Although images without text usually work better for CTR, this analysis will tell you if this is also true for your filter selection.

With Text



No Text



People, photography and photos without text are working now.

Predict Your Title Success!

• Title A

Enter your title here

E.g: Top 10 Exotic Beach Destinations to Visit

Vs.

• Title B

Enter your title here

E.g: Best Beach Destinations for Your Next Vacation

Check the Forecast Winner

Popular Headline Templates

- What _____ Says About _____
- # _____ When You Don't/Can't _____
- How To _____
- The Ultimate Guide to _____
- The Secret to _____



Title Analyzer | Find the Best Performing Titles to Optimize Your Campaign ⓘ

Updated on June 25th | ↻

High
predicted
CTR ▲

● The Secret to Car Shopping



● 10 Tricks Proven to Help You Shop Smarter for Cars



● The Ultimate Guide to Car Shopping



● What Your Car Shopping Technique Says About You



● 10 Alternatives to The Dealership When You Can't Afford It



● How to Choose Your Next Car

Low
predicted
CTR ▼

Trends Depend on the Exact Title

Applying Trends by VERTICAL





Awareness

Consideration

Decision

Travel

Subject

In general we recommend images with people for higher CTR, but check this analysis to see what kind of images are trending now.

Person



No Person

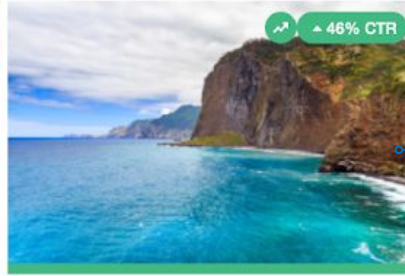


Image Color

Black and white images have been attracting more attention and getting higher CTRs. See here if they're working for your filter selection too.

B/W



Color



Location

Images taken indoors or images taken outdoors? This analysis tells you what type of image got the highest CTR

Indoor



Outdoor



Images without people, that are colorful and outdoors are doing well.

Filter by Travel All Platforms English All Countries

Strong Engagement Keywords [?]

Keywords	CTR Impact	Impact Over Time
1. Dangerous	+107%	
2. You	+90%	
3. York	+87%	
4. Won't	+82%	
5. Exist	+76%	
6. Unbelievable	+75%	
7. Price	+70%	
8. Actually	+70%	
9. {Citycapitalized}	+69%	

Strong Competition Keywords [?]

Keywords	CTR Impact	Impact Over Time
1. London	-60%	
2. Off	-53%	
3. Green	-53%	
4. Book	-52%	
5. Card	-50%	
6. Bao'en	-49%	
7. Seven	-49%	
8. Medieval	-49%	
9. Nanjing	-49%	

Travel keywords like Dangerous & Unbelievable are doing well.



Awareness



Unbelievable Stories From Flight Deal Chasers

International Airline

Consideration



10 Relaxing Destinations With Dangerous Excursions

International Airline

Decision



Book National Flights From Prices Starting at \$229

International Airline

Finance

Animals

Images of animals are usually getting higher CTRs, but is this true with your filter selection?

Animals



No Animals



Image Color

Black and white images have been attracting more attention and getting higher CTRs. See here if they're working for your filter selection too.

B/W



Color



Image Type

Photographs usually win for CTR, though, this analysis will tell you if this is true for your filter selection as well.

Illustration



Photo



Colorful photography without animals is working now.

Filter by

Finance

All Platforms

English

All Countries

Strong Engagement Keywords [?]

Keywords	CTR Impact	Impact Over Time
1. Medicare	+149%	
2. Pay	+74%	
3. Seniors	+73%	
4. Big	+70%	
5. Avoid	+66%	
6. Costs	+54%	
7. Than	+52%	
8. They	+50%	
9. New	+48%	

Strong Competition Keywords [?]

Keywords	CTR Impact	Impact Over Time
1. Savings	-50%	
2. Card	-50%	
3. Save	-46%	
4. Have	-42%	
5. Make	-42%	
6. Rates	-40%	
7. Cash	-39%	
8. Who	-38%	
9. Cards	-36%	

Keywords like Medicare, pay and seniors are working now.



Awareness



Seniors, Get Your Finances Ready for Retirement

US Bank

Consideration



Experienced Homeowners Do This Before Paying Taxes

US Bank

Decision



Refinance Your Mortgage With Rates As Low As 3%

US Bank

Education

Food

Should you be using images with food or images without food? This analysis tells you what type of image got the highest CTR with your filter selection.

Food



No Food



Text

Although images without text usually work better for CTR, this analysis will tell you if this is also true for your filter selection.

With Text



No Text



Animals

Images of animals are usually getting higher CTRs, but is this true with your filter selection?

Animals

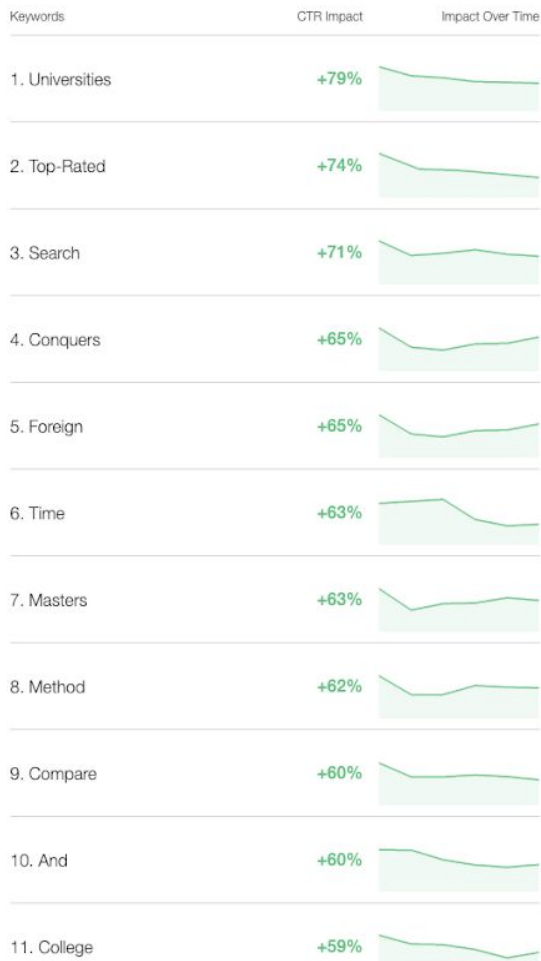


No Animals



Images without food, text and animals are doing well.

Strong Engagement Keywords ①



Strong Competition Keywords ②



Keywords like universities, top-rated and search are doing well.

Awareness



Here's How to Level Up at Work Without Leaving Home

Online University

Consideration



You Can't Argue With These Top-Rated Course Results

Online University

Decision



Start a Career in Marketing at Our University

Online University

Fashion

Image Type

Photographs usually win for CTR, though, this analysis will tell you if this is true for your filter selection as well.

Photo



Illustration



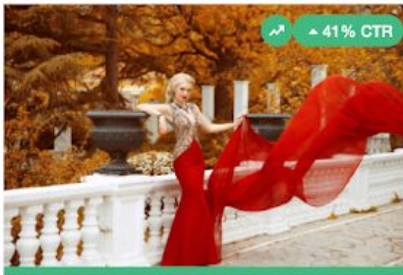
Location

Images taken indoors or images taken outdoors? This analysis tells you what type of image got the highest CTR

Indoor



Outdoor



Gender

Are images of women always getting higher CTRs? This analysis will tell you.

Man

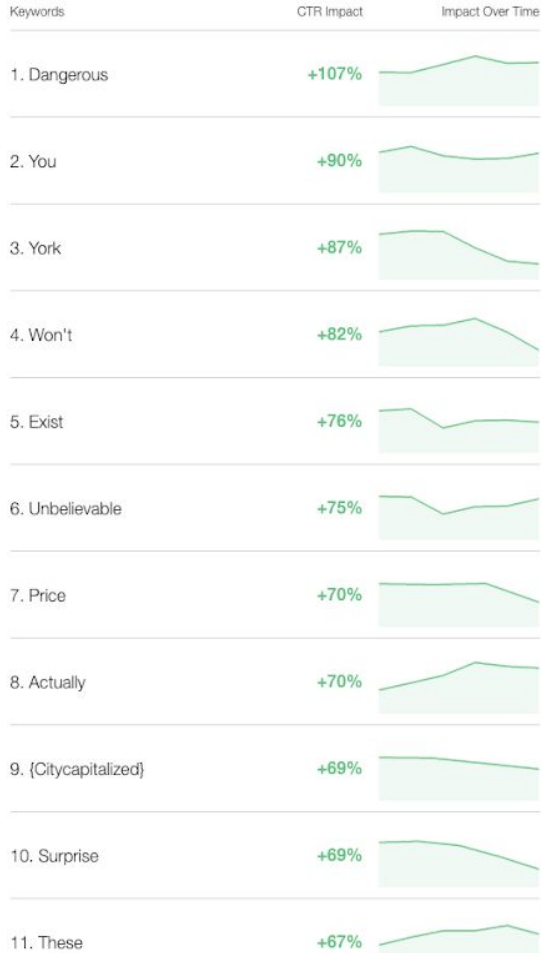


Woman

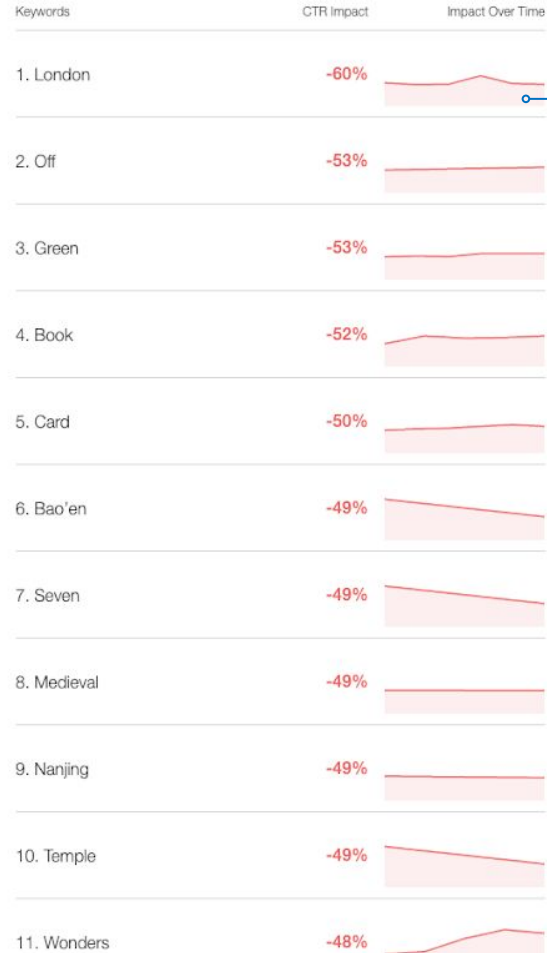


Illustrations,
outdoor
photos and
women are
working well.

Strong Engagement Keywords ①



Strong Competition Keywords ②



Keywords like price, won't, and unbelievable are working well.

Awareness



**The Secret to Happiness
When You Open Your Closet**

E-Commerce Brand

Consideration



**Unbelievable Fashion Trends
(and Where to Buy Them)**

E-commerce Brand

Decision



**Runway-Inspired Styles From
Prices Starting at \$49**

E-commerce Brand

Beauty

Animals

Images of animals are usually getting higher CTRs, but is this true with your filter selection?

Animals



No Animals



Location

Images taken indoors or images taken outdoors? This analysis tells you what type of image got the highest CTR

Indoor



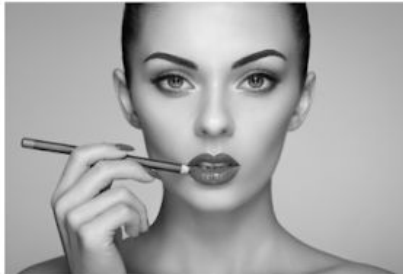
Outdoor



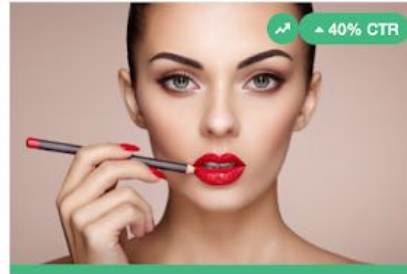
Image Color

Black and white images have been attracting more attention and getting higher CTRs. See here if they're working for your filter selection too.

B/W

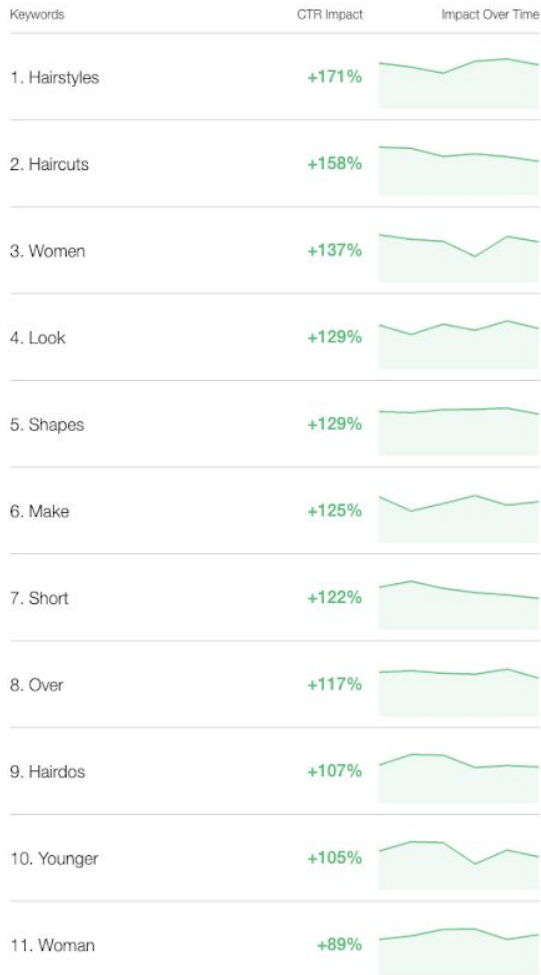


Color



Colorful images without animals and outdoors are doing well.

Strong Engagement Keywords ①



Strong Competition Keywords ②



**Keywords
like
hairstyles,
women and
look are
doing well.**



Awareness



These Hairstyles Are Full Proof No Matter The Weather

Beauty Brand

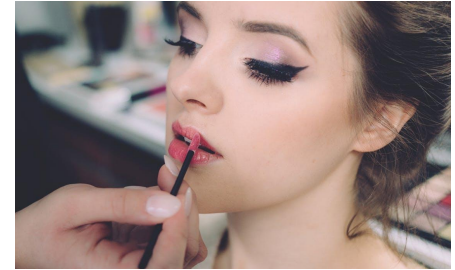
Consideration



Women's Glasses To Compliment Every Face

Beauty Brand

Decision



[Sale] Products For This Spring's Makeup Looks

Beauty Brand

Takeaways

- Know what your audience's mindset
- Be genuine and authentic in your content
- Set the right expectations with your creative
- Use authentic details to drive more engagement
- Rely on data to see how people are really behaving



Questions?



Thank You