Technical Requirements

10 Tips For Creating Winning Campaign Creatives

**Campaign Tips and Tricks**

**Image Best Practices**

- Use high-quality standard images that help to highlight your product or content.
- Stay away from low-resolution or pixelated images.
- Avoid image clutter; clean images with a single center of focus will help you stand out.
- Utilize eye-catching colors to attract the users' attention.
- Focus on using high-quality images with good resolution.

**Title Best Practices**

- Try to set user expectation for the post-click experience. Use words like “shop” or “buy” for product pages, etc.
- Test multiple title variations and test which performs best for your content. Start with at least two images and five titles, though you can always test more.
- Set User Expectation
- Test Multiple Creatives
- Add To Bag
- Please select

**Next Steps**

- Don't forget that titles should be capitalized, just as you would an article headline.
- Don’t forget to test your targeting tool. Call out your audience or your product offering.
- Your title can be a powerful tool to help draw in users. Try to set user expectation for the post-click experience. Use words like “shop” or “buy” for product pages, etc.
- Make sure your titles are within the limits set by platform. User behavior on mobile and desktop is very different. This will help maximize your potential.
- Whenever possible, split your campaigns by platform. User behavior on mobile and desktop is very different. This will help maximize your potential.
- Getting set up with Taboola is easy. How Blue Apron’s Strategy is Beating the Grocery Store on Value

**Campaign Creative Best Practices**

- Utilize eye-catching colors to draw in users.
- Keep your messaging clear. Classify your audience segments, to demographics, business segments, to buyer intent. You can also utilize your targeting tool. Call out your audience or your product offering.
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