

**TABOOLA  
CREATIVE  
PLAYBOOK:**

**TECH**

**2024**

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**Introduction**





## WHO WE ARE

The **Taboola Creative Shop** consists of a global team of Strategists, Data Experts, Designers, Video Editors, Copywriters, Translators, and Engagement Managers who are here to provide relevant and strategic creative recommendations to our most valued partners.

- ▶ Creative strategy & analysis
- ▶ Create, develop, enhance assets
- ▶ Write and optimize copy
- ▶ Source images & motion
- ▶ Landing page & funnel tips
- ▶ Host custom workshops
- ▶ Brand lift studies





## OBJECTIVES

- ▶ This report will provide **insights on creative** and content trends seen across the Taboola network, specific to the Tech vertical in order to help you source the right creatives for your **Taboola campaign**.

Analysis is inclusive of **data from 2023** across multiple geos and

- ▶ advertisers KPIs.

Additional insights come from a market analysis of external

- ▶ sources, as well as Taboola's own **organic readership data**.

The category "**Tech**" is inclusive of B2B tech, software, consumer

- ▶ electronics, apps, and other industries pertaining to technology, computing, and innovation.



## COMPANY

Placetel is one of the leading providers of cloud-based calling and collaboration solution and has been part of the global Cisco family since 2018.

## CHALLENGE

Increase awareness of Placetel business-to-business (B2B) service in Germany. Plus get first conversions from native advertising.

## SOLUTION

Work with Taboola to distribute native video and sponsored content campaigns to increase brand awareness, and eventually after seeing such high-quality traffic, drive Placetel sign-ups.

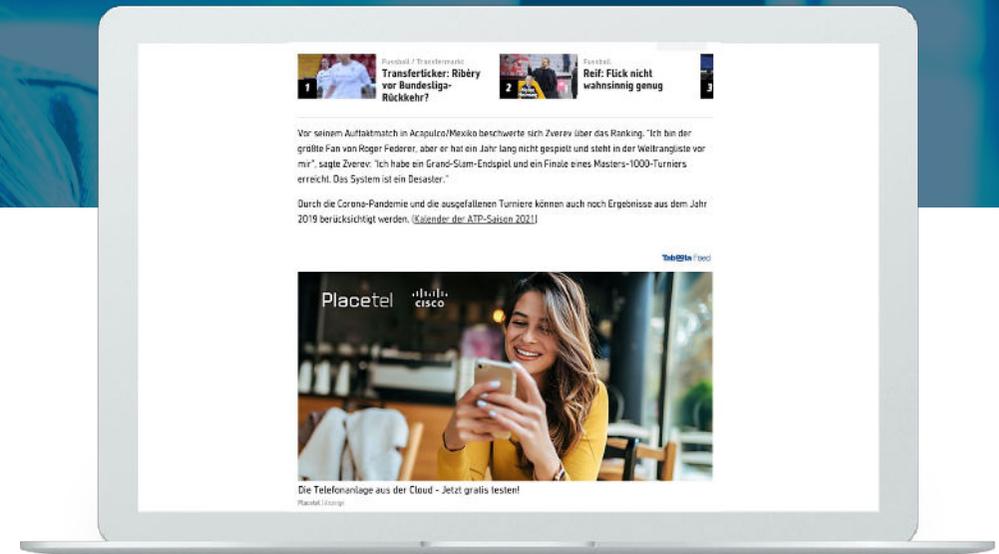
## RESULTS

Placetel drove sign-ups in just 6 months with Taboola. Their marketing activities saw an **250% increase in impressions**, and **increased native and programmatic conversions by 750%** with the addition of retargeting campaigns.



*“Generating B2B leads with native and programmatic traffic was a challenge for Placetel in the past, which is why when we started out with Taboola campaigns, we focused on brand awareness. When we saw high-quality traffic coming through the door, we quickly pivoted and implemented retargeting campaigns, which ultimately led to conversions. This is Placetel’s first great success with native campaigns.”*

- Jerome Schramme, Performance Marketing Manager



# 80M

Impressions

# 750%

Increase in Placetel native Sign-Ups

# 33%

Of Placetel Sign-Ups Driven by Retargeting Campaigns

# 01

## Taboola Feed & Readership Insights



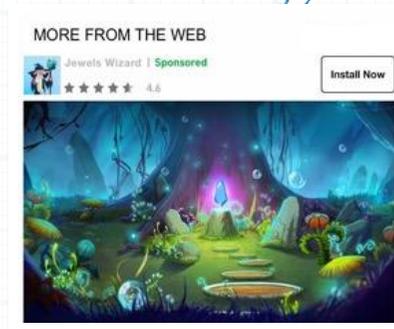
# WE POWER RECOMMENDATIONS ON THE OPEN WEB

Reach **consumers** effectively and safely through **open web** partnerships that deliver **value** for marketers.

Run both **video** and **image** assets with formats that **capture attention**.

Drive **business results** by reaching people genuinely, effectively and at the **right moment**.

## APP PROMOTION



**How To Get A Mortgage  
10 Steps To Success**  
BestInvest

## STATIC ADS

## MOTION AD

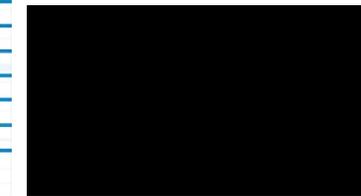


**See The Mattress The Experts  
Rate a Perfect 10**

Avocado creates 100% organic mattresses that sustainably combine cushion and support. Handmade in California, start shopping the award-winning mattresses today.

Avocado | Sponsored

Learn More



**Top 15 destinations to spend  
a perfect vacation in**

Traveler

## VIDEO AD



## TOPIC TRENDS

- ▶ This analysis portrays readership data across Taboola's network of over 9,000 publisher properties and 500M+ daily active users, observing various topic insights.
- 
- ▶ Topic Insights uses an AI system called Natural Language Understanding (NLU) to identify the topics of all the articles from Taboola's many news publisher partners. Page views are then aggregated to each of those articles by topic, which in a sense provides a trending topic indicator reflecting the interests of news read.



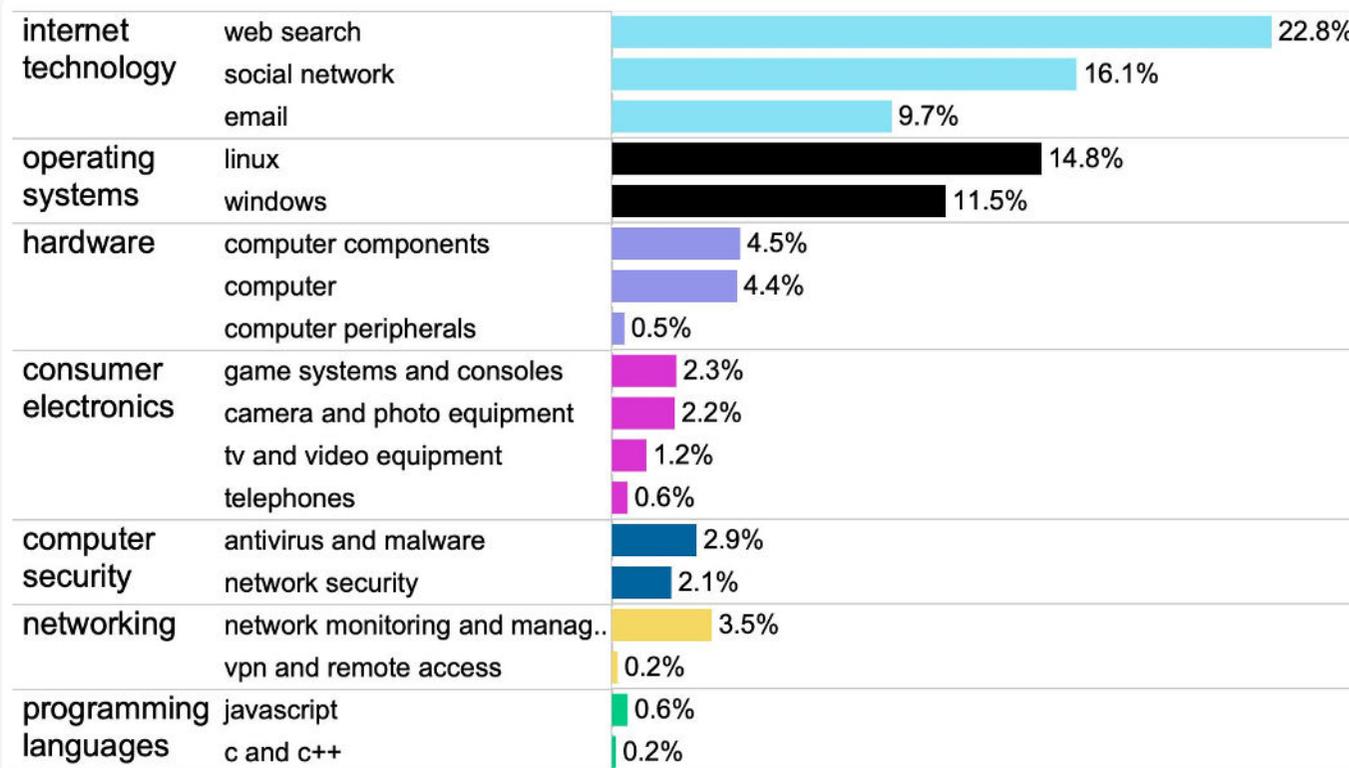
Over 225 billion unique pageviews related to Technology have been recorded in the Taboola Network globally during 2023.

Readership analysis exhibits a strong affinity for internet technology, with **web search** and **social networks** capturing a substantial portion of engagement. Additionally, interest in **operating systems** like **Linux** and **Windows**, coupled with **consumer electronics** such as **game systems** and **cameras**, reflects a diverse range of technological interests among our audience.

**TABOOLA TIP:** Tailor your advertising strategy to match the interests of your users spanning from **Internet Technology** to **Consumer Electronics** and beyond. Whether it's promoting innovative computer components, cutting-edge security solutions, or captivating consumer electronics ensure your ads resonate with tech-savvy audiences by highlighting the need of relevant products or services.



## TECH 2023 TOPIC TRENDS\*

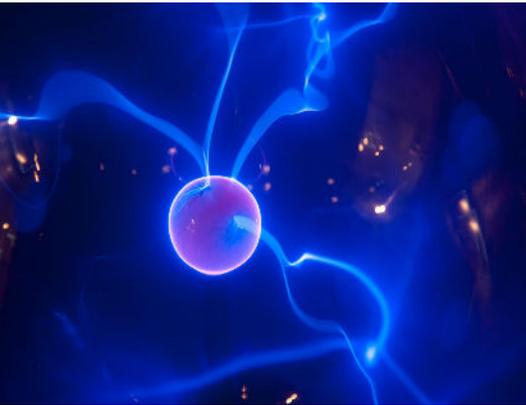


\*Based on Taboola's proprietary categorization algorithm within the Technology category



# TECH

## KEYWORD TRENDS OVER THE PAST 90 DAYS



AI

**+623%**

Traffic in the last 90 days



PASSWORDS

**+1.218%**

Traffic in the last 90 days



DATA

**+10%**

Traffic in the last 90 days

DATA BROKERS

**-59%**

Traffic in the last 90 days



TECHNOLOGY  
NEWS

**+82%**

Traffic in the last 90 days



MEDICAL  
TECHNOLOGY

**-98%**

Traffic in the last 90 days



# TECH PUBLISHERS OVERVIEW

Looking at Taboola's top tech publisher partners to see what type of content is trending and try to identify key trends.



Technology  
**Apple's Tim Cook Takes Rare CEO Pay Cut After Pushback**



Cloud  
**Google, Nvidia Express Concerns to FTC About Microsoft's Activision Deal**



Technology  
**Google Says Curbing Liability Shield Would Make Web Less Safe**



Technology  
**Google Keyword-Search Warrants Questioned by Colorado Lawyers**



**Meta sues Voyager Labs, saying it created fake accounts to scrape user data**



**Bitcoin jumps over \$18,000 to highest level in a month on cooling U.S. inflation**



**Market history says a recession could produce the next Airbnb or Slack**



TECH  
**Apple's App Store growth is slowing down**



TECH  
**Microsoft reportedly plans to invest \$10 billion in creator of buzzy A.I.**



CNBC DISRUPTOR 50  
**Coinbase to slash 20% of workforce in second major round of job cuts**



# KEY TABOOLA INSIGHTS: ORGANIC OVERVIEW OF TECH PUBLISHERS & CONTENT

▶ **Brand Logos:** Feature tech logos in prominent yet subtle ways: on a product, in the background, etc. Include the name in the headline.

▶ **Innovation:** Include images that contextually visualize tech innovation, while including copy about AI, metaverse, and VR.

▶ **Products:** Showcase the product on its own or in situation, where it's being held or used by people. Communicate release updates, or what's new or noteworthy about it.

▶ **Experts & Leaders:** Put experts or familiar leadership figures front & center, preferably in motion. Use names or quotes in the copy.

▶ **Locations:** Images feature exteriors of prominent buildings, offices, and destinations, while copy calls them out.

**Microsoft is reportedly in talks to pump in \$10 billion into OpenAI — the owner of ChatGPT — valuing the company at \$29 billion**

Microsoft is negotiating to receive 75% of OpenAI's profits until it gets it recovers its investment, after which it would own 49% of the startup.



**Elon Musk has lost so much money that the Guinness World Records recognized him for the 'largest loss of personal fortune in history'**

By one estimate, Musk lost as much as \$200 billion in about a year, largely due to plummeting Tesla shares. Now, that's earned him a new world record.



## TECH

### Apple's mixed reality headset could be announced in spring at the earliest, top analyst says



Business · Reuters

**Apple's iMessage, Microsoft's Bing exempted from EU tech rules**

BRUSSELS (Reuters) - Apple's iMessage and Microsoft's Bing search engine are exempted from new EU tech rules, EU antitrust regulators said on Tuesday, after accepting the companies...

1 min read



Technology · Engadget

**Nothing's Phone 2a will debut on March 5**

Nothing announced that it will reveal its latest Phone 2a on March 5th, but there's a not-great surprise for American fans of the product.

1 min read



Business · Engadget

**The Morning After: How did Tesla win the EV charging wars?**

The biggest news stories this morning: The best projectors for 2024, Apple Cash will offer virtual card numbers for online shopping, Intuitive Machines will attempt first commercial...

3 min read



## TECH

### Privacy and crypto will likely lead tech policy under split Congress





# TABOOLA TRENDS: TECH

## ► Review keywords trends:

Incorporate high-performing keywords into your titles.

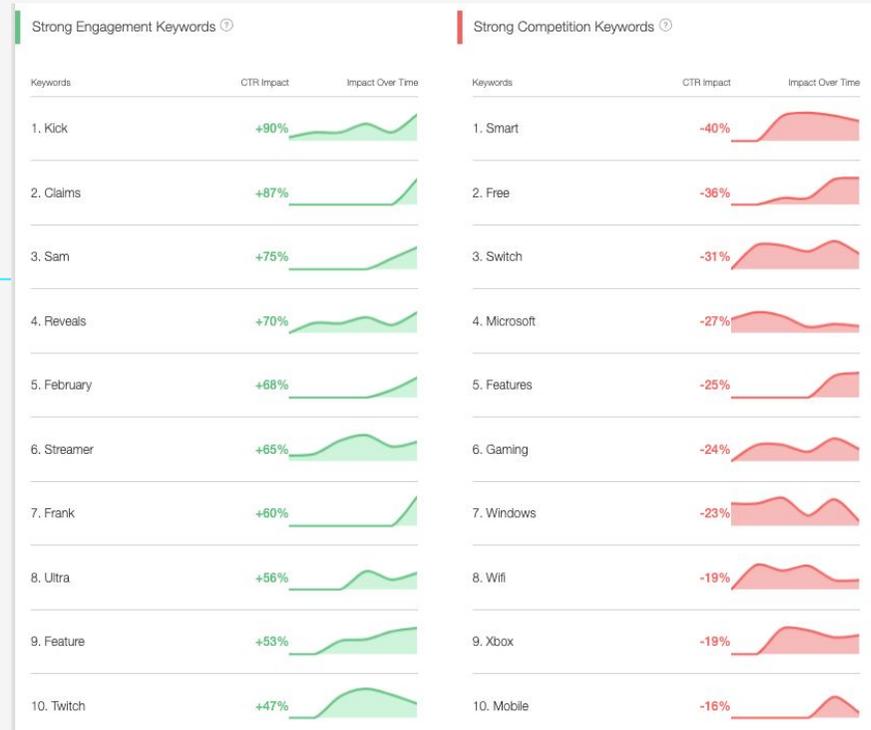
Use [Dynamic Keyword Insertion](#) drive up click through rates.

## ► Review image and video trends:

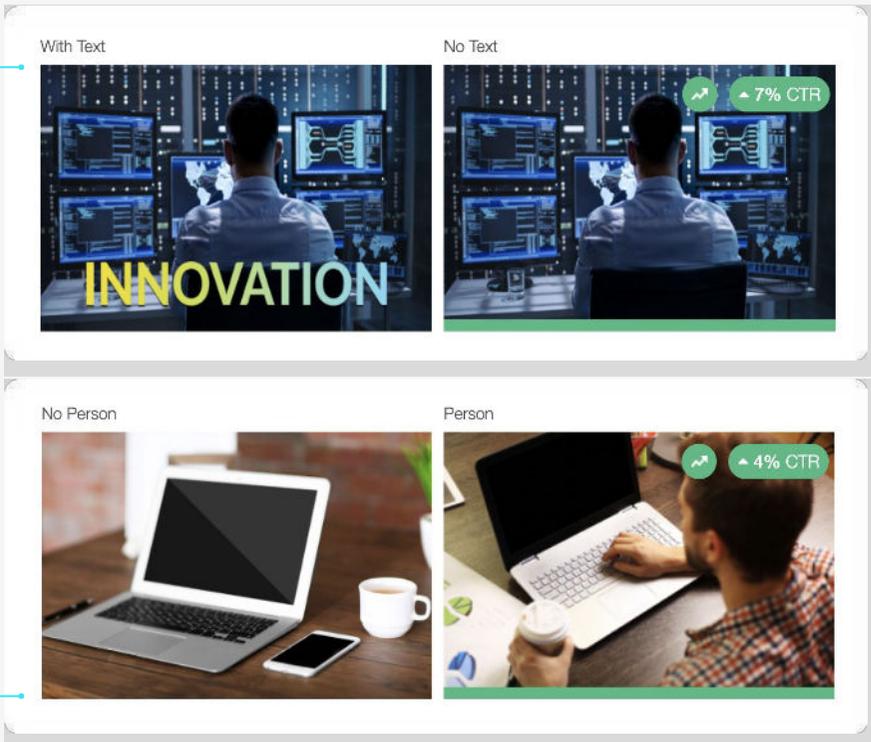
Follow [creative best practices](#) and avoid using text overlays.

Use [Motion Ads](#) to drive up click through rates.

## Review keyword trends



## Review image and video trends



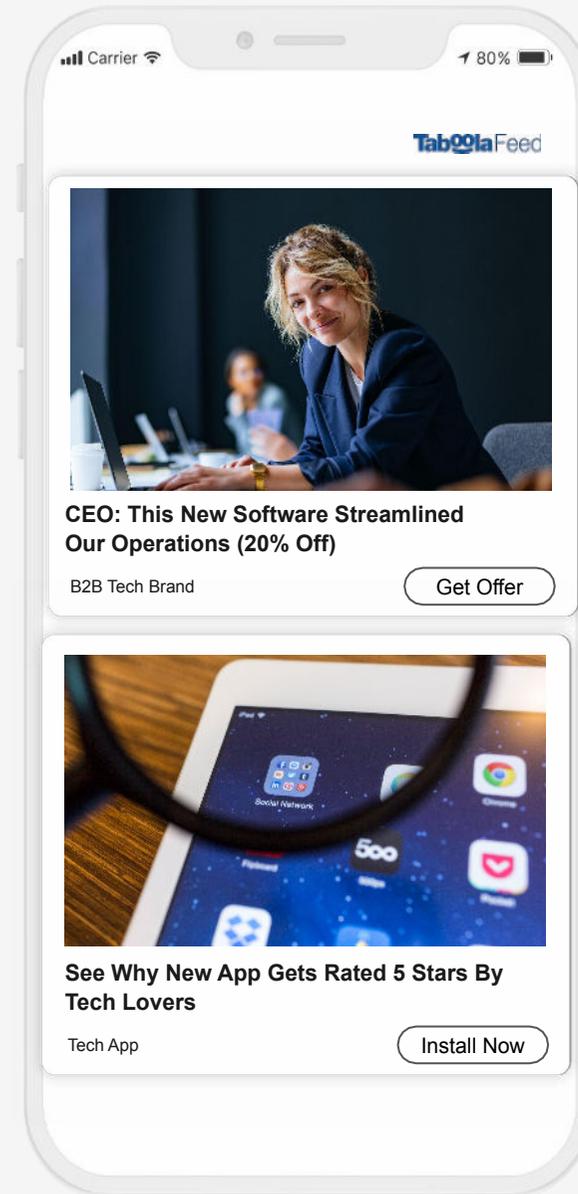
# 02

## Creative Insights



# BOOST YOUR PERFORMANCE KPIs

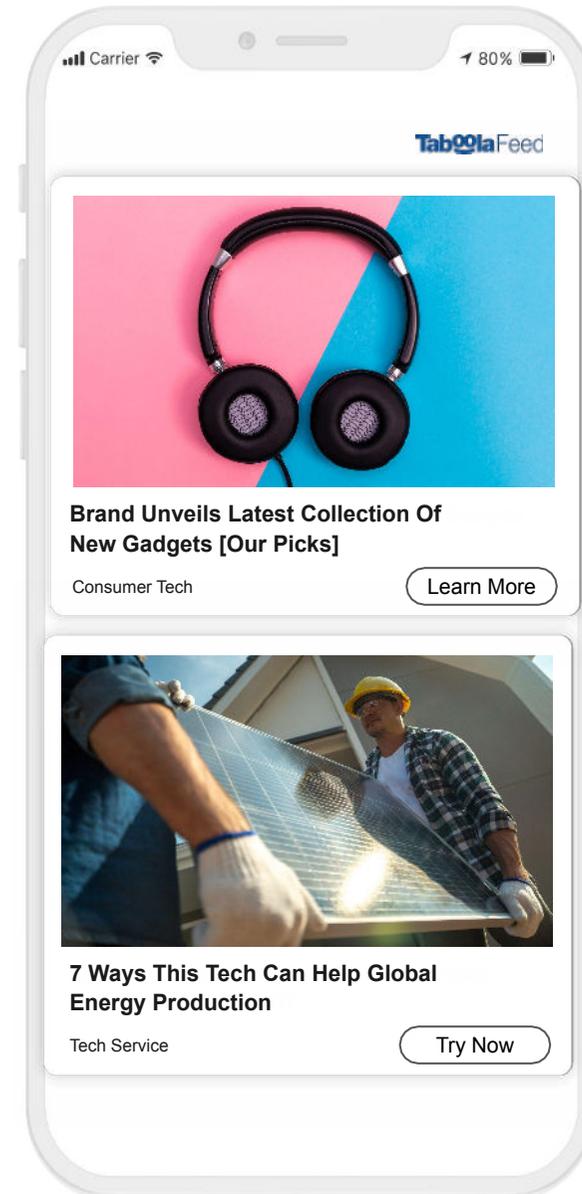
- ▶ Use Taboola's algorithm for lower funnel promotions, content articles for performance & direct response to landing pages
- ▶ Drive actions:
  - Leads
  - Purchase
  - Click to call
  - Registration
  - Download
  - & more

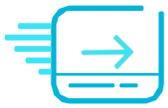




# KEY TABOOLA INSIGHTS: IMAGE & MOTION

- ▶ **People:** Include people's faces, whether it's consumers experiencing the product, or prominent figures representing it.
- ▶ **Color Pop:** Put products front & center on clean and colorful backgrounds to help stand out.
- ▶ **Reality Features:** Showcase your best product in suitable reality environments: on desk, in kitchen, outdoors, etc. Visualize special features: waterproof.
- ▶ **Product In Use:** Feature hands holding the product for a closeup shot, OR feature a person holding or using the product.
- ▶ **Screen Time:** Use devices or screens to show icons, messaging, or special technology features.
- ▶ **Subtle Branding:** While Taboola doesn't recommend adding a logo to your image, many advertisers include branded and semi-branded products, logos in the background of the image, on product/packaging, or feature key brand colors that are familiar to consumers.





# TABOOLA VISUAL EXAMPLES: IMAGE & MOTION



▶ Subtle Branding:



▶ Color Pop:



▶ Reality Features:



▶ Product In Use:



▶ People Speaking:

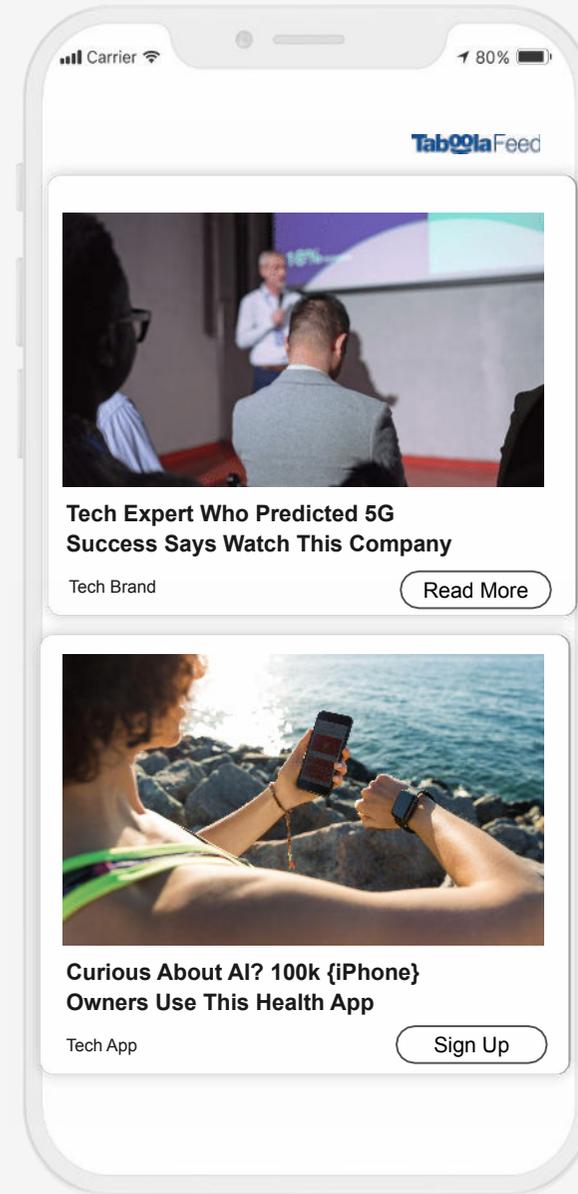


▶ Screen Time:



# KEY TABoola TIPS: TITLES & DESCRIPTIONS

- ▶ **Expert Opinions:** Source an industry expert, ambassador, or influencer to provide their opinion of your product, acting as an advocate.
- ▶ **Audience Inclusion:** Hyper-target and pre-qualify audiences with callouts by demographic, interests, location or even device type and operating system.
- ▶ **Offers & Overstock:** Promote special offers and discounts with timely urgency, and reference availability of products that need to be sold.
- ▶ **Compare Alternatives:** Remind customers why they should switch from one product or service to yours, share what makes you different.
- ▶ **Outnumber Competitors:** Be inclusive of numerical values in the form of numbered lists, ratings, data, and cost.
- ▶ **Question Everything:** Frame your titles as questions your own audience would ask... do I need this? Is my current technology good enough?
- ▶ **Technical Specificity:** Communicate specific benefits or features that help qualify audience members, like whether the product is suitable for gaming or business.
- ▶ **Improving Lives:** Promote the ways in which your technology or product can improve the lives of consumers.
- ▶ **Modern Innovation:** Encourage forward-thinking by sharing how your technology or product is game-changing, next generation, or an upgrade from the past.
- ▶ **Powerful Knowledge** Share details of what potential customers must know, in addition to what most people don't know about the product technology.



 **CTA Button Insights:**

37% use **LEARN MORE**  
23% use **SEARCH NOW**  
9% use **SHOP NOW**





# TABOOLA COPY EXAMPLES: TITLES & DESCRIPTIONS

▶ **Expert Opinions:**

*Tech Editor Swears By This Sustainable New Product*

▶ **Audience Inclusion:**

*Android User? Tech-Lovers In America Started Using This*

▶ **Offers & Overstock:**

*Overstocked Tech Devices Discounted For A Limited Time*

▶ **Compare Alternatives:**

*How Latest Technology Sets This Tech Brand Apart*

▶ **Outnumber Competitors:**

*7 Reasons Why 53% Of Tech Lovers Upgraded Their Software*

▶ **Question Everything:**

*Is Your Wifi Cutting It? It's Probably Time To Upgrade*

▶ **Technical Specificity:**

*Headphones For Gaming That Don't Cost A Fortune*

▶ **Improving Lives:**

*Life-Changing Technology Hacks You Need In 2023*

▶ **Modern Innovation:**

*Next Generation of AI Technology Is Here - Upgrade Now*

▶ **Powerful Knowledge:**

*Studies Show: What You Need To Know About Technology 3.0*



## KEY TABOOLA INSIGHTS: LANDING PAGE

- ▶ **Page Design:** Clean look and feel similar to a **native publisher article**. Minimal use of colors in fonts (black font on white background), headers or navigation bars. The text is designed in a narrow way with wide shoulders.
- ▶ **Page Structure:**
  - **Header includes:** Logo (top left corner), 'Advertorial' disclosure, and excludes navigation bars or links to other pages on site.
  - **Writer or editor is included** by headshot, name and title, as well as date of publication to add both trust and relevance.

The mockup shows a landing page with a white background and rounded corners. At the top, there is a grey bar with the word 'ADVERTORIAL' in white. Below this, on the left, is a logo consisting of two overlapping circles and the text 'YOUR LOGO'. On the right, there is a hamburger menu icon. The main content area features a large heading 'Check Out This Great Title' in bold black font, followed by a subtitle 'Add Subtitle here' in a smaller, italicized font. Below the subtitle is a circular headshot of a woman, followed by the text 'BY MARTHA DÍAZ MARCH 12TH, 2022'. The body text is a paragraph of Lorem Ipsum. Below the text is a large image of a man with glasses looking at a computer screen. At the bottom, there is another heading 'Ut enim ad minima veniam' in bold black font, followed by another paragraph of Lorem Ipsum.



# Check Out This Great Title

*Add Subtitle here*



BY MARTHA DÍAZ JANUARY 12TH, 2023

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commod.



## Ut enim ad minima veniam

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## Ut enim ad minima veniam

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**Sign up for our awesome service**

SIGN UP NOW

- **Page includes one hero image, GIF, or video.**  
Given the nature of the tech industry, many hero visuals were featured in motion.

- **Social proof and trust additions:** Testimonials, featured press etc.

### ► Content Structure:

- **Headline consists** of 5-7 words on average.

- **Content consists** of 600-1,000 words.

- **The content is separated by section headers.**  
Between 1-3 sections about the product USPs (i.e. what do we do).

- **4-5 lines** for each paragraph.

### ► Call to action:

- **Pages include products and CTAs** that are often gamified for engagement in the form of a selection tool, or product demonstration.

### ► Other Page Types:

- **Sectionized landing pages** that included the primary product, its benefits, and an opportunity to sign up, download, or shop.



# 03

## Recap





# KEY STEPS TO CREATE YOUR TECH AD

- 01 Video:** Put your brand front & center, use subtitles, tell a story, wrap up with an end card and CTA button.
- 02 Titles & Descriptions:** Pull inspiration from organic publisher headlines, use Taboola Trends keywords tool, and Dynamic Keyword Insertion. Be inclusive of expert opinions, audience callouts, offers, data, product benefits, and technological innovation.

- 03 Images & Motion:** Test a variety of images including subtle branding, pops of color, people, screen time, and products in relevant settings or in use.
- 04 Content & Landing Pages:** Write content that educates and inspires your audience, and host it on an advertorial-style page that's inclusive of Taboola's Best Practices, benefits, and CTAs.
- 05 Audience & KPIs:** Tailor your ad creatives by audience, funnel stage, and primary KPIs for a creative strategy that's focused and more likely to exceed expectations.

## Video | Awareness



**Introducing The World's First AI App For Everyone**

AI App

Watch Video

## Sponsored Content | Consideration

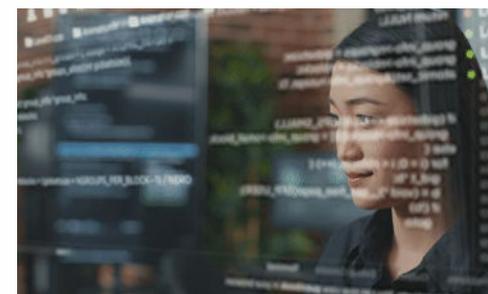


**This Article Is Written By New Artificial Intelligence Tech**

AI App

Read More

## Sponsored Content | Performance



**Groundbreaking AI Tool Loved By Millions Is Now 20% Off**

AI App

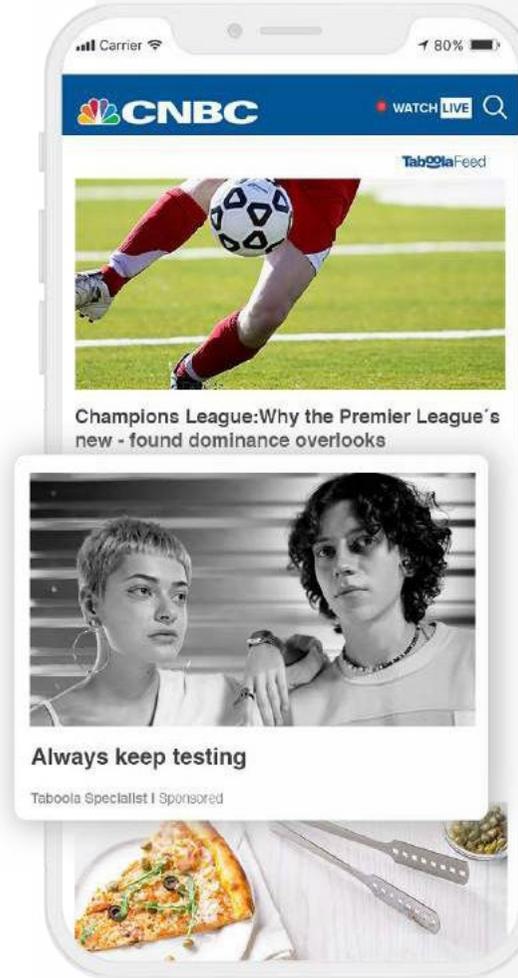
Buy Now



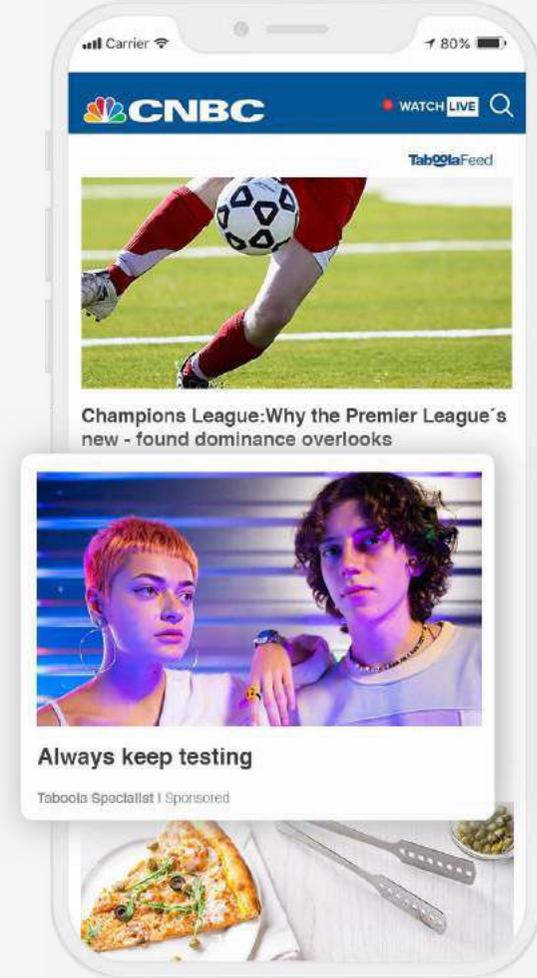
# A/B TESTING RECOMMENDATIONS

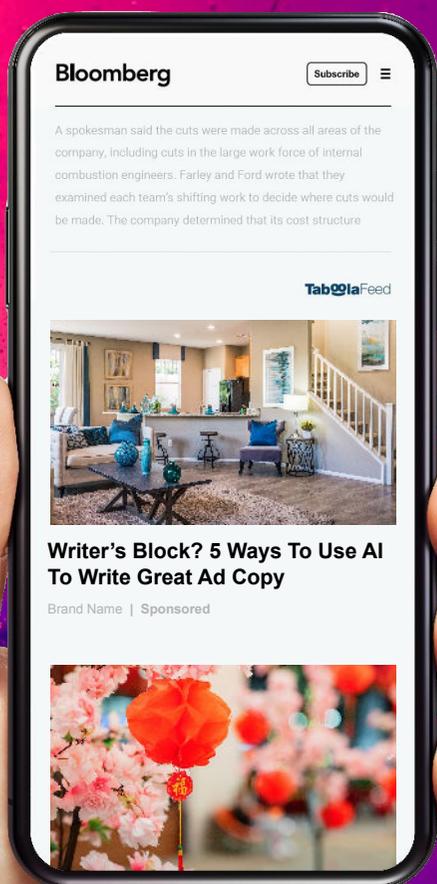
- Start with 4-6 ad items
- Optimize, pause and add new creatives every few weeks
- Don't pause items during the campaign learning phase
- Don't adjust campaign settings during the learning phase
- Test your creatives separately by device
- Run landing page design and content tests as well

A



B





## CREATIVE KEY TAKEAWAYS

- 01 **Research what is trending** using this guide, as well as reviewing Taboola Trends and **tech** publisher content.
- 02 **Invest in your branding** to boost your performance and trust with potential customers.
- 03 **Design your landing page according to your campaign KPI** to drive engagement and the highest-converting outcome.
- 04 **Incorporate key creative elements in your visuals and copy** to elevate your creative strategy and tailor it to your audience.
- 05 **A/B test and iterate** by mixing & matching top-performing assets to ensure you are leveraging all your possibilities.



# 04

## Appendix



# TABOOLA AD TECHNICAL REQUIREMENTS

## Static Image File:

1MB maximum, jpeg preferred.



## Motion Ads:

**File Type:** .mp4, .mov, .gif.

**Max File Size:** 50 MB

(maximum 5 MB for .gif files.)

**Aspect Ratio:** 16:9.

**Pixel Resolution:** 1067x600.

**Max Length:** 15 Seconds.



## Branding Text:

30 characters maximum.



1067 px  
minimum



600 px  
minimum

## 9 Tips for Creating Winning Campaign Creatives

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Brand Name | Sponsored

CALL TO ACTION



## Headline Character Length:

35-45 characters,  
60 maximum.



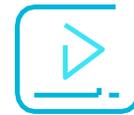
## Description Character Length:

180-200 characters,  
250 maximum.



## CTA Button:

Choose from a variety of options within Taboola Ads.



## TABOOLA VIDEO AD: TECHNICAL REQUIREMENTS

- ▶ **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,) 4:3, 1:1.
- ▶ **Video Size Limit:** 50 MB.
- ▶ **Bitrate:** >=2500 kbps.
- ▶ **Video Length:** 6-30 seconds (preferred), 90 seconds maximum.





## CONTENT STRUCTURE BEST PRACTICE

### 01 What is the Problem?

Start by speaking about the problem your product is solving.

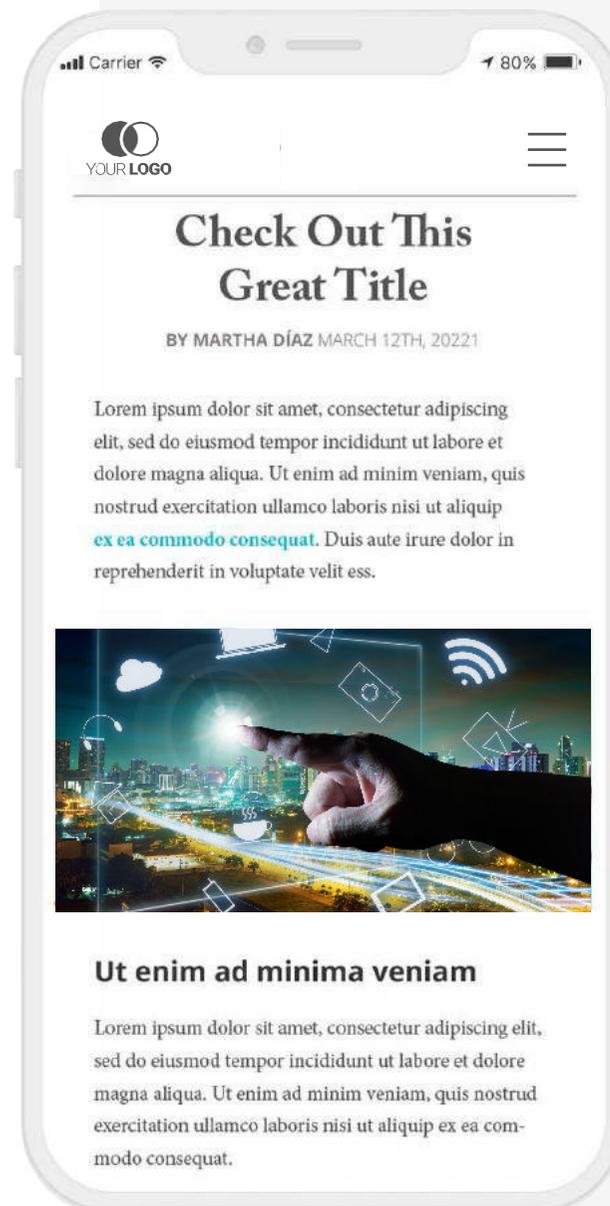
The reader needs to understand the problem first, not the product.

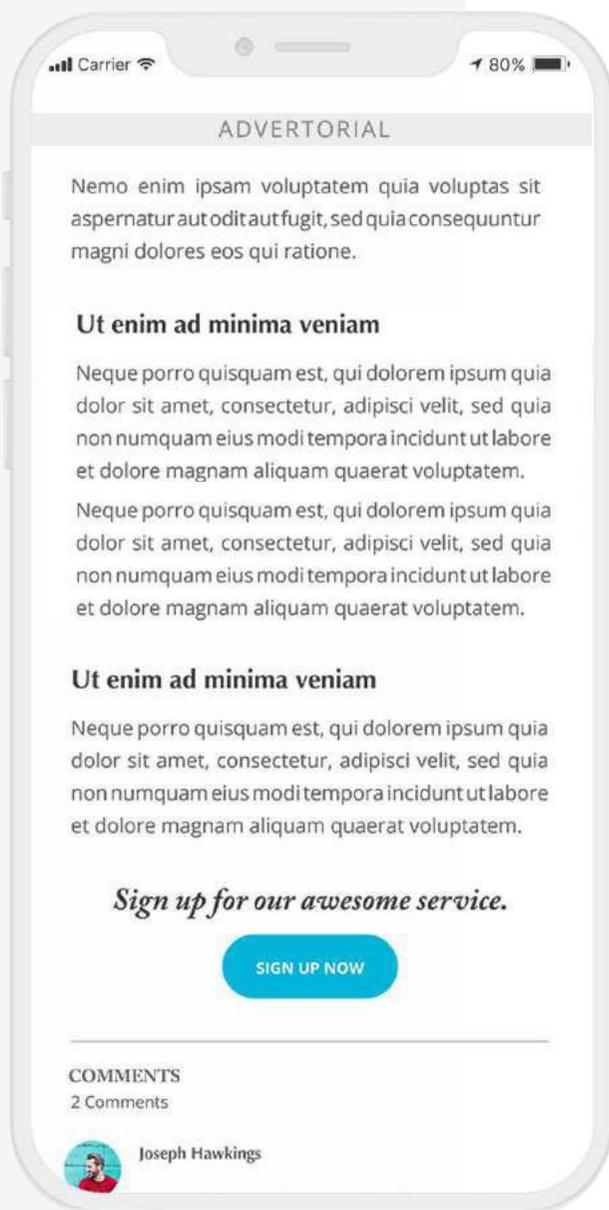
### 02 Why Should this Problem be Solved?

In 1-2 sentences, educate your target audience on the importance of solving their problem. Speak about how their lives will improve if they fix the issue.

Mention the pros and cons of eliminating the problem, and rule out the cons the reader might have.

Make the solution to the problem simple. The reader should clearly understand that taking action to solve the problem will be easy, especially regarding time, effort, and cost.





### 03 How Can Your Product Help?

Explain the solution to the problem, not the product.

Put emphasis on the unique selling points your product offers. Show your expertise in a simple, concise manner.

### 04 Why Should They Take Action Now?

Define why it's important for the user to take action immediately. Use techniques such as urgency or FOMO, user testimonials or reviews, comparisons to competitors, and other points.

**Taboola**  
**Creative Shop**