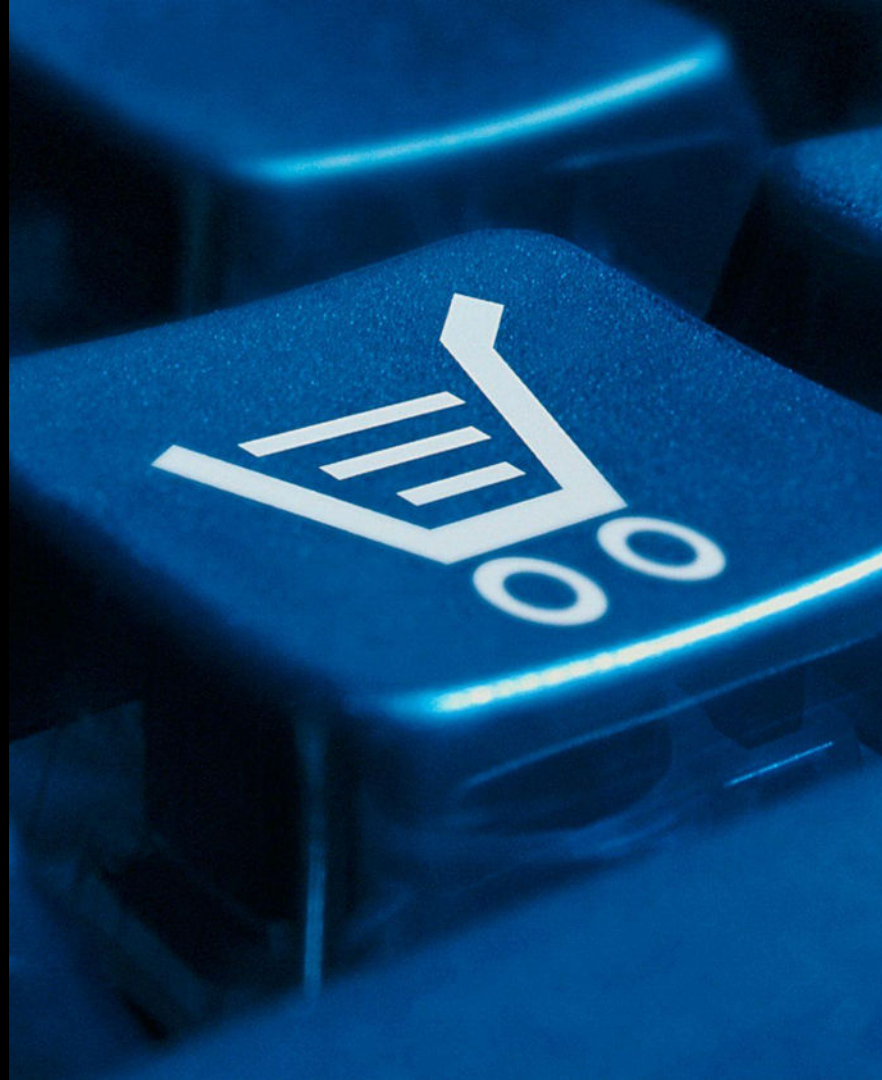


Creative Playbook

E-commerce // 2025

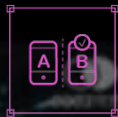
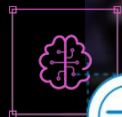


Who We Are

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.



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



Why **E-Commerce** Fits Realize

+62%

**CVR increase
Year over Year**

Top verticals were Healthy
Living, Home, Fashion & Tech

+40%

**CVR Increase for
indoor visuals**

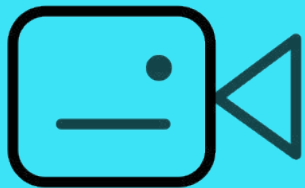
Keep backgrounds clean and a clear
point of focus

+18%

**CTR when ads include
human close-ups**

Use authentic-looking subjects and
crop faces above the shoulder

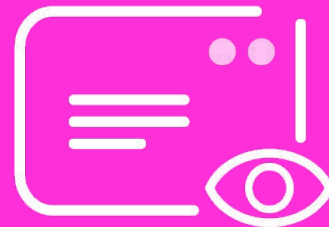
What's Trending for E-Commerce



Visuals



Copy



**Landing
Page**

What's Trending for Visuals

Subtle Motion

Motion is often linked with higher CTR when it's a single angle and non-disruptive.



Human Tactility

Hands capture attention — like a finger pointing — and also make products tangible and engaging.



Split-screens

Divided visuals can help clarify a brand message or offer, e.g. energy drink mix paired with an athlete.



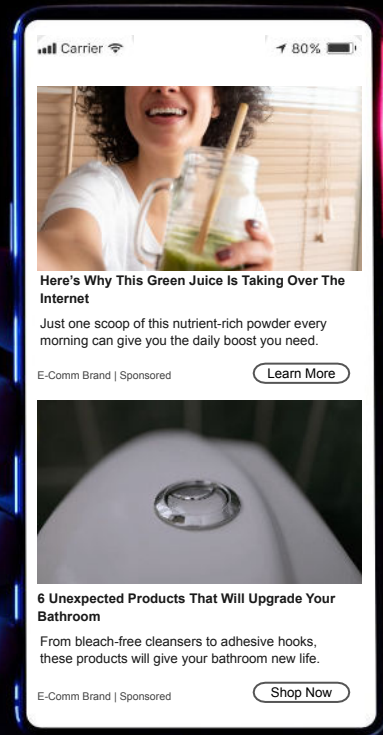
UGC-style Photos

Unpolished DIY photos of real people offer social proof and a sense of authenticity.



Unusual Portrait Backdrops

Portraits of experts can elicit extra curiosity when the background is novel but still relevant.



What's Trending for Copy

Experts/Influencers

Headlines featuring industry specialists help build consumer trust in brands and products.

Fashion Forecasters Are Raving About These Dress Sneakers

Pull Quotes

In a publisher feed, pull quotes offer credibility and authenticity to branded offers.

Frugal Shoppers Say This AC Is "Actually Worth It"

Parenthetical CTAs

Titles that end with a parenthetical CTA create a sense of urgency and add a personal touch.

Which Mattress Is Right For You? (Take The Quiz)

Explainers

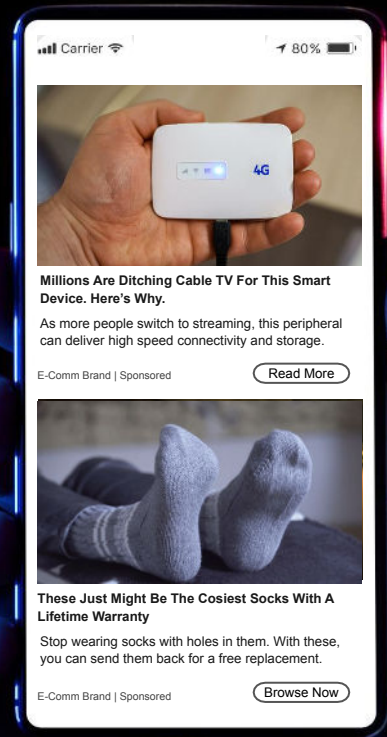
Headlines that promise to educate readers are exceptionally native-friendly and trustworthy.

How Does This Smartwatch Work? 5 Things To Know

Specific Numbers

Numbers set clear and immediate expectations for readers, and are often linked to higher CTR.

Building Muscle After 40 Comes Down To One Thing



What's Trending for Landing Page

Localization

Using regional titles and datelines is an easy way to tailor identical content for audiences.



Customer Reviews

Showcasing customer reviews and ratings is a popular method for building brand trust.



Gift Guides

Numbered lists are a seamless way to showcase multiple products or use cases.



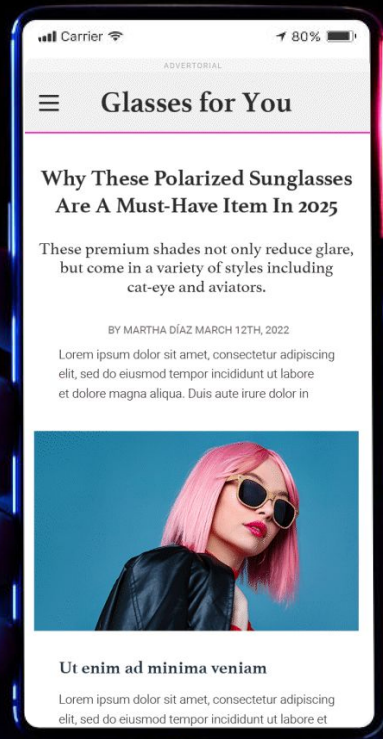
Quizzes

Use quizzes to offer personalized product recommendations to prospective customers.



Before & After

Show the difference a product makes — or how it's better than previous models — in a side-by-side photo.



Best Practices: Display Ads

KEEP IT SIMPLE

Use clean designs with a single, clear message. Follow the design hierarchy of Image > Text > Logo.

STAY ON BRAND

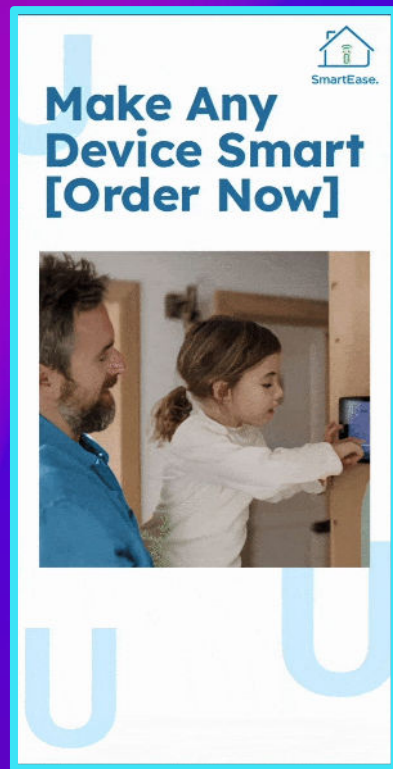
Ensure all visual components — colors, fonts, imagery — align with your brand identity. Always use high-resolution images.

ENCOURAGE INTERACTION

Use subtle motion or rich media designs to invite users to engage with the ad with a click, hover, or swipe.

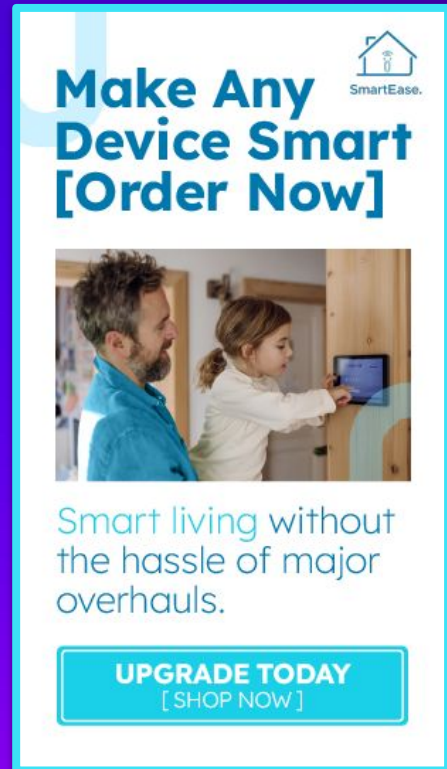

ALWAYS A/B TEST

Continually test different ad elements — images, headlines, CTAs — to optimize performance and avoid creative fatigue.




SmartEase.

Make Any Device Smart [Order Now]



SmartEase.

Make Any Device Smart [Order Now]



Smart living without
the hassle of major
overhauls.

UPGRADE TODAY
[SHOP NOW]



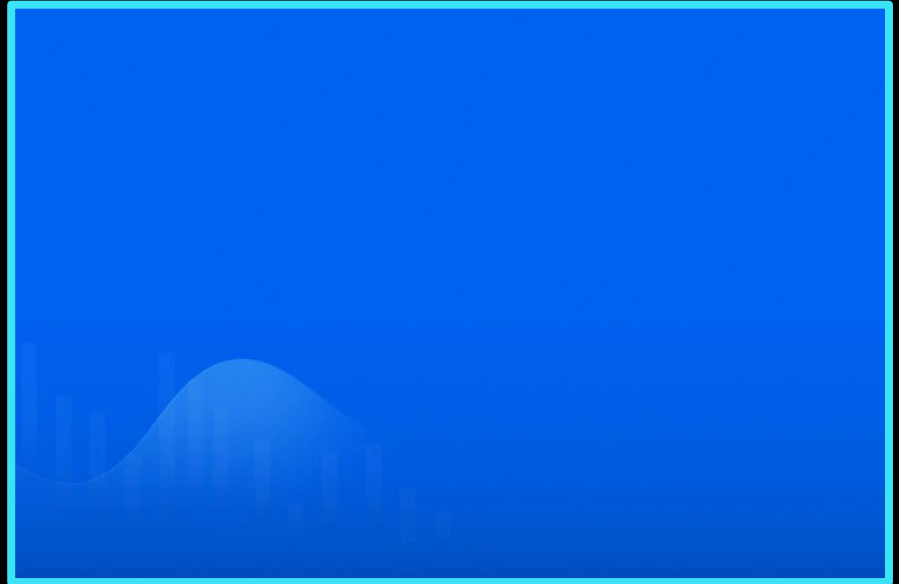
Creative Shop Support for You

- Creative Best Practices
- Landing Page Best Practices
- Vertical Playbooks

Taboola Trends

Discover what your audience is interested in

- 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