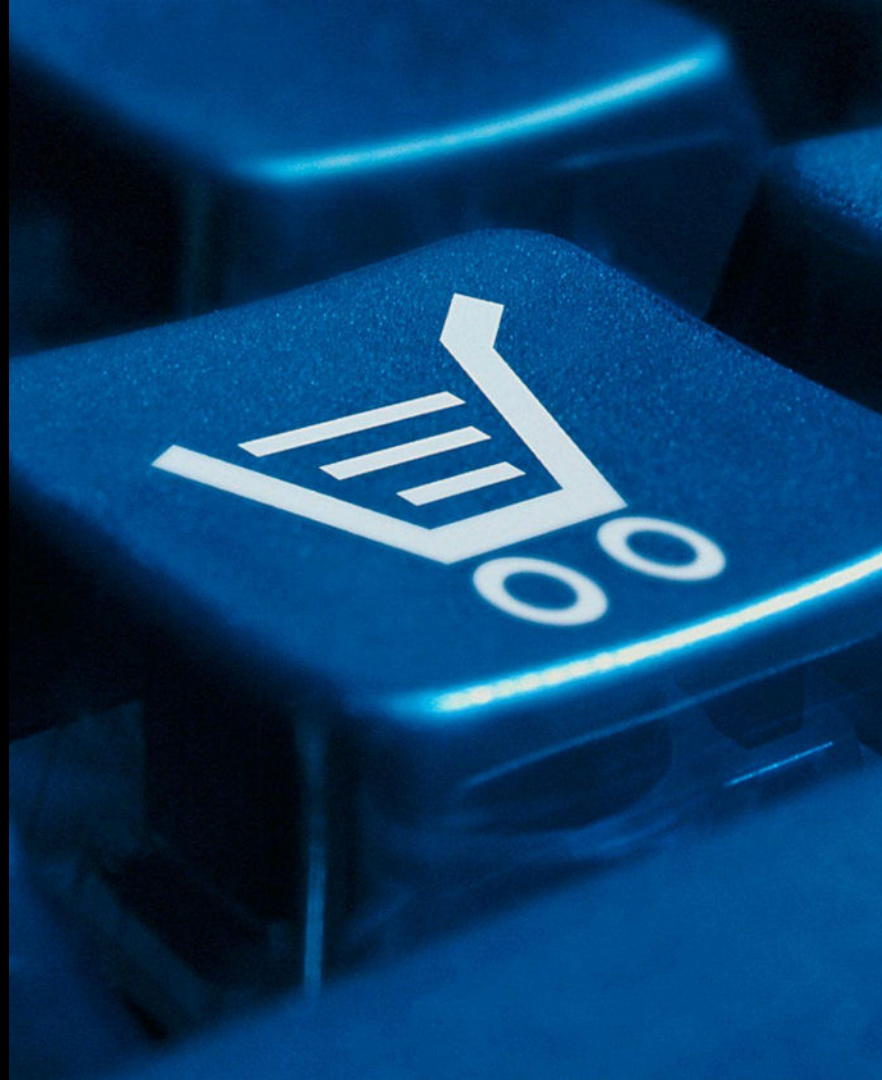


# **Creative Playbook**

E-commerce // **2025**

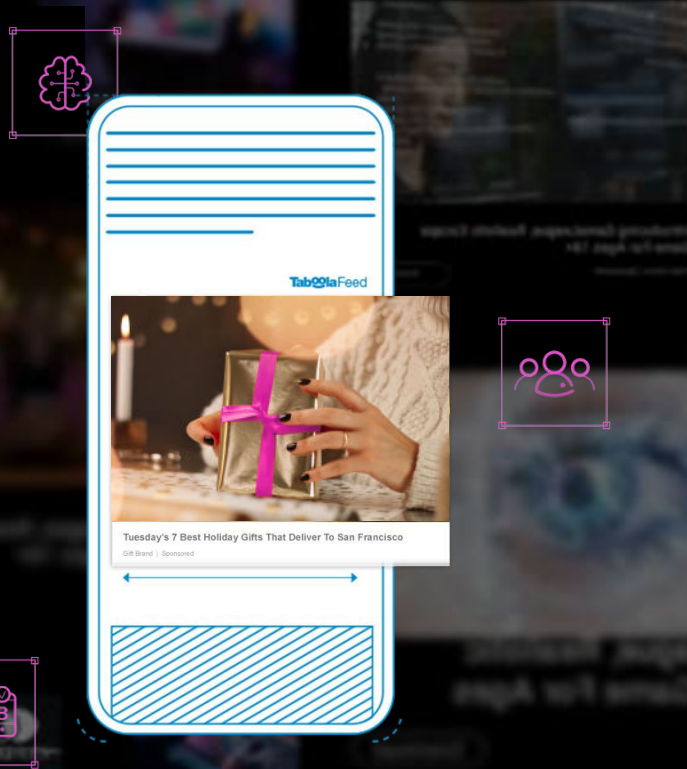


# Who We Are

**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**

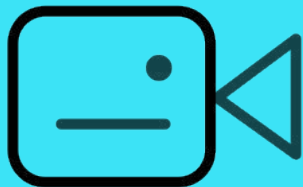
Keep backgrounds clean and a clear  
point of focus

**+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.



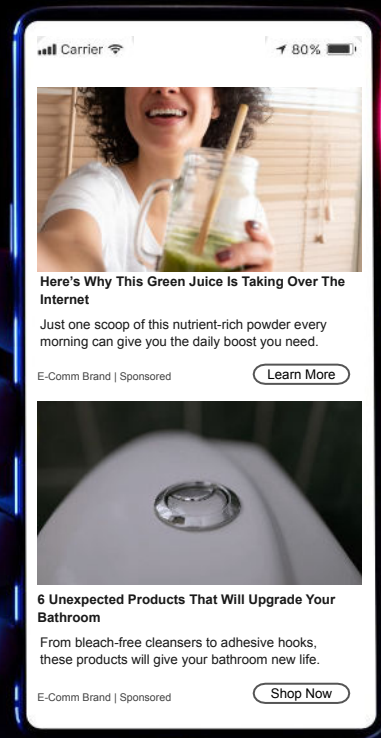
## UGC-style Photos

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

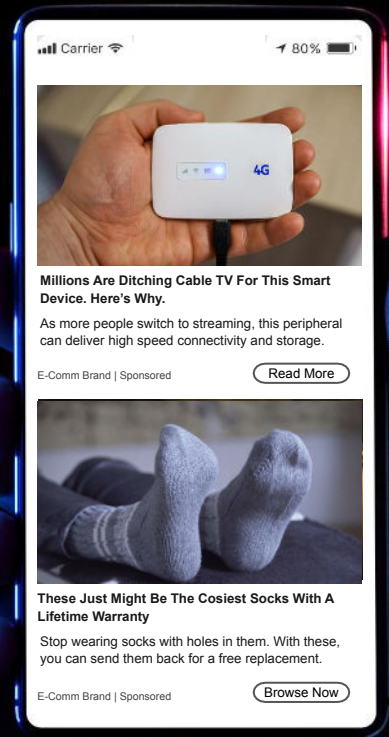
Headlines that promise to educate readers are exceptionally native-friendly and trustworthy.

## 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.



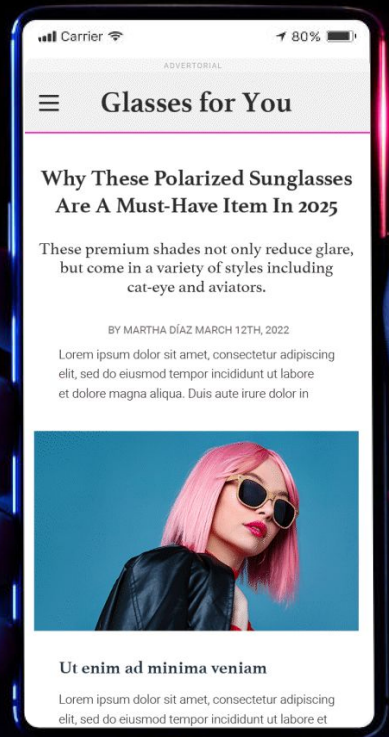
## Quizzes

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

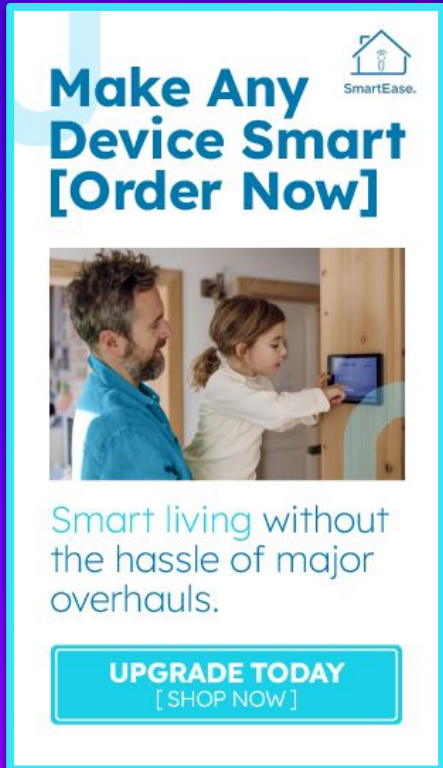
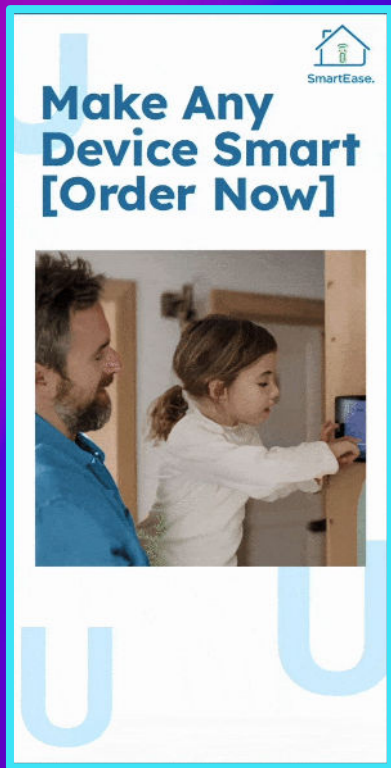
Ensure all visual components — colors, fonts, imagery — align with your brand identity. Always use high-resolution images.

## 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.





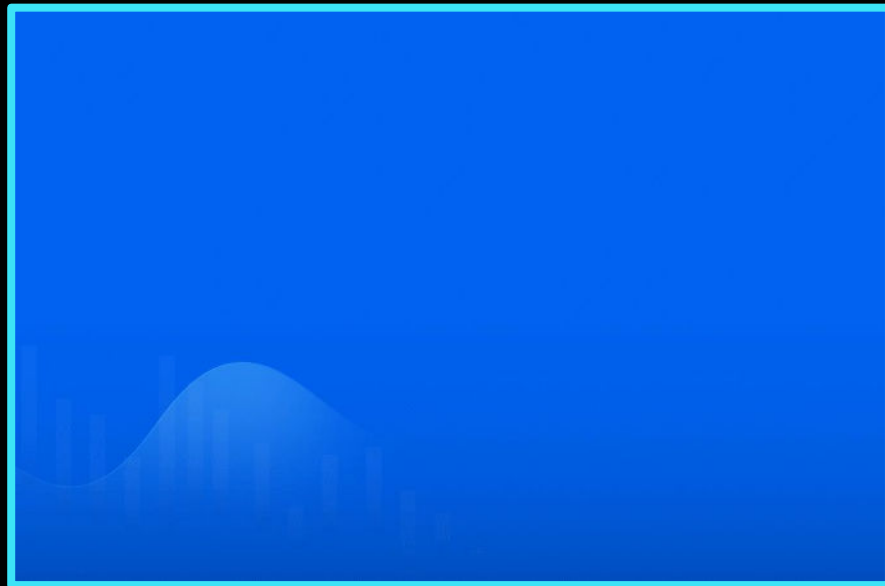
## Creative Shop Support for You

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



## 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](https://trends.taboola.com)



# Thank You