

Creative Playbook

Health & Healthy Living
// 2025

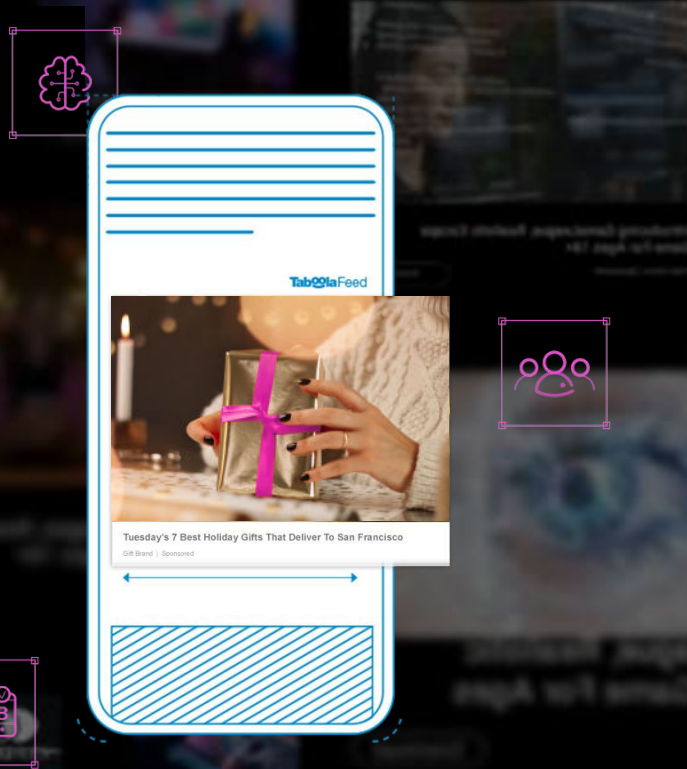


Who We Are

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



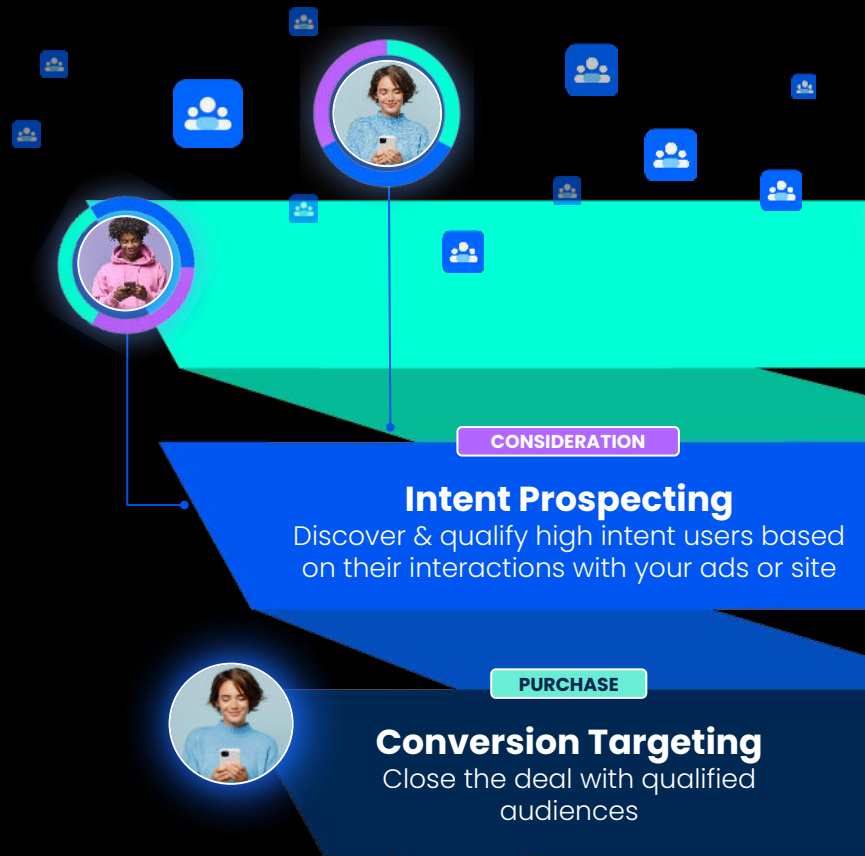
Unique Data & AI that drive results at Scale



Creative formats and placements beyond native, designed to deliver performance



Offering marketers control and transparency



Why **Health** Fits Realize

+42%

**CVR increase
when avoiding
text in visuals**

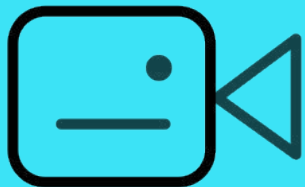
+10%

**CVR increase when
including a person in
visuals**

38%

**Of top headlines use
Dynamic Keywords
(DKI)**

What's Trending for Health



Visuals



Copy



**Landing
Page**

What's Trending for Visuals

Featuring Expert Figures

Portraits of doctors or wellness coaches lend instant credibility. Avoid overly clinical settings — lifestyle + authority performs best.



Natural Ingredients in Hero Position

Fresh, whole ingredients like berries, honey, or herbs imply purity, trust, and functionality.



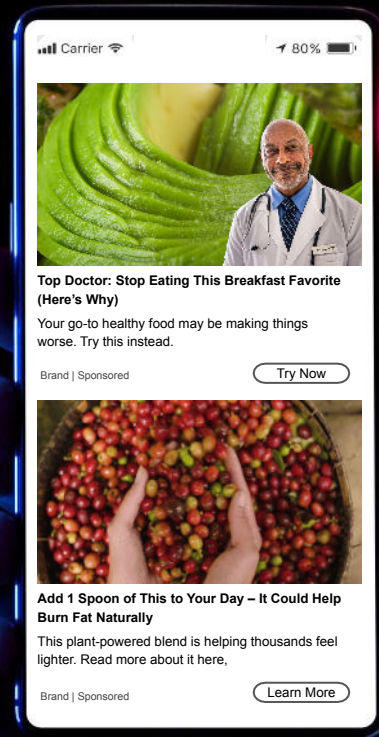
Devices in Action

Showing wellness gadgets being worn (hearing aids, socks, patches) or held in the hand builds trust and helps users imagine the experience.



Hand-Held

Macro shots of products held establish trust and adds human feel, while also allow the viewer to visualize themselves using the product.



All examples shown are optimized for performance within Taboola's current health-related advertising policies. Always refer to the latest guidelines before launch.

What's Trending for Copy

Interactive Hooks

Soft CTAs like quizzes or tests boost engagement by offering personalized discovery.

Top Rated by US Seniors: This Wellness Device Keeps Selling Out

Plant-Based Support

Plant-based or whole-ingredient products appeal to wellness-focused users looking for non-medicated options.

Swollen Feet or Ankles? This Gentle Method May Help

Device Innovation

"New tech" storylines work well when framed as interesting tools that may aid everyday issues.

This Short Quiz Reveals What May Be Blocking Your Weight Loss

Social Proof & Crowd Favorites

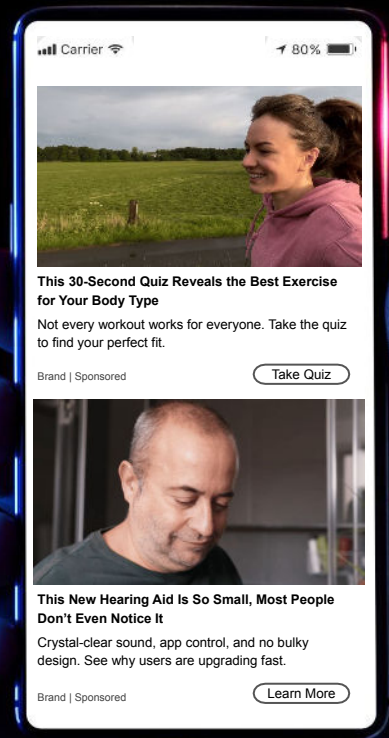
Phrases like "highest rated," create instant credibility and tap into FOMO.

Take This Tea Before Bed – It May Support Healthy Digestion

Symptom-Led Curiosity

Referencing mild, relatable discomforts and linking them to gentle support strategies captures attention.

This New Device May Help Ease Tired Legs (Free Trial)



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What's Trending for Landing Page

Medical Authority & Social Proof

Featuring plural “doctors” or expert groups (or citing studies) adds credibility, while user testimonials build emotional validation.



Simplified User Journey

Breaking the process into 2–3 clear steps (e.g., quiz → result → checkout) helps users stay engaged and convert with confidence.

Risk-Free Trials or Guarantees

Reducing perceived risk (e.g., 30-day guarantee) significantly boosts conversion

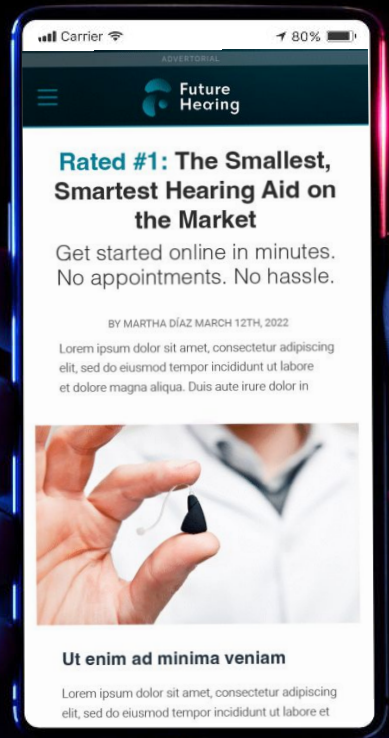


Addressing Common Pain Points Directly

Lead with the symptom, not the product. When users see their own struggles reflected they lean in.

Emphasis on Natural Ingredients

Leading with organic, clean, or plant-based ingredients appeals to health-conscious users and signals trust and safety.



* Pages must include disclaimers. More info [here](#).

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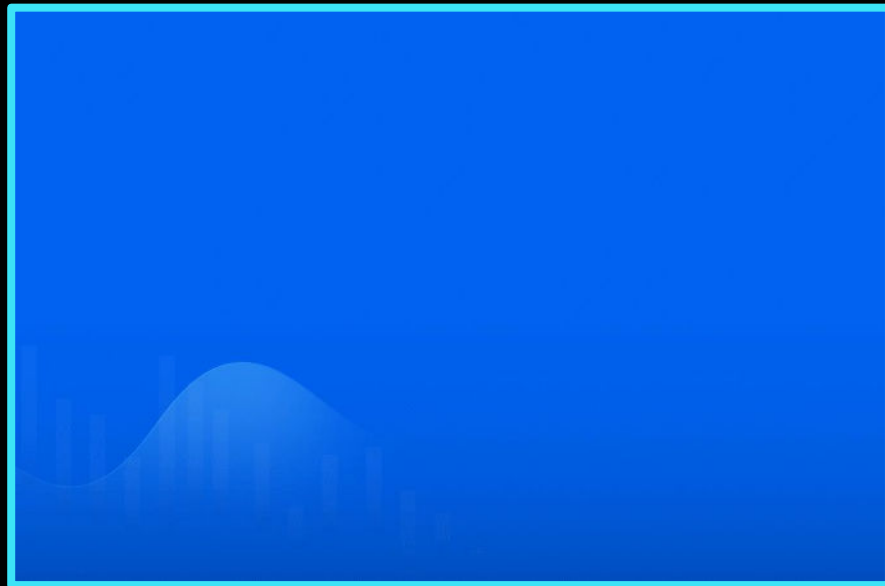
Creative Shop Support for You

- 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



Thank You