

# realize:

### Creative Playbook Home Services & Systems // 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 Home Fits Realize

# +11% +114%

# 

### **Overall CVR** increase H2 vs H1

Mobile campaigns saw +13% Increase in CVR

### **CVR** boost for photographic visuals

In contrast to illustrations, photos are linked to both higher CTR and CVR

### **CTR increase for** text-free images

Use text-free photos for optimal engagement, and save text for headlines and descriptions



## What's Trending for Home













### What's Trending for Visuals

#### Aspirational Homes Beautiful houses can inspire lifestyle upgrades, especially when they resemble real

estate listings.



#### **Before and After**

Visual proof of transformation makes home improvement clear, credible, and inspiring.



#### **Active Renovation**

Photos of workers humanize brands, highlight craftsmanship, and emphasize reliability.



### Regionality

Color-coded maps and regional architecture help localize ads and give them extra relevance.



Handheld Objects First-person shots of hands holding relevant objects can make home projects tangible, accessible.





Here's How Much A Metal Roof Should Cost You In 2025

Durable, long-lasting, and fire-resistant, a metal roof can provide decades of protection. Check rates

Learn More



Live In These *Houston* Zip Codes? You May Qualify For Solar (Check Now)

Just answer a few short questions to find out instantly if you qualify for solar power in 2025.

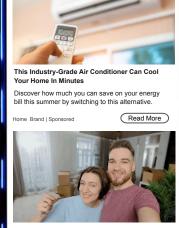
Home Brand | Sponsored

Home Brand | Sponsored



## What's Trending for Copy

| Localization<br>Dynamically localized<br>headlines personalize the<br>message, increasing its<br>relevance to readers.                      | New Windows<br>Available If You Live<br>In These <u>Minnesota</u><br>Zip Codes                                          | nil Carrier 🗢                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|
| This Dad Installed A<br>New Walk-In Shower<br>In One Day. Here's<br>How.                                                                    | <b>Storytelling</b><br>Personal stories build<br>social proof and convey<br>the effectiveness and<br>ease of a product. | This Industry<br>Your Home In<br>Discover how                  |
| <b>Cost Transparency</b><br>Headlines that highlight<br>budget-friendly solutions<br>and savings continue to<br>be a strong pull for users. | Here's How Much<br>Solar Panels Should<br>Cost in 2025                                                                  | bill this summ<br>Home Brand   Sp                              |
| This 3-In-1 System<br>Makes Gutter<br>Cleaning A Thing Of<br>The Past                                                                       | Unexpected Advice<br>Presenting new ideas or<br>alternatives can pique<br>curiosity and make<br>innovation accessible.  | Here's How T<br>And Beyond<br>Experience th<br>unique real est |
| <b>Specific Numbers</b><br>Numbers set clear and<br>immediate expectations<br>for readers, and are often<br>linked to higher CTR.           | We Tested 12<br>Different Lawn<br>Fertilizers And This<br>Is What Happened                                              | Home Brand   Spo                                               |



Here's How To Find Your Dream Home In  $\underline{\mathit{Texas}}$  And Beyond

Experience the joy of scrolling through hundreds of unique real estate listings. New homes added daily.

ponsored

(Browse Now)

1 80% 🔳

### What's Trending for Landing Page

#### **Looping Videos**

Seamless, high-quality visuals instantly engage visitors and demonstrate product functionality.



#### Testimonials

Customer reviews build trust and can underline specific product benefits.



#### **Highlighted Numbers**

Headlines with numbers attract attention, provide specificity, and set clear expectations for readers.



Quiz CTAs Interactive CTA funnels qualify leads and make purchases feel extra

personalized.



#### **Domestic Production**

Locally-made products appeal to national pride and consumers with environmental concerns.



all Carrier 🗢 4 90% **Autumn Flow** This Dad Installed A 3-In-1 Gutter System In One Day. Here's How. Thanks to patented technology, it's never been easier to future-proof your home with dependable gutters. BY MARTHA DÍAZ MARCH 12TH, 2022 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aligua. Duis aute irure dolor in



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### 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.

### Make Any Device Smart [Order Now]



### Make Any SmartEase Device Smart [Order Now]



Smart living without the hassle of major overhauls.

[SHOP NOW]





## **Creative Shop** Support for You

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



### Tab@laTrends Discover what your audience is

- → See what's currently capturing attention online
- → Based on real time data collected and analyzed by Taboola
- → Image trends
- → Headline Trends & analyzer

interested in

- → Search Topic trends
- → Visit <u>trends.taboola.com</u>



# Thank You

