

Creative Playbook

Home Services &
Systems // 2025

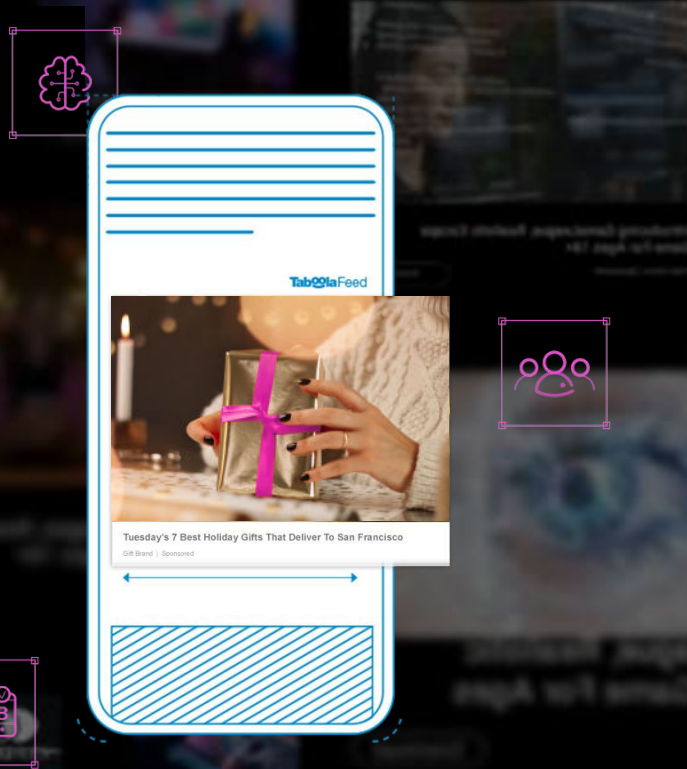


Who We Are

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%

**Overall CVR
increase H2 vs H1**

Mobile campaigns saw +13%
Increase in CVR

+114%

**CVR boost for
photographic visuals**

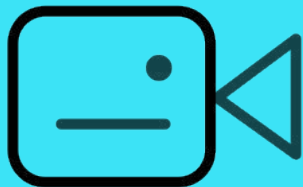
In contrast to illustrations, photos are
linked to both higher CTR and CVR

+13%

**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



Visuals



Copy

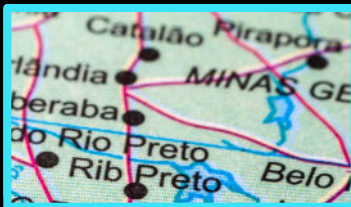


**Landing
Page**

What's Trending for Visuals

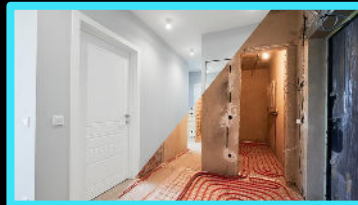
Aspirational Homes

Beautiful houses can inspire lifestyle upgrades, especially when they resemble real estate listings.



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.

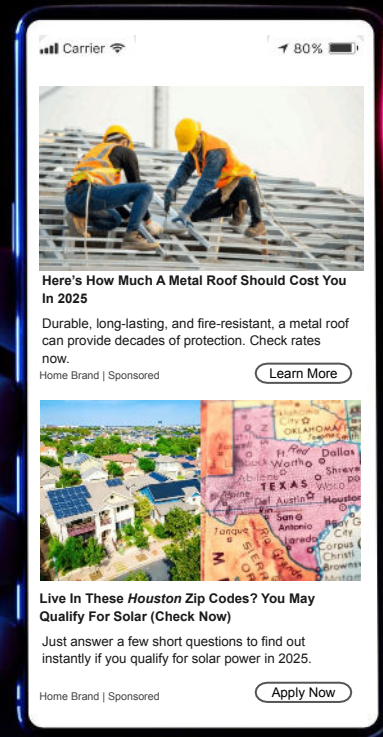
Before and After

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



Active Renovation

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



What's Trending for Copy

Localization

Dynamically localized headlines personalize the message, increasing its relevance to readers.

This Dad Installed A New Walk-In Shower In One Day. Here's How.

Cost Transparency

Headlines that highlight budget-friendly solutions and savings continue to be a strong pull for users.

This 3-In-1 System Makes Gutter Cleaning A Thing Of The Past

Specific Numbers

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

New Windows Available If You Live In These Minnesota Zip Codes

Storytelling

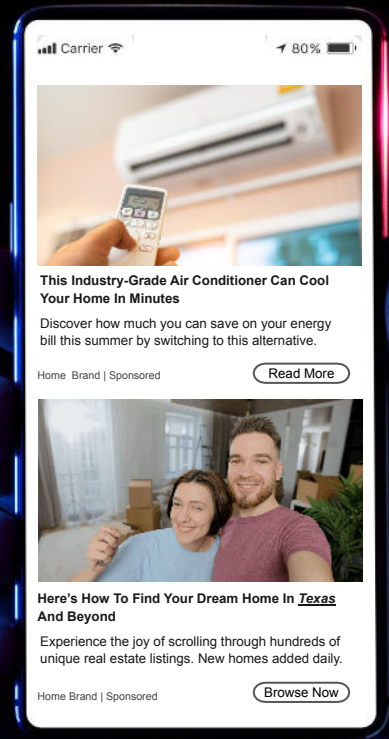
Personal stories build social proof and convey the effectiveness and ease of a product.

Here's How Much Solar Panels Should Cost In 2025

Unexpected Advice

Presenting new ideas or alternatives can pique curiosity and make innovation accessible.

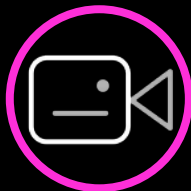
We Tested 12 Different Lawn Fertilizers And This Is What Happened



What's Trending for Landing Page

Looping Videos

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



Quiz CTAs

Interactive CTA funnels qualify leads and make purchases feel extra personalized.



Testimonials

Customer reviews build trust and can underline specific product benefits.



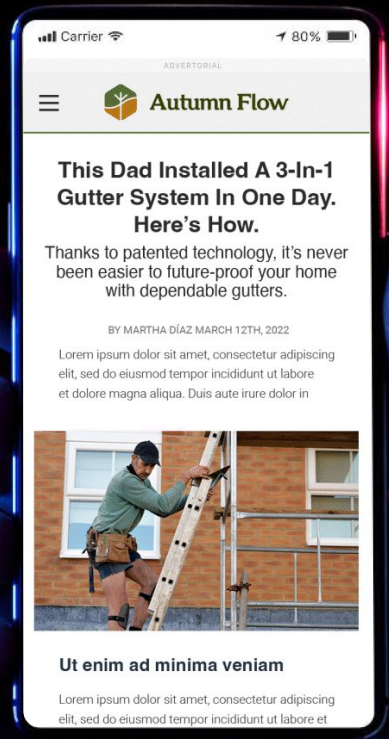
Domestic Production

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



Highlighted Numbers

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



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

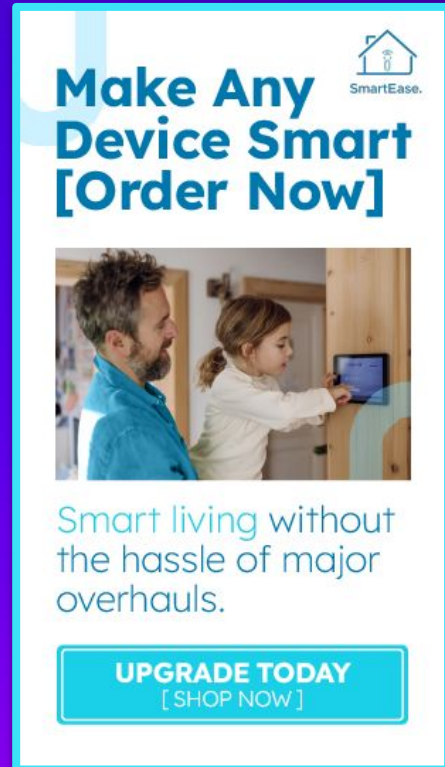
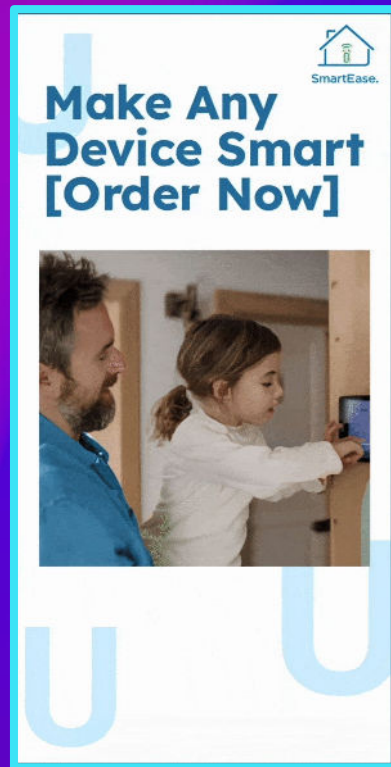
Ensure all visual components — colors, fonts, imagery — align with your brand identity. Always use high-resolution images.

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.



Smart living without
the hassle of major
overhauls.

UPGRADE TODAY
[SHOP NOW]



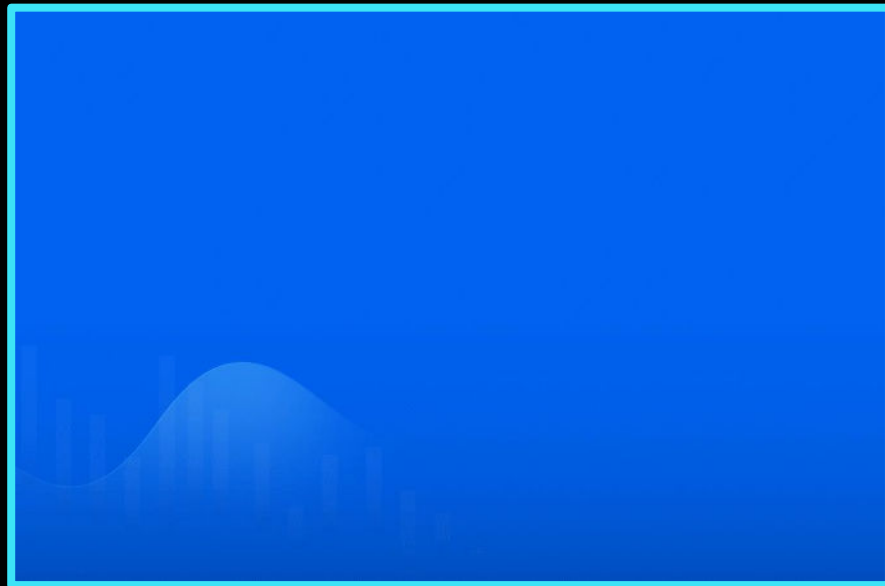
Creative Shop Support for You

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



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