



Creative Playbook Travel // 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 **Travel** Fits Realize

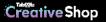
+16% +66% +74%



CVR increase for motion ads

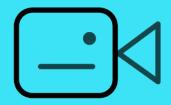
CTR increase when avoiding text in visuals

CVR increase when using close-ups



*2024 data for the Travel vertical

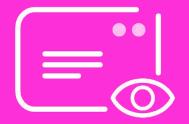
What's Trending for Travel



Visuals









What's Trending for <mark>Visuals</mark>

VIP Cabin Luxury Travelers shown inside premium seats or private jets imply exclusivity and luxury.



Joy in Motion

Action shots of people enjoying travel moments energize the scene.



People-First Storytelling

Real travelers shown enjoying the journey foster relatability and connection.



Cruise Ships as Dream Icons

Large ships – docked or at sea – signal aspirational escapes.

Recognizable Landmarks

Familiar sights or famous coastlines anchor campaigns visually.



 I Carrier
 7 80%
 1

Couples Love This Quiet Beach Resort [Book 30% Off Today]

Escape the crowds. Sun, peace, and savings — just for two.



Explore)



Add These Hidden European Towns to Your Travel Wishlist

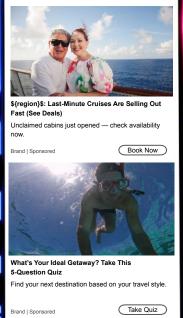
Discover charming places the crowds haven't ruined yet. Explore options today.

Brand | Sponsored

Learn More

What's Trending for Copy

Aspirational Bucket-List Escapes Frame travel as a once-in-a-lifetime adventure sparks long-term planning.	2026 World Cruise Sells Out Fast — See What's Still Available	atl Carrier 🗢
This Simple Booking Tip Could Unlock First-Class Flights for Less	Curiosity-Powered Travel Hacks Tease hidden deals or insider tips promising secret knowledge.	\${region}\$: Las Fast (See Deals Unclaimed cabir
Dynamic Urgency & Availability Time-sensitive language and scarcity-focused messages drive urgency.	June Flash Deal: All-Inclusive Beach Resorts From Just \$199	now. Brand Sponsored
Families Are Raving About These 5-Star Resorts (And They're on Sale)	Value-Driven Social Proof Reference specific, trusted user groups to add relatability and credibility.	What's Your Idd 5-Question Qui Find your next d
Interactive Hooks Interactive calls to action increase engagement through gamified discovery.	What's Your Vacation Personality? This Quick Test Will Tell You	Brand Sponsored



1 80%

What's Trending for Landing Page

Discovery Open with value-first messaging to drive interest and click-through.

Incentive-Led

Editorial Framing for Trust

Article-style LPs (e.g. top-10 lists, personal travel stories) build credibility.



Visual Price Anchoring

Highlight discounts, slashed prices, and urgency-focused copy above the fold.



Soft Quiz & Form Funnels

Boost conversions by turning data capture into a discovery journey.



Destination Dreaming

Full-bleed imagery, soft gradients, and aspirational design make LPs immersive.



ADVENTIONAL ADVENTIONAL SOLARA ATTACATO

10 Family-Friendly Vacation Deals Parents Are Jumping On Right Now

Beach resorts, cruises, and all-inclusive escapes that won't break the bank - see what families are booking in 2025 (and how to grab your spot).

BY MARTHA DÍAZ MARCH 12TH, 2022 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. 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.



Savor the World



Indulge in a Culinary Vacation of a Lifetime

Discover More







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

