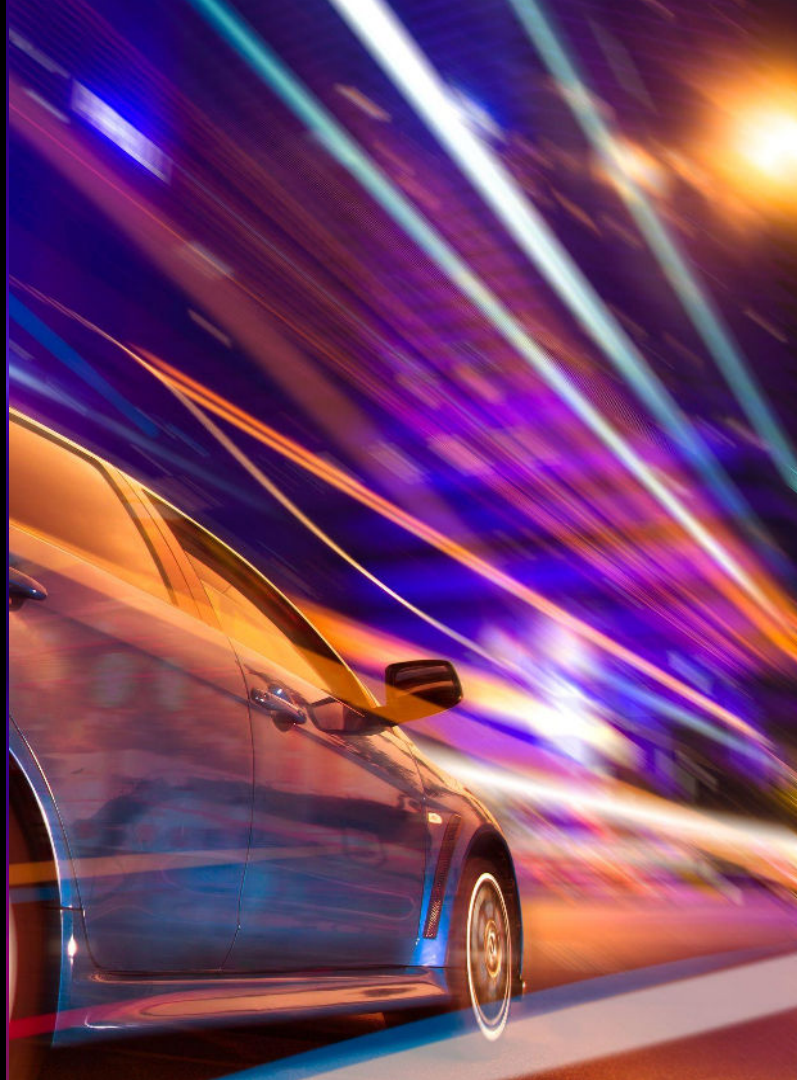


Creative Playbook

Automotive // 2025

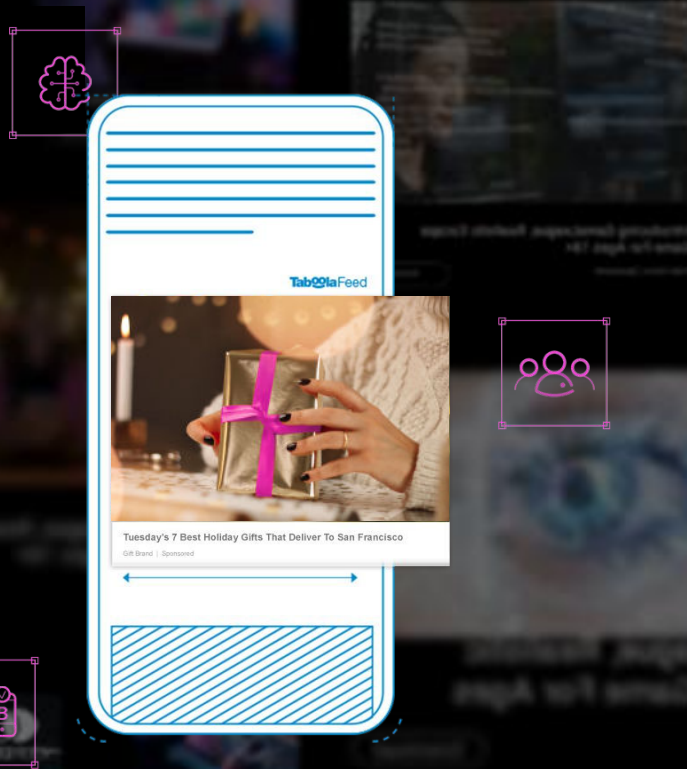


Who We Are

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



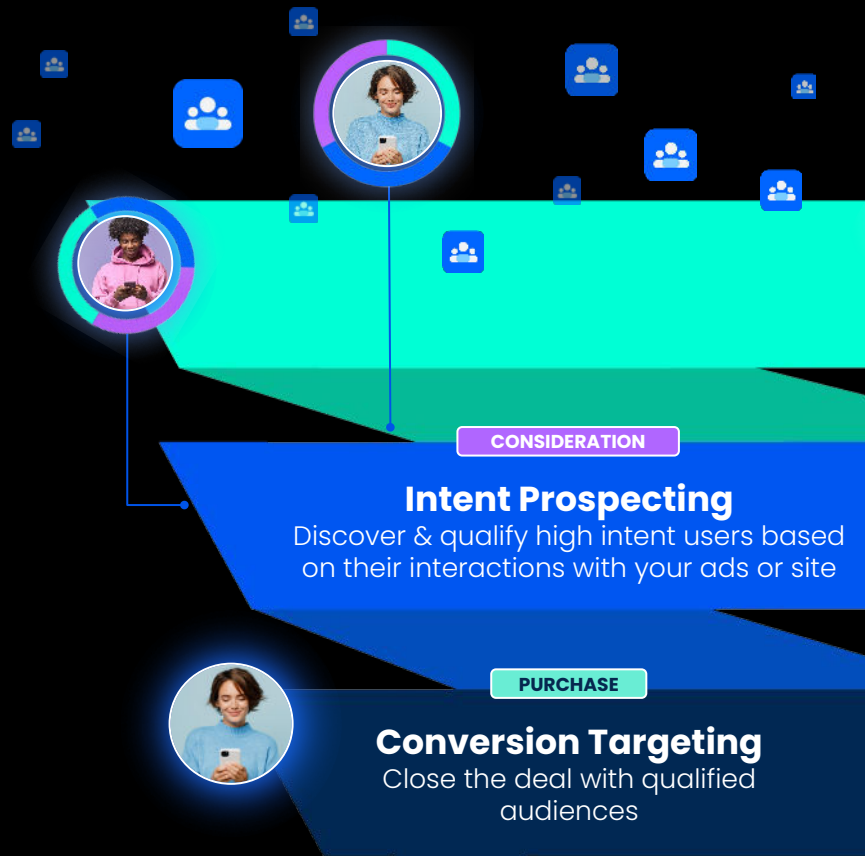
Unique Data & AI that drive results at Scale



Creative formats and placements beyond native, designed to deliver performance



Offering marketers control and transparency



Why **Automotive** Fits Realize

160M

**Actions taken
post click**

Leads, test drive sign ups,
and purchases

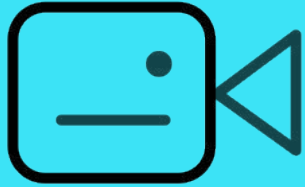
+4%

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

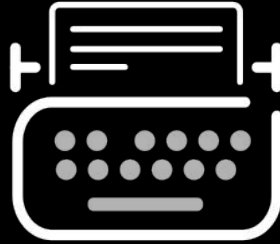
+11%

**CVR increase when
avoiding text in visuals**

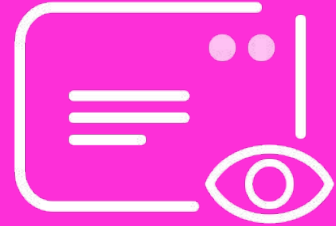
What's Trending for Automotive



Visuals



Copy



**Landing
Page**

What's Trending for Visuals

Include People

Human elements create an emotional connection, making ads feel more relatable and engaging.



Leverage Strong Colors

Bold and vibrant colors make visuals stand out in crowded feeds.



Keep it Natural

Authenticity matters—candid shots, real-life settings, and natural lighting make car visuals more appealing



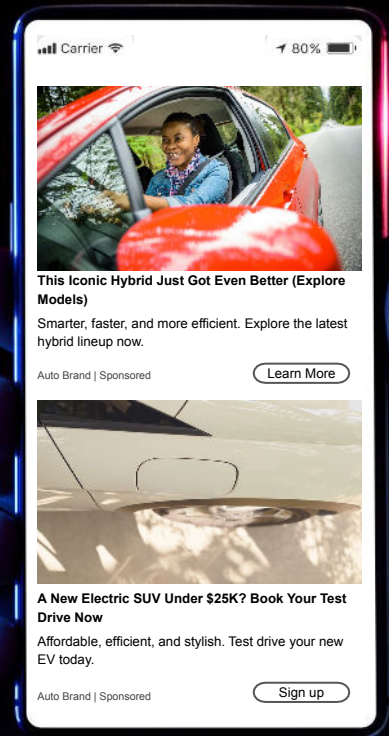
Luxury interiors

Close-up shots of premium materials, sleek dashboards, and advanced features.



Cars on the Road

Dynamic driving shots capture movement and energy, helping potential buyers picture themselves behind the wheel.



What's Trending for Copy

Attractive Offers

Showing direct incentives can effectively capture attention.

This New EV Can Go 500 Miles on a Single Charge (Book Test Drive)

Luxury & Performance

Headlines emphasizing premium features and driving experience

50 Years of *Brand* Power: Discover the Newest Model

Curiosity & Urgency

Use elements of surprise and exclusivity

Drive a New SUV for Less – Exclusive Offers Ending Soon

Electric & Hybrid

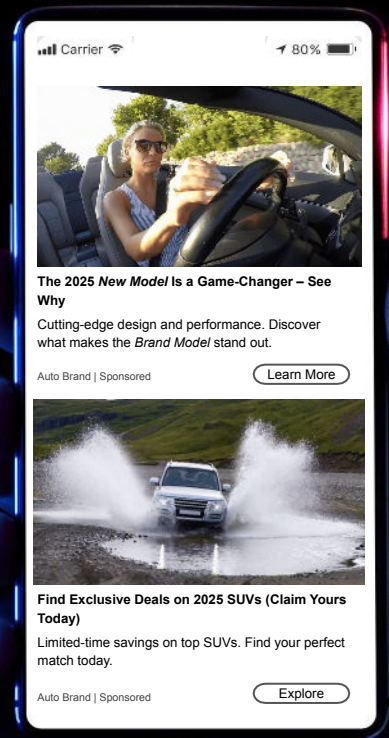
Interest in electric and hybrid vehicles continues to grow.

The 2025 *Model* Redefines Luxury – Take a Look Inside

Nostalgia & Brand Legacy Matter

Leverage your brand history within your copy

This New SUV Costs Less Than You Think (See Prices)



What's Trending for Landing Page

Personalized Offers

Custom deals, leasing options, and regional pricing increase conversion rates.



Interactive CTAs

Gamified or quiz-based CTAs like "Find Your Perfect Model" boost engagement.



Simplified Form-Fills

Minimal input fields and quick application options reduce friction in lead generation.



Immersive Visuals

Large, high-quality hero images and videos help create a premium brand feel.



Storytelling & Lifestyle Integration

Connecting the car with a lifestyle (e.g., travel, adventure, urban living) resonates.



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

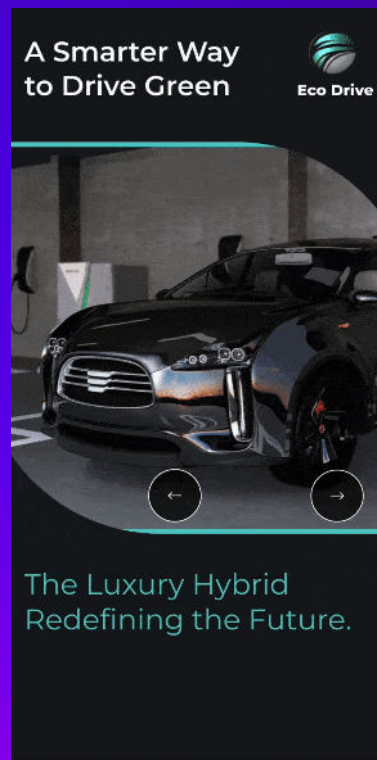
Ensure all visual components — colors, fonts, imagery — align with your brand identity. Always use high-resolution images.

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.





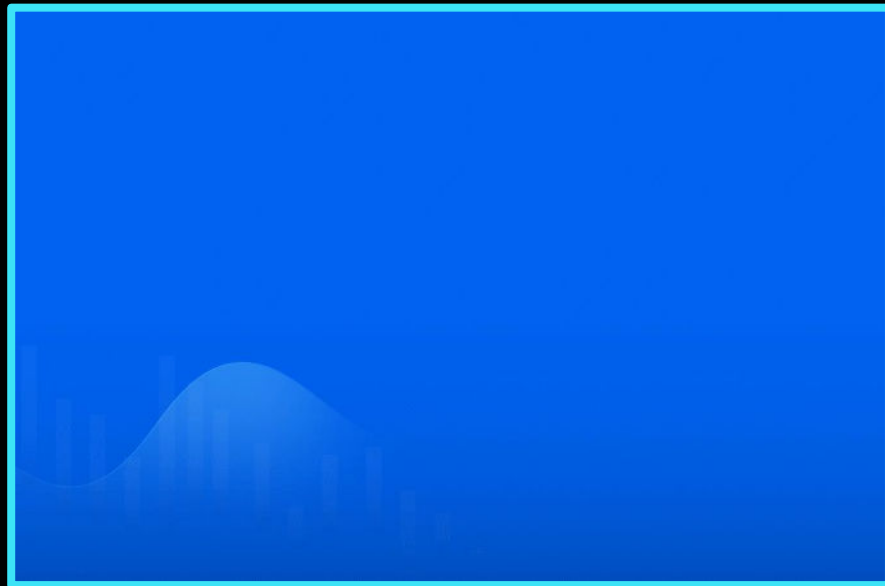
Creative Shop Support for You

- 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



Thank You