

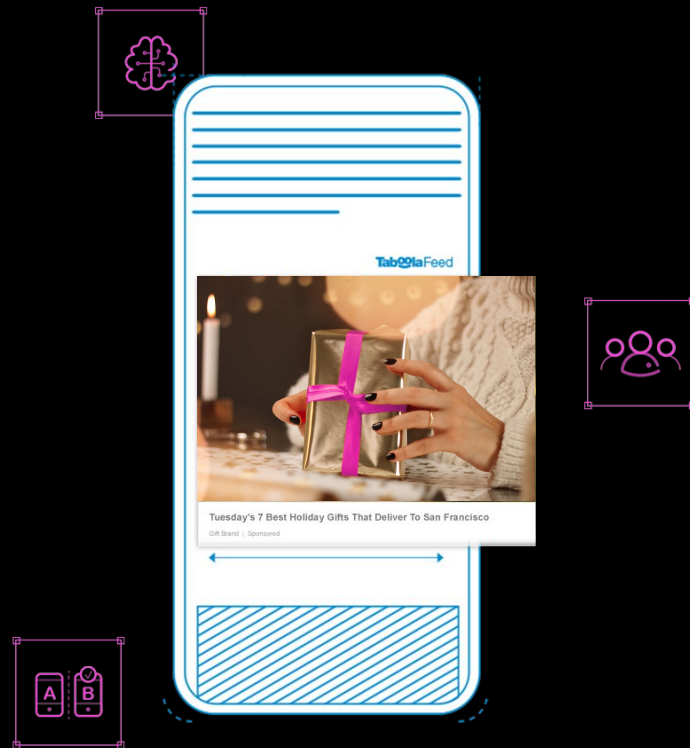
Creative Holiday Playbook 2025

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: Performance Beyond Search and Social

realize:

Realize is a Performance Engine Delivering Prospecting and Conversion Outcomes - on a CPC

Unique Data & AI that drive results at Scale

Creative formats and placements beyond native, designed to deliver performance

Offering marketers control and transparency

Awareness

Consideration

Action



Market Insights:

**Mobile
is 55%
of holiday
e-comm**

Mobile holiday revenue now outpaces desktop, and is expected to grow

**Nearly half
plan to
shop before
November**

About 45% of holiday shoppers plan to shop before November

**Holiday
ad visuals
can boost
CVR by 4X**

Holiday-themed creatives show a 4.4X higher CVR than generic creatives

**3 out of 4
holiday
shoppers
look for deals**

75% of shoppers look for deals throughout the holiday season

Creative Trends:

AI-driven creative variations

AI enables faster creative variations, driving further optimizations at scale

Unfiltered UGC-style authenticity

Candid DIY imagery builds trust, and is often more relatable than stock photos

Personalized quizzes & gift guides

Quizzes and lists engage shoppers and simplify holiday buying decisions

Looping, short-form HD motion

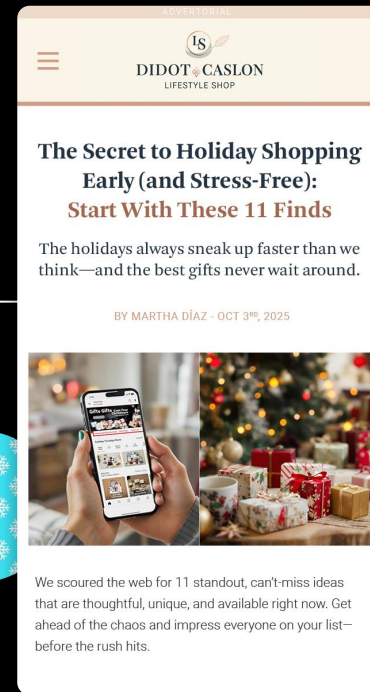
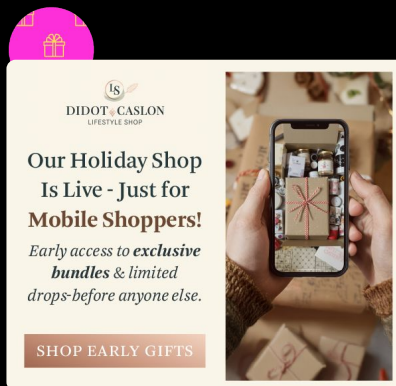
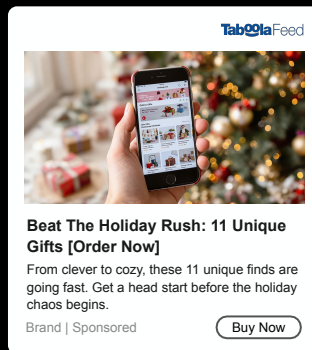
Seamless, human-driven videos captures attention and bring products to life



**Tailor Your Creatives to
Match Trends and insights:**

Publish mobile-first holiday content by October

Launch a
holiday-specific,
mobile-optimized page
to reach early shoppers



**Make
creatives
festive,
authentic,
and kinetic**

**Captivate audiences
with timely holiday
footage that feels real
and organic**

**Real Holidays.
Real Joy.
Real Deals.**



See how our
new decorative cake molds
fits into your holiday moments

SEE IT IN ACTION

TaboolaFeed



**This Simple Tip Will Make You A
Better Gift Giver**

This quick tip will change how you shop for the holidays (and earn you serious points).

Brand | Sponsored

[Learn More](#)

TaboolaFeed



**Last Minute \$50 Holiday Gifts For
Dad (Add To Cart)**

We rounded up budget-friendly picks that ship fast, feel personal, and cost under \$50. No socks. No stress.

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[Read More](#)

Personalize with tailored content & gamified CTAs

Craft content that speaks
to specific audiences,
with interactive elements


GAME
GIFT SHOP

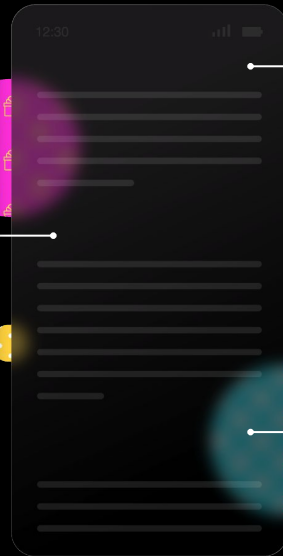
Find Your Gifting Style




The Proactive Elf

Take our 3-question quiz & get a
personalized gift list

Play to Shop 



TaboolaFeed




Top On Holiday Wish Lists: Custom Kicks Are Everywhere

Design a pair that's totally you (or gift them to someone who deserves something extra this year).

Brand | Sponsored

[Buy Now](#)

TaboolaFeed



[Quiz] What Should You Gift Your Hard-To-Buy-For Family Member?

This 60-second quiz does the work for you, so you can skip the guessing and start wrapping.

Brand | Sponsored

[Take Quiz](#)

Prioritize discounts and a fast checkout process

Entice customers with urgent promotions and frictionless payments

75% Off. Zero Hassle.



Ends
Soon

Fast gifts, faster checkout.

Shop & Save Now



eco gift shop

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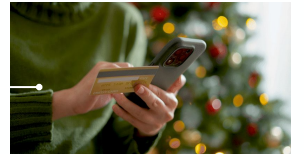
**Friday Deal: Use Code "SNOW" To
Save 50% On Last-Minute Gifts**

xxxx Still checking names off your list? Save 50% on thoughtful, ready-to-ship gifts.

Brand | Sponsored

[Shop Now](#)

TaboolaFeed



**{City}: These Holiday Discounts End
at Midnight**

Shop unbeatable deals on trending gifts, check out in seconds, no holiday stress. No logins. Just tap, pay, done.

Brand | Sponsored

[Buy Now](#)

Creative Timeline:



Vertical Thought Starters

E-commerce

Launch mobile-first gift guides by October with built-in urgency messaging.



Health

Use Q5 to reframe your product as a post-holiday “reset”—paired with kinetic, UGC-style content.



Fashion

Gamify discovery with a “Find Your Holiday Style” quiz paired with personalized lookbooks.



Finance

Position your product as the “first smart money move” of the new year with Q5 self-improvement messaging.










Home

Showcase products in motion within real holiday moments (e.g., decorating, cooking, cozying up).



Campaign Checklist

-  **Implement Tracking 4–6 Weeks in Advance,** ahead of peak periods to start collecting data on users who interact with your brand.
-  **Integrate quickly with Shopify & WordPress:** Take advantage of Taboola's Shopify and WordPress integrations for seamless Pixel setup and automatic conversion tracking—no manual coding or theme limitations.
-  **Start early:** Launch your campaign using the **Maximize Conversions** bidding strategy at least 5–7 days before peak days with appropriate targeting and a daily budget up to 50% less than your target peak budget.
-  **Set an Adequate Budget & Plan for Increases** Once 50 conversions are reached or 2–3 days before peak days, increase your budget closer to the target amount, but no more than 50% at a time to protect the CPA.
-  **Reach new high-value shoppers:** Use **Predictive Audiences** to go beyond your core audience and tap into high-intent users likely to convert during peak season.
-  **Avoid Major Changes During Peak Time** Keep targeting, bidding, and other settings stable during peak days to avoid re-triggering the learning phase.
-  **Monitor creative performance:** Maintain 4–6 creatives in rotation and pause any underperforming ones.

Thank You.

Taboola
CreativeShop

realize: