

# Creative Playbook

Home Services &  
Systems // 2025

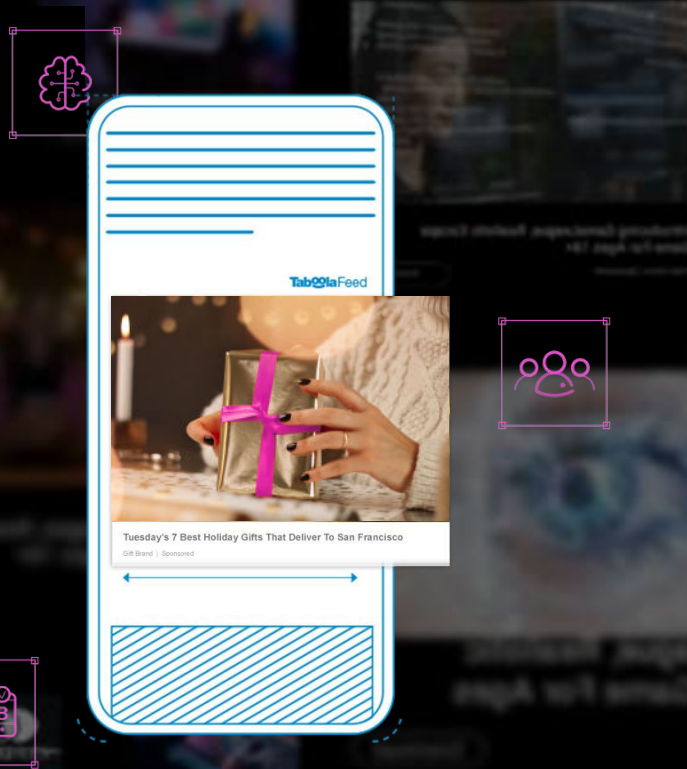


# Who We Are

**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**

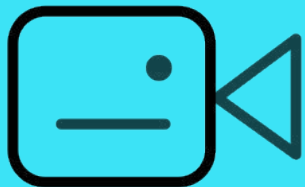
In contrast to illustrations, photos are  
linked to both higher CTR and CVR

**+13%**

**CTR increase for  
text-free images**

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

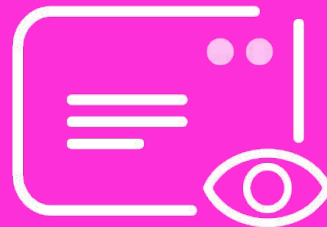
# What's Trending for Home



**Visuals**



**Copy**



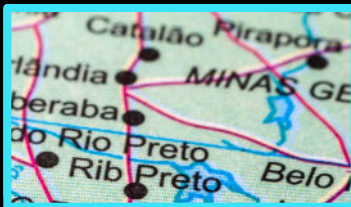
**Landing  
Page**



# What's Trending for Visuals

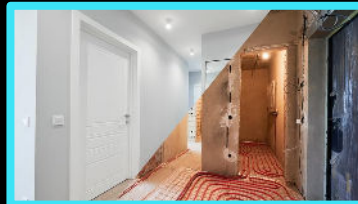
## Aspirational Homes

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.



## Before and After

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



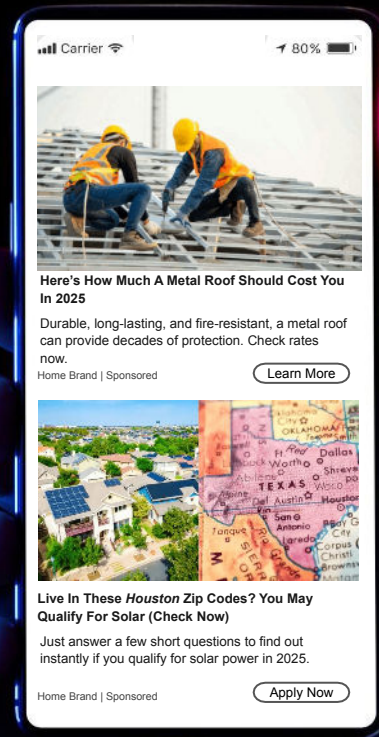
## Active Renovation

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



## Handheld Objects

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



# 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

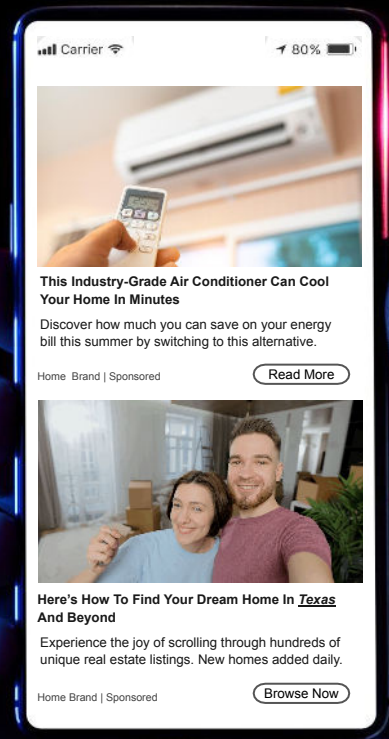
Personal stories build social proof and convey the effectiveness and ease of a product.

**Here's How Much Solar Panels Should Cost In 2025**

## Unexpected Advice

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

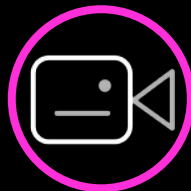
**We Tested 12 Different Lawn Fertilizers And This Is What Happened**



# 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.



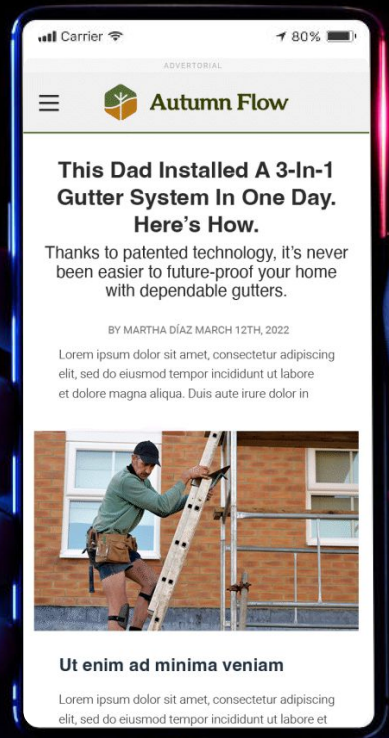
## Domestic Production

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

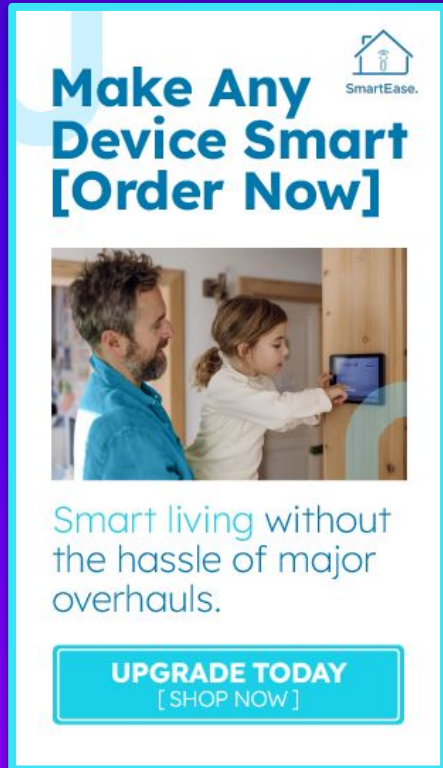
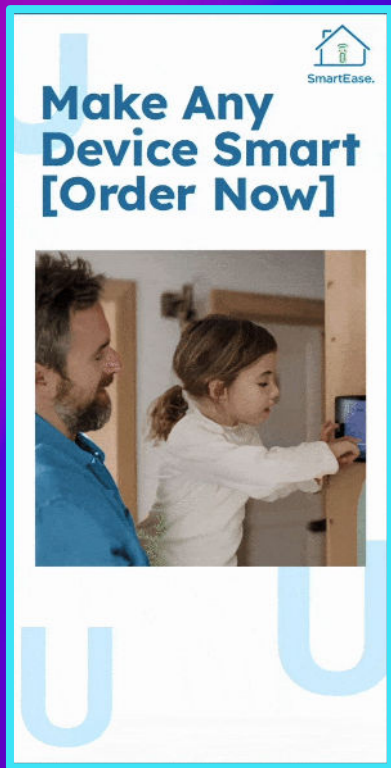
Ensure all visual components — colors, fonts, imagery — align with your brand identity. Always use high-resolution images.

## 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 ]



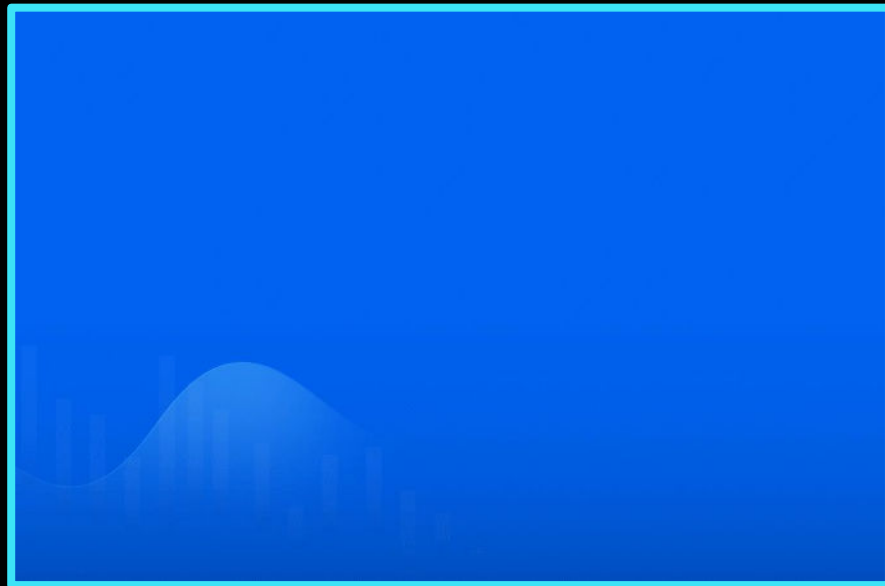
## Creative Shop Support for You

- 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](https://trends.taboola.com)



# Thank You