

# Creative Best Practices 2026



# Who We Are

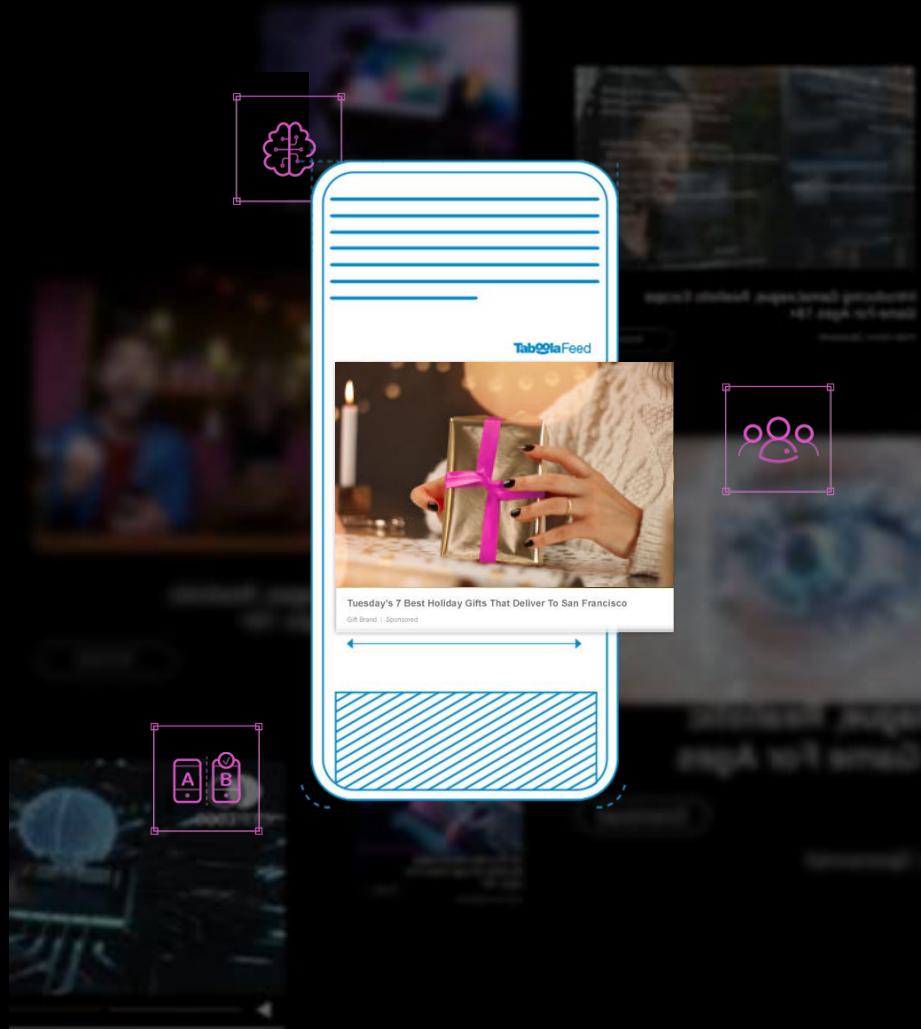
**Taboola Creative Shop** is a global in-house agency and team of creative educators.



Powering strategic creative recommendations for advertisers around the world and back.

Distributing industry-specific insights, trends, and strategies to boost performance.

Enhancing creative assets for top advertisers.



# The Realize User Mindset



**“I’m here exploring content, experiences, and ideas that match my interests.”**

## **Users come to engage (not to search)**

They’re consuming premium content, lifestyle experiences, utilities, and apps across trusted environments.

## **Content feels native and intentional**

Whether editorial, video, commerce, or utility-driven, experiences are designed to feel relevant, credible, and seamless.

## **Ads are discovered, not demanded**

Users aren’t actively looking for brands. Value-driven messages earn attention through relevance and context.

## Section 1

# Native Creative Best Practices

# Best Practices: Imagery

## Feature faces

Photos with a human face create a sense of connection in readers and grab their attention, especially authentic close-ups above the shoulder.



Experience The Latest in Hearing Aid Tech  
[Book a free test]

Schedule your free evaluation at hearing aid centers across the US.

Brand | Sponsored

Book Now

## Lend a hand

Use photos of hands to show a product or service in action — either through tactile demonstrations, or simple gestures — for a human touch.



Purchasing or Refinancing? How To Get a Mortgage In a Day

Get pre-approved for a home loan in minutes. Start the quiz now.

Brand | Sponsored

Get Offer

## Make your photo move

Transform static images into Motion Ads with tools to boost attention or tell a story with multiple images.



Eating Healthy is Easier Than You Think (Here's how)

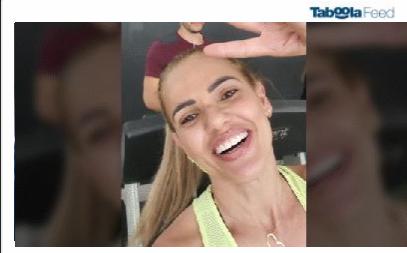
This game-changing app makes it simple to track what you eat.

Brand | Sponsored

Download

## Repurpose existing materials

Cut clips of existing videos from your other marketing materials to test them on Realize.



The Best Sports and Fitness Deals of Spring 2026

A leading coach shares her do's and don'ts to find the best fitness program for you.

Brand | Sponsored

Learn More

# Best Practices: Copy

## Be descriptive

The best headlines are engaging, honest, and specific — and prime the reader for what they're about to experience.



### 11 Derm-Recommended Hand Creams for People with Super-Dry Skin

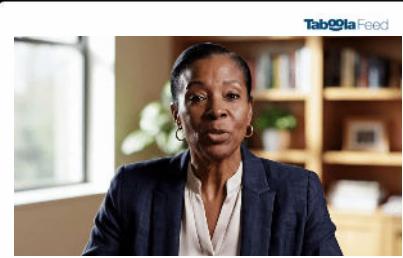
With thousands of five-star reviews, these products just may get you through the winter.

Brand | Sponsored

Learn More

## Be noteworthy

Remember the context in which your ad will appear. Make it stand out using editorial tone, expert opinions, first- person essays, or useful information.



### How Long-Term Investors Are Rethinking Stock Decisions in 2026

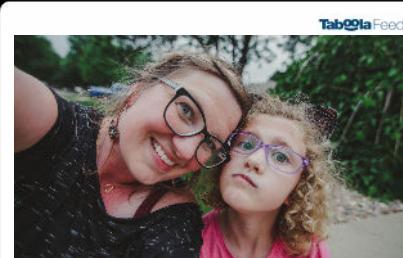
From real-time data to long-term signals, this trading app helps simplify complex markets.

Brand | Sponsored

Try Now

## Address your audience

Call out your audience by their demographic, interests, or traits to generate engagement from high-intent users.



### Savvy Moms Are Saving on Their Children's Glasses Here

Get 10% off your first purchase and a wide selection of over 300 styles.

Brand | Sponsored

Shop Now

## Dynamic Keywords

Use DKI (location or day of the week) to make the ad feel tailored for your audience.



### New York: You Can Save Up To 25% On Car Insurance (Check eligibility)

See if you're eligible for a lower insurance rate in minutes.

Brand | Sponsored

Get Quote

# Best Practices: Carousel Ads

## Tell it in chapters:

Each card moves the story forward.

## Make it interactive

Design for exploration, not passive viewing.

## Change the visual beat:

Use varied imagery or angles to keep users swiping.

Ad • BrightKey Mortgage



How to Get a Mortgage?  
Simplified Steps



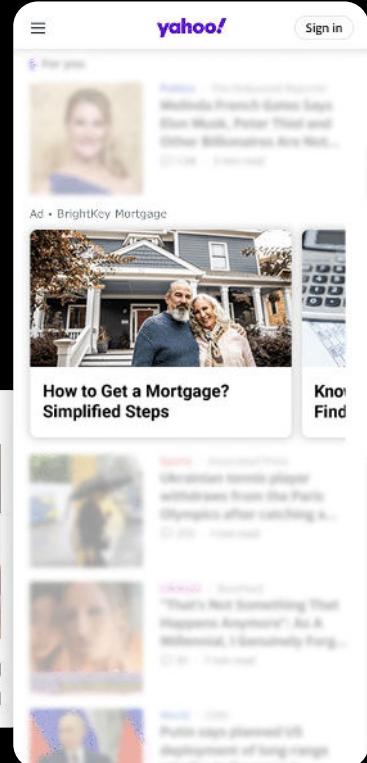
Know What You Can Afford and  
Find the Loan That Fits You



Skip the Hassle—Get Mortgage  
Approval Online



Apply On  
Stress-Fi



# Creative Specs: Native

1200 px

## Static Image File:

5MB maximum, jpeg preferred.

Pixel Resolution: 1200x674.

\*Image will auto crop unless you choose to adjust cropping manually (recommended).



## Motion Ads:

File Type: .mp4, .mov, .gif.

Max File Size: 50 MB (maximum 5 MB for .gif files.)

Aspect Ratio: 16:9.

Pixel Resolution: 1200x674.

Max Length: 15 Seconds.

## Branding Text:

30 characters maximum.

## Headline Character Length:

35-45 characters, 60 maximum.

## Description Character Length:

180-200 characters, 250 maximum.

## CTA Button:

Choose from a variety of options within Taboola Ads.

### Latest Car Model Now Out (Secure a Test Drive Today)

Schedule a test drive at your local car dealership and trade in your used car.

Brand | Sponsored

Learn More

## Section 2

# Display & Rich Media Creative Best Practices

# Best Practices: Display

## High readability:

Bold text and clean backgrounds ensure the message is understood in <1 second

## Urgency & incentives:

Time-sensitive motivators like "Ends Soon" or "Up to 50% Off" trigger FOMO and lift CTR

## Motion/animation:

Subtle loops or highlights catch attention without overwhelming

## Clear CTA buttons:

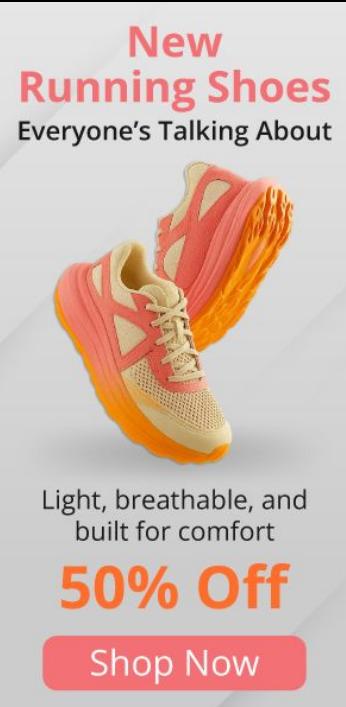
Prominent "Learn More" or "Shop Now" guides users and boosts conversions

## Relatable imagery:

Everyday, aspirational scenes build trust and emotional connection

## Concise messaging:

Short, benefit-led headlines in a natural tone communicate value instantly



# Best Practices: Rich Media

## Embrace Creative Customization:

Use rich media to unlock creative freedom with dynamic formats, multimedia storytelling, and product demonstrations.

## Drive Deeper Engagement:

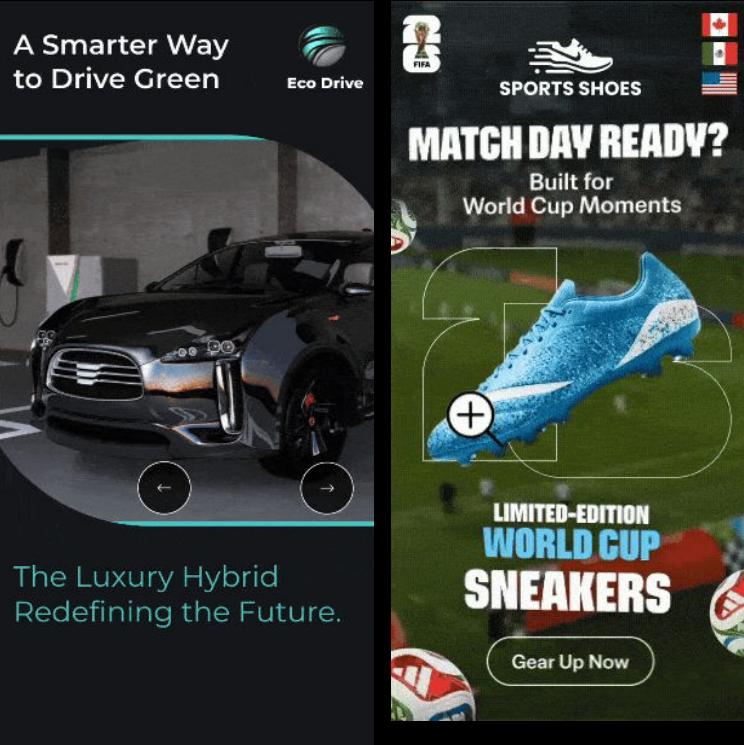
Encourage users to interact directly through gestures like swipes, hovers, or clicks. By offering interactive features, rich media fosters meaningful engagement and motivates users to take desired actions.

## Capture User Attention:

Stand out from static banners by incorporating dynamic elements like animations, interactive actions, and visually striking designs.

## Boost Brand Recall Through Immersion:

Create visually stunning, immersive experiences that showcase your brand's story.



# Creative Specs: Display

## File Type:

### Images:

Supported file types: JPEG, JPG, PNG, GIF

Maximum file size: 2MB

### HTML5:

Uploaded as a single ZIP file

Maximum ZIP file size: 2MB

### Videos:

Supported file types: MP4

Maximum file size: 200MB

Minimum video length: 5 seconds

Maximum video length: 60 seconds

### ZIP file structure:

Root folder containing all necessary files

Index.html file must be in the root of the ZIP file

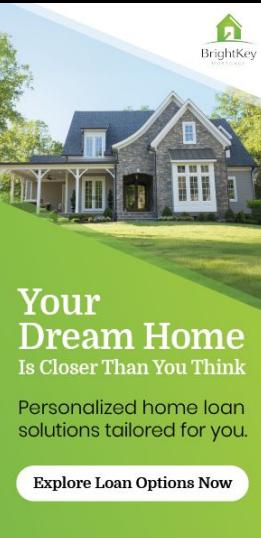
Supported file types within ZIP: HTML, JS, CSS, JPG, JPEG, GIF, PNG, SVG

Maximum of 100 files per ZIP

Must include a static backup image (JPG, PNG, or GIF) for browsers with JavaScript disabled

**For maximum campaign reach upload your banners in these IAB standard dimensions:**

**300x250, 300x600, 320x50, 728x90, 970x250, 160x600, 250x250**



**Your Dream Home**  
Is Closer Than You Think

Explore Loan Options Now



**Your Dream Home**  
Is Closer Than You Think

Personalized home loan solutions  
tailored for you.

Explore Loan Options Now



## Section 3

# Landing Page Best Practices

# Best Practices: Design Elements

## Keep it Short:

Short pages, of 400-600 words outperform the long informative pages. Taboola trends are showing even shorter pages, of 250 words.

## Top it with a strong hero image:

Visuals of users, thought leaders or contextual.

## CTAs:

Integrate 3 types of CTAs

- CTA buttons (at the top right corner and at the bottom of the page)
- Hyperlinks- less aggressive within body
- Test Gamified CTA

## Make it easy to read:

Bolded sub-headers, relatively big fonts, and short paragraphs will also ensure the reader stays on the page.

## Humanize it:

Who wrote the article? What is their profession? When was the article published.

## Pro tip:

Link carefully to avoid places where reader can click out: navigation bar, social sharing, testimonials, home page.

ADVERTORIAL

This Service May Simplify Your Life

*Add Subtitle here*

BY MARTHA DIAZ | MARCH 12TH, 2022

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*Sign up for our awesome service.*

**SIGN UP NOW**

## COMMENTS

2 Comments

Joseph Hawking

*Nemo enim ipsam voluptatem quia voluptas sit aspernatur ad id sit fugit, et quia consequatur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magna aliquam quaerat voluptatem.*

# Best Practices: Content

## Define the problem:

Lead with the user's pain. Make it immediately clear what's broken or frustrating, before mentioning the product.

## Make it matter:

Explain why this problem is worth solving now. Show the real impact on time, money, performance, or peace of mind.

## Show the solution (not the product):

Focus on *how* the problem gets solved and what makes this approach better or easier. Keep it simple, credible, and benefit-led.

## Create urgency to act:

Give users a reason to move now: proof, momentum, comparison, scarcity, or clear upside to taking action today.





# Trends

**Discover what your audience is interested in**

- See what's currently capturing attention online
- Based on real time data collected and analyzed by the Realize platform
- Image trends
- Headline Trends & analyzer
- Search Topic trends
- Visit [realizetrends.taboola.com/](http://realizetrends.taboola.com/)





## ***1. Audit***

Audit your creatives and  
reference insights



## ***2. Plan***

Plan changes to align with following  
best practices and your KPIs



## ***3. Create***

Create new assets  
and content.



# Thank You