

# realize:

## Creative Playbook:

[E-Commerce]

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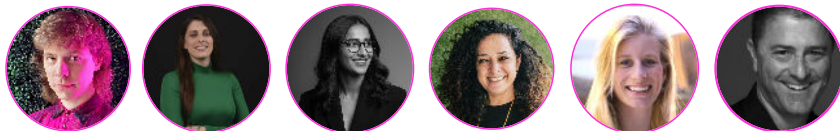
2026

TOTAL PERFORMANCE  
WITH REALIZE



# Who We Are

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



- ❑ Powering **creative recommendations** for advertisers around the world.
- ❑ Distributing **industry-specific insights, trends** and **competitive strategies**.
- ❑ Enhancing **creative assets** to boost **performance at scale**.

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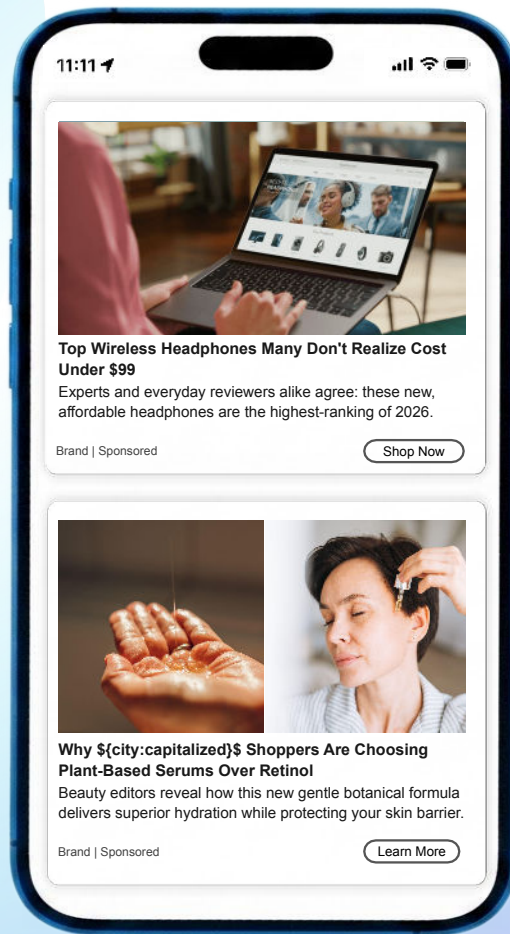
In 2026, isolated product pitches are read as "ad noise" • Performance is strongly driven by **authentic social proof.**

# 2026 E-commerce Playbook: Trust & Community

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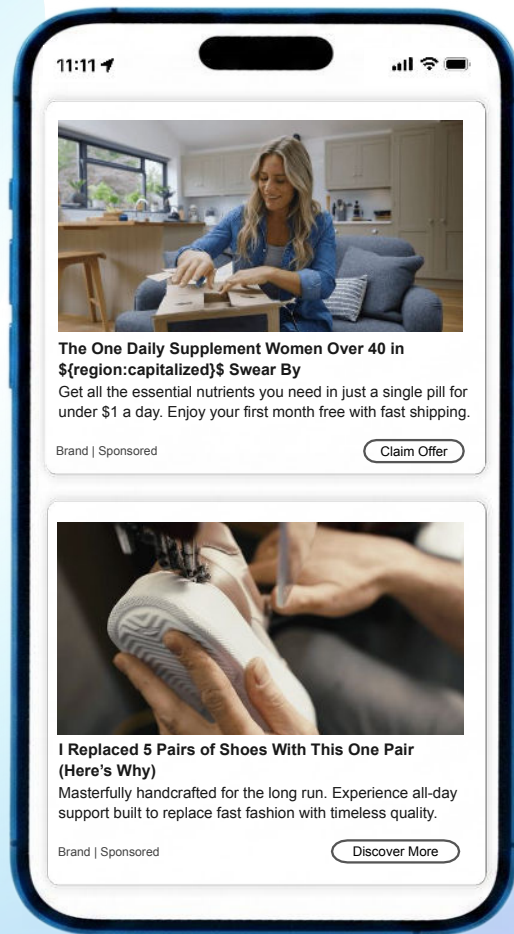
# What's Trending for Native Visuals?

- **CONTEXTUAL IMAGERY**
  - Showing products in relatable, everyday settings helps users visualize how the item fits their lifestyle.
- **TACTILE INTERACTION**
  - Showcasing a person interacting with products or browsing a website bridges the gap between the digital and the real.
- **UGC STYLE CONTENT**
  - Real reviews, stories, and organic user-submitted photos outperform highly polished studio images.
- **SPLIT-SCREEN VISUALS**
  - Combining product and person shots allows for more dynamic and engaging visual storytelling.
- **SEAMLESS MOTION**
  - Zooms, camera movement, and natural interaction motion capture attention and boost performance.



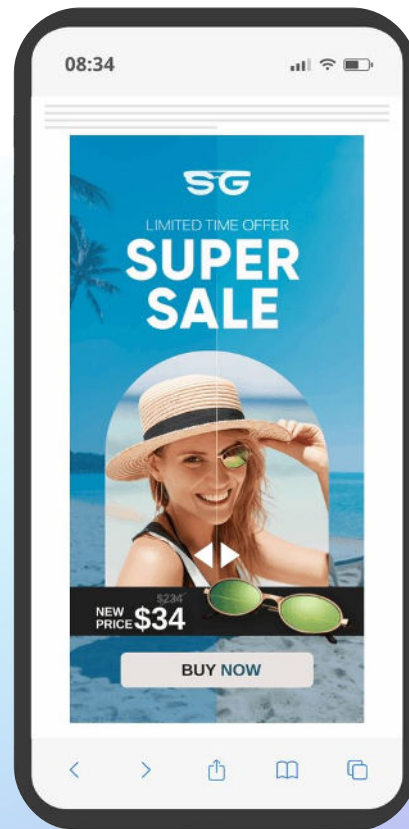
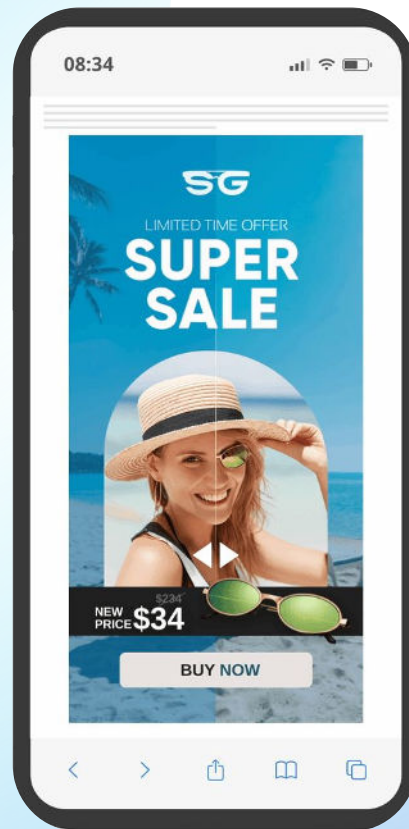
# What's Trending for Native Copy?

- **EDITORIAL DISCOVERY**  
Framing headlines as "noteworthy findings" rather than sales pitches bypasses ad blindness and builds trust.
- **"INSIDER" NARRATIVE**
  - First-person narratives and expert opinions create earned trust and drive personal recommendation impressions.
- **SPECIFIC NUMBERS**
  - Incorporating concrete discounts, deals and time frames highlights benefits and increases urgency.
- **SOCIAL PROOF CUES**
  - Citing real peer content and user reviews makes the brand feel more thoroughly vetted and trustworthy.
- **HYPER-PERSONALIZATION**
  - Using dynamic keyword insertion (eg. city, dayofweek) and audience callouts (eg. savvy shoppers, men 50+) makes the creative feel targeted and relevant.



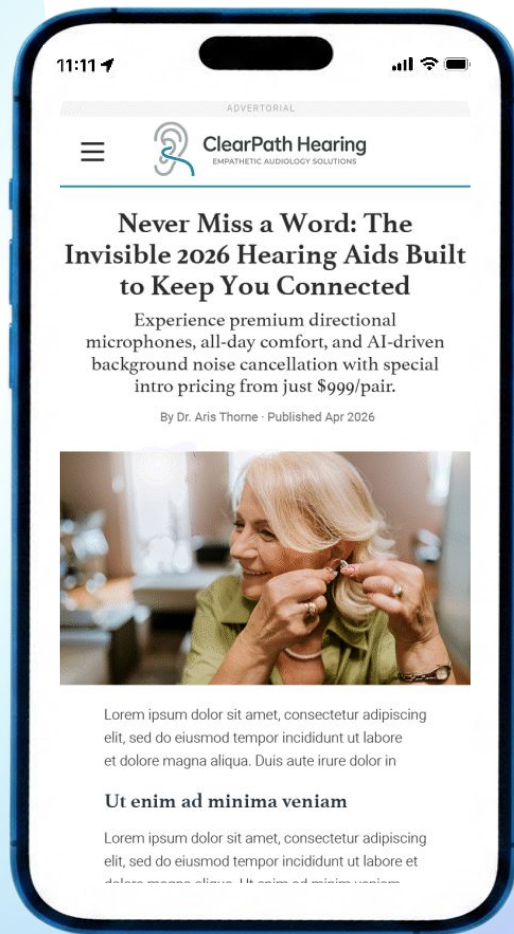
# What's Trending for Display?

- **CONCISE MESSAGING**
  - Short, benefit-led headlines in a natural tone communicate product value in < one second.
- **DESIGN HIERARCHY**
  - Bold text, clean backgrounds, and proper visual hierarchy ensure that the core message lands clearly.
- **CLEAR CTA BUTTONS**
  - Prominent CTA buttons (eg. "Shop Now" or "Discover More") guide users to action and boost conversions.
- **URGENCY & INCENTIVES**
  - Time-sensitive motivators like "Deal Ends Soon" or limited-time discounts trigger FOMO and lift CTR.
- **MOTION / ANIMATION**
  - Interactive rich media formats and subtle motion loops capture attention and drive engagement.



# What's Trending for Landing Pages?

- **BITE-SIZED EDUCATION**  
Trimming content to 250-400 words and punctuating with visuals decreases cognitive load and keeps users reading.
- **NARRATIVE PROBLEM SOLVING**
  - Leading with audience pain points (eg. loss of social connection) before introducing the product establishes clear relevance.
- **"REAL-WORLD" TESTS**
  - Integrating unpolished, UGC-style video or firsthand testimonials provides social proof and builds trust.
- **INTERACTIVE ELEMENTS**
  - Including interactive tools and forms (eg. product recommendation quiz) drives higher quality lead generation.
- **RATINGS & REVIEWS**
  - Displaying a comment section, customer feedback scores and third party ratings (eg. Google, Trustpilot) builds trust and validates prospective buyers.





# 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/](https://realizetrends.taboola.com/)



# Thank You.

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