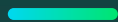


realize:

Creative Playbook:

Finance



2026

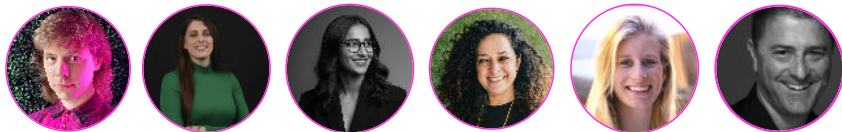
TOTAL PERFORMANCE

WITH REALIZE



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.

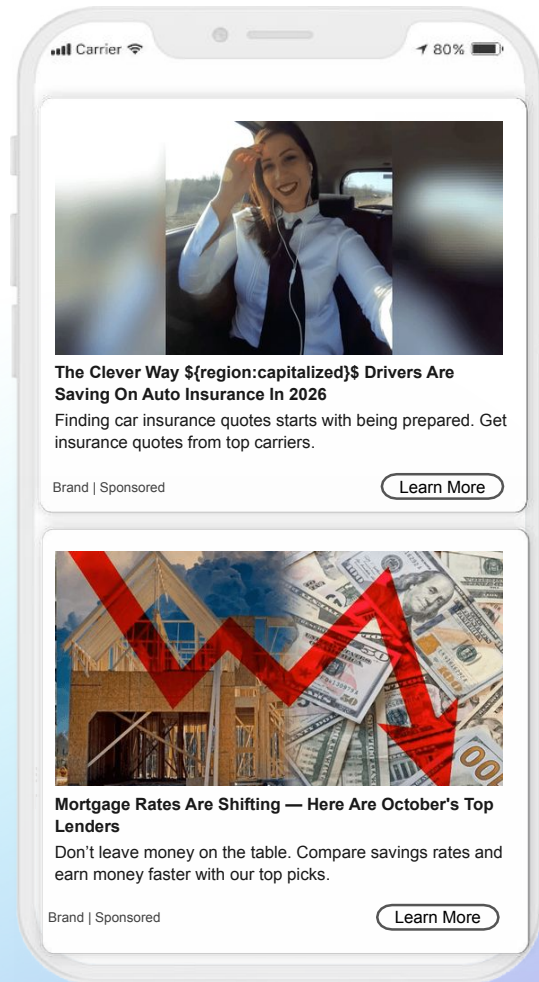
Enhancing creative assets for top advertisers.

realize:

What's Trending for Native Visuals?

- **TACTILE FINANCES**
 - A hand holding cash or a card makes personal finance real and tangible
- **HUMAN-FIRST COMPOSITION**
 - Prominent faces, eye contact builds trust
 - Clear emotion (pride, relief) shows outcome
- **AUTHENTIC, IN-CONTEXT SCENES**
 - Everyday settings feel real, not overly staged
 - Candid, UGC-like angles boost credibility
- **DATA/MARKET VISUALS**
 - Charts and directional arrows signal financial performance, analysis, opportunity
- **SEAMLESS MOTION**
 - Subtle motion effects are less disruptive to the reader experience

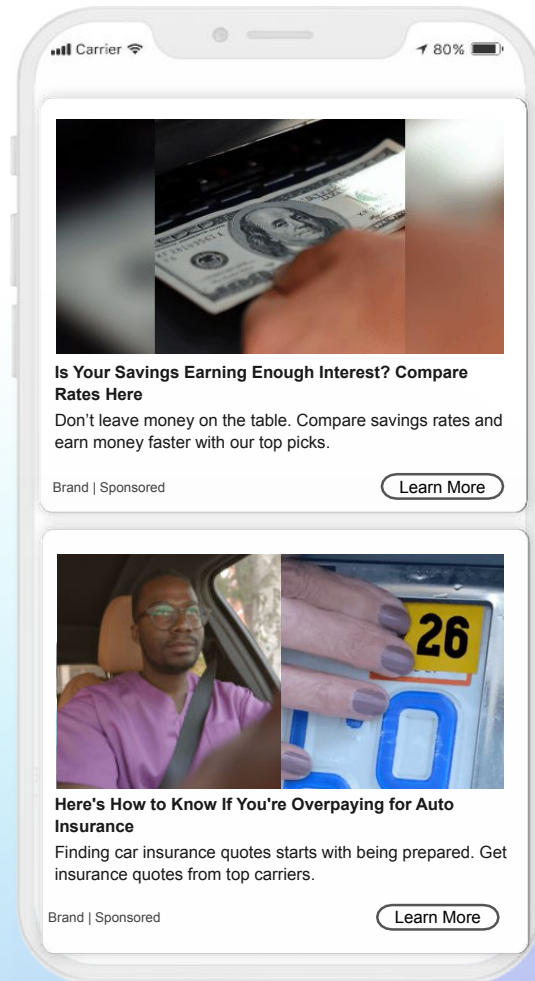
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What's Trending for Native Copy?

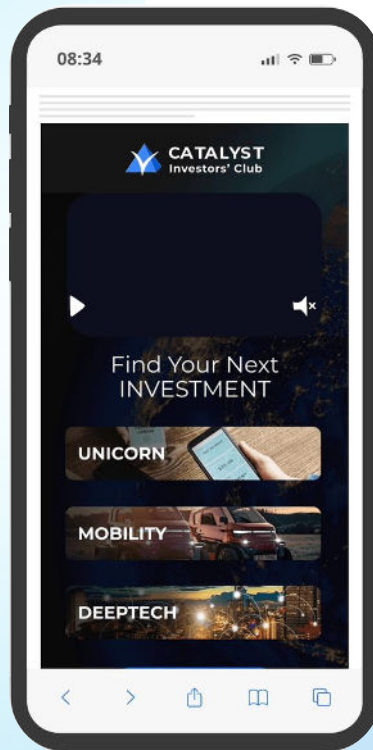
- **EDITORIAL OWNERSHIP, CURATION**
 - First-person framing reads like guidance
 - Curated choices reduces decision fatigue
- **SPECIFIC, QUANTIFIED**
 - Concrete numbers set clear expectations
 - Region/year adds timely relevance
- **ACTIONABLE, PROCESS-FORWARD**
 - Headlines preview the mechanism
 - *Compare/Follow 4 Steps/Get Matched*
- **TIMELY, NEWS-DRIVEN HOOKS**
 - *...The 2026 Rate Rise*
 - *Mortgage Rates Have Dropped...*
- **SAVINGS URGENCY**
 - *5 Credit Cards... 0% Interest Beyond 2026*
 - *Get Any of These... No Interest Until 2026*

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What's Trending for Display?

- **SIMPLE, READABLE DESIGN**
 - Image-first layouts show value instantly
 - Clean backdrops + bold type = scannable
- **BRANDED, TRUST-BUILDING VISUALS**
 - Unified colors, fonts, and brand logos
 - Relatable lifestyle imagery builds confidence
- **INTERACTIVE FORMATS**
 - Subtle motion + swipe animation pulls focus
 - Motion works best when it highlights the CTA
- **CTA-LED + URGENCY**
 - Prominent buttons drive the next step
 - Time cues + incentives lift CTR



What's Trending for Landing Pages?

- **CREDIBLE EDITORIAL BYLINE**
 - A human byline, author avatar, and recent dateline can build trust and transparency
- **COMPARISON-FIRST EXPERIENCES**
 - Side-by-side lenders reduce research time
 - Repeated CTAs keep users moving
- **INPUT-LED PERSONALIZATION**
 - On-page filtering tailors page results
 - Loan amount/credit scores/US states
- **TRUST SIGNAL STACKING**
 - Star ratings + brand logos add credibility
 - Transparent methodology lowers skepticism
- **SCROLLABLE EDUCATION → CONVERSION**
 - FAQs address objections without bouncing
 - Charts and data validate recommendations

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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/

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Thank You.

Tabella
Creative Shop

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