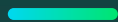


realize:

Creative Playbook:

Home Services



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.

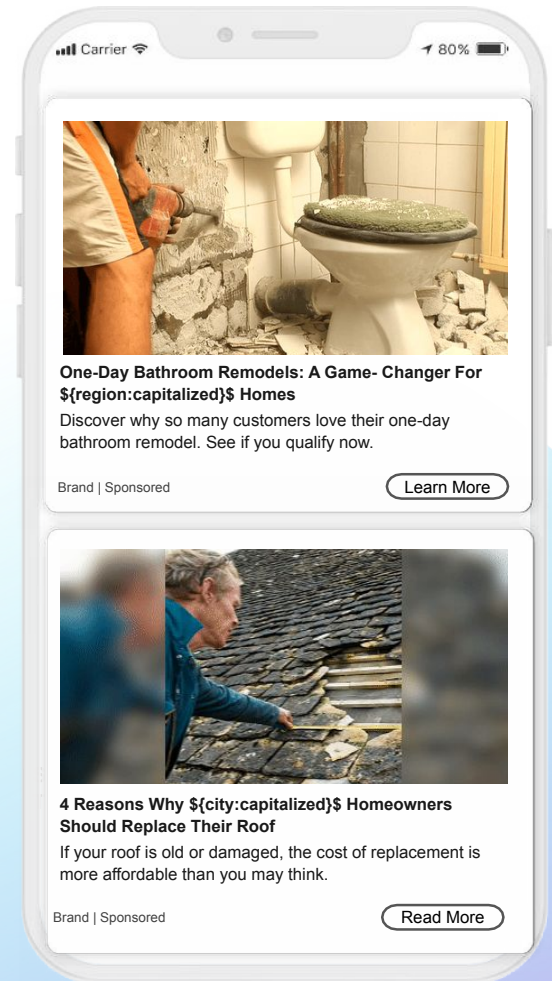
Enhancing creative assets for top advertisers.

realize:

What's Trending for Native Visuals?

- **IN-PROGRESS AUTHENTICITY**
 - Technicians on roofs and in homes signal trust
 - Installation equipment show speed and capability
- **TRANSFORMATION PROOF**
 - Before/After baths and showers dramatize change
 - Benches and handle bars cue accessibility
- **HERO PRODUCTS IN CONTEXT**
 - Doorbell cams, stairlifts shown installed or in-hand
 - High-contrast colors and close-ups convey ease
- **PROBLEM-FIRST CURIOSITY**
 - Damaged shingles, clogged gutters lead with issue
 - DIY solutions, household "hacks" spark clicks
- **LOCAL CUES**
 - Maps and podium imagery hint at regional relevance
 - Suburban homes, service vans feel relatable

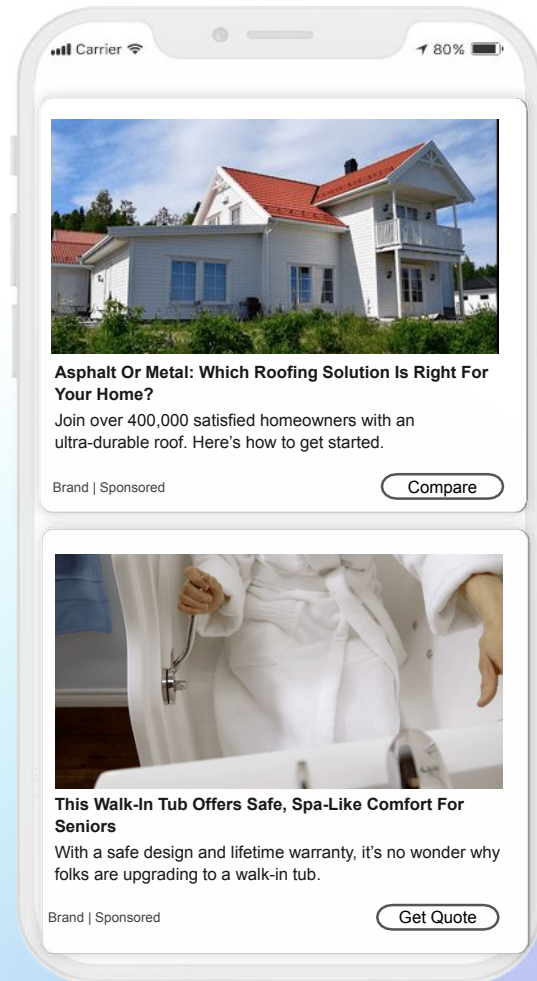
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What's Trending for Native Copy?

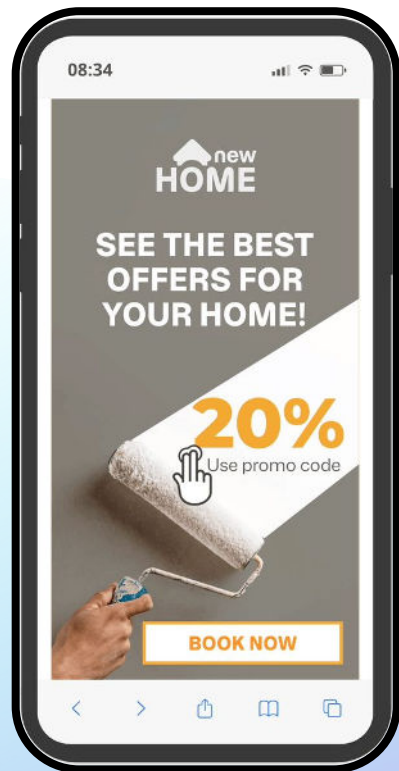
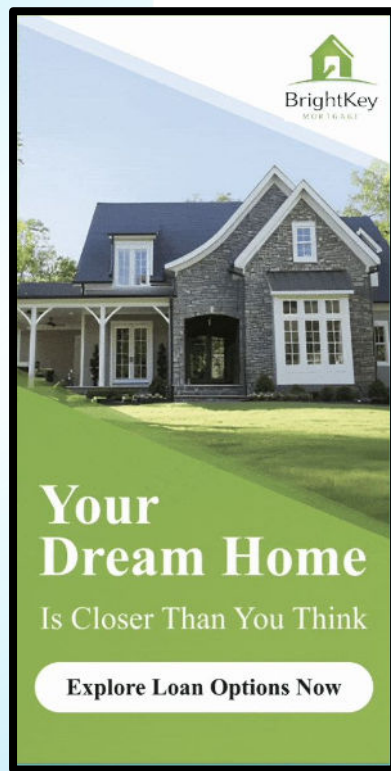
- **PRICE TRANSPARENCY**
 - "Here's what it should cost" builds trust
 - Anchors value and prequalifies high-intent clicks
- **HYPER-LOCAL ELIGIBILITY**
 - City/zip + home age sharpens relevance
 - "See if you qualify" adds exclusivity, urgency
- **SPEED PROMISES, LOW HASSLE**
 - "One-Day;" "6-Hour" reduces perceived disruption
 - Fast installs and simple processes remove friction
- **MYTH-BUSTING AUTHORITY**
 - "The Truth;" "Actual Cost" signals clarity
 - "Concrators tested" adds credibility
- **TIMELY MICRO-CTAS**
 - "2026;" "This month" feels newsworthy, relevant
 - "See local price;" "Check zip" nudges clicks

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What's Trending for Display?

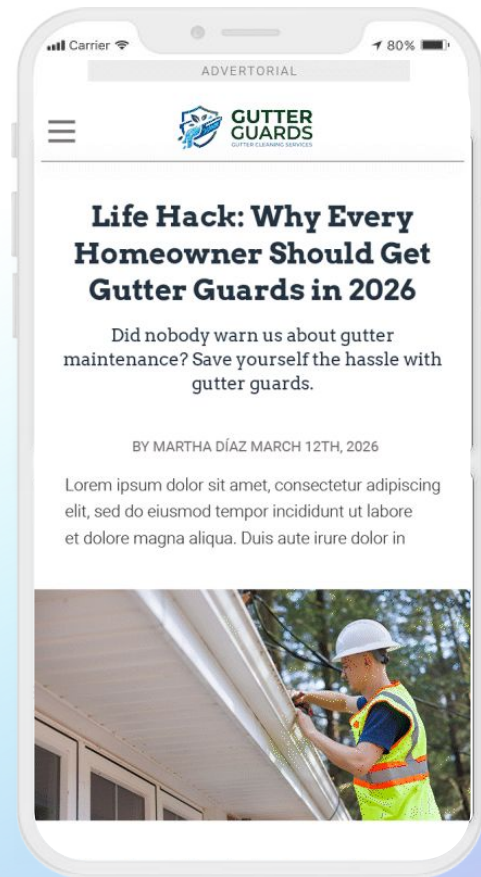
- **SIMPLE, READABLE DESIGN**
 - Image-first layouts show value instantly
 - Clean backdrops + bold type = scannable
- **BRANDED, TRUST-BUILDING VISUALS**
 - Unified colors, fonts, and brand logos
 - Relatable lifestyle imagery builds confidence
- **INTERACTIVE FORMATS**
 - Subtle motion + swipe animation 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?

- **MEDIUM-LENGTH ADVERTORIALS**
 - 300-600 words. Long enough to provide details, but short enough for easy skimming
- **DYNAMIC MEDIA-RICH CONTENT**
 - Looping, sound-off HD hero video
 - Before-and-After timelapse footage
- **BULLETED HERO SUMMARY**
 - A list of benefits to capture attention, lead with value, and enhance mobile readability
- **STICKY CTA BAR**
 - As users scroll down, a CTA bar sticks to the top of the page, reducing conversion friction
- **CUSTOMER REVIEW CAROUSEL**
 - To build trust and offer social proof, many advertisers include reviews from real people

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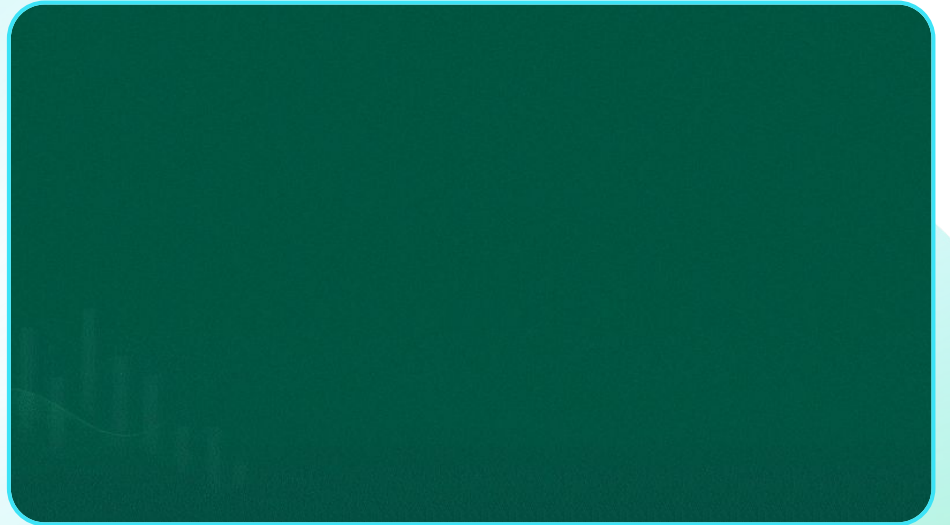


Trends

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.

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