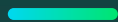


realize:

Creative Playbook:

Tech



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.

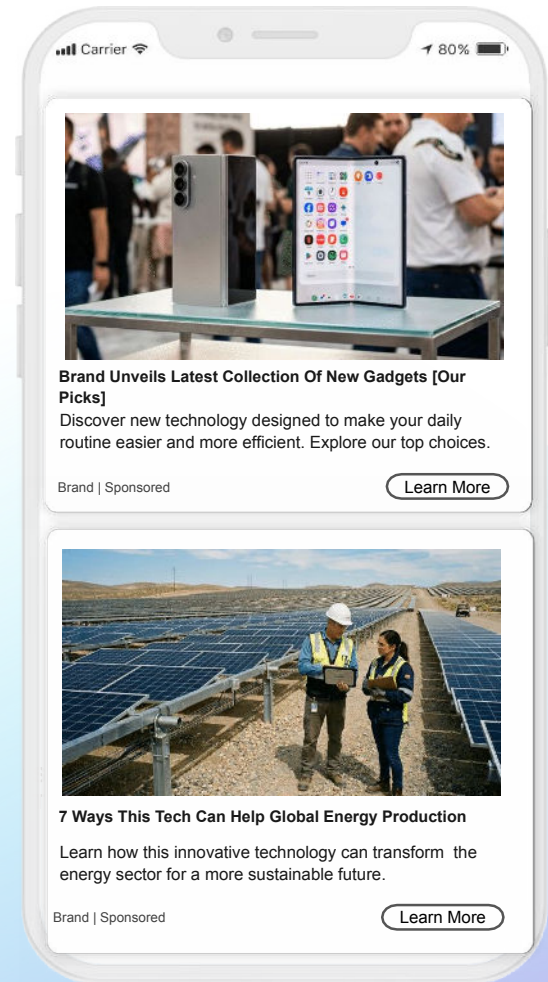
Enhancing creative assets for top advertisers.

realize:

What's Trending for Native Visuals?

- **HANDHELD PRODUCTS**
 - Show hands holding the tech or people using it naturally in real-world settings
 - Display your app interface
- **HUMAN-FIRST COMPOSITION**
 - Feature real consumers or familiar experts to build instant trust
 - Clear emotion (pride, relief) shows outcome
- **IN-CONTEXT**
 - Use candid, UGC-style angles in everyday, unstaged settings to boost credibility.
- **DATA/TECH VISUALS**
 - Feature clean UI dashboard to instantly signal software speed and efficiency
- **SEAMLESS MOTION**
 - Subtle motion effects are less disruptive to the reader experience

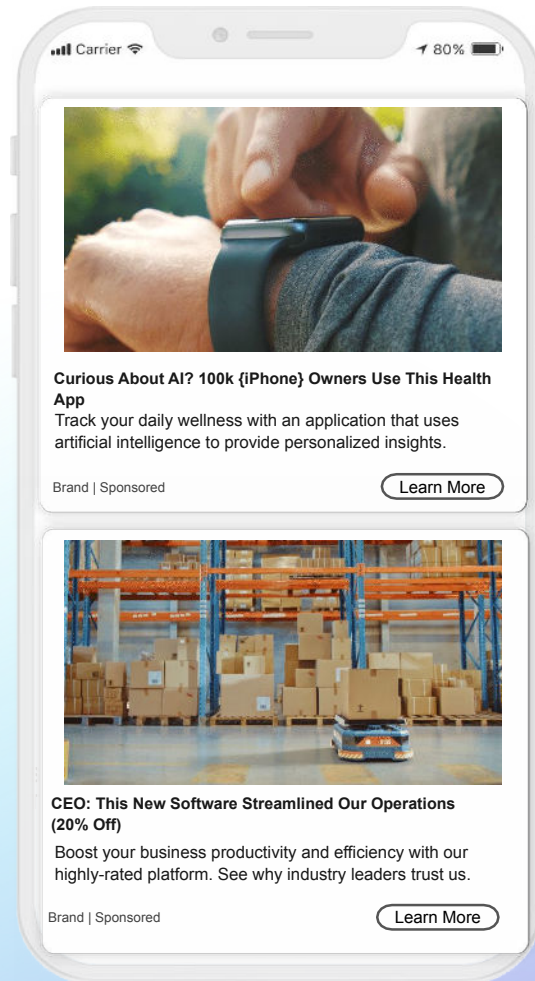
realize:



What's Trending for Native Copy?

- **CALL OUT YOUR AUDIENCE**
 - Name your exact target demographic right in the headline
- **TECH BENEFITS**
 - Move beyond technical specs to explain exactly how your product improves daily life
- **INSIDER KNOWLEDGE**
 - Spark curiosity by offering a hidden trick or tip
- **DKI**
 - Use Dynamic Keyword Insertion to create immediate personal relevance.
- **FOMO**
 - Trigger FOMO by stating that “millions’ or “thousands” are already using the product/service

realize:



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 tech imagery builds confidence
- **INTERACTIVE FORMATS**
 - Embed clickable software dashboards or quick quizzes to prove tech's value
 - 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?

- **NATIVE EDITORIAL**

- Mimic premium tech publishers. Remove navigation bars and outbound links. Use clean, black-on-white text with narrow columns and wide margins.
- Include an "Advertorial" disclosure, author headshot/byline, publication date, press badges, and user testimonials.

- **DYNAMIC STORYTELLING**

- Replace static images with a high-impact GIF or auto-playing video to demonstrate the tech in action.

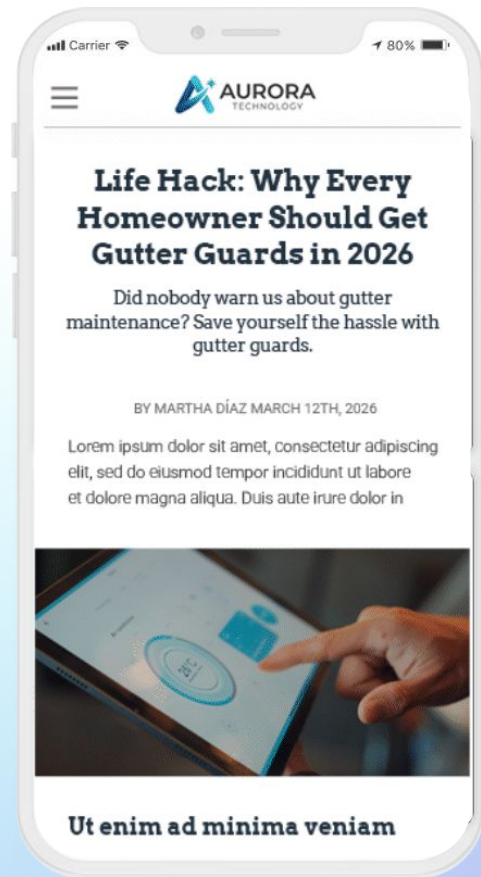
- **SKIMMABLE VALUE PROPS**

- Optimize long-form copy for quick scanning and promote 1-3 core USPs.

- **INTERACTIVE FUNNELS**

- Segment pages (product, benefits, conversion) and upgrade standard buttons to gamified CTAs or interactive demos.

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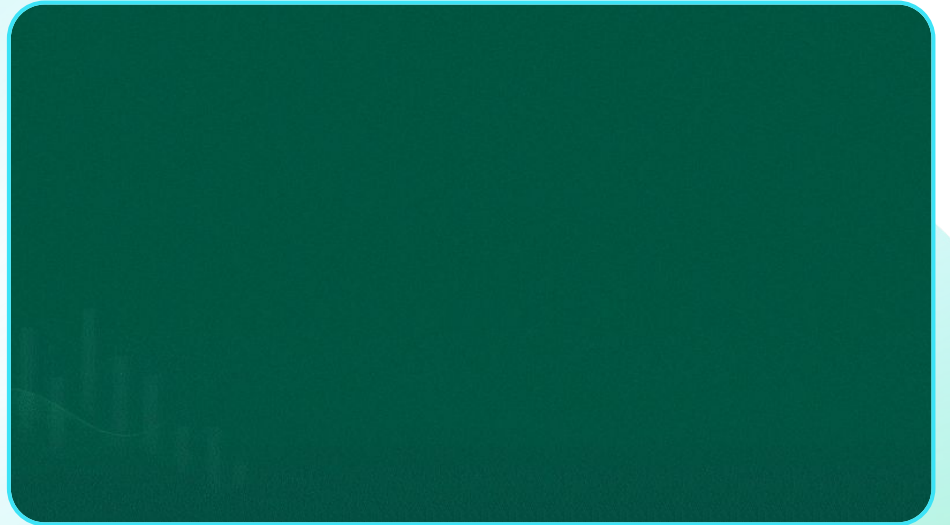


Trends

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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