

# Creative Best Practices

## Image, Motion, Title & Video

Presented by:  
Taboola Creative Shop



# Taboola Creative Shop

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

- Powering recommendations for advertisers around the world and back.
- Distributing industry-specific insights, trends, and strategies to boost performance.
- Enhancing and creating assets for top advertisers.



WHO WE ARE



# IMAGE

## BEST PRACTICES

Include people

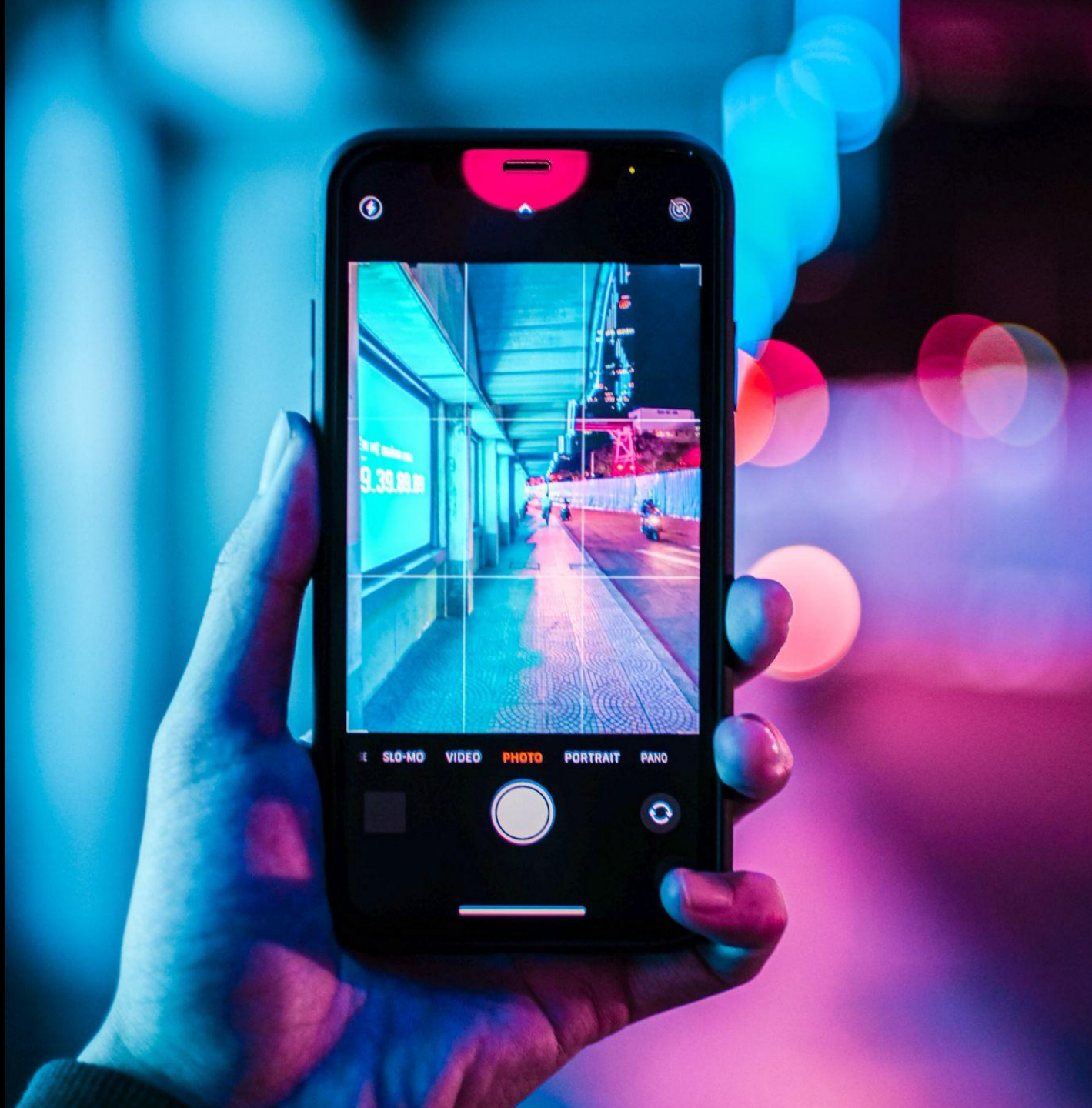
Authentic look

Clean images

Hands holding

Eye catching colors

Don't look like a banner



## IMAGE BEST PRACTICES

**Pro Tips**  
Leverage different emotions to increase engagement

### INCLUDE PEOPLE


People tend to attract more attention, use your target audience in the image, test different emotions. Focus on shoulders up.

### AUTHENTIC LOOK

Try to be as real and authentic as possible. Avoid polished visuals and test UGC type visuals.

### CLEAN IMAGES

Avoid image clutter. Clean images with a single center of focus will help you stand out from competing ads.




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This is where your best practices go (check the next slides)

This is where your description and additional information about your product.

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# IMAGE BEST PRACTICES

**Pro Tips**  
Take your own photos in natural settings


## HANDS HOLDING

Feature hands holding products or pointing toward products, in contrast with inclusion of faces, which perform better as standalone visuals.

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This is where your description and additional information about your product is located.


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## EYE CATCHING COLORS

Utilize eye-catching colors to attract user attention.

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## DON'T LOOK LIKE A BANNER

Avoid ClipArt, brand logos and layers of text on the image.

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Book Now

# MOTION

## BEST PRACTICES

Subtle movement

Slow paced zoom in

Single frame video






**Pro Tips**  
Adding motion improves CVR by avg of 20%

### Subtle & slow movement

Too much movement can be intrusive and banner like, while subtle movement draw attention to your creative.

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**This is where your best practice title goes (check the next slides)**


This is where your description goes. Give additional information about your product.

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### Zoom in

Video zooming in or add an animated transition to your static creatives in order to create an illusion of motion.

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**This is where your best practice title goes (check the next slides)**


This is where your description goes. Give additional information about your product.

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### Single frame video

Re-edit existing videos you may have or look for single frame videos.

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**This is where your best practice title goes (check the next slides)**

This is where your description goes. Give additional information about your product.

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# TITLE & DESCRIPTION

## BEST PRACTICES

Call out audience

Front load titles

Include numbers

Fear of missing out

1st person testimonial

3rd person / expert opinion





**Pro Tips**  
Adding Descriptions & CTA buttons improves CVR by avg 15%

## CALL OUT YOUR AUDIENCE AND FLATTER THEM

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

## FRONT LOAD TITLES

Front-load titles with an eye-catching main point.

## INCLUDE NUMBERS

Numbered lists can be a good way to entice a user to click.




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**Smart Fathers Are Using This New App in 2024 (Play & Learn)**

Enjoy over 100 games and activities that will get your kids to enhance their learning.

Brand | Sponsored

Download



Taboola Feed

**New York: Drivers Save 30% on Car Insurance [See if You Qualify]**

With just 3 easy steps you can check if you are entitled to a cheaper rate. Don't miss out.

Brand | Sponsored

Get Quote



Taboola Feed

**5 Life Hacks You Should Know to Save 20% Off Your 2024 Shopping**

Savvy online shoppers are all over these tips that actually save them money.

Brand | Sponsored

Read More

**Pro Tips**  
Include Dynamic Keywords & CTA in brackets

## FEAR OF MISSING OUT

Creating a sense of FOMO (fear of missing out) can help draw users to your page.


## 1st PERSON

Write your title as a testimonial, 1st person experience of the product or service

## 3rd PERSON / EXPERT

Start your title with who the expert is, followed by a quote or what they suggest


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**Chicago: Savvy Students Are Applying Here Before Summer (Get Ready)**  
Starting school in 2024? Check out our wide range of courses and activities.

Brand | Sponsored [Learn More](#)


Taboola Feed



**Using This Service Made My Life Easier (Check Eligibility)**  
Instead of running around I started using this service, it's so easy to start.

Brand | Sponsored [Try Now](#)

Taboola Feed



**Doctor: Doing This Every Day May Help With Your Health**  
Discover the ease of improving your everyday feeling by changing some of your habits.

Brand | Sponsored [Read More](#)



# Repurpose Your Social Creatives



The **Taboola** user mindset is different

**“I’m here to read editorial content.”**

Organic content is professionally produced – it’s real, authentic and simple.

Ads are discovered, the user isn’t searching for your product.

## 7 WAYS TO ADJUST YOUR COPY ASSETS For **Taboola Sponsored Content** (Titles & Descriptions)



### NEWSWORTHY

Reframe ad copy into newsworthy publisher headlines.



### SHORT-FORM

Cut down long copy to shortened titles: 40-50 characters, 60 max.



### HOOKED

Lead with a hook, or the primary attention-grabbing idea.



### QUOTED

Repurpose follower quotes and comments into titles.



### COPY OVERLAYS

Reuse text overlays from images and videos as native titles.



### VARIATIONS

Mix & match copy assets to create variations for testing.



### DESCRIPTION + CTA

Support your title headline with Description and CTA Button.

## 7 WAYS TO ADJUST YOUR VISUAL ASSETS For **Taboola Sponsored Content** (Image & Motion Ads)



### RESIZE

Resize images & videos to fit Taboola specs.



### ZOOM IN

Zoom in on the main visual, or feature one focused subject.



### REMOVE TEXT

Remove text overlays from images and videos.



### ADD PEOPLE

Include people with expressive or emotive faces.



### CLIP VIDEOS

Clip engaging stills or short frames from existing videos.



### MOTIONIZE

Repurpose GIFs or videos into single clip motion graphics.

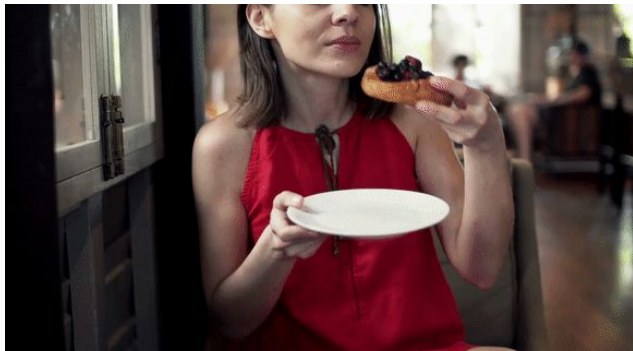


### BRAND SMARTLY

If branding is required, feature the logo on an actual product.

# Ads & Landing Page Alignment

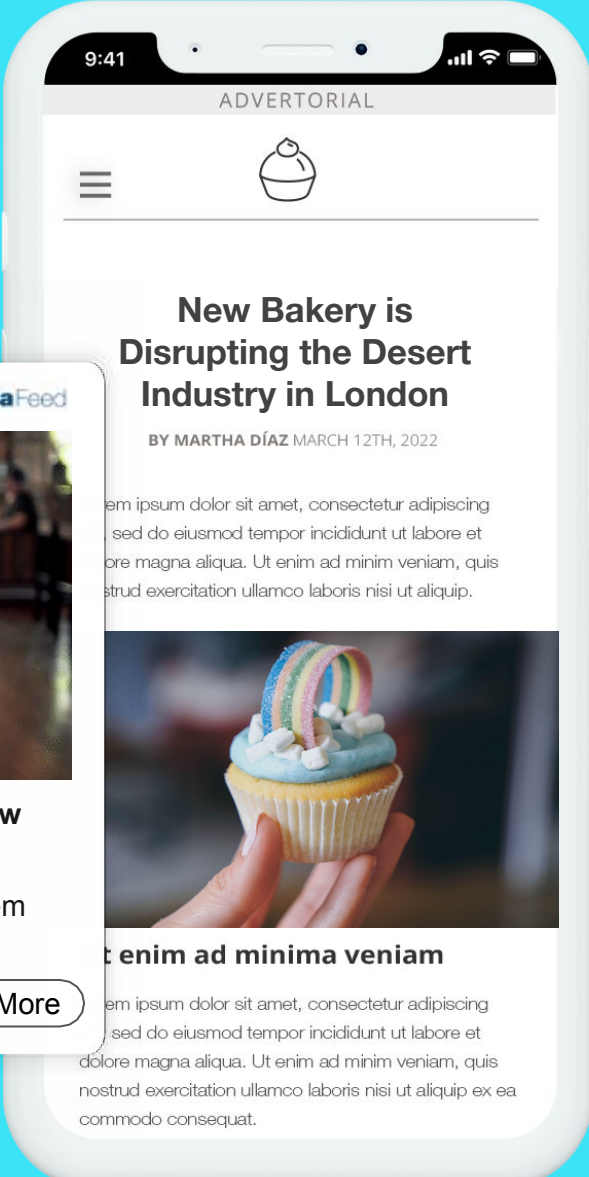
- Back your ad message in your landing page.
- Include content in your landing page and make it easy to read.
- Include testimonials, reviews or anything else to boost credibility.
- Make sure your landing page CTA is clear and easy to follow.



**Desert Lovers Are Raving About this New London Bakery (Review)**

Lorem ipsum dolor Lorem ipsum dolor Lorem ipsum dolor Lorem ipsum dolor

Brand | Sponsored [Learn More](#)



9:41

ADVERTORIAL

**New Bakery is Disrupting the Desert Industry in London**

BY MARTHA DÍAZ MARCH 12TH, 2022

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# TECHNICAL REQUIREMENTS

## Static Image File:

5MB maximum, jpeg preferred.



## Motion Ads:

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

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

**Aspect Ratio:** 16:9.

**Pixel Resolution:** 1067x600.

**Max Length:** 15 Seconds.



## Branding Text:

30 characters maximum.



1200 px

minimum

**9 Tips for Creating Winning Campaign Creatives**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Brand Name | Sponsored

CALL TO ACTION

minimum

674 px



## 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.



# **A/B TESTING RECOMMENDATIONS**

- Test 5-10 new creatives every 2-3 weeks.
- Don't pause items during the learning phase.
- Don't adjust campaign settings during the learning phase.
- Test your creatives separately by device.
- Use Taboola's A/B Testing tool.



# VIDEO

## BEST PRACTICES

Length

Logo

CTA

Added value



## Optimal video length

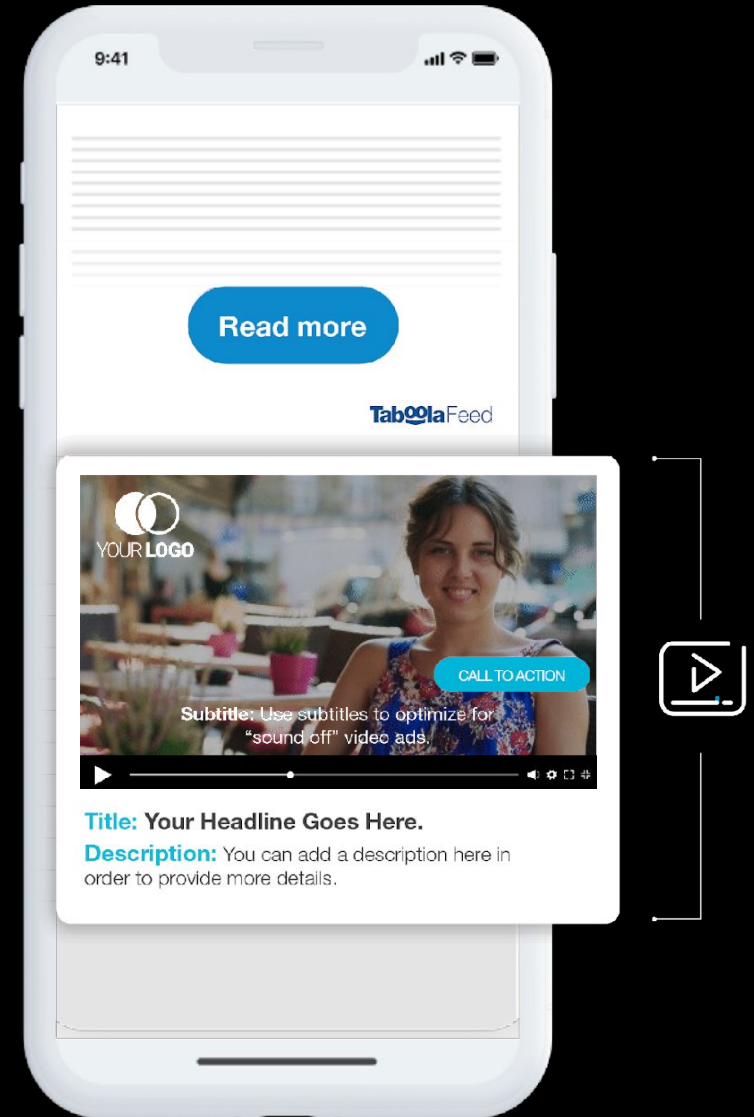
Up to 15 seconds.

## Optimize for sound off

As sound can sometimes be intrusive, include subtitles for those who would rather watch the ad with the sound off.

## Logo

Add your brand logo on the top left corner.





## VIDEO BEST PRACTICES

### CTA button

If you wish to add a CTA button to your video, place the button on the bottom right corner (above 27 pixels,) and make it appear 3-5 seconds from the start.

You can also add an End Card with more information and additional CTAs.

### Optimize by platform

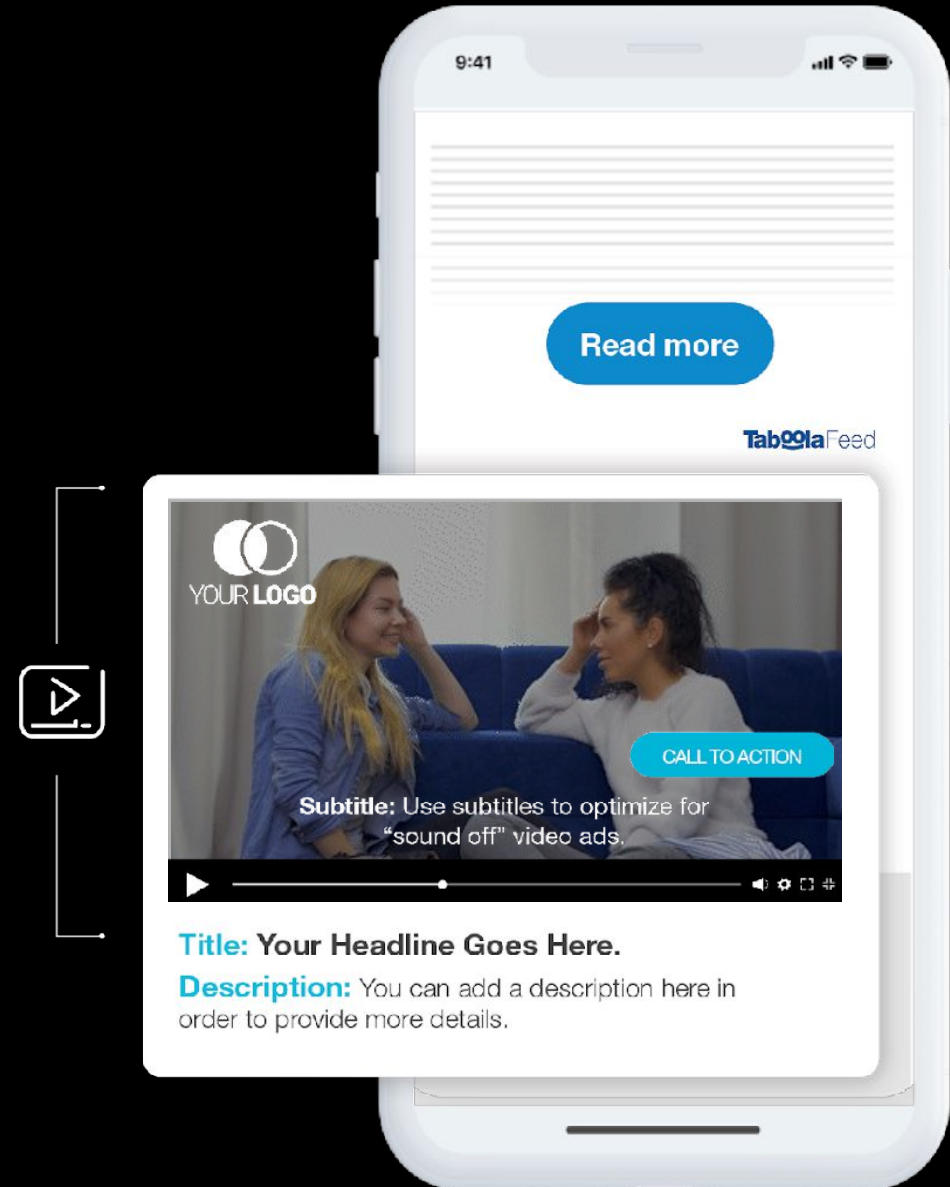
Use 16/9 ratio for desktop and 1/1 for mobile.

### Added value

You can add a title and description below your video to provide context and strengthen your video's key message.

### A/B testing

When possible, we recommend testing 2 versions of your ad to optimize for better results.



# VIDEO TECHNICAL REQUIREMENTS

- **Media Type:** MP4, MOV.
- **3rd Party Tag Specifications:** VAST 2.0, VAST 2.0 with VPAID 2.0 JS, VAST 3.0.
- **Aspect Ratios:** 16:9 (preferred,) 1:1.
- **Video Size Limit:** 50 MB.
- **Bitrate:**  $\geq 2500$  kbps.
- **Video Length:** 6-30 seconds (preferred), 90 seconds maximum.





**THANK YOU**

**Taboola**  
**Creative Shop**