

# SPONSORED CONTENT BEST PRACTICES

HOW TO SET UP YOUR CAMPAIGN FOR SUCCESS

## TECHNICAL REQUIREMENTS

600 px minimum

500 px minimum

1 Mb max  
Jpg preferred

34-45 characters  
60 maximum

5-25 characters

**7 Exercises That Will Transform Your Body**

The Atlantic

**Image Size:**  
Recommended 600x500 pixels  
Under 1 Mb (JPG preferred)

**Title Length:**  
35-45 characters is ideal, 60 is the maximum. **Please note: Longer headlines may get cut off in some widgets.**

## IMAGE BEST PRACTICES



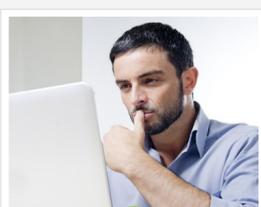
People are always preferable. Even better if they're at a medium zoom (shoulders up) or closer.



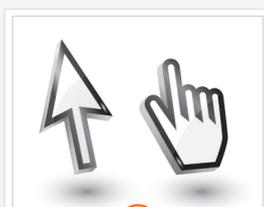
Use celebrity images wherever possible if relevant to content and when proper rights are secured.



Avoid image clutter.



Avoid ClipArt, brand logos, and default images.



Utilize eye-catching colors to attract the users' attention.



## TITLE BEST PRACTICES



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



Lists are always clickable, so if your content has one, don't forget to mention it.



Intrigue and mystery can help draw in users.



**Aa**  
Don't forget that titles should be capitalized, just as you would an article headline.



## TIPS AND TRICKS YOU MAY LIKE



Test multiple title variations and images per URL, to see what works best for your content.



Make sure your title and image reflect the content the user arrives at post-click. This will ensure every click you get is a quality click.



Try to set up user expectation. For example: If you're promoting a video, try using the word "Watch." This may reduce your click through rate, but potentially increase engagement.



Use your titles and images to attract your target audience: "Foodies Will Love This New Product," "4 Great Tools for Single Mothers," etc. This will help you ensure that you're attracting exactly the audience that is right for you.



Your optimal CPC depends on a number of factors:

- Campaign duration
- Estimated CTR: High CTR would require lower bids, and vice versa
- Specific targeting
- Desired scale of campaign



Ask your Taboola Account Manager about advanced targeting capabilities, such as:

- DMA targeting
- Displaying only during specific times
- Targeting specific devices
- Retargeting campaigns
- And much, much more

## QUICK START GUIDE:

Getting set up with Taboola is easy. Once the campaign is live, our advanced algorithms will surface your best performing content to the right users.

You can either upload your first campaign into our dashboard via our self-service platform, or simply create a 3-column Excel sheet with the URLs, images and headline copy.



Click here for our online FAQs.



Click here to see a video demo of Taboola's self-service platform.