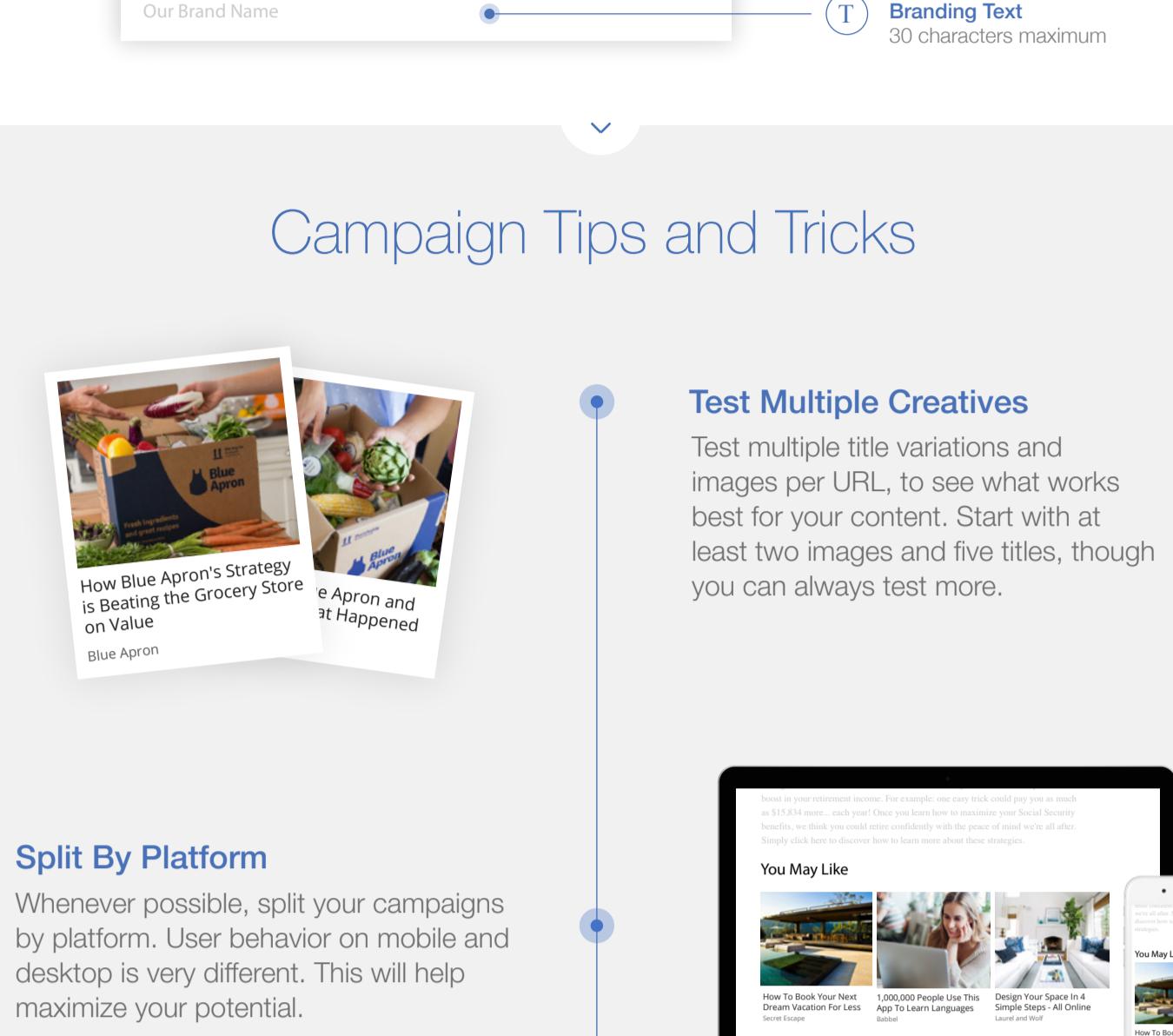
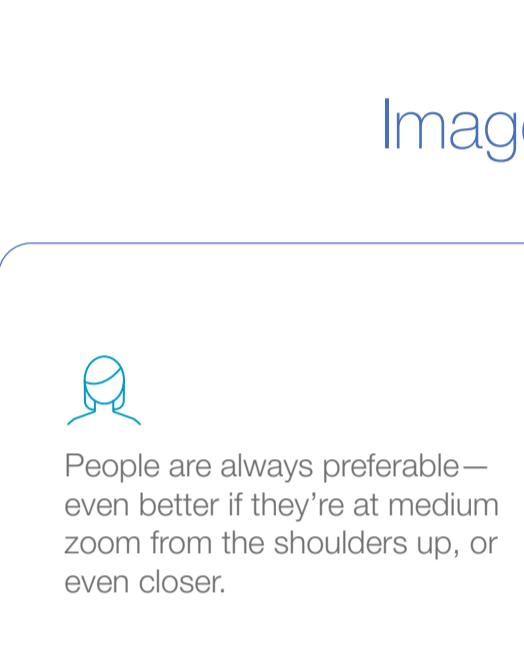


Campaign Creative Best Practices

Technical Requirements

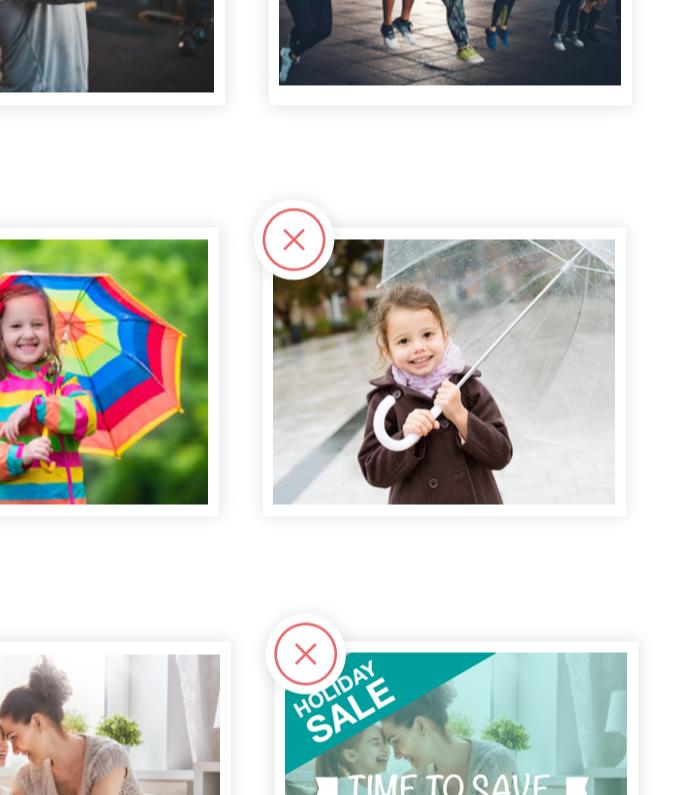


Campaign Tips and Tricks



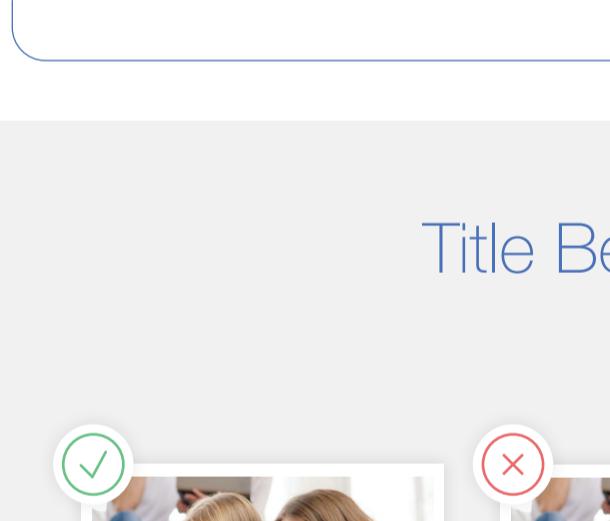
Test Multiple Creatives

Test multiple title variations and images per URL, to see what works best for your content. Start with at least two images and five titles, though you can always test more.



Set User Expectation

Try to set user expectation for the post-click experience. Use words like "watch" or "video" for video pages, and "shop" or "buy" for product pages, etc.



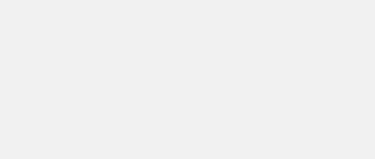
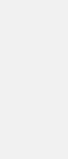
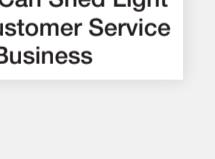
Split By Platform

Whenever possible, split your campaigns by platform. User behavior on mobile and desktop is very different. This will help maximize your potential.

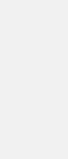
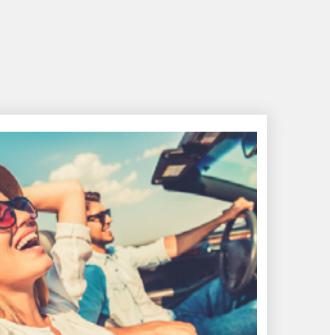
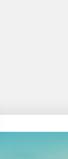
Image Best Practices



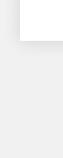
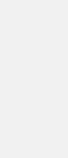
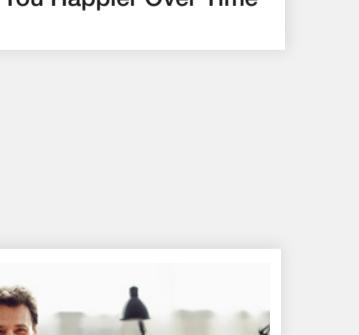
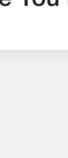
People are always preferable—even better if they're at medium zoom from the shoulders up, or even closer.



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



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



Here's Why Parents Love This New Video Streaming Service



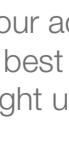
Here's Why People Love This Website



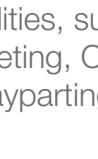
Your title can be a powerful targeting tool. Call out your audience or your product when possible.



How Bad Customer Service Can Be Hurting Your Business



New Research Can Shed Light on How Bad Customer Service Can Hurt Your Business



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



5 New Features You Can Find on Your Smartphone



A Useful Guide to Your Smartphone's Newest Features



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

The Real Secret to Happiness May Surprise You

Study Shows More Sleep Will Make You Happier Over Time

Intrigue and mystery can help draw in users.

How Ad Tech is Transforming the Marketing Landscape

The complete guide to how ad tech is changing marketing.

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

Next Steps

- 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.
- Implement our tracking pixel to optimize for page views, video views, purchases, email capture, or any other campaign goals you may have.
- Don't forget our advanced targeting capabilities, such as: Geo-targeting, Retargeting, Contextual Targeting and Dayparting.
- Also, ask about Taboola's robust 3rd party data targeting capabilities, which allow you to target anything from business segments, to demographics, to buyer intent. You can also utilize your own data via Liveramp.