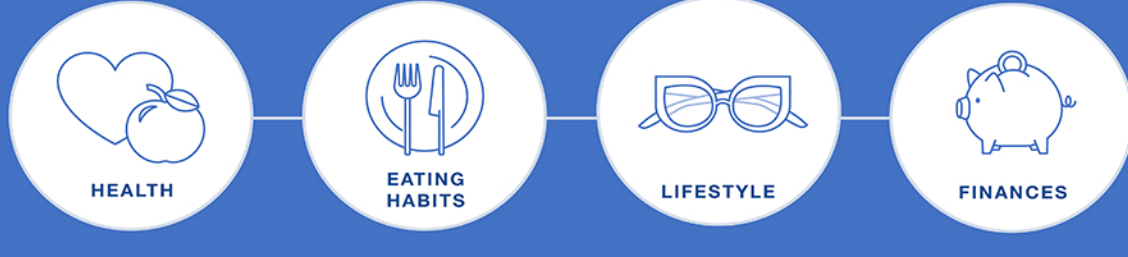


# Create Content to Inspire New Year's Resolutions

## APPLY DATA FROM TABOOLA CREATIVE TRENDS.

After the holidays, every January, the customers you covet make New Year's resolutions about their:

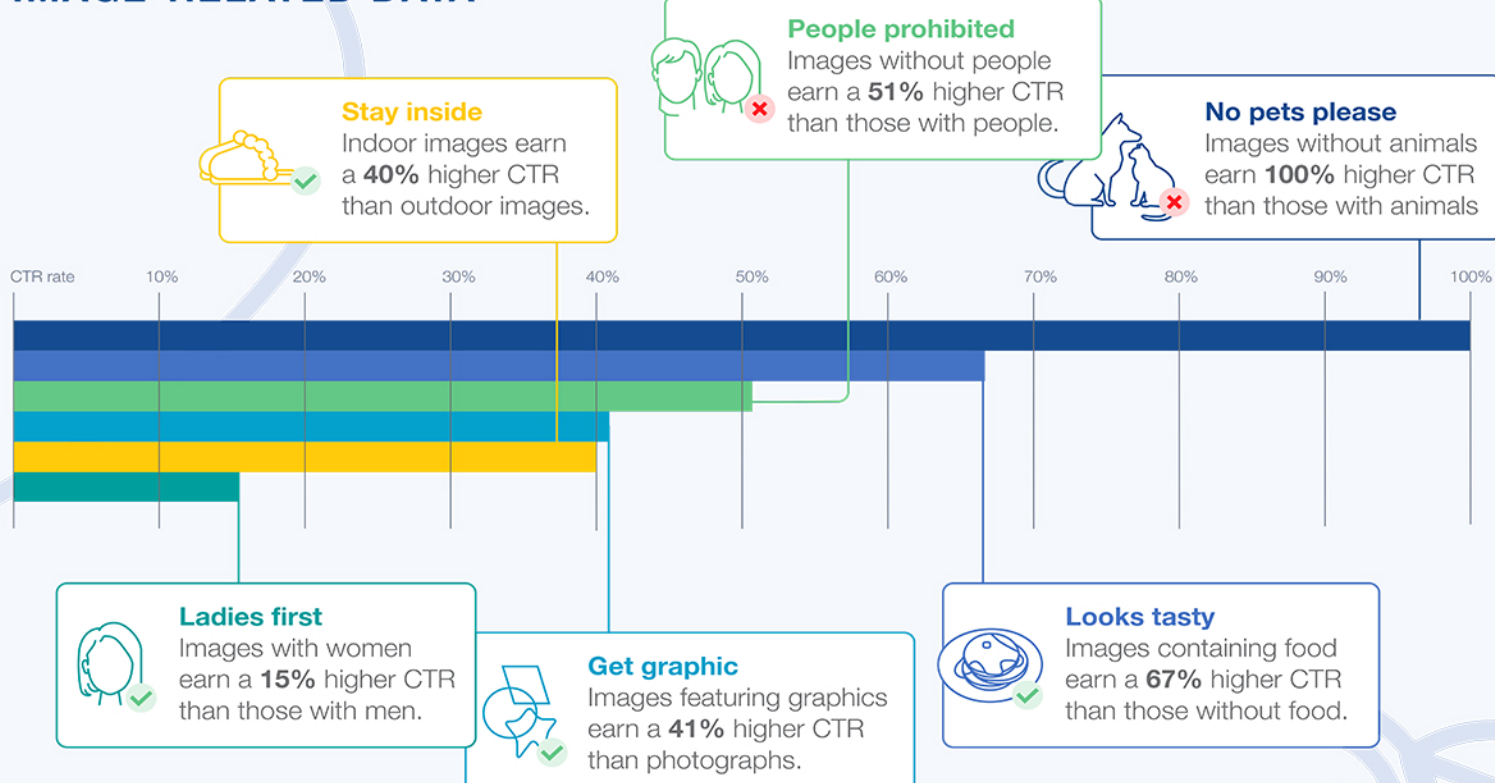


If your marketing in early 2018 aims to help customers satisfy their New Year's resolutions, the following conclusions—drawn from the immense data collected by Taboola CreativeTrends may help increase your click-through, engagement and conversion rates.

## Health

For marketers looking to inspire those with New Year's Resolutions on health, wellness, fitness and the like.

### IMAGE-RELATED DATA



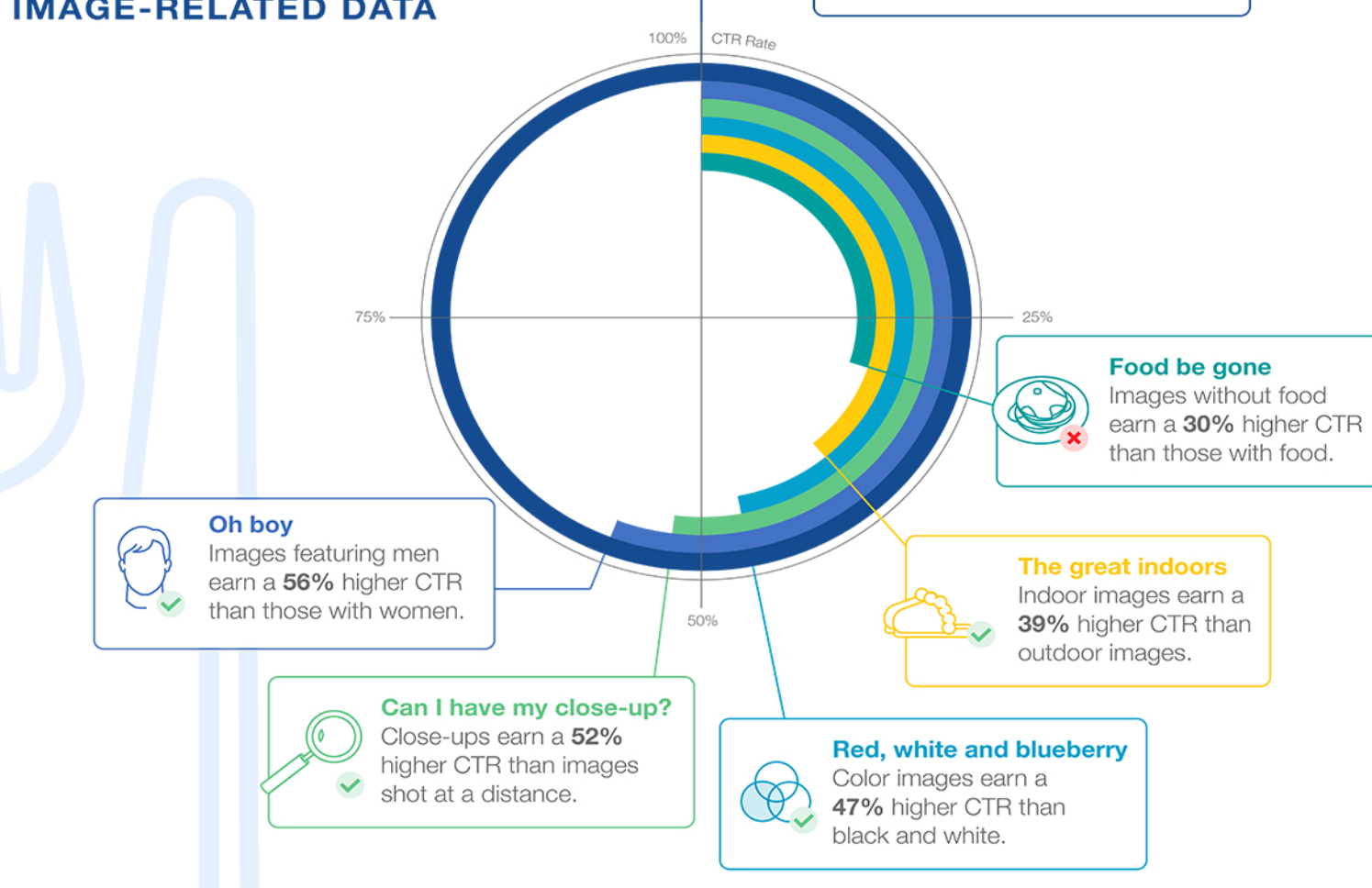
### KEYWORDS

<p>Keywords proven to increase engagement</p>	<ul style="list-style-type: none"> <li>foods</li> <li>ignore</li> <li>pancreatic</li> </ul>	<ul style="list-style-type: none"> <li>loss</li> <li>body</li> <li>eat</li> </ul>
	<p>Strong competition keywords (recommended for high CPC budgets)</p>	
	<ul style="list-style-type: none"> <li>insurance</li> <li>laser</li> <li>learn</li> <li>eye</li> </ul>	<ul style="list-style-type: none"> <li>aid</li> <li>HIV</li> <li>surgery</li> </ul>

## Food

For marketers looking to inspire those with New Year's Resolutions on eating well.

### IMAGE-RELATED DATA



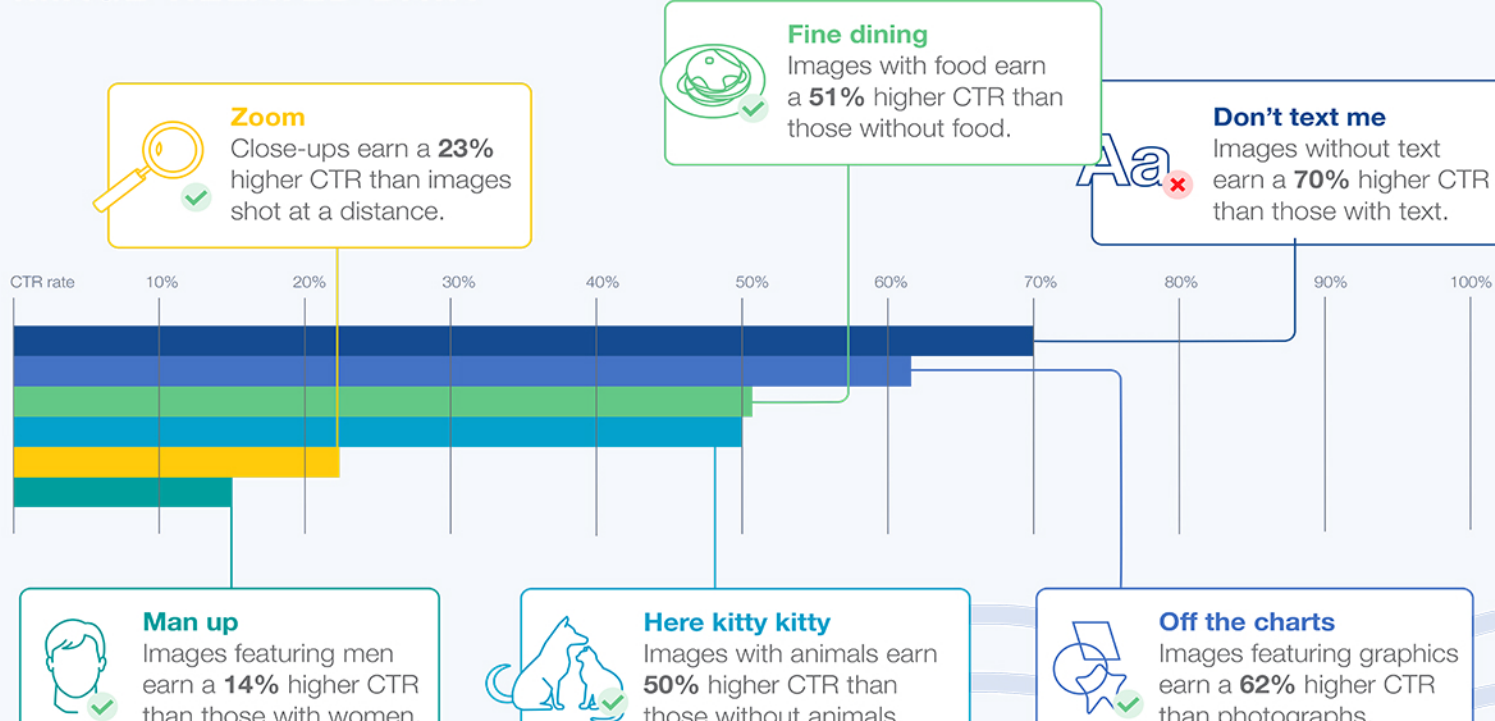
### KEYWORDS

<p>Keywords proven to increase engagement</p>	<ul style="list-style-type: none"> <li>again</li> <li>after</li> <li>throw</li> </ul>	<ul style="list-style-type: none"> <li>banana</li> <li>peel</li> </ul>
	<p>Strong competition keywords (recommended for high CPC budgets)</p>	
	<ul style="list-style-type: none"> <li>local</li> <li>cheaper</li> <li>review</li> </ul>	<ul style="list-style-type: none"> <li>City</li> <li>free</li> <li>meal</li> </ul>

## Lifestyle

For marketers looking to inspire those with New Year's Resolutions on lifestyle habits on mindfulness, behavioral patterns, self acceptance and more.

### IMAGE-RELATED DATA



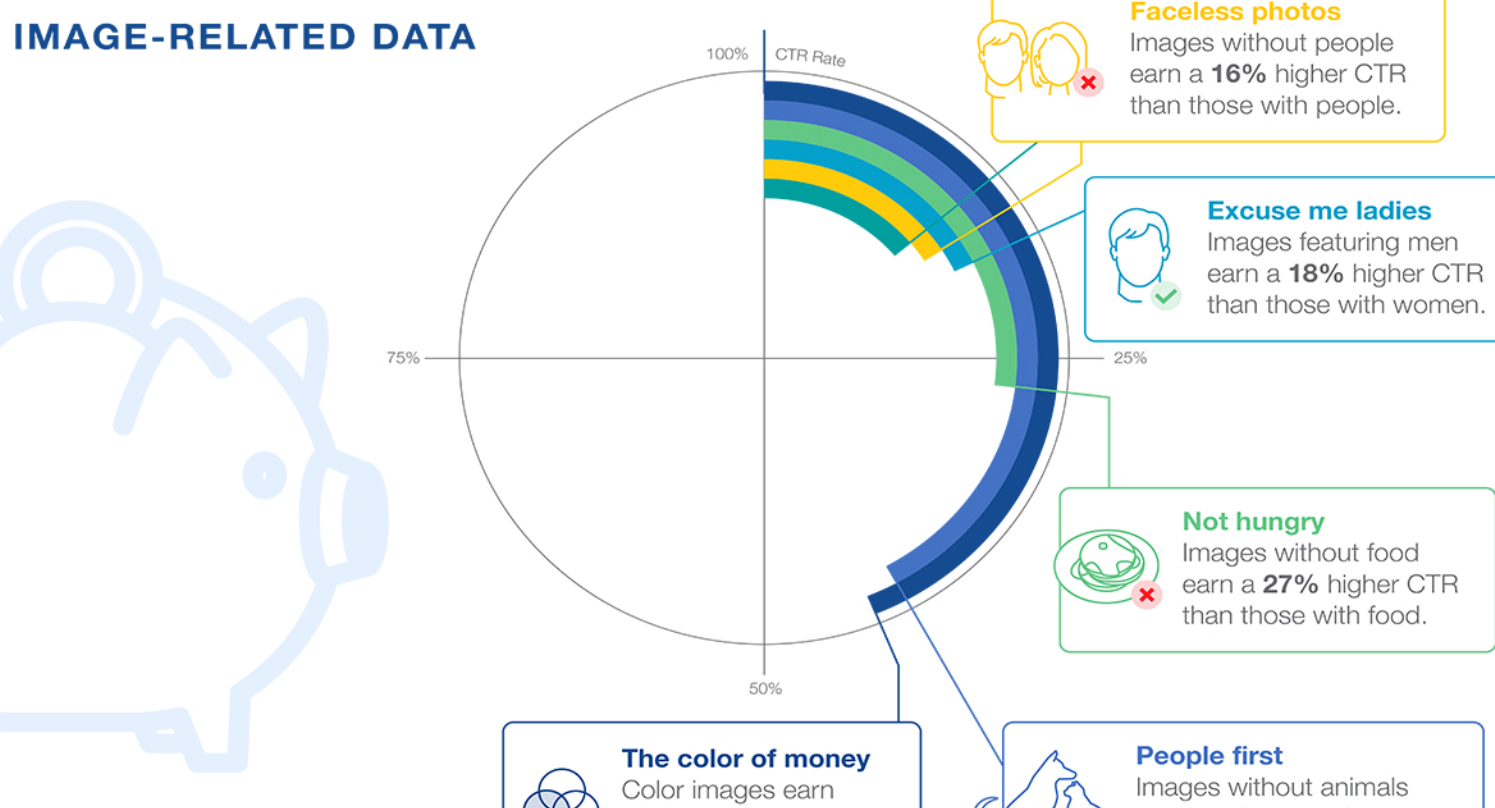
### KEYWORDS

<p>Keywords proven to increase engagement</p>	<ul style="list-style-type: none"> <li>love</li> <li>who</li> <li>photos</li> </ul>	<ul style="list-style-type: none"> <li>tricks</li> <li>cleaning</li> <li>people</li> </ul>
	<p>Strong competition keywords (recommended for high CPC budgets)</p>	
	<ul style="list-style-type: none"> <li>app</li> <li>test</li> <li>Friday</li> </ul>	<ul style="list-style-type: none"> <li>senior</li> <li>living</li> <li>shop</li> </ul>

## Finance

For marketers looking to inspire those with New Year's Resolutions on money, savings goals, investments and more.

### IMAGE-RELATED DATA



### KEYWORDS

<p>Keywords proven to increase engagement</p>	<ul style="list-style-type: none"> <li>worth</li> <li>pay</li> <li>get</li> <li>homeowners</li> </ul>	<ul style="list-style-type: none"> <li>bank</li> <li>savings</li> <li>account</li> </ul>
	<p>Strong competition keywords (recommended for high CPC budgets)</p>	
	<ul style="list-style-type: none"> <li>interest</li> <li>cards</li> <li>don't</li> </ul>	<ul style="list-style-type: none"> <li>mortgage</li> <li>these</li> <li>did</li> </ul>

Resolve to convert this year.

Learn more about the Taboola Content Discovery Platform.