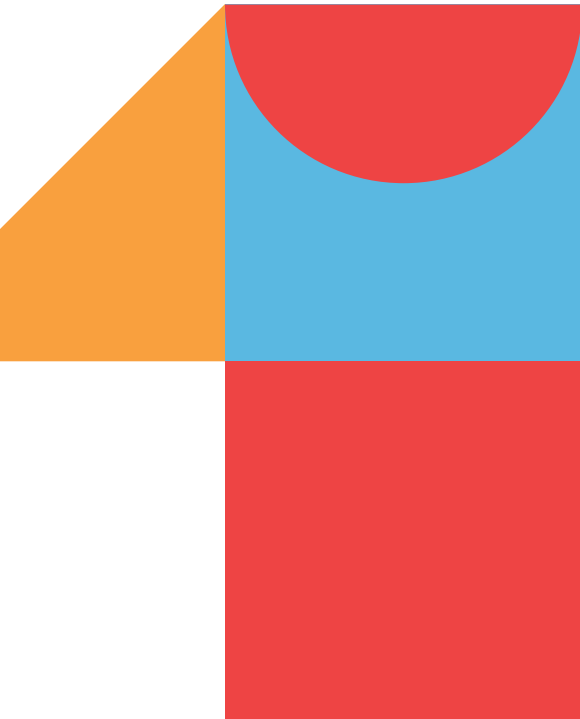


Taboola. Ad formats.

A short explanation

Taboola Ad Formats



Sponsored Content

Sponsored Content is a user-friendly and high-performance format that is optimal for driving engagement and conversions. Each sponsored content recommendation is formed from a Headline, Image, and Landing Page URL. You can promote your content with static or animated images and choose from a library of thousands of relevant images and track your post-click performance with the powerful Taboola Pixel.

Technical settings

- **Image file:** 2.5 MB Max, JPEG (preferred), JPM, PNG, or WEBP
 1000 x 600 px minimum to serve in all placement sizes
 600 x 400 px system minimum
Aspect Ratios: 16:9 (preferred), 4:3, 1:1
- **Recommended Title Character Length:** 50 Characters or less.
 Titles over 50 characters are allowed but may be truncated.
- **Branding Text:** 30 characters maximum



Taboola Ad Formats






Video




Taboola Video is an elegant, non-disruptive video experience that is optimal for branding and awareness goals. Taboola videos appear at the end of an article or page, where users are most likely to engage with your content. Videos play only when in-view, and sound is user-initiated, optimizing viewability and user experience.

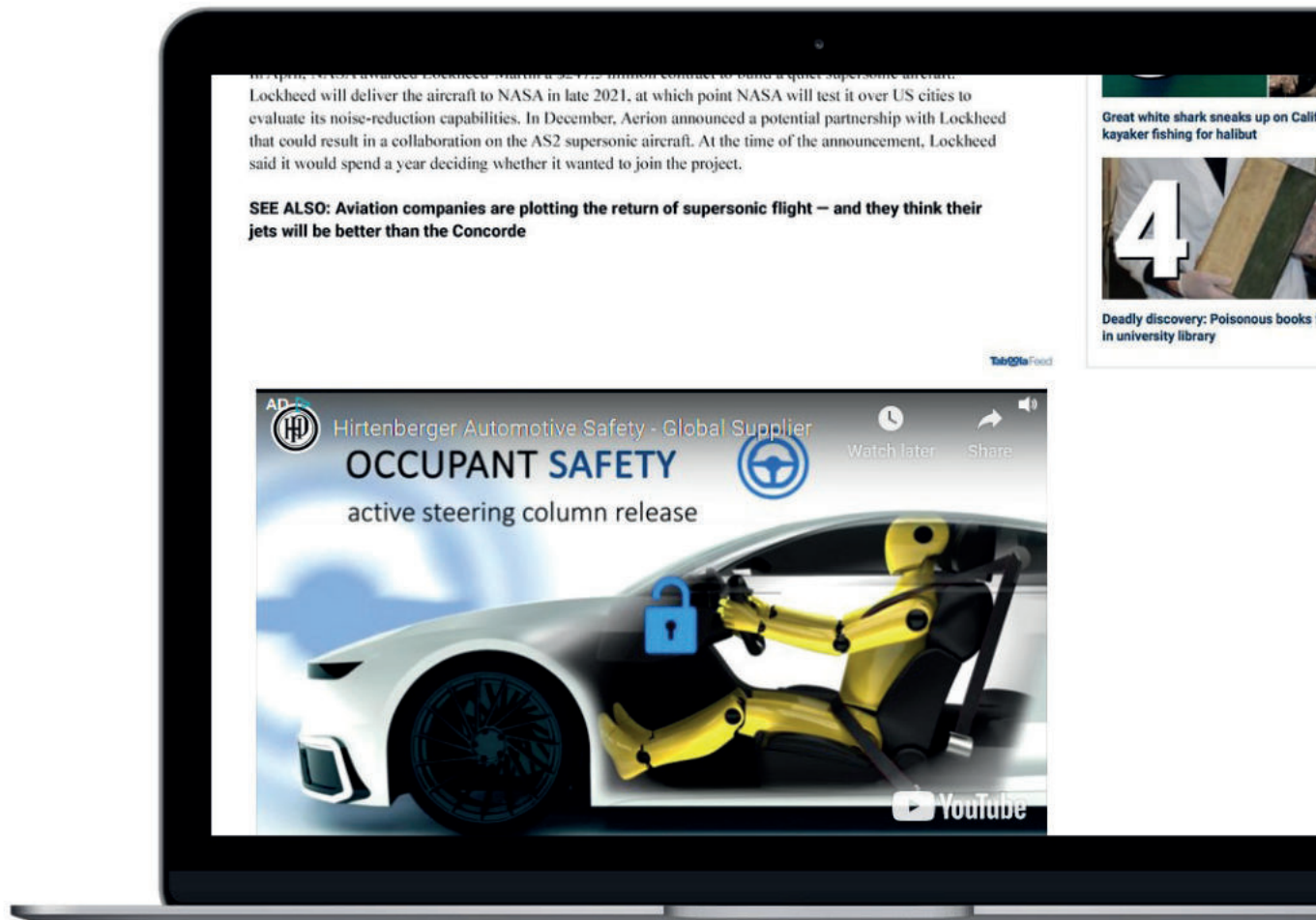
Technical settings

Video Sponsored Content

-  **Creative Restrictions:** 10s max duration
-  **Video File Size:** 5Mb
-  **Supported File Types:** MP4, MOV, GIF

Branding Video

-  **Creative Restrictions:** 3 minutes max. duration
-  **Video File Size:** 100Mb
-  **Supported File Types:** MP4, MOV



Taboola Campaign Creative Best Practices



Technical requirements

Image file
1 MB Max, jpeg preferred

Headline Character Length
35-45 characters, 60 maximum

Branding Text
30 characters maximum

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.



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.

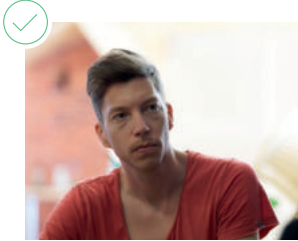
Set User Expectation

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.

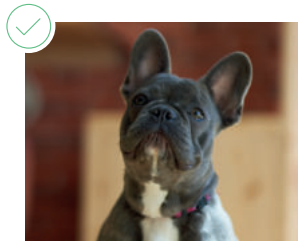


Taboola Campaign Creative Best Practices

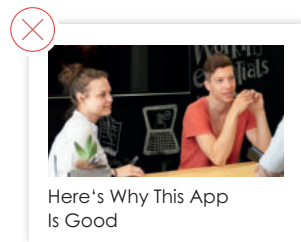
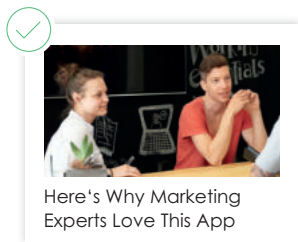
Image Best Practices



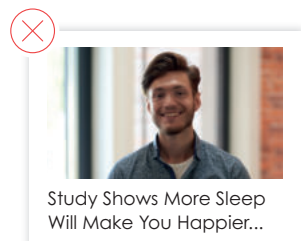
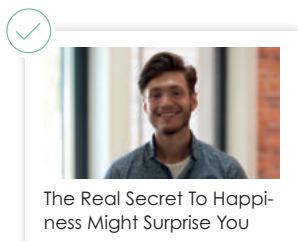
Avoid image clutter. Clean images with a single center of focus will help you stand out.



Avoid ClipArt, brand logos, and images with layers of text. These may not crop well, and end up being off-center.

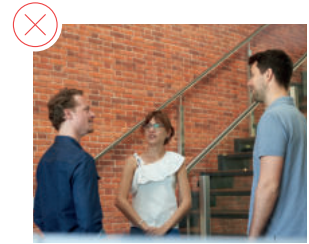
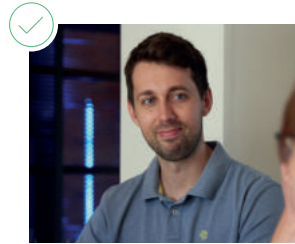


Your title can be a powerful targeting tool. Call out your audience or your product when possible.

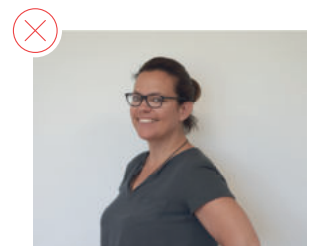
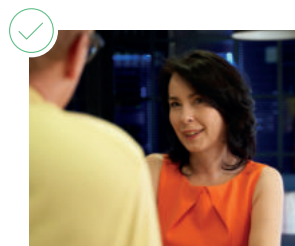


Intrigue and mystery can help draw in users.

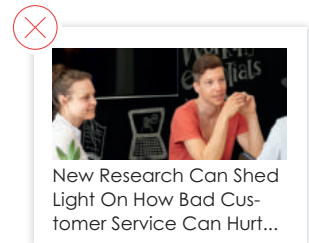
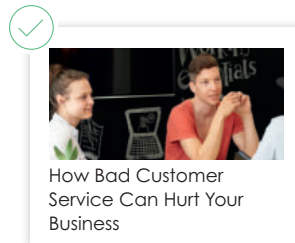
Don't forget that titles should be capitalized.



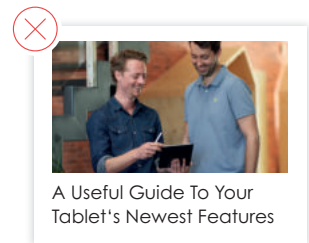
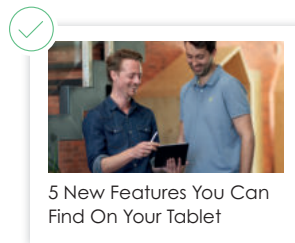
People are always preferable— even better if they're at medium zoom from the shoulders up, or even closer.



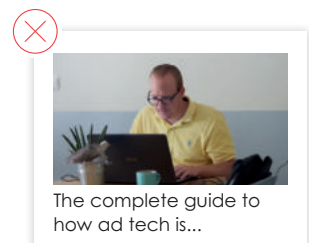
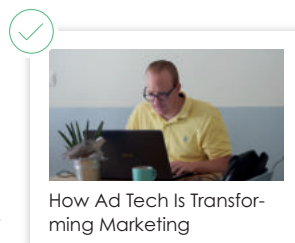
Utilize eye-catching colors to attract the users' attention.



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



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



Taboola

Campaign Creative Best Practices

Next Steps

- ❑ Don't forget Taboola's 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.
- ▣ Getting set up with Taboola is easy. Once the campaign is live, the advanced algorithms will surface your best performing content to the right users.
- ❑ Implement the tracking pixel to optimize for page views, video views, purchases, email capture, or any other campaign goals you may have.

