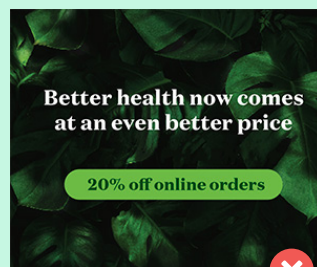


BEST PRACTICE FOR DISPLAY ADS

Include a logo

Display ads are all about building brand awareness so make sure to include your company logo clearly in the ad.



Keep the design simple

People spend on average just seconds looking at an ad so it's important to keep your design and content clear and simple. Your brand and the message you want to convey should be straight to the point.



Present a great value proposition

A value proposition is what you are promising to deliver to your audience when they click on your ad. It's your competitive advantage over your competitors and solves a problem for your customers that no one else can. It could be a unique feature of your product/service or an exclusive offer (e.g. 30% off).



Choose an attractive Call to Action

What action do you want your audience to take? Include a button to prompt them with a clear CTA such as, 'Buy Now', 'Learn More', or 'Get Offer'. Choose an attention grabbing colour to make the button stand out and place it at the bottom half of the ad to help increase click through rates.



Frame the image

If you have a white background, we recommend putting a 1px line outlining your ad so it draws the user in.



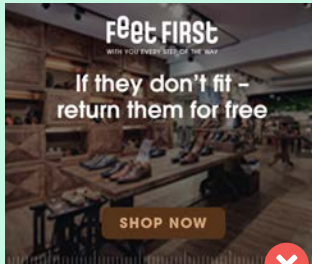
Choose readable fonts and sizes

Use clear and easy to read fonts. If you're using headlines and descriptions, they should be different sizes.



Clear and sharp images

They say a picture is worth a thousand words, so choose an image that supports the message you are trying to convey to the user. Make sure it's also high resolution. Alternatively you don't have to use an image, strong colours and fonts can also be just as effective.



Craft your message to the right audience in a creative way

Copy is one of the elements to get your users attention. So take time to think about it and consider asking a question, telling a joke or posing a bold statement. Also bear in mind who your audience is and talk to them in a tone and style that's appropriate.



Create urgency

Better performing ads get people to take action right away. One of the best ways to do that is to use text that drives urgency such as 'limited time' or an end date to a deal.



Constantly test

You'll never know what ad works best without testing it. We encourage you to A/B test different creatives whether that's trying different images, CTA or copy to find out what yields the best results. Test one thing at a time such as one image against another while keeping everything else the same so you can draw clear conclusions.



Ensure that the landing page and design match your ad and brand

Think about the user experience and what they expect to land on when they click on your ad. For example if you're promoting a specific product the landing page should take the user directly to that product.

From a design perspective, the fonts, colours, look and feel of your ad should also match your brand's personality that's displayed on your website. You're building brand awareness and loyalty so you need to be cohesive.

