BEST PRACTICE FOR NATIVE AD COPY

Stuff

Try using lists and odd numbers to get more clicks. Users are drawn to this type of information as it usually means the content they are going to consume is simplified and easy to digest.

7 Helpful Tips to Create a Successful Online Store ✅

Create a Successful Online Store ❌

Test dynamic content to personalise the copy for location or day of the week targeting. This will make your ad even more relevant if you're targeting a specific city or your article is time sensitive.

Auckland, we still deliver health goods during Lockdown Level 4 ✅

Delivering health goods during Lockdown Level 4 ❌

Negative words such as "don't" perform better than positive ones such as "do". People tend to want to know what they shouldn't be doing more often than what they should be doing.

Never wear the wrong shoe size again! ✅

Wear only shoes that fit right. ❌

Mention your target audience to get pre-qualified users. If your headline or copy is already calling out a specific audience, you should get more of the right people you want to click through. This may help minimise wasted clicks.

Ladies, stop wearing the wrong shoe size ✅

Stop wearing the wrong shoe size ❌

Use questions to help increase engagement. It will entice the user to want to know the answer.

Is your home warm enough for winter? ✅

Keep your home warm this winter ❌

BEST PRACTICE FOR NATIVE AD IMAGES

Stuff

Don't use images with text. This also applies to the use of logos or promotional messaging. Save the text for your headline and description.

 ✓   ✗

FEET FIRST
WITH YOU EVERY STEP OF THE WAY

Make sure your image is related to your copy and/or landing page. It should tell a story and support your ad.

 ✓   ✗

Auckland, we still deliver health goods during Lockdown Level 4

Auckland, we still deliver health goods during Lockdown Level 4

High resolution images are a must. You want your ad to look appealing and legitimate.

 ✓   ✗

Portraits tend to perform better than people in action. Remember the ad is small and the user might be looking at the page on their mobile device. So try a close up image as opposed to a far away one.

 ✓   ✗

Try not to use cartoon or stock images, instead go for lifestyle images as they tend to perform better.

 ✓   ✗

If you want to promote a product, try to use it in the image in a creative way to encourage users to click.

 ✓   ✗