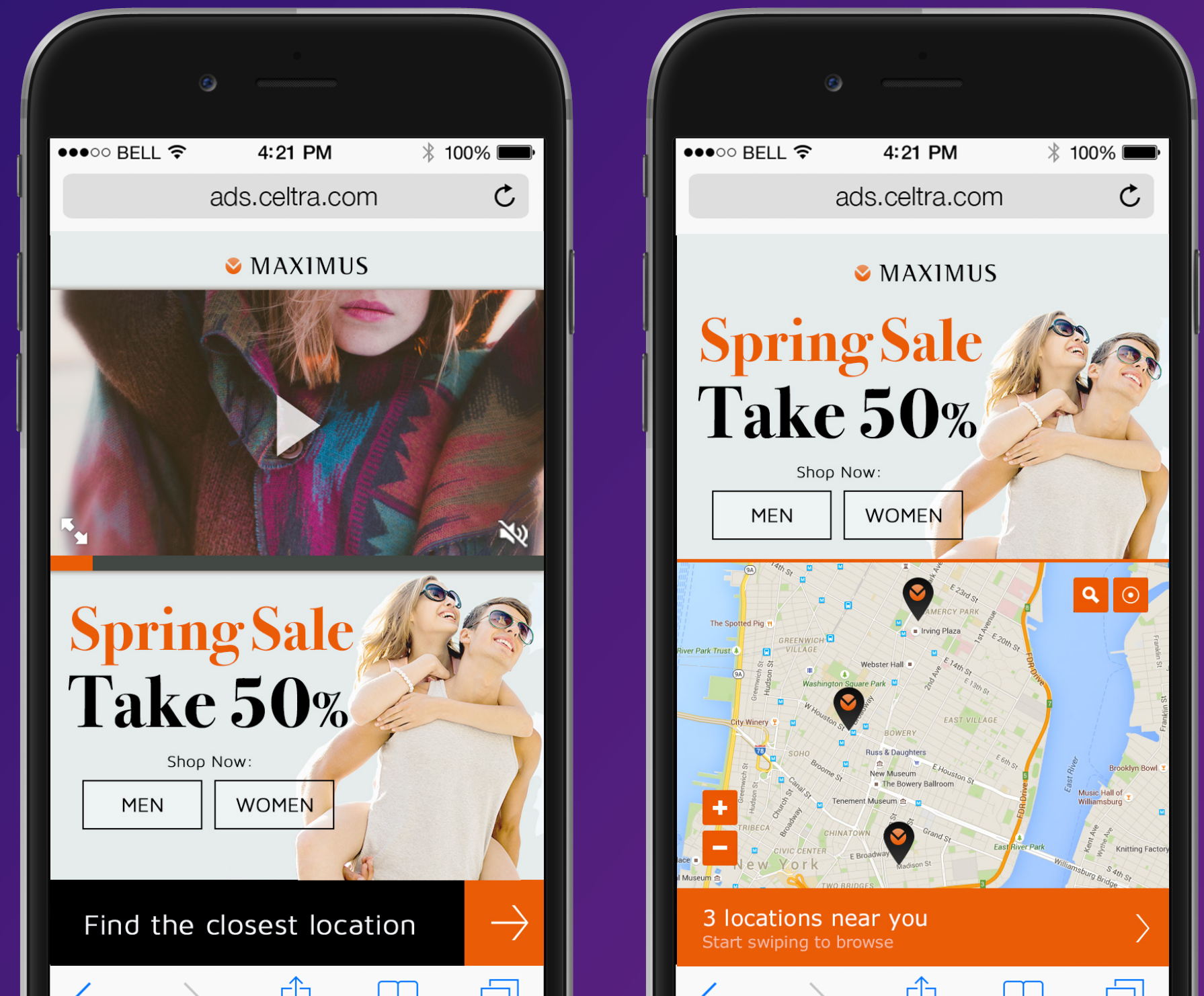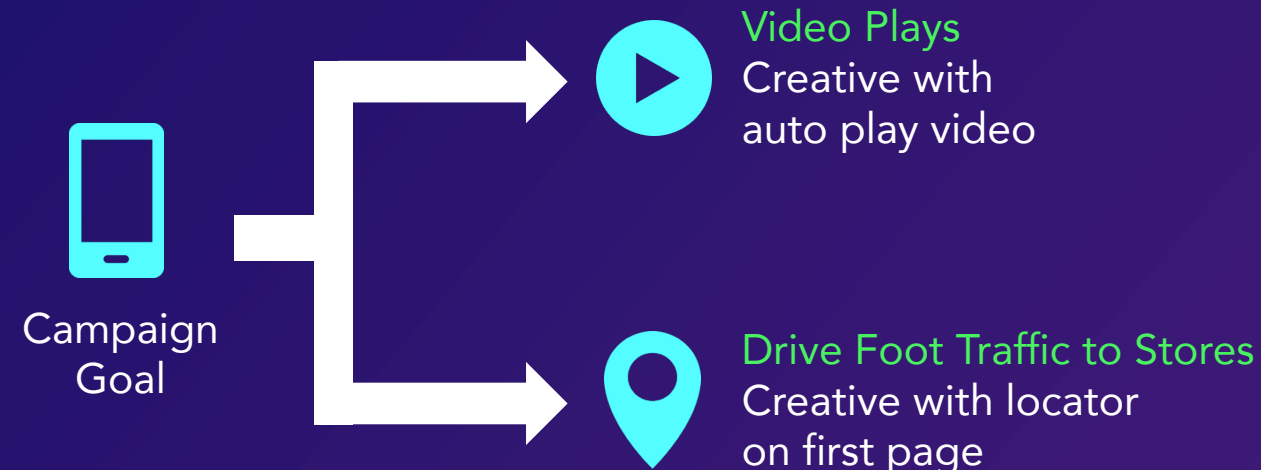# 10 Creative Best Practices

Key guidelines and principles for successful creatives

1. Focus on one main creative idea

Ask yourself what are the key objectives for this campaign and develop a clear story around it.

- Start by understanding the campaign and the general context.

- Define clear objectives for the campaign and pick one most important goal.

- Craft a creative strategy that will help you achieve that main goal.

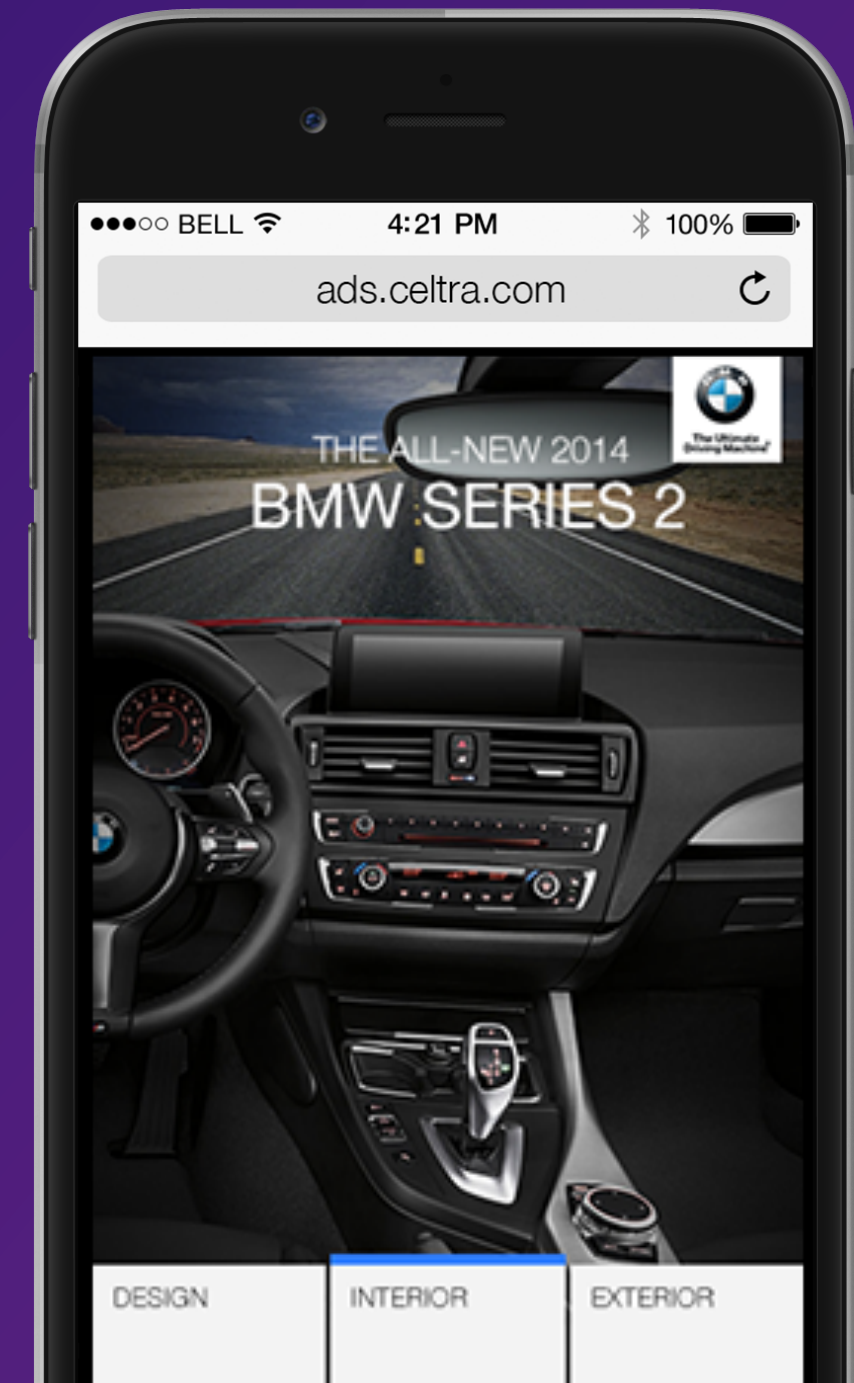- Do not give in to temptation to add sideline features - it will dilute your creative and confuse the user.

Campaign Goal

Video Plays
Creative with auto play video

Drive Foot Traffic to Stores
Creative with locator on first page

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2. Think across screens

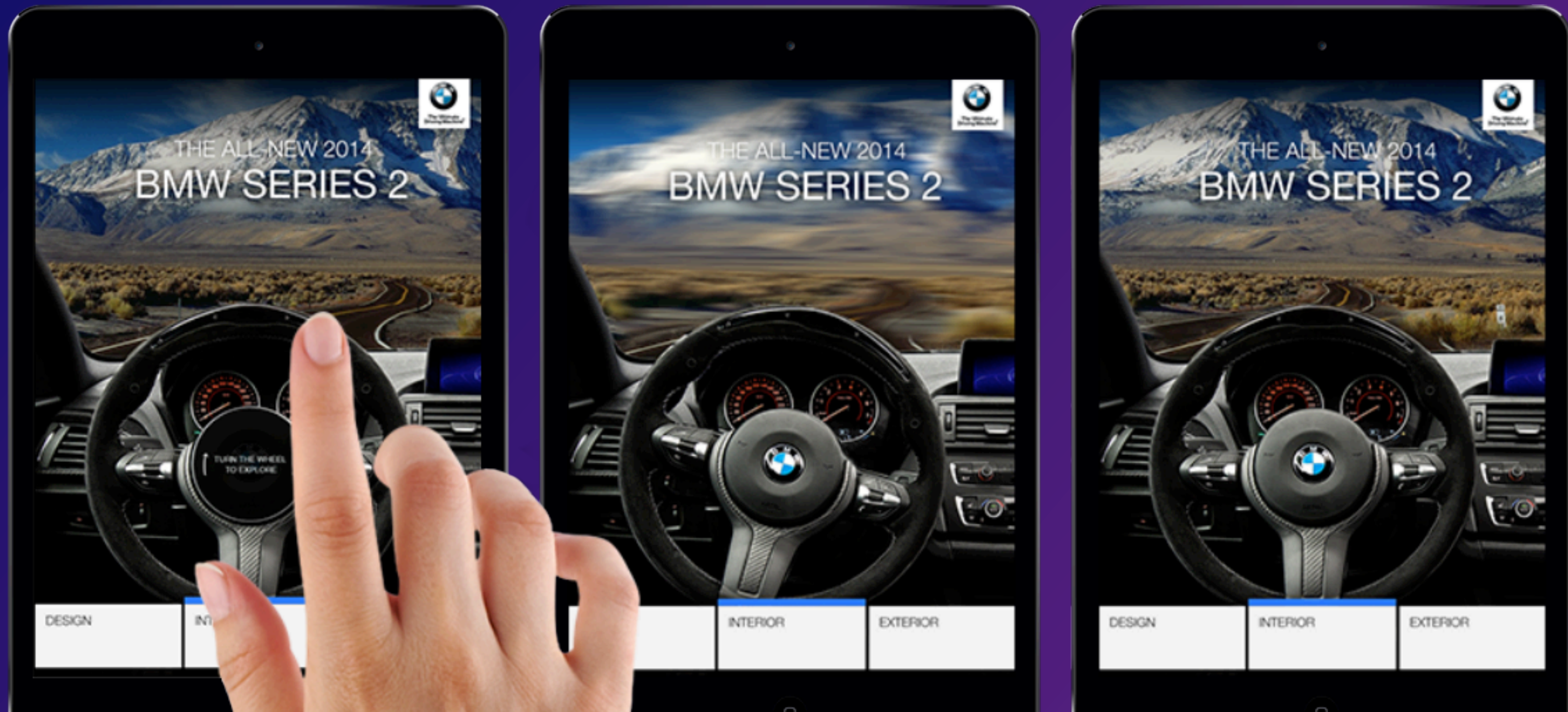Leverage the advantages that each device type brings:
PHONE = gyro / accelerometer

2. Think across screens

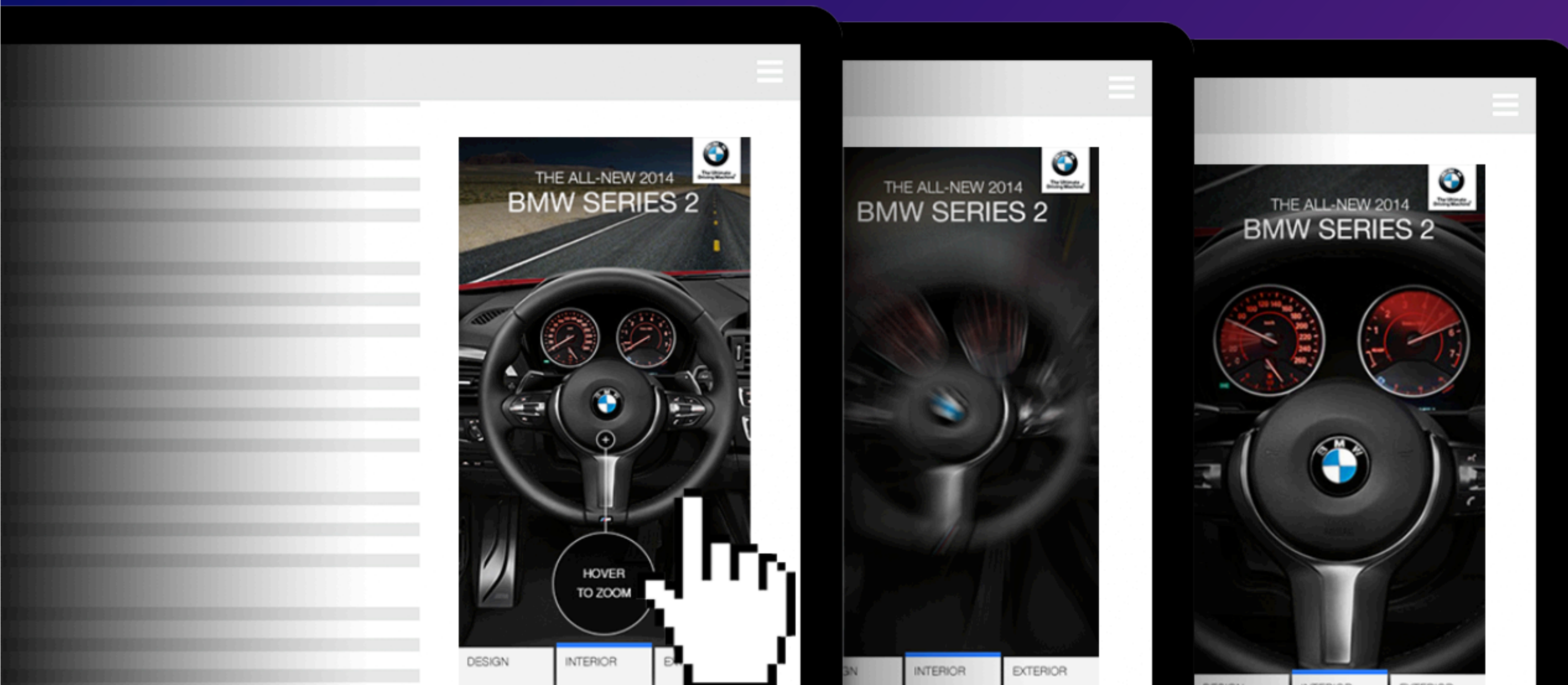Leverage the advantages that each device type brings:

TABLET = swiping gesture

2. Think across screens
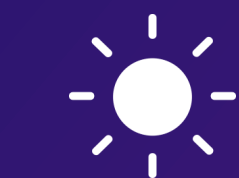
Leverage the advantages that each device type brings:
DESKTOP = mouse over

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3. Seize the user's moment

Let your creative be relevant to user context.

- Easily utilize contextual or audience data signals to personalize your ad experience.

- Any element or feature can be sensitive to a data signal in real-time.

- Depending on user location, time of day, day of week or weather the ad will automatically adjust.

- Cross-screen ready and available across all formats.

WEATHER

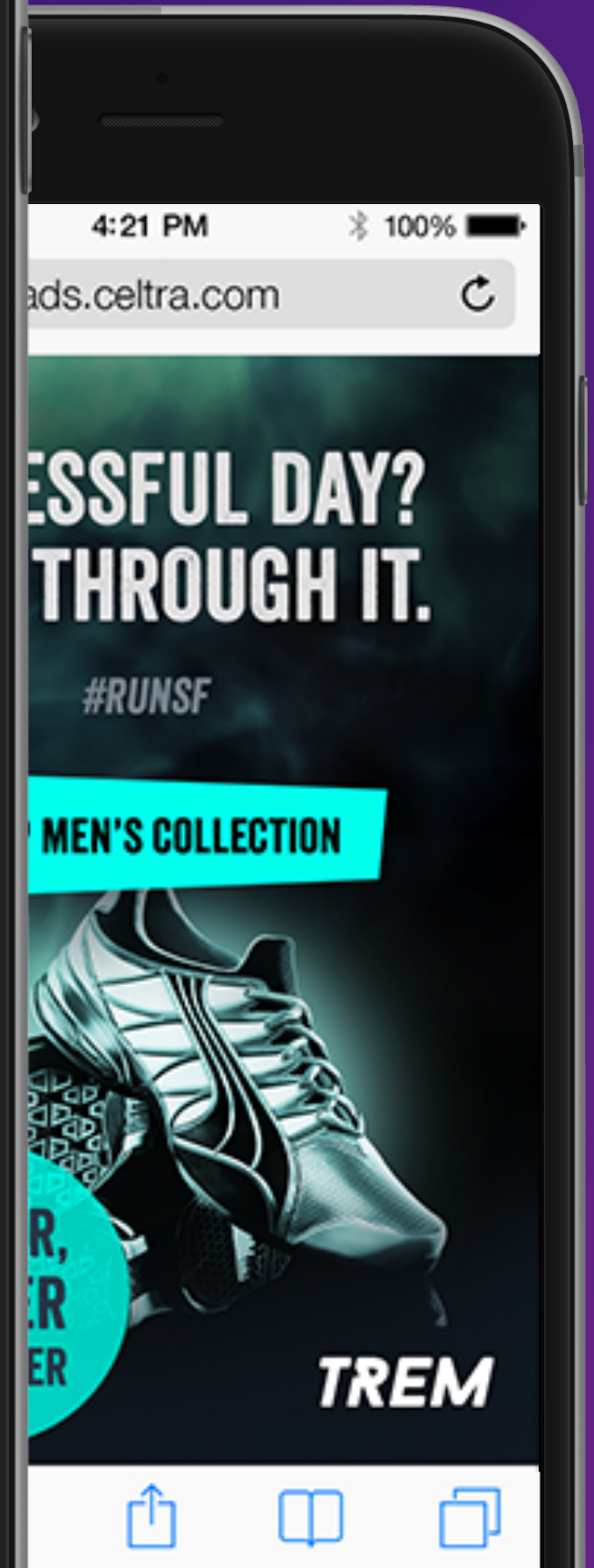LOCATION

AUDIENCE

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BELL · 4:21 PM · 100%

ads.celtra.com

STRESSFUL DAY? RUN THROUGH IT.

#RUNSF

SHOP WOMEN'S COLLECTION

NEW SPRING COLLECTION

TREM

4:21 PM · 100%

ads.celtra.com

ESSFUL DAY? THROUGH IT.

#RUNSF

MEN'S COLLECTION

TREM

4. Use animation to boost expansion rate

Static ads stand no chance. Opt for immersive animations or video instead.

- Always ask yourself if you would tap on this banner.

- Move, fade, scale, rotate objects to craft a compelling animation.

- Loop animations in case the banner doesn't catch the user's attention right away.

- Be tasteful and do not over do it .

Use formats like Reveal to break out of the banner box and grab users' attention in a polite way.

- Design a fun and animated intro to the creative.

- You can have your animation or a video play continuously, no matter the size of the ad.

- Reveal banner tutorial: bit.ly/1VSxIlb
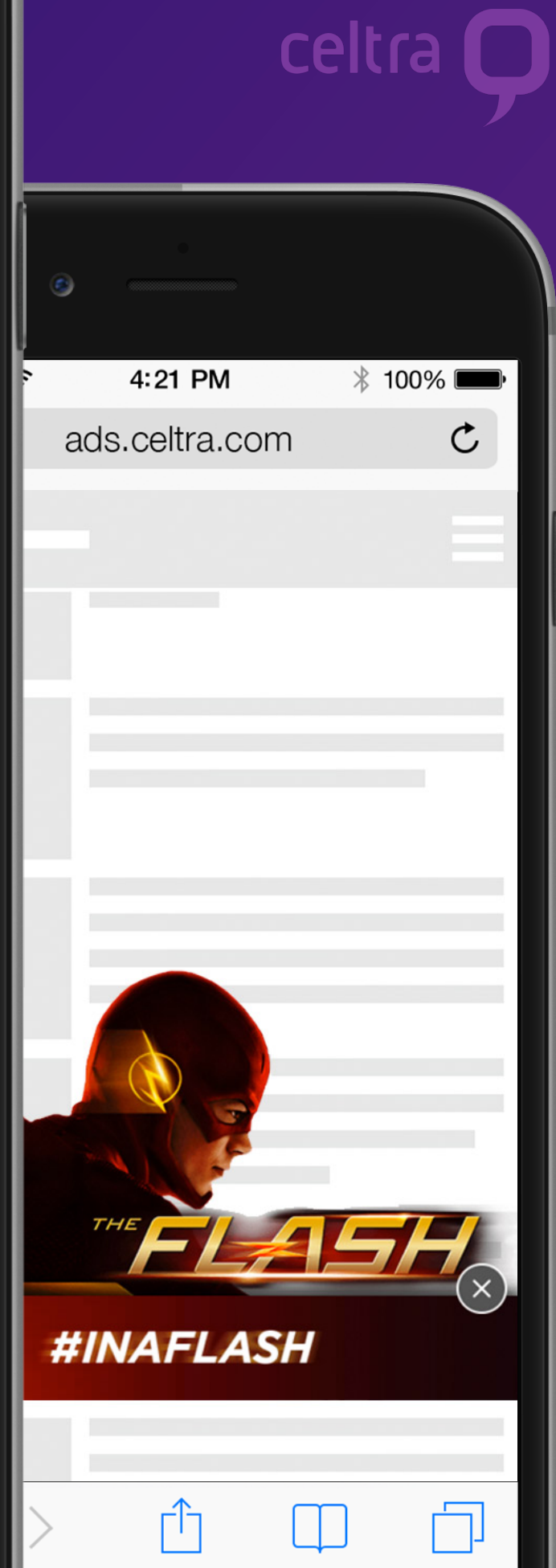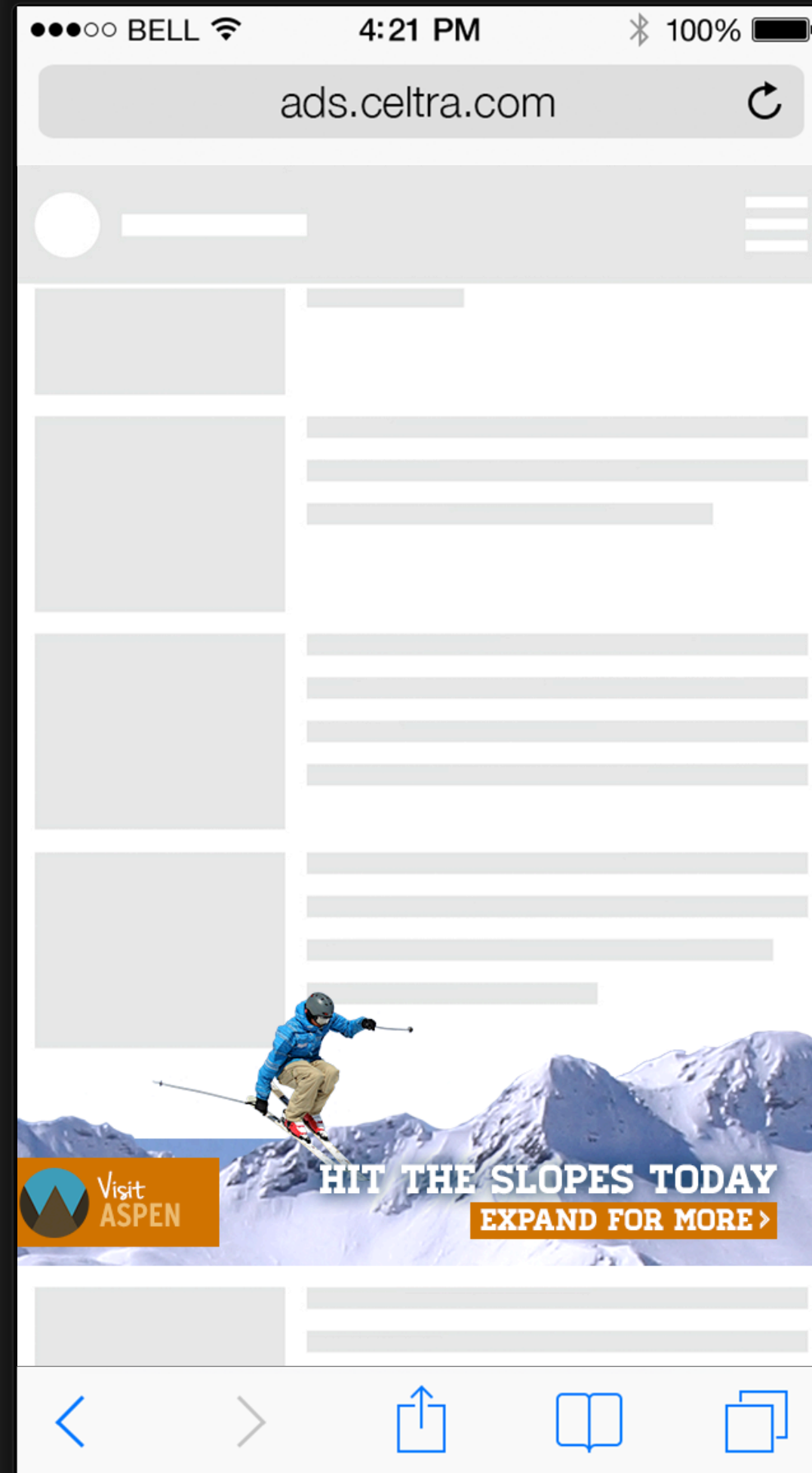
5. Guide users with clear CTAs

Clearly communicate what the user can expect from engaging with the ad.

- Have the call to action present at all times.

- Provide a clear and direct call-to-action.

- Think about wording: "Tap to expand" or "Play the games" are more effective than "Tap to learn more".

- Any type of button should have a very clear CTA with tappable ad element and a value proposition.
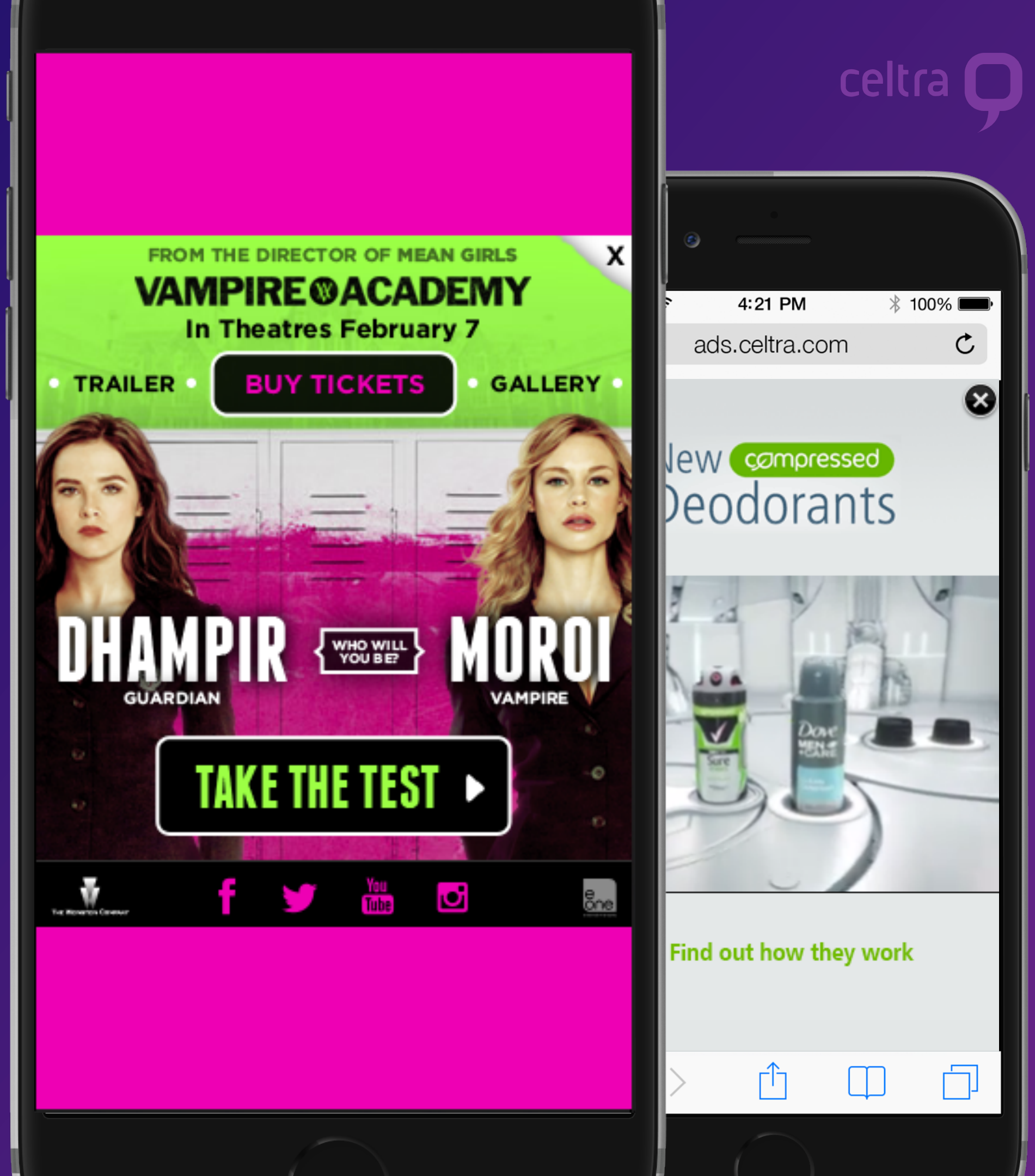
6. Make design work for you

Guide the user through the ad with design.

- Use distinct design and typography.

- Ensure consistent navigation and layout (logo and navigation position).

- Make icons and buttons distinct and big enough to be readable and easily tapped.

Ensure a simple & clear user flow.

- Include one main engaging feature per page.

- Include maximum of two actions per page.

- Present only the most relevant information in a clear way.
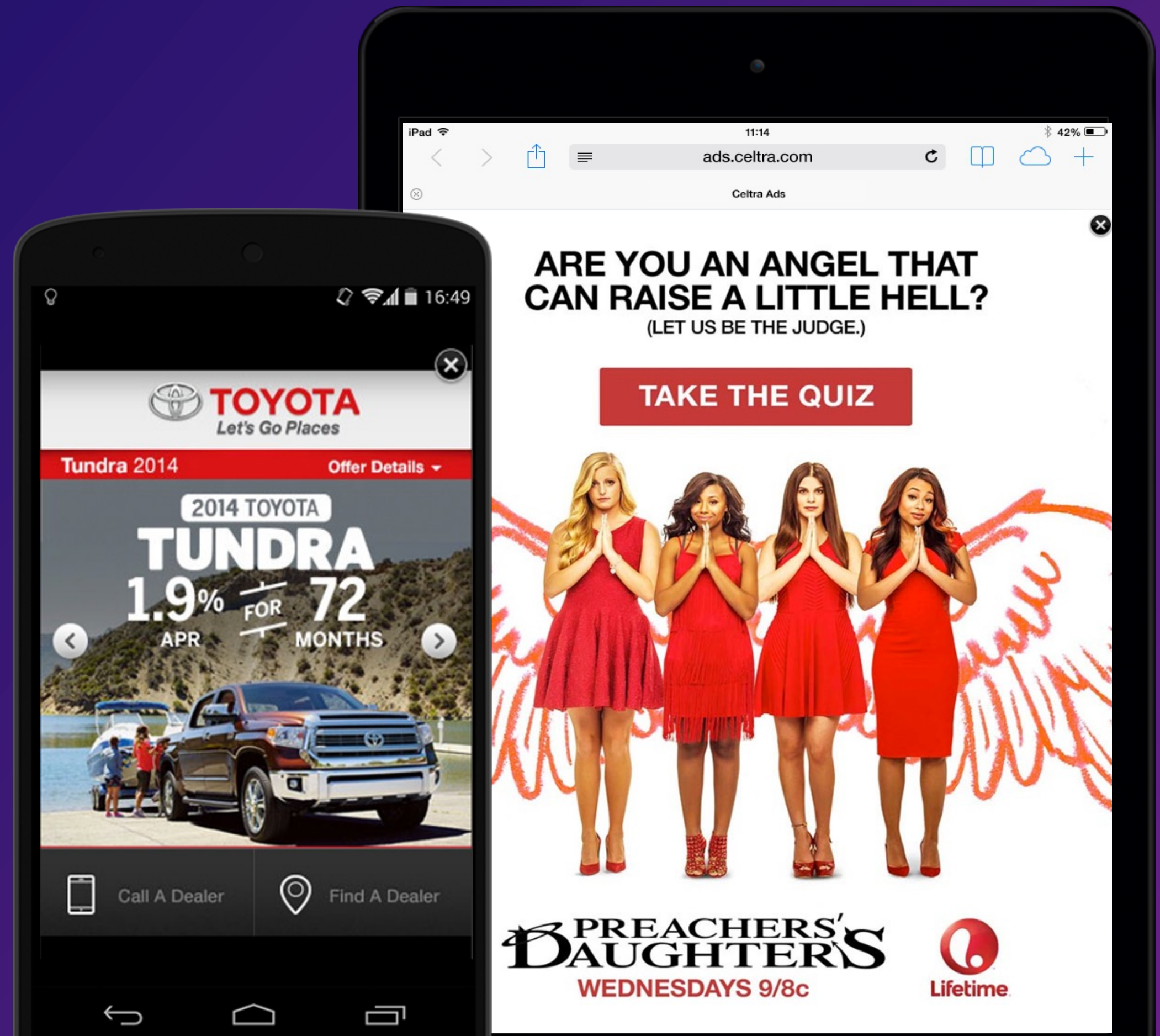
7. Create screen-size responsive creatives

A responsive creative will take advantage of the full screen size available.

- Using a size-responsive creative will enable the user a better experience.

- Check when you can use responsive design with feature tool.

- Feature compatibility grid: bit.ly/1k4SMcp

Responsive design / Properties

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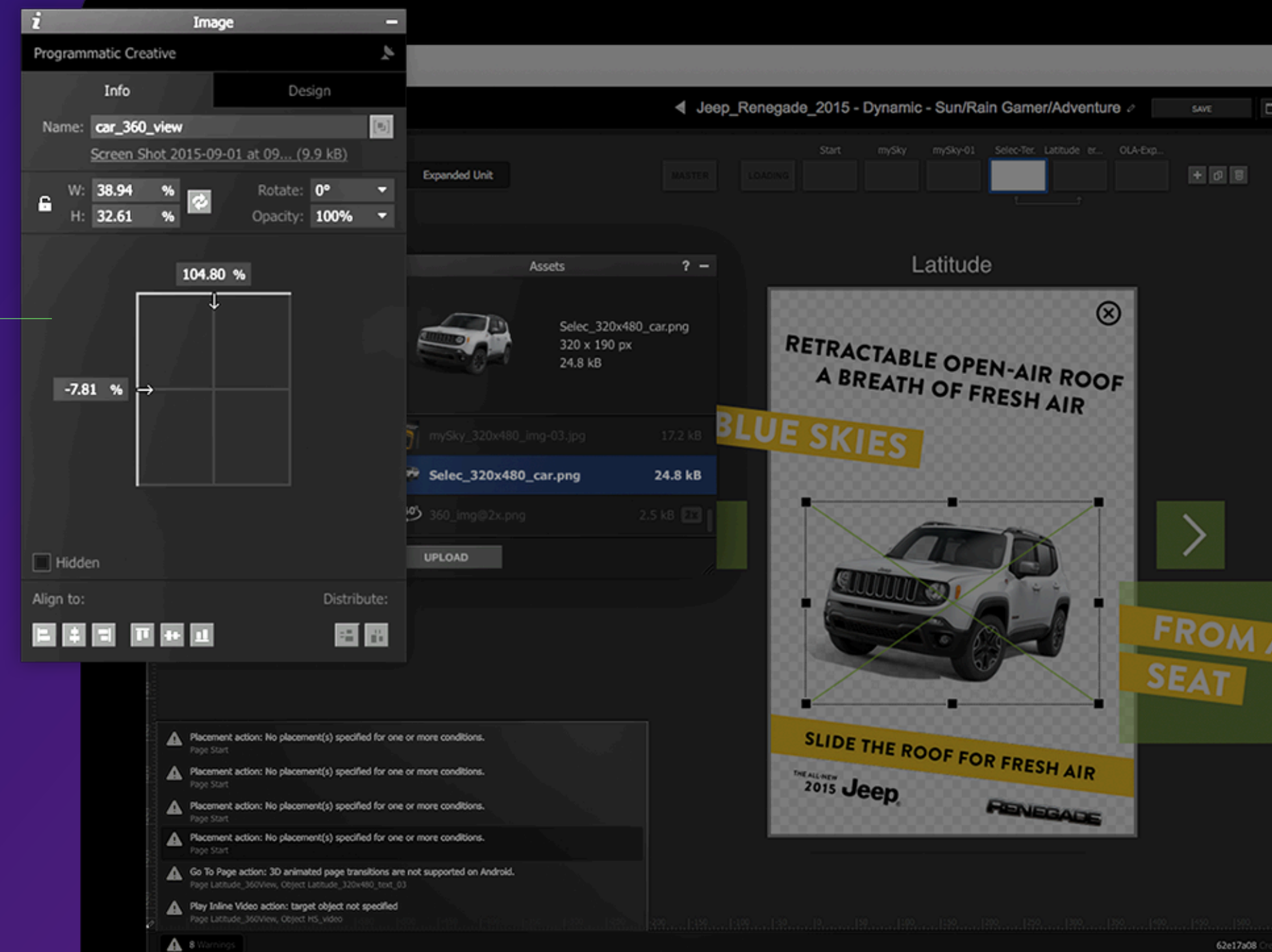
8. Set consistent naming for better reporting

Use consistent performance evaluation.

- Be consistent across tracking, library elements, custom events and pages, especially in campaigns with multiple ads of same creative.

- For deeper insight into ad performance, implement custom events to all features that contribute to ad engagement measurements.

- Direct response, social media, video, animation and expand actions are automatically tracked in AdCreator analytics.

- For easier comparison with quarterly benchmarks pay attention to assigning the right campaign category (vertical) and the right device type for each ad in the campaign.

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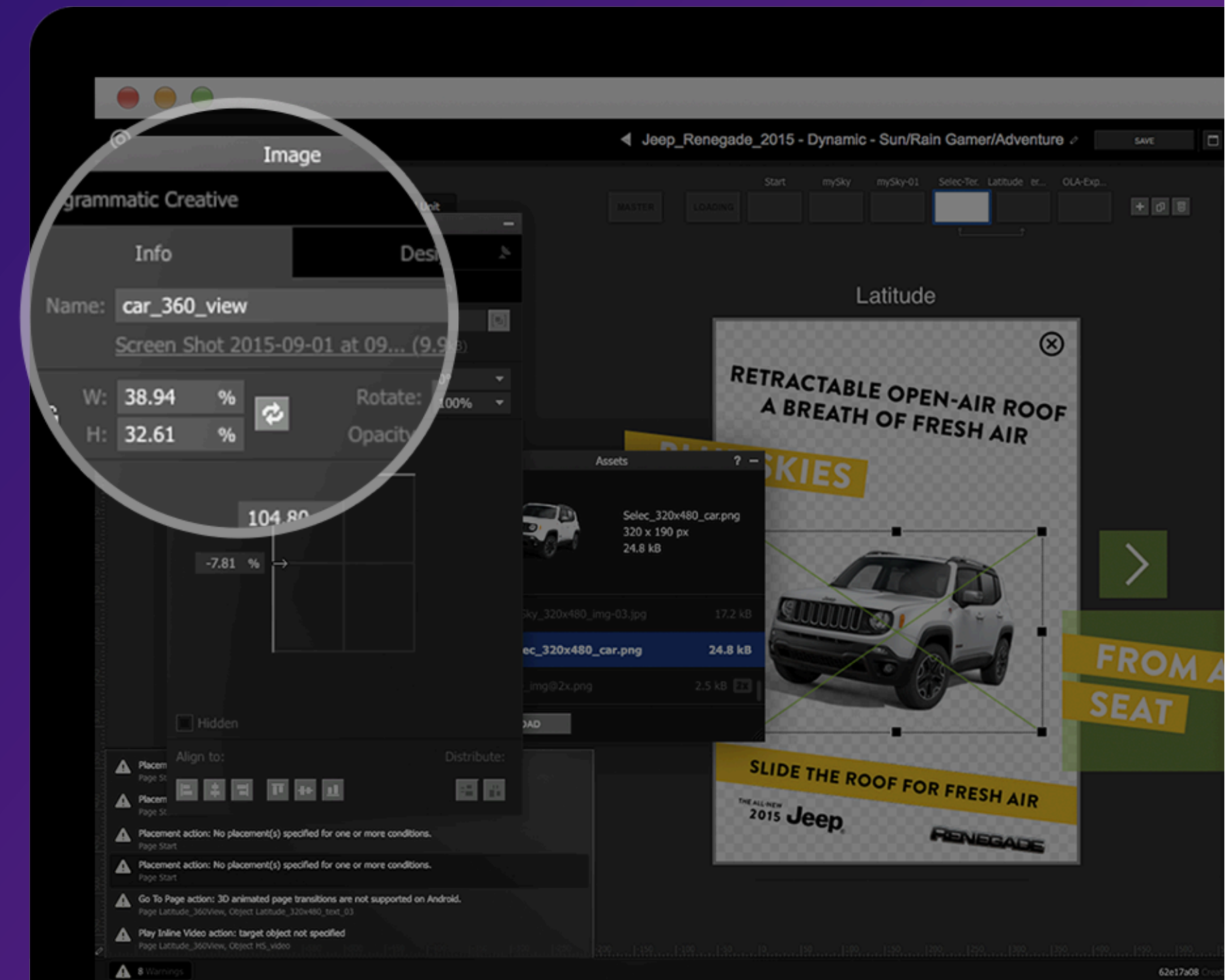
9. Optimize ad functionalities

Design light ads that load quickly to avoid high drop-off rates.

- Think of weight - recommended per page:
  - 100kB for smartphones,
  - 200kB for tablets (excluding multimedia)

- Use a smart strategy with high density images (retina): use them for logos & elements that need to pop, not for background images.

- Consider optimizing .png images prior to uploading, with compressions tools like TinyPNG.com.

- Video files should not exceed 50MB for both smartphones and tablets.
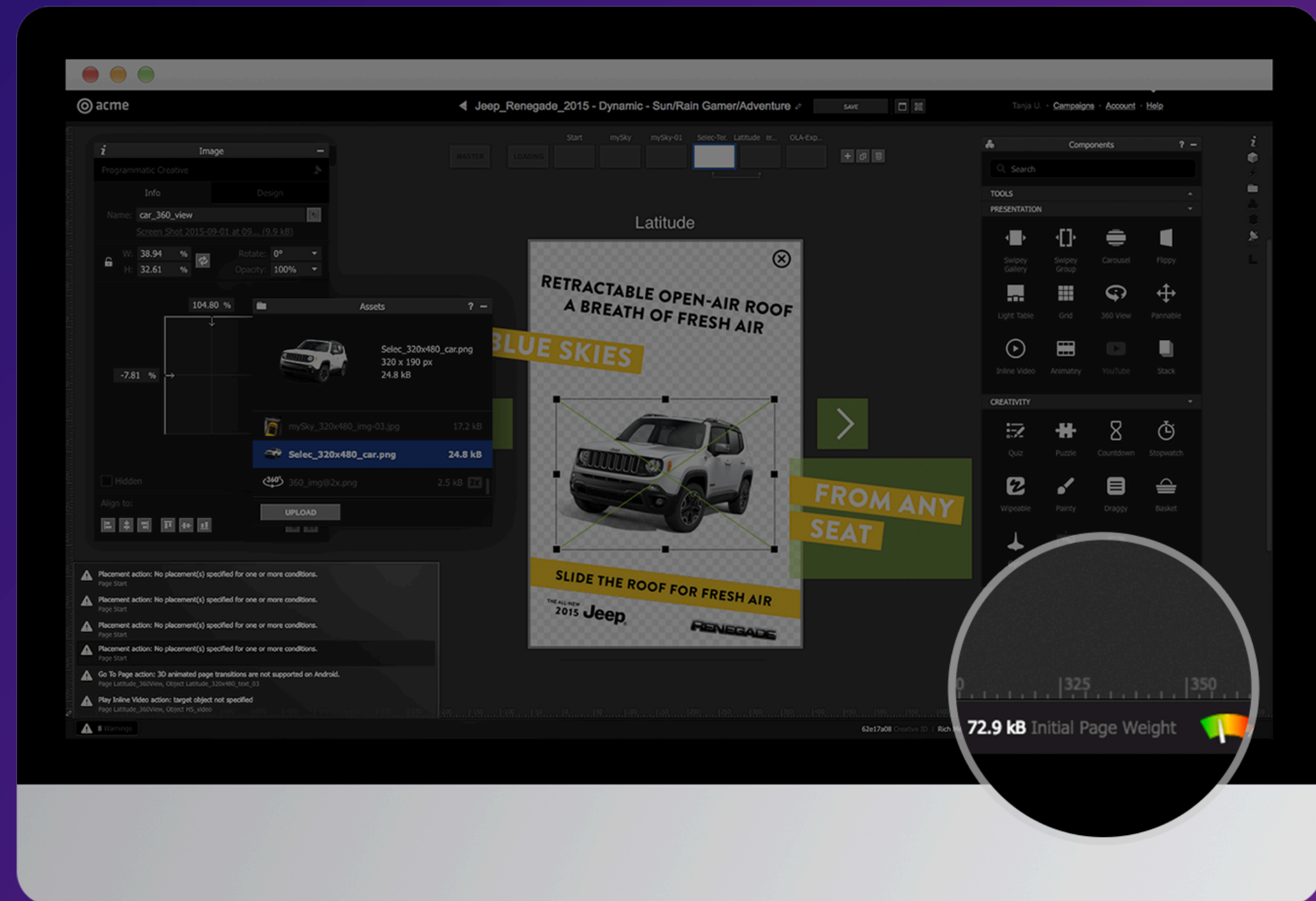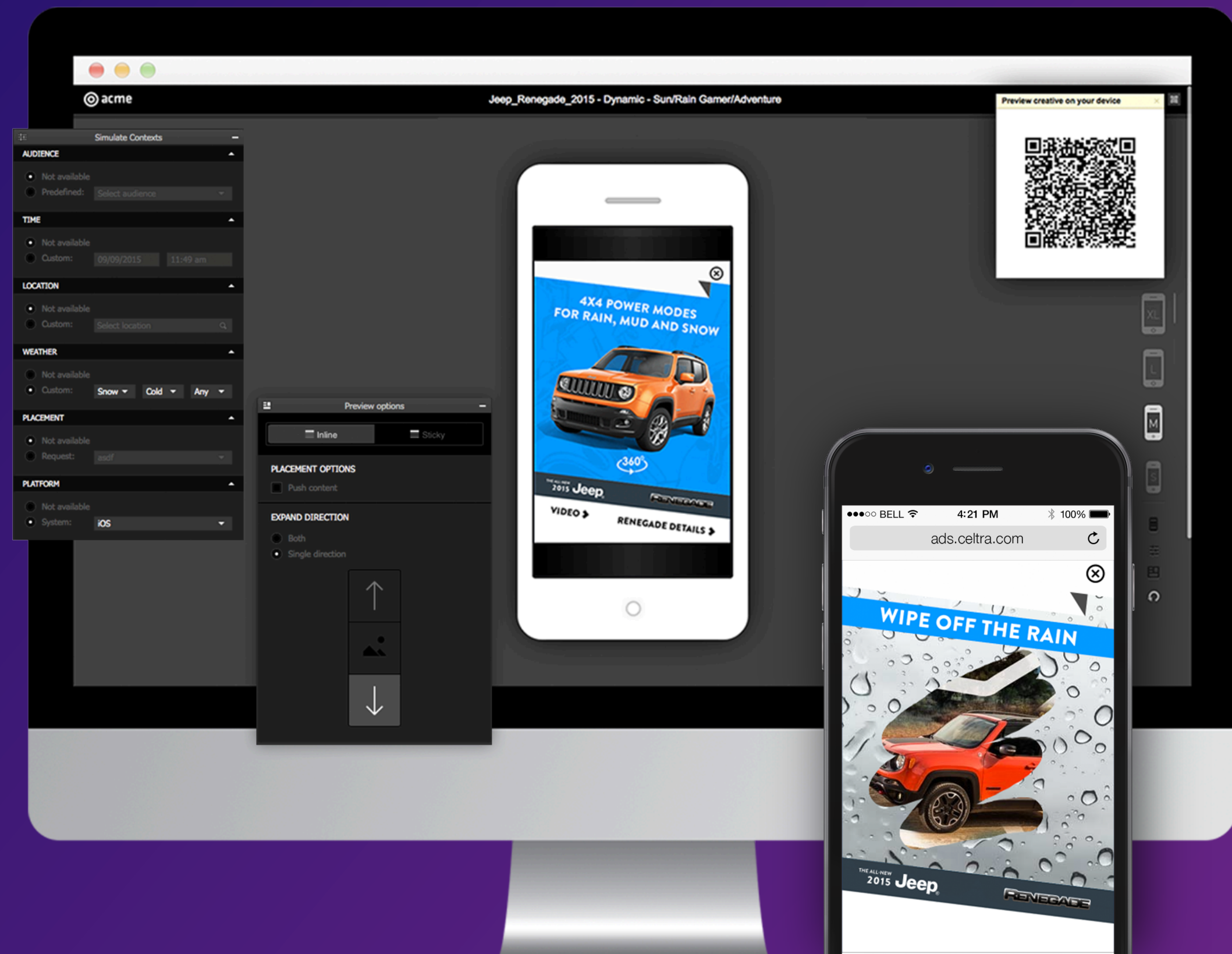
10. Preview & test creative

Imagine you are the user. How would you respond?

- Test the creative directly on the devices for which it is intended.

- Play around with different versions to find best balance.

- Do not be afraid to remove any elements that are not essential.

- Put the creative into the hands of a civilian.

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Vertical creative recommendations

Automotive

- **User-initiated video** performs significantly above benchmark in automotive industry – use it to show the real lifestyle look&feel of the new car model.

- With **Creative relevancy**, you can easily build a data-driven dynamic creative that automatically displays relevant, more personalized images or other creative elements to each audience segment.

- Highly engaging **direct response** features like fill-out forms allow users to book a test drive directly from an ad.

- Take advantage of **interactive presentation** features like Swipey or Group Swipey to introduce your car model in an attractive way.

LOS ANGELES   CHICAGO   NEW YORK
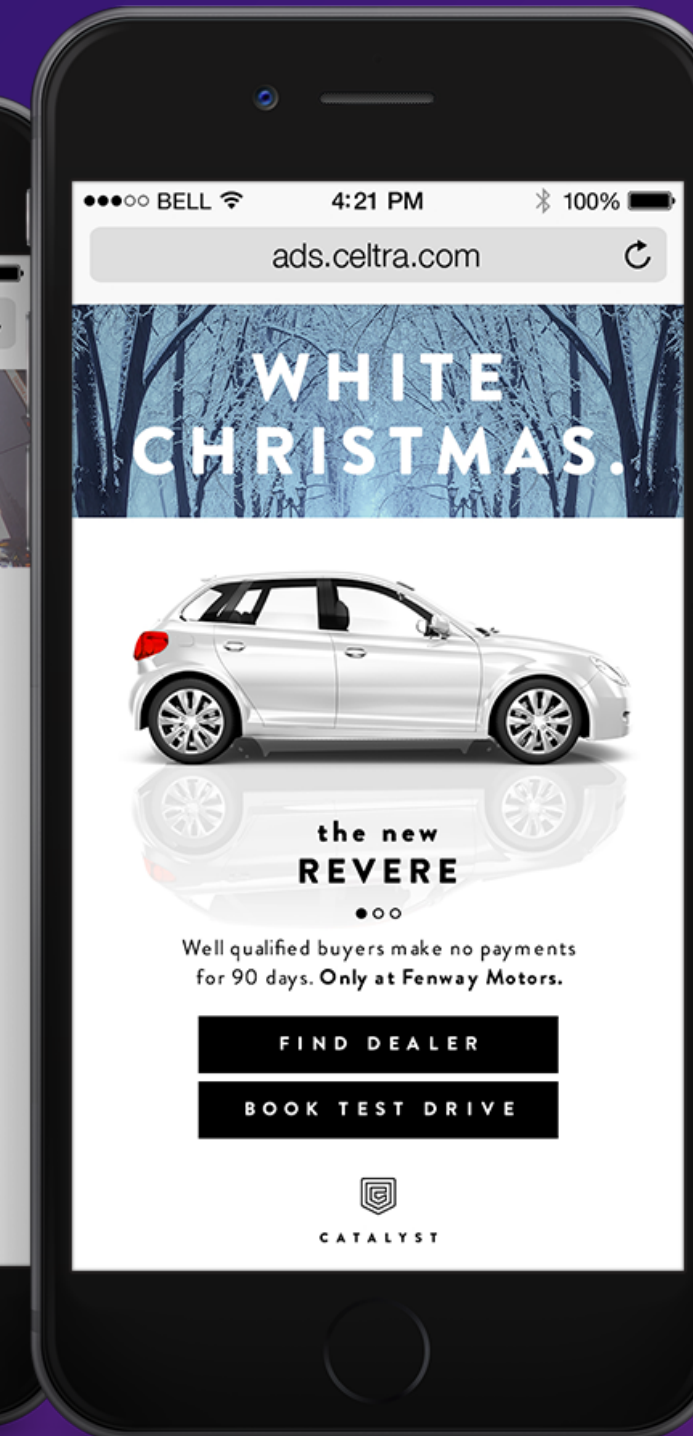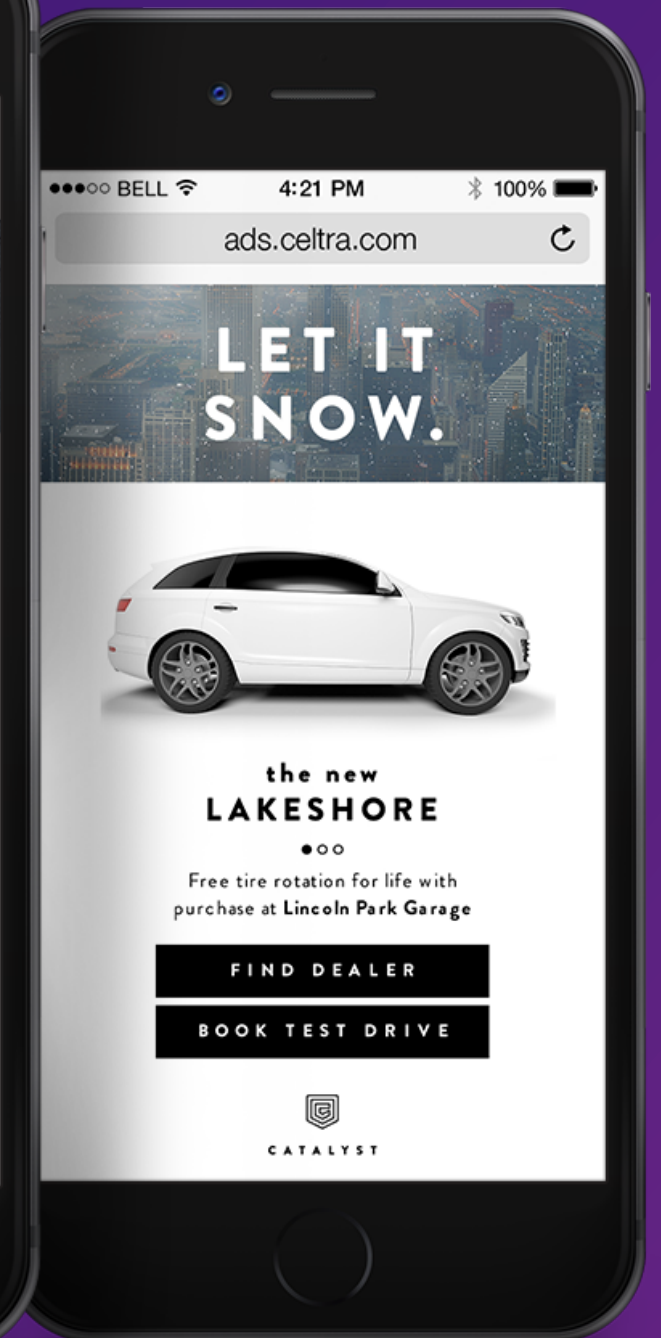
CPG

- With 35.6% **presentation** features in CPG vertical are a winner in feature engagement rate this quarter. Use them to include attractive images of products or feel good photos.

- **Gaming** features also continue to preform great in CPG vertical with 26.8% feature engagement rate. Include elements like wipey, puzzle or quiz to engage users a fun and interactive way.

- Use innovative **Creative relevancy** capabilities – with the dynamic content you can present timely relevant creative, matching the users context to creatively grab their attention and achieve higher engagement rates.
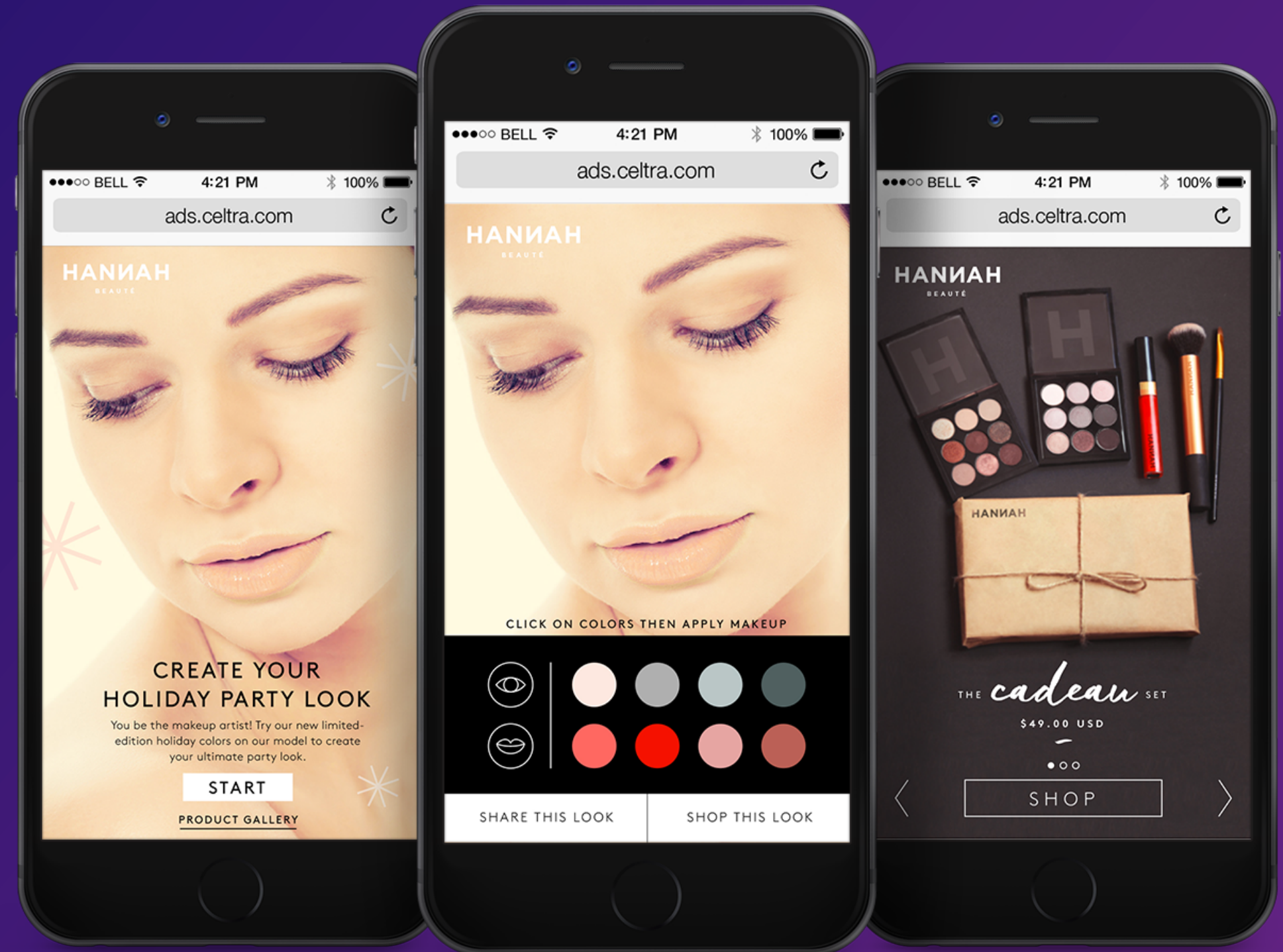
Entertainment

- **Video** and **presentation** features are a proven best way to present classic entertainment content and most engaging features in the entertainment vertical.

- Consider including **location** features to help users find the nearest theater on a map or additional **gaming** elements to get users engaged prior to big screenings.

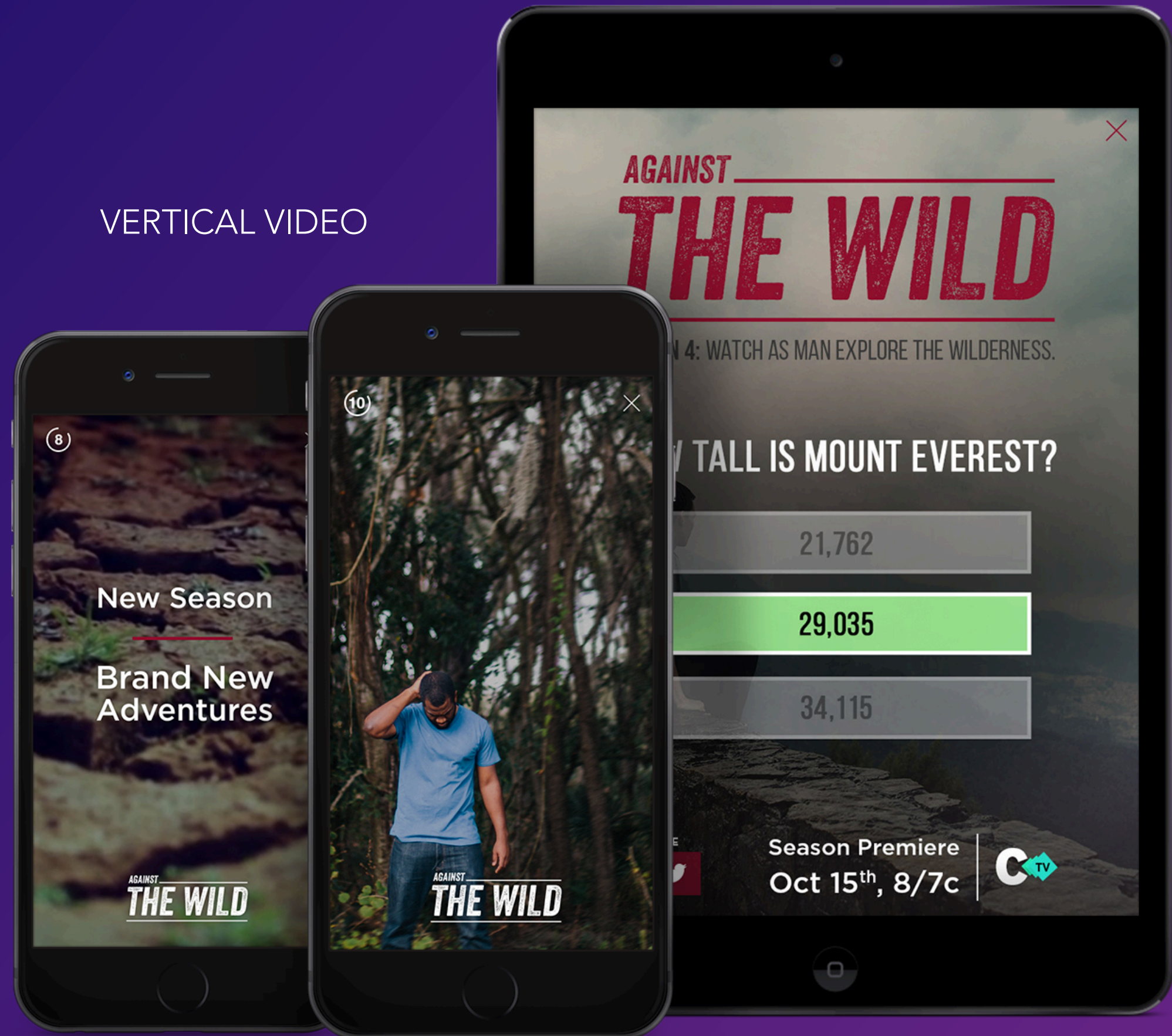- **Interstitials**, like **Vertical video**, and **Reveal** are the formats that show great potential in engaging users in Entertainment ads.

- Use a contextual signal like date/time to include **dynamic**, **more relevant content**. For instance, your premiere messaging can automatically adapt to a day or time when your ad is served, e.g., "In theaters tomorrow.", "Season Premiere Oct 15".

DYNAMIC CONTENT: DATE

VERTICAL VIDEO

AGAINST ____
THE WILD

N 4: WATCH AS MAN EXPLORE THE WILDERNESS.

W TALL IS MOUNT EVEREST?

21,762

29,035

34,115

Season Premiere
Oct 15th, 8/7c | C TV

New Season

Brand New
Adventures

AGAINST ____
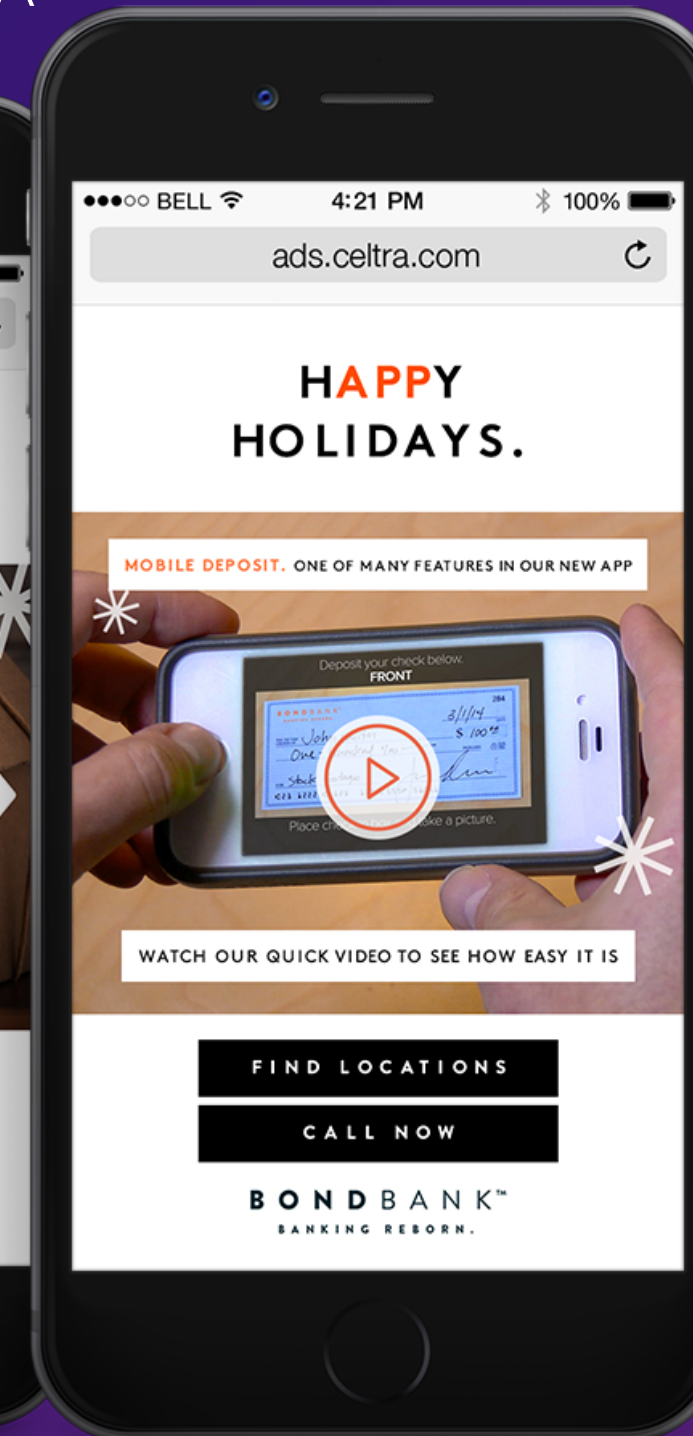THE WILD

AGAINST ____
THE WILD

Finance

- Use well performing **branding & presentation** features or **user-initiated video** to give your financial offering some real-life context.

- With **Creative relevancy**, you can utilize audience and situational data to easily build dynamic ads that automatically display personalized content based on the media placement audiences or/and display appropriate "Call local representative" based on product offer and location.

- Drive high engagement rates and allow users to find their the nearest branch or ATM by using **location** features.

- Include **forms** for customer inquiries or to reach customers through alternative channels.

PLACEMENT: REAL-ESTATE MEDIA

DEFAULT

PLACEMENT: LIFESTYLE MEDIA

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HO, HO, HOME EQUITY!

NEW HOME FOR THE HOLIDAYS?

1.50% APR
OFFER EXPIRES 12/15/15

3.99% APR
VARIABLE RATE AFTER INTO PERIOD

FIND LOCATIONS

CALL NOW

BOND BANK™
BANKING REBORN.

ads.celtra.com

HAPPY HOLIDAYS.

MOBILE DEPOSIT. ONE OF MANY FEATURES IN OUR NEW APP

WATCH OUR QUICK VIDEO TO SEE HOW EASY IT IS

FIND LOCATIONS

CALL NOW

BOND BANK™
BANKING REBORN.

ads.celtra.com

SEND THE BEST CHRISTMAS CARDS EVER.

OUR NEW GIFT SMARTCARDS

YOU CHOOSE THE AMOUNT. THEY CHOOSE THEIR GIFT.

FIND LOCATIONS

CALL NOW

BOND BANK™
BANKING REBORN.

Food & Beverage

- Include **direct response** features and clear call-to-actions (i.e. Get updates) for high engagement rates in food & beverage ads.

- **Interstitials** and **expandable banners** work best for food & beverage campaigns - include some sleek **imagery or video** together with **localized** offers or **store locator** and you should have a winner.

- Make your ads more relevant by utilizing **Creative relevancy** and show different messaging depending on different dates during holidays.

- Maximize the powerful mobile **interstitial** real estate with **a Vertical video** and present the brand message in video format **vertically inline** topped with engaging text cards.


DYNAMIC DATE: DEC 25-31

DYNAMIC DATE: DEC 1-25
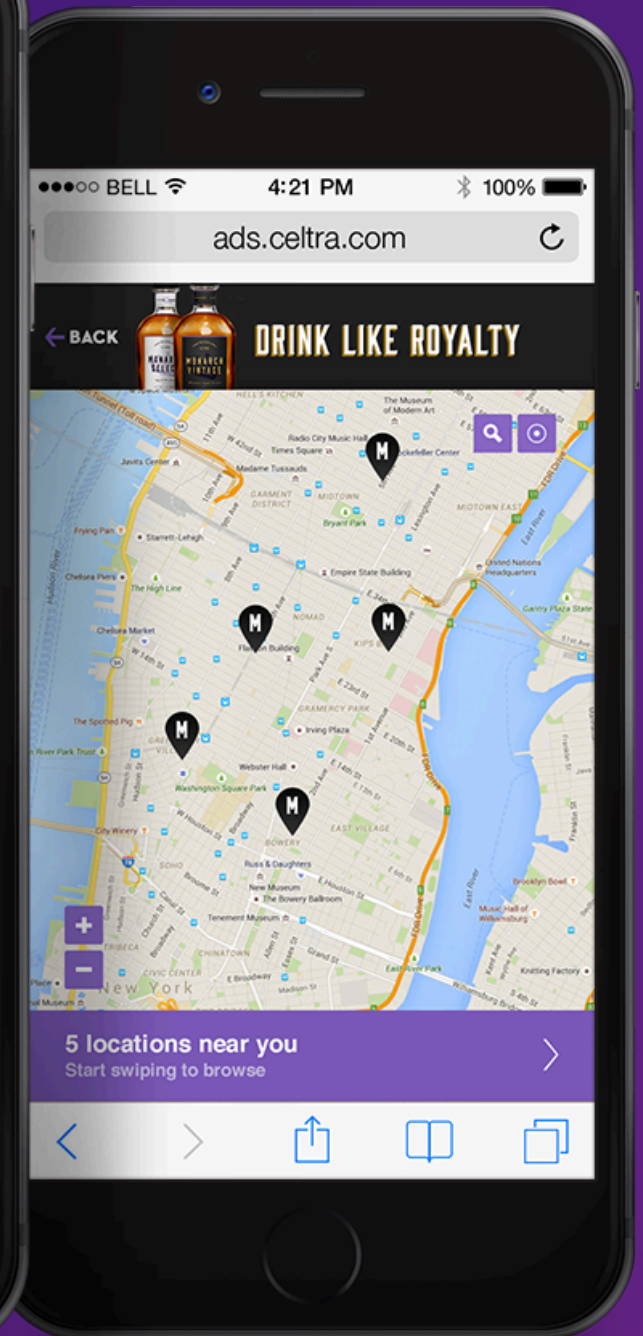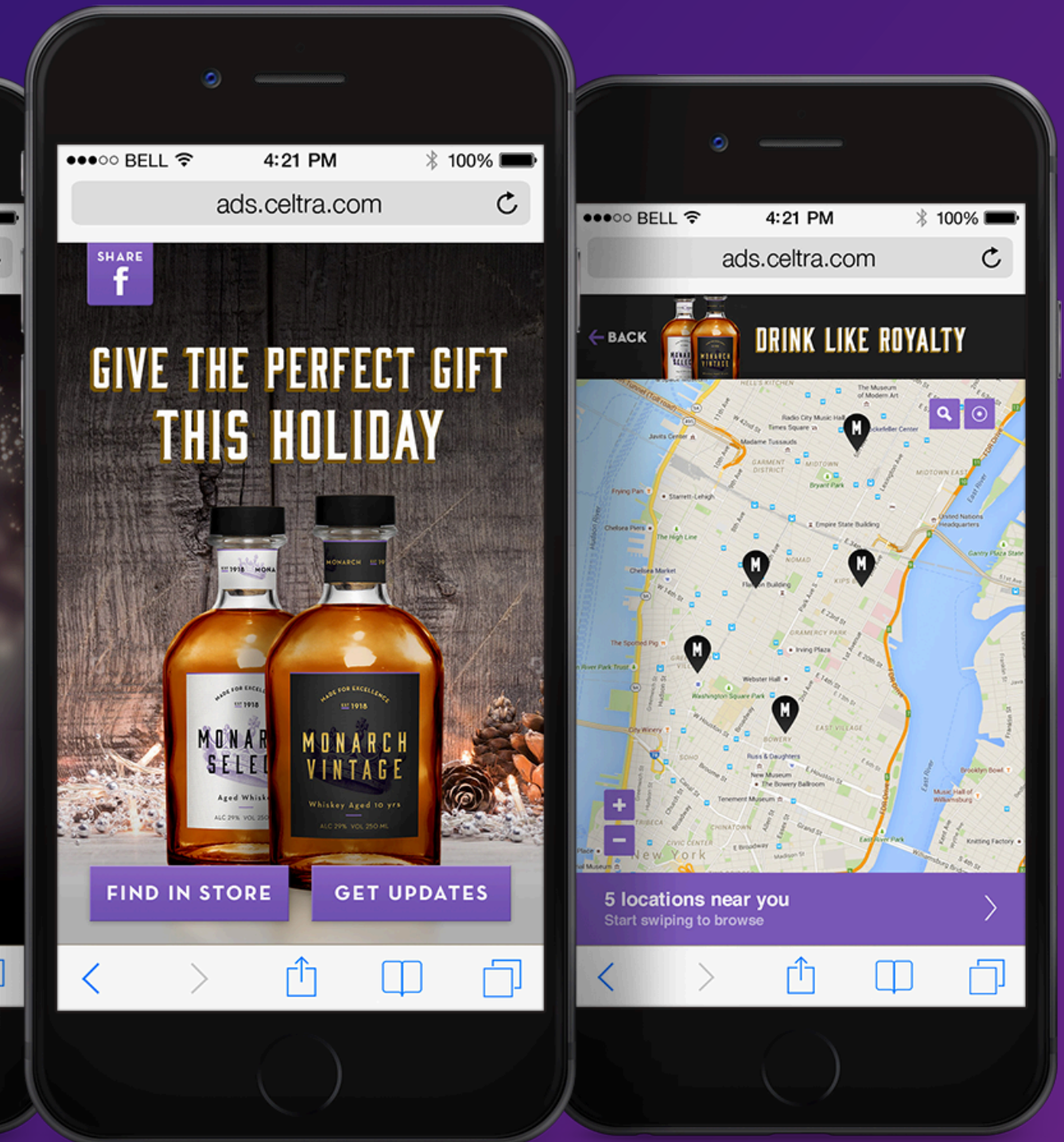
Retail

- Use **location** features to drive shoppers to a nearby store, they engage above average in retail industry ads.

- Include attractive **interactive product galleries**, swipe-able images or other **branding & presentation** elements to make sure you get the attention you seek.

- **Reveal** format is an engaging way to catch users attention while you still present enough content.

- **Vertical video** is the best way to use high-quality video assets and present them in a mobile-friendly and easily consumable way. Snappy and fast with full branded text cards!

- Utilize **Creative relevancy** to automatically display more relevant and personalized ads. For instance, you can use it to build a **location or part of week specific variation** of your creative.

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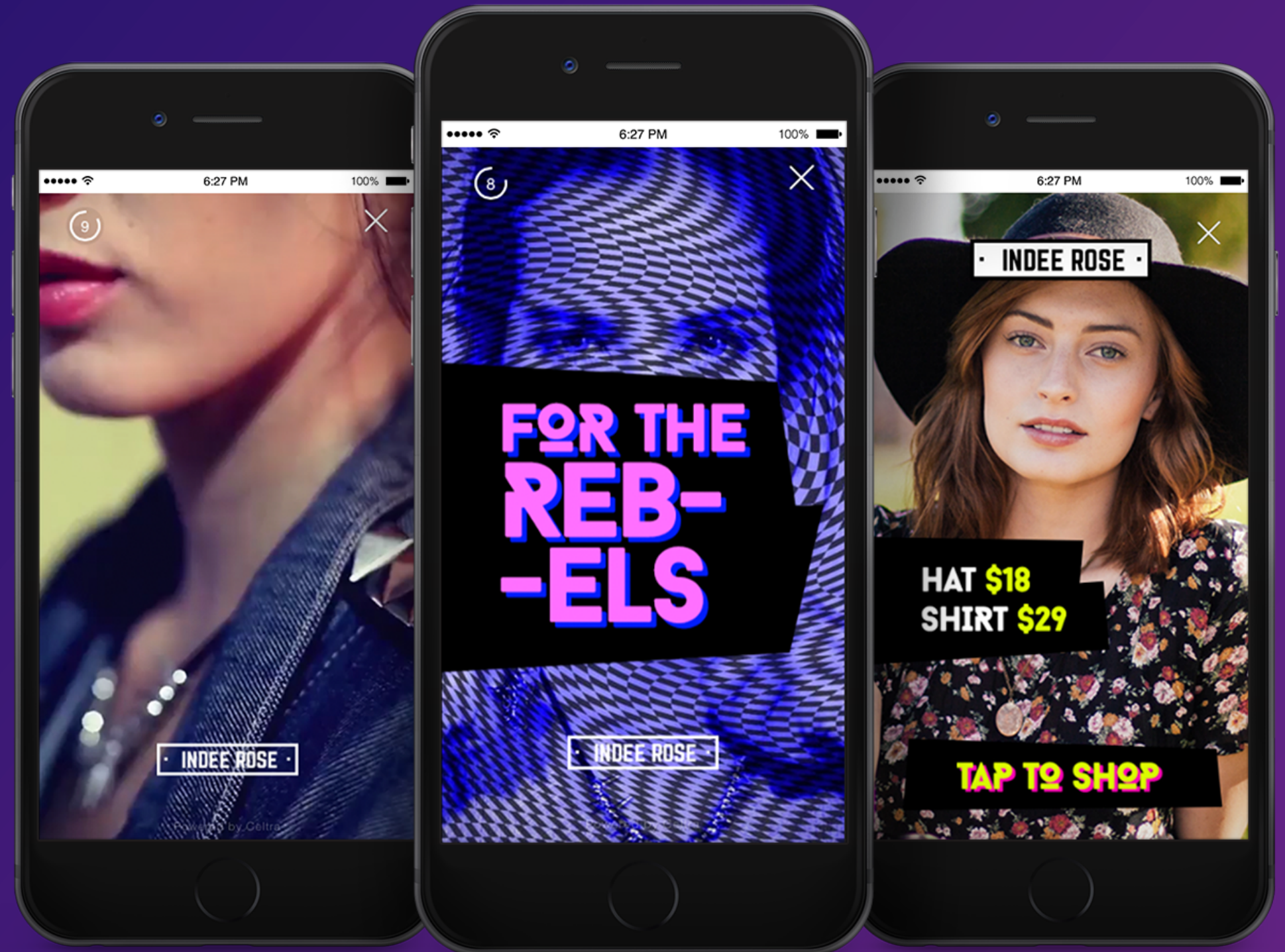
Pharmaceutical

- Expandable banner is the prevalent format in pharma industry. Important medical information can be included on the full-screen main unit, but let's not forget about making the initial unit **banner as engaging and attractive** as possible. Here is a couple of tips:

- Use **device specific actions** such as swipe and shake, as engaging triggers to reveal content.

- With **Creative relevancy**, you can build-in dynamic elements that automatically display different, more personalized content. For instance, the creative can be aware of the weather at user's location.

- Include **animations** and **catchy phrases** on the banner together with a **clear CTA** such as Expand, Tap & Play, Get Coupon, clearly indicating what user can expect after interacting.

Technology

- **Video** is by far most powerful feature in technology ads – utilize the new **Vertical video formats** that enables you to present video content full screen in portrait mode – easily consumable and fully mobile optimized!

- Take advantage of interactive **branding & presentation** features like Hotspot, Swipey group and 360° view to introduce your product.

- Powerful **Creative relevancy** capabilities allow you to easily build a relevant creative that automatically displays personalized content to each audience segment or the context they're currently at i.e. date or location of product release changes automatically.

VERTICAL VIDEO

DYNAMIC PRODUCT RELEASE DATE
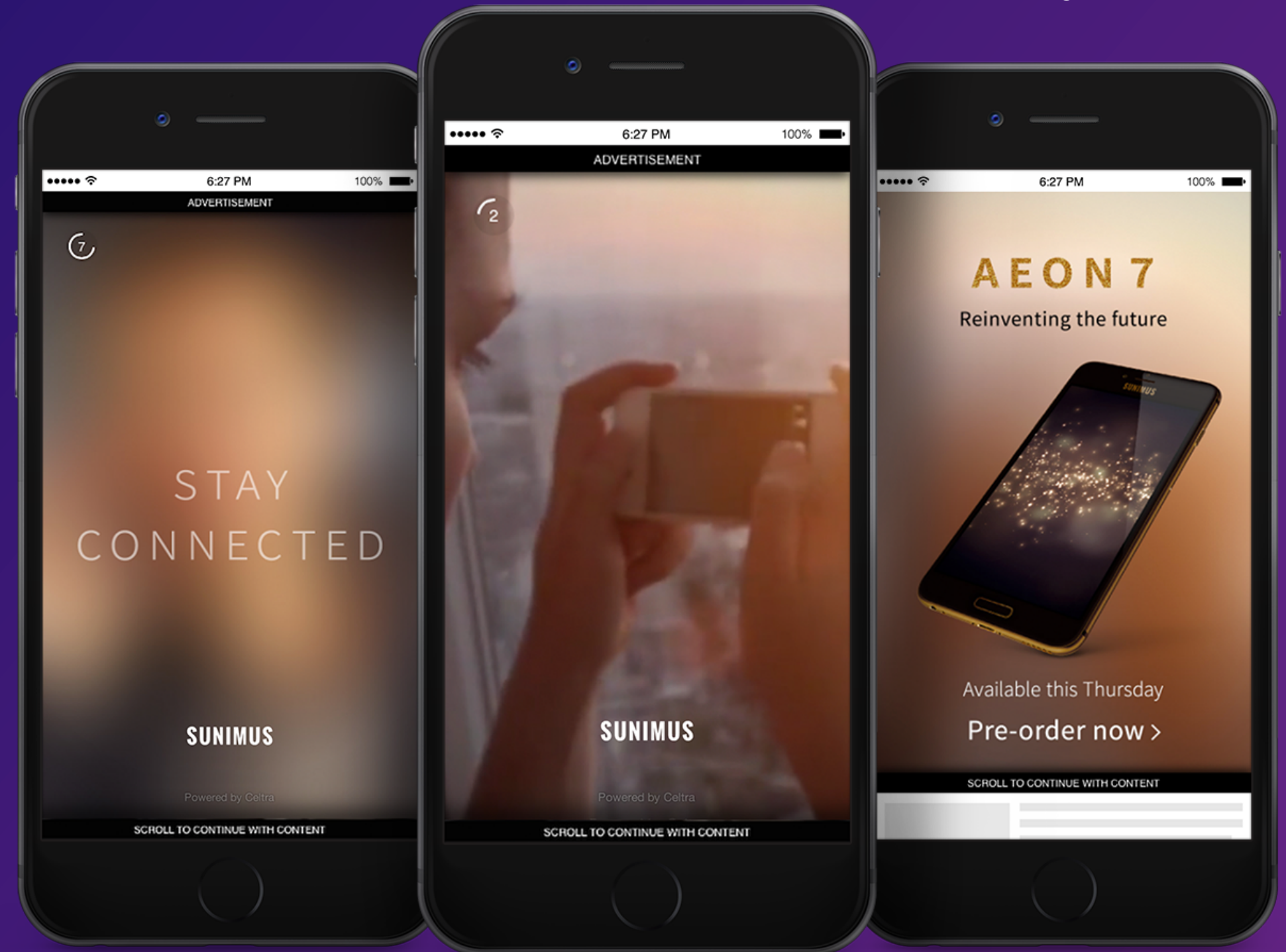
Telecommunications

- Present a new offer with an **attractive video**. **Vertical video formats** are perfected to bring high-quality video content to mobile – full-screen in portrait, snappy and easily consumable!

- Video content on **expandable banners** is the perfect combo. Telecom ads show above average **video consumption rate**.

- Nothing presents a product better than interactive galleries and other **branding & presentation** features. The numbers agree: with 21.2% engagement rate it is the most engaging feature group in telecom vertical this quarter.

- Try out **the new user-friendly interstitial**, **Interscroller** to push those engagement rates even further.

Travel

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- Present a destination's experience with an attractive **video**. Travel industry reports **above general average on video consumption rates** almost across all formats.

- Nothing presents a destination better than **interactive galleries** and other **branding & presentation** features.

- First impression counts most – use **Reveal** to catch the user attention at first sight with fun and **unique animations** that build the story throughout the ad.

- Make sure to include **social sharing** options too – the numbers confirm that users sure to like to share these attractive destinations with their friends.

More Information

Website	celtra.com
Insights	celtra.com/insights
Ad Gallery	celtra.com/gallery
More Info	info@celtra.com

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