

What Makes an Effective Ad?

Tips & Tricks for Catchy Creative

Three examples of ways to make your digital advertising creative the best it can be based on your campaign goals.

No matter the objective, all ad creative should follow these three best practices:

1. Consider the **objective** of your ad.
What is the intent of your campaign?
2. Include **clear** branding and **relevant** messaging.
3. Include a clear and **concise** call-to-action.

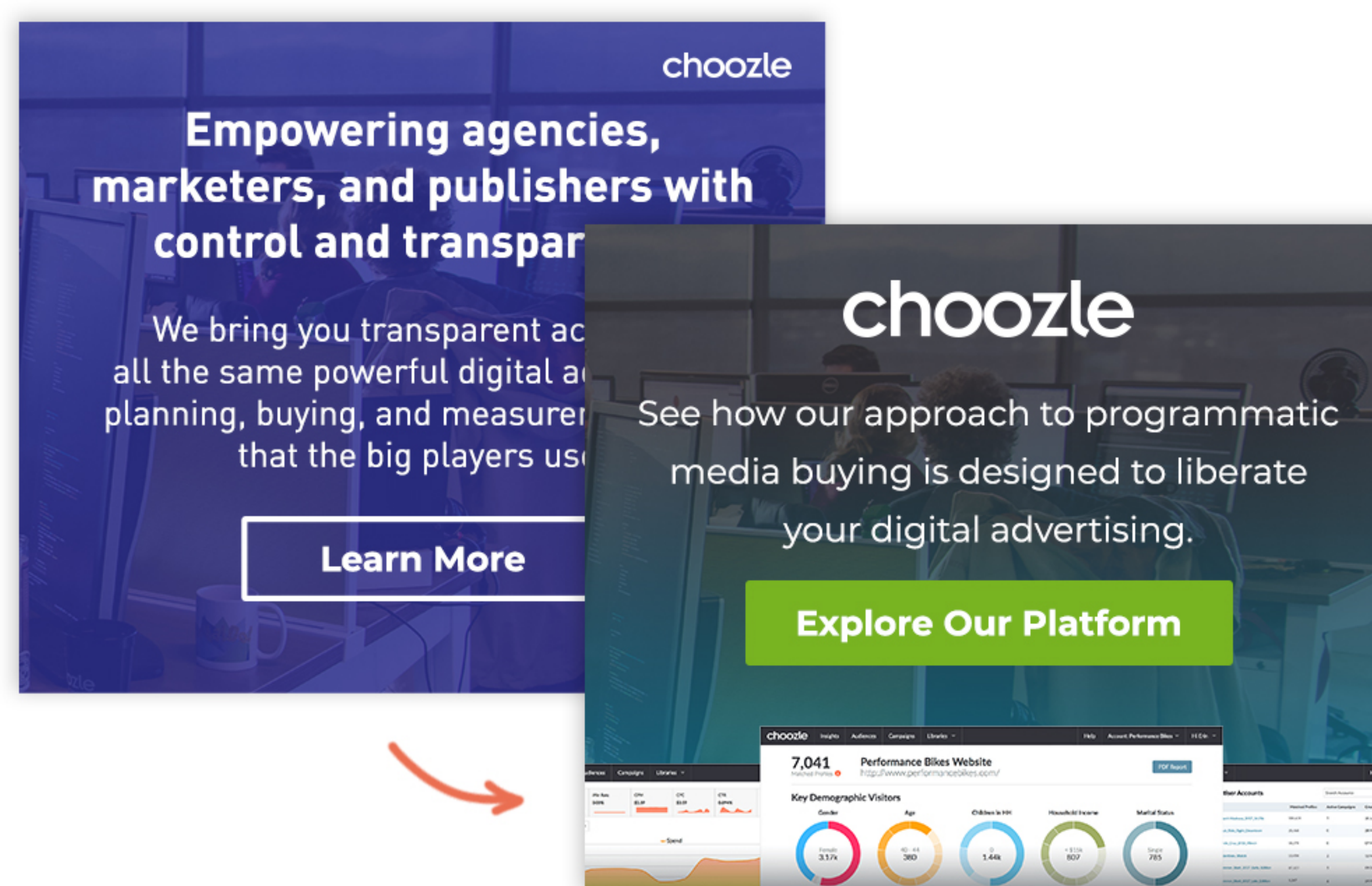
IF YOUR GOAL IS BRAND AWARENESS

Optimize for reach (CPM)

Easily recognizable: Make sure your brand colors and fonts are front-row-center.

Logo: Your logo should be present, and positioned & sized correctly for the graphic size and type.

Messaging: Your brand slogan or call to action (CTA) should be included, but be careful not to create too much clutter.



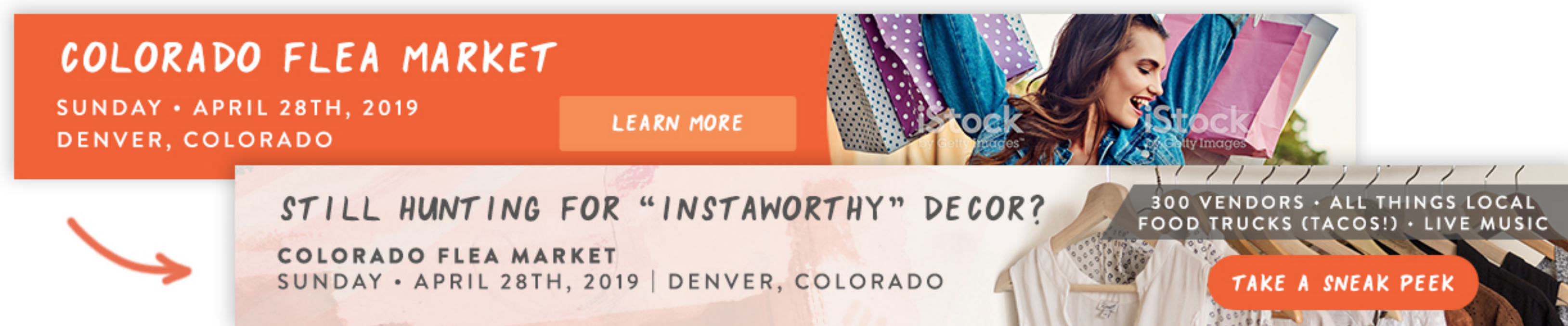
IF YOUR GOAL IS TRAFFIC

Optimize for engagement (CPC, CTR)

Catchy: Why should they visit your site? Your ad should foster curiosity.

Call to action (CTA): Try to make your CTA button more unique than just a simple “learn more” or “click here.”

Graphic: Steer clear of cheesy or overly staged stock photos. Try to use graphics that will set you apart while staying on-brand.



IF YOUR GOAL IS CONVERSIONS

Optimize for acquisitions (CPA)

Offer up: Give consumers an offer they can't refuse or utilize retargeting to promote something they've already shown interest in.

Set expectations: If your promotion has a certain timeline or needs a specific promotion code, make it clear.

Be genuine: Make sure the landing page matches what you're promoting, and avoid overly salesy language.

