



**TABOOLA
CREATIVE
PLAYBOOK:
AUTOMOTIVE**

2024

00	INTRODUCTION
01	TABOOLA FEED & READERSHIP INSIGHTS
02	CREATIVE INSIGHTS
03	RECAP
04	APPENDIX



TABLE OF CONTENTS

00

Introduction





WHO WE ARE

The **Taboola Creative Shop** consists of a global team of Strategists, Data Experts, Designers, Video Editors, Copywriters, Translators, and Engagement Managers who are here to provide relevant and strategic creative recommendations to our most valued partners.

- ▶ Creative strategy & analysis
- ▶ Create, develop, enhance assets
- ▶ Write and optimize copy
- ▶ Source images & motion
- ▶ Landing page & funnel tips
- ▶ Host custom workshops
- ▶ Brand lift studies





OBJECTIVE

- ▶ This report will provide **insights on creative** and content trends seen across the Taboola network, specific to the **Automotive** vertical in order to help you source the right creatives for your **Taboola campaign**.
- ▶ Analysis is inclusive of **data from 2023** across multiple geos and advertisers KPIs.
- ▶ Additional insights come from a market analysis of external sources, as well as Taboola's own **organic readership data**.



COMPANY

Renault Australia has been a pioneer in car manufacturing since 1898, offering a range of quality passenger and light commercial vehicles.

CHALLENGE

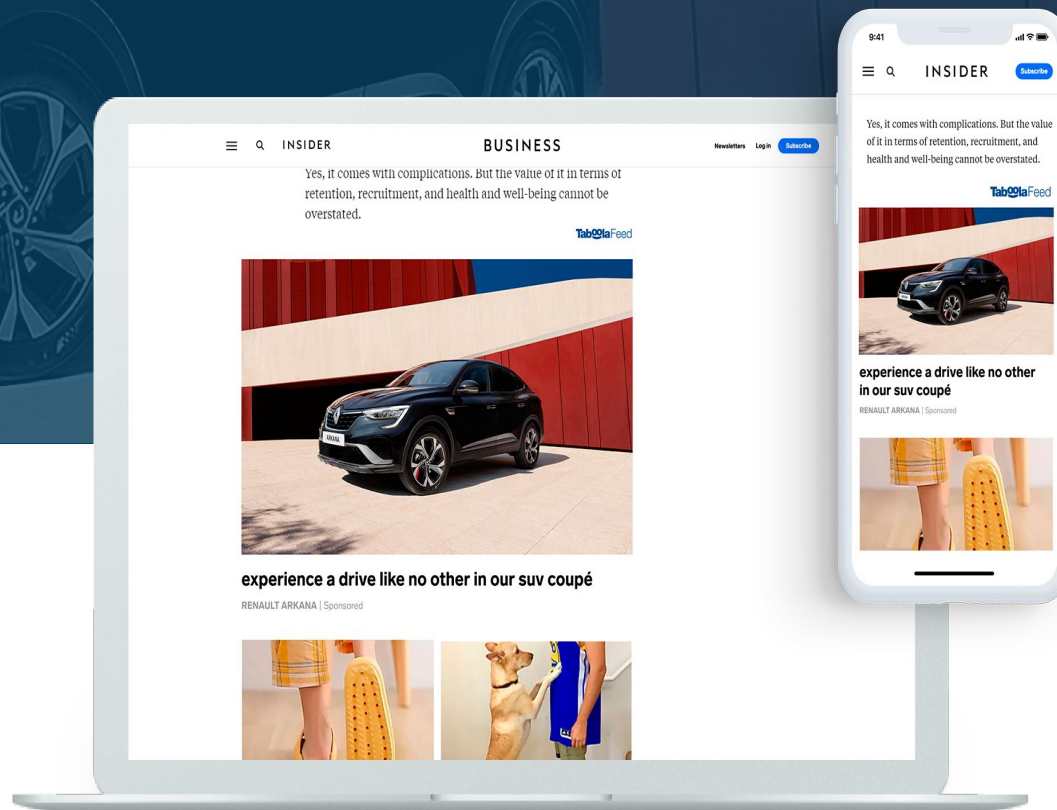
Drive potential car buyers to Renault's website at scale and retarget engaged audiences to increase conversions.

SOLUTION

Use Image and Motion Ads, along with retargeting tools, to reach valuable new audiences on the open web.

RESULTS

With Taboola, Renault Australia drove a **51% lower CPA**, and **16% lower CPC**.



"We were looking to streamline our native campaigns and knew that Taboola was worth testing because of their wide range of data and tracking capabilities, as well as strong performing inventory. Our experience with Taboola on other accounts was positive with strong results, so it was an easy choice to include Taboola as a trial which later on became part of Renault's always-on strategy. The support we receive from Taboola is in the top few of all partners we work with."

- Kate Long, Activation Account Director, OMD Australia

51%

Lower Cost
Per
Acquisition

16%

Lower Cost
Per Click

COMPANY

Kia's purpose is to deliver innovative products that inspire you when you move and deliver convenient and meaningful services demonstrating our commitment with everyone's most valuable resource, your time.

CHALLENGE

Find a native solution to add to Kia's media mix in support of a brand awareness campaign focused on sustainability and carbon neutrality, with less limitations on the number of seconds a video would be exposed to a viewer than search and social platforms.

SOLUTION

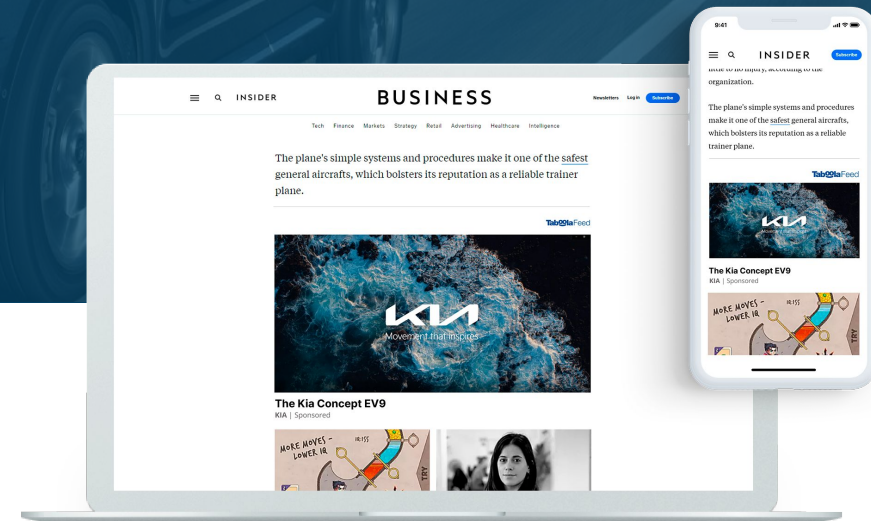
Work with INNOCEAN and isebirds to launch a Taboola Video campaign across premium news sites, online magazines, blogs and other digital properties in the US and Korea.

RESULTS

In the US, Kia was able to achieve a 171% overall uplift in unaided brand awareness; 200% for females between

18 and 54. They also increased brand affinity by 26% for the same audience, and increased video completion rate by

30% in Korea.



INNOCEAN
WORLDWIDE

wisebirds

"Taboola is a powerful native video advertisement to be included in our media mix for branding campaigns. With Taboola, we were able to increase brand favorability in countries where we're already well known, at a price that worked for our needs."

- **Youngjin Heo**, Senior Manager in Global Marketing Team, Kia

Taboola

171.43%*

Overall Uplift in Unaided Awareness in US Campaign
*200% Uplift for Females, Ages 18 - 54

26%

Increase in Brand Affinity Amongst Females, Ages 18 - 54 in US Campaign

30%

Increase in Video Completion Rate with Taboola Retargeting in Korea

01

Taboola Feed & Readership Insights



WE POWER RECOMMENDATIONS ON THE OPEN WEB

Reach **consumers** effectively and safely through **open web** partnerships that deliver **value** for marketers.

Run both **video** and **image** assets with formats that **capture attention**.

Drive **business results** by reaching people genuinely, effectively and at the **right moment**.

APP PROMOTION

MORE FROM THE WEB

Jewels Wizard | Sponsored

★★★★★ 4.6

Install Now

The image shows a screenshot of an app promotion card. At the top, it says 'MORE FROM THE WEB'. Below that, there's a small profile picture and the text 'Jewels Wizard | Sponsored'. Underneath is a row of five stars and the rating '4.6'. The main part of the card is a vibrant, colorful illustration of a magical forest scene with glowing mushrooms and a path. In the top right corner, there is a white button that says 'Install Now'.

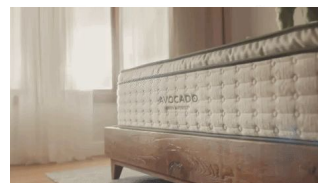


How To Get A Mortgage
10 Steps To Success

BestInvest

STATIC ADS

MOTION AD

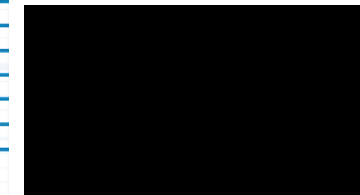


See The Mattress The Experts
Rate a Perfect 10

Avocado creates 100% organic mattresses that sustainably combine cushion and support. Handmade in California, start shopping the award-winning mattresses today.

Avocado | Sponsored

Learn More



Top 15 destinations to spend
a perfect vacation in

Traveler

VIDEO AD



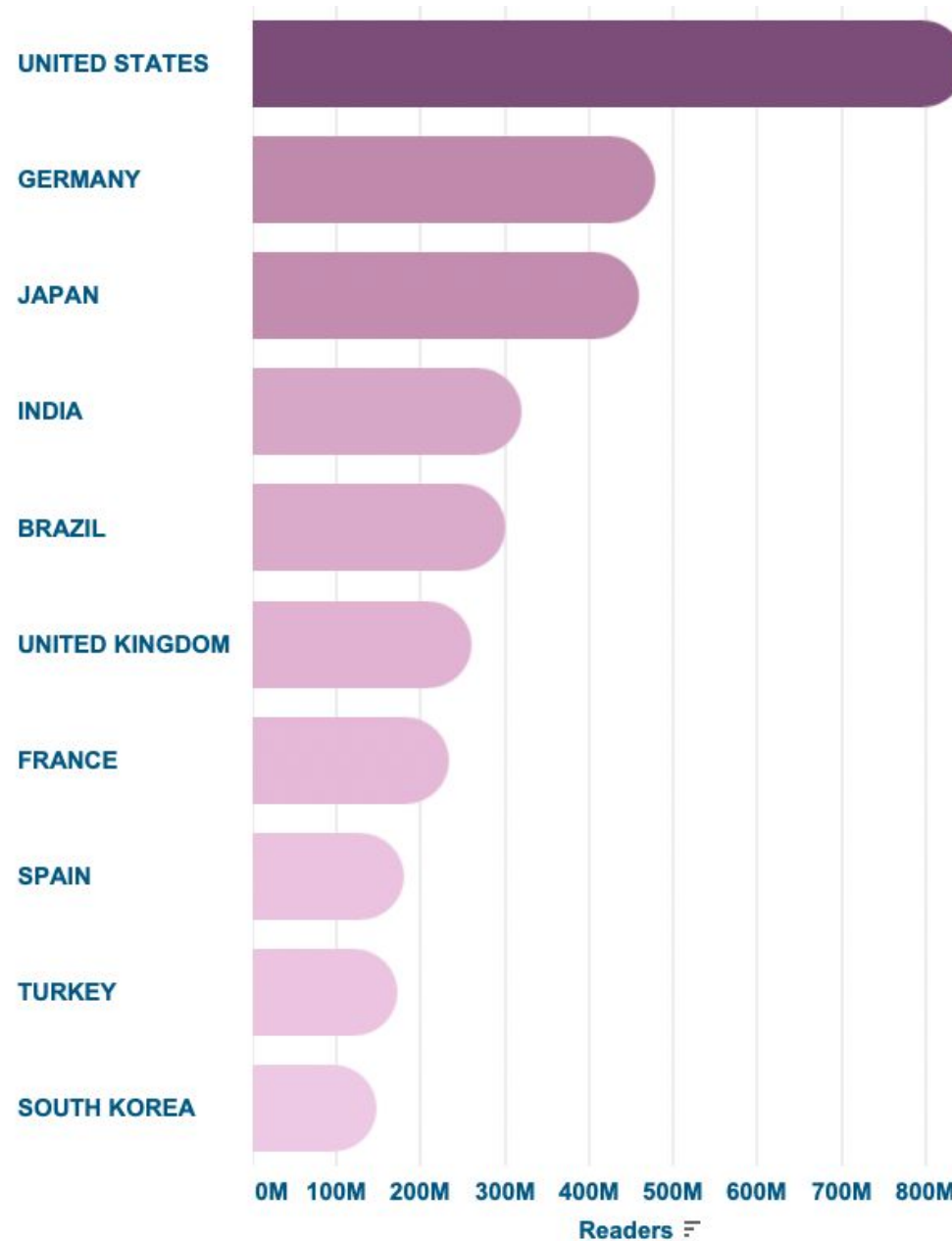
TOPIC TRENDS

- ▶ This analysis portrays readership data across Taboola's network of over 9,000 publisher properties and 600M+ daily active users, observing various topic insights.
-
- ▶ Topic Insights uses an AI system called Natural Language Understanding (NLU) to identify the topics of all the articles from Taboola's many news publisher partners. Page views are then aggregated to each of those articles by topic, which in a sense provides a trending topic indicator reflecting the interests of news read.





AUTOMOTIVE 2023 READERSHIP TRENDS*



According to unique readers on automotive for 2023, these are the top 10 countries.

Approximately **800 million readers** in the **United States** have engaged with at least one article on automotive topics, followed by **Germans** and **Japanese** readers with more than 400M unique readers each.



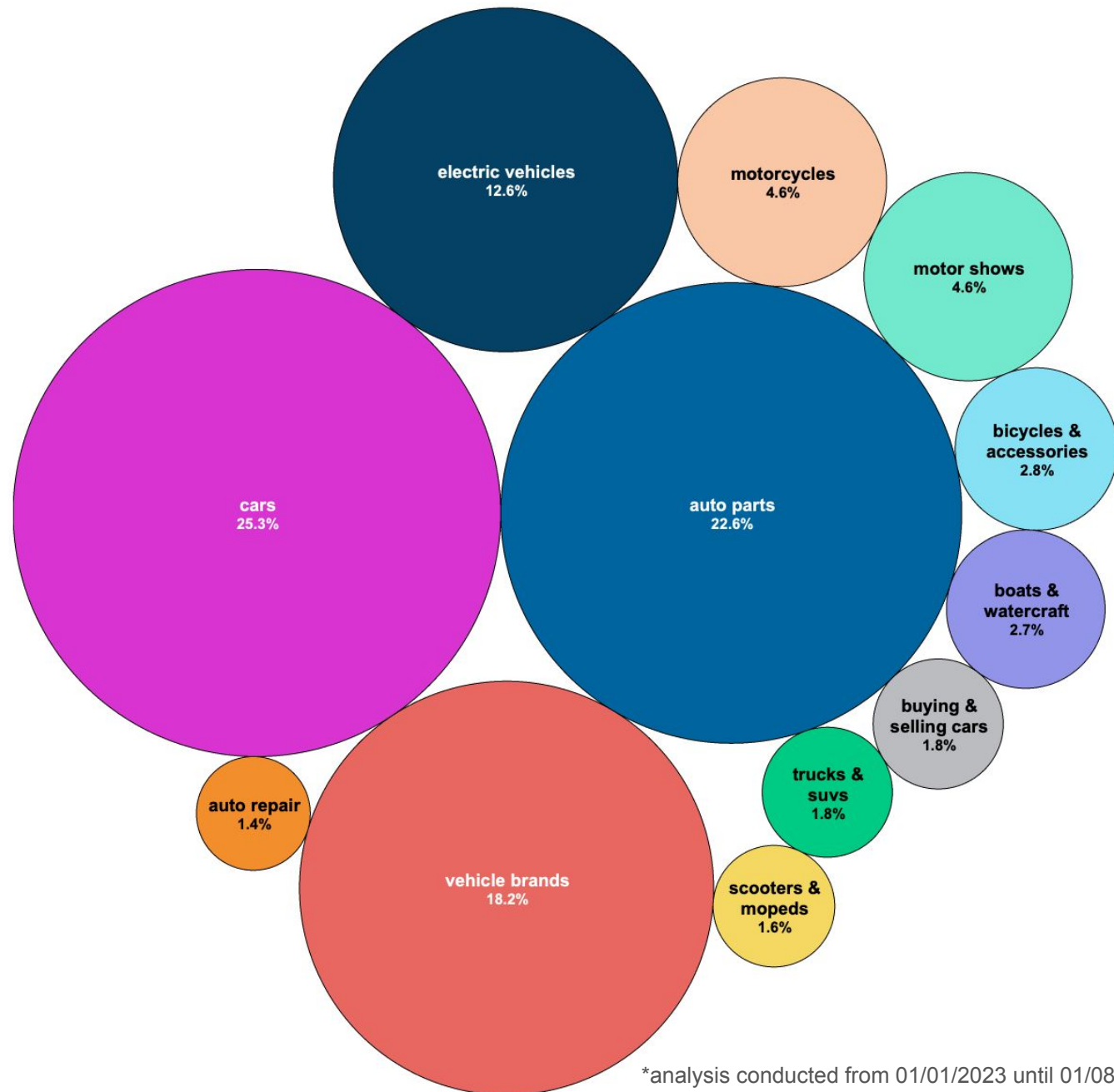


AUTOMOTIVE

2023 READERSHIP TRENDS*

The global readership trends reveal a diverse range of interests within the automotive domain. 'Cars' lead with 25.3% of total pageviews, showcasing their **enduring popularity**. 'Auto parts' and 'vehicle brands' follow closely, demonstrating the significant attention given to both **maintaining vehicles** and **exploring different automotive manufacturers**.

Electric vehicles' hold a significant 12.6% share, reflecting the increasing global interest in **eco-friendly transportation options**.



*analysis conducted from 01/01/2023 until 01/08/2023



VERTICAL CATEGORY

2023 KEYWORD TRENDS



ELECTRIC CAR

+15%

Traffic in the last 90 days



SUPPLY CHAIN

-78%

Traffic in the last 90 days

AUTOPILOT

+166%

Traffic in the last 90 days



TESLA

+80%

Traffic in the last 90 days



GAS PRICES

+67%

Traffic in the last 90 days



HYBRID VEHICLES

+287%

Traffic in the last 90 days





VERTICAL PUBLISHERS OVERVIEW

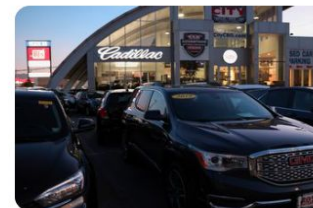
Looking at Taboola's top publisher partners to see what type of content is trending and try to identify key trends.



Technology
Volvo Cars' sales rise in December, but down for 2022 amid supply chain headwinds
9:07 AM GMT

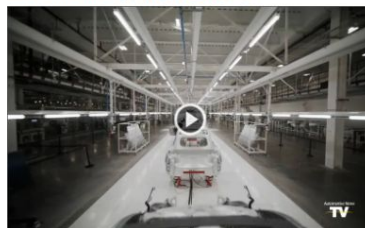


World
India's retail vehicle sales dip in December, to take hit in Q4 - dealers' body
5:44 AM GMT



Autos & Transportation
GM outsells Toyota in U.S. with 2.5% rise in 2022 auto sales
January 4, 2023

AM NEWSCAST | FIRSTSHIFT



Tesla China boss promotion

- South Korea fines Tesla
- Ford tops 2022 vehicle recalls
- EV credits and delivery trucks

AUTOMOTIVE NEWS VIDEO



VW's 'lit' camouflage scheme

- Renamed ID7 sedan
- Chrysler's CES tech
- Innovators meet the press

DAILY DRIVE PODCAST | DAILY DRIVE



January 4, 2023

Conversations from CES in Las Vegas with Lithia's Shauna McIntyre and Forvia CEO Patrick Koller.

SUSTAINABLE ENERGY

Citroen announces EV concept which uses recycled cardboard and has a top speed of 68 ...

French automaker Citroen released details of a new electric concept vehicle Thursday, with its CEO telling CNBC that the electrification of individual transport represented an ...

Anmar Frangoul 9/29/2022 1:35:40 PM



SQUAWK BOX EUROPE

Citroen CEO: Energy crisis will not delay shift toward electrification

Vincent Cobée, CEO of Citroën, discusses the launch of the company's new lighter and more affordable EV concept car, Oli, while tackling the key issues ...

9/29/2022 11:08:12 AM



Technology With big bets on Musk, these funds may have a Tesla problem in '23

1:56 AM GMT





KEY TABOOLA INSIGHTS: ORGANIC OVERVIEW OF VERTICAL CATEGORY PUBLISHERS

▶ Thought Leadership

Content around CEO's announcements, opinions, forecasting, vision and future plans

▶ Technology

Latest technology described in a futuristic and revolutionary manner

▶ Launches

Vehicle launch announcements, containing information about models, expert opinions and technological breakdowns

▶ Sales & Financial Forecasting

Data regarding financial forecasts of vehicle brands, as well as talk around temporary drops and increases in sales

▶ Reviews/ Comparisons

Professional reviews about specific auto models generated by the brands themselves, or by an external reviewer



▶ 0:55

Electric cars dominate Geneva Motor Show



▶ 0:52

Ex-Nissan boss leaves Tokyo jail in mask



China's electric car market is booming but can it last?

Cheap electric cars are selling fast but the end of subsidies could end the sales boom.

🕒 10 October 2022 | Business



Tesla told to recall more than a million US cars

The US car-safety watchdog says a window glitch is affecting all four Tesla models.

🕒 22 September 2022 | Technology



Could flat tyres soon be a thing of the past?

🕒 13 June 2022 | Business



Mercedes recalls almost 1m cars over faulty brakes

🕒 6 June 2022 | Business



Why Covid could remove barriers for women in the car industry





TABOOLA TRENDS: AUTO

► Review keywords trends:

Incorporate high-performing keywords into your titles.

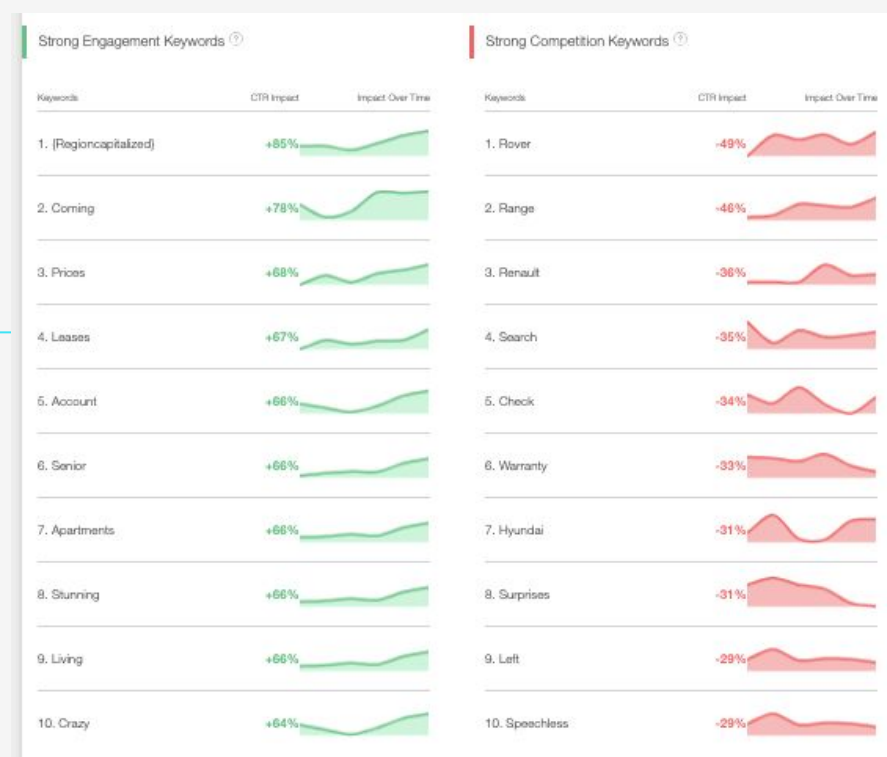
Use [Dynamic Keyword Insertion](#) drive up click through rates.

► Review image and video trends:

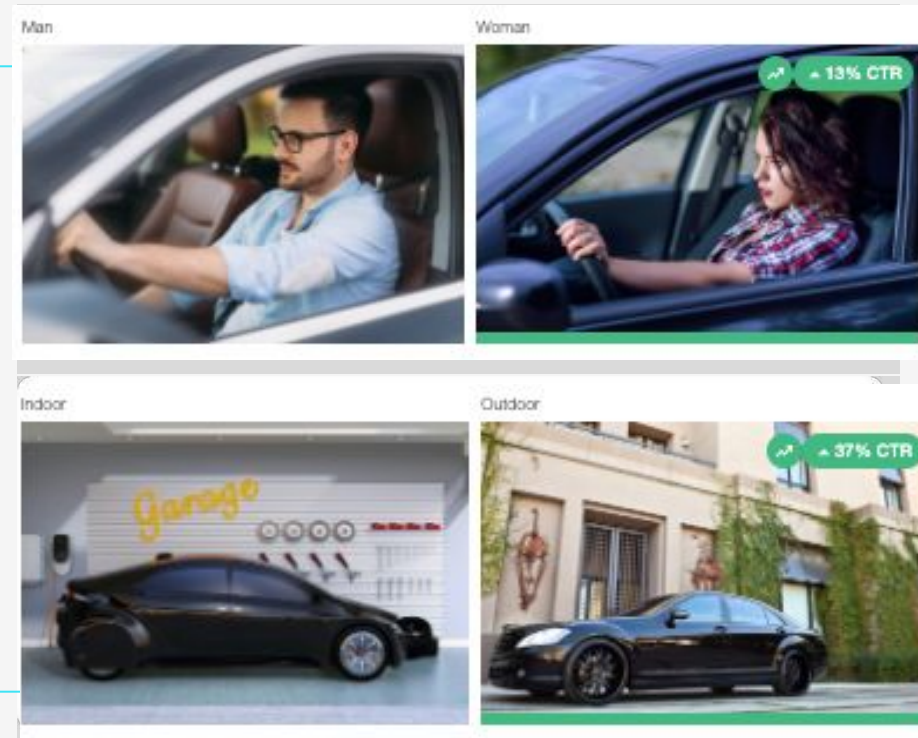
Follow [creative best practices](#) and avoid using text overlays.

Use [Motion Ads](#) to drive up click through rates.

Review keywords trends



Review image and video trends




02


Creative Insights



BOOST YOUR PERFORMANCE KPIs

- ▶ Use Taboola's algorithm for lower funnel promotions, content articles for performance & direct response to landing pages
- ▶ Drive actions:
 - Leads
 - Purchase
 - Click to call
 - Registration
 - & more

 <p>CTA Button Suggestions</p>	<p>SIGN UP LEARN MORE GET OFFER READ MORE</p>
--	--




Discover Elegant 2024 New Car Models Near You

Brand | Sponsored



The New *Brand* 2024 Models Are Here (And They Are a Game Changer)

Brand | Sponsored [Learn More](#)



People are Snatching These New Minis After Seeing Their Prices

Brand | Sponsored [Get Offer](#)





KEY TABoola INSIGHTS: IMAGE & MOTION

Localization

Integrated localized elements such as license plates, street signs, flags, local street shops or monuments, as well as drivers holding local drivers license. Visuals of the vehicle in a natural environment where the user may interact with it.

Hands Holding

Usage of visuals in which a person's hand in holding a part of the car, touching the car, holding a mobile app related or charging the car.

Showrooms

Visuals of luxurious vehicles in showrooms to show novelty and luxury.

Point of View

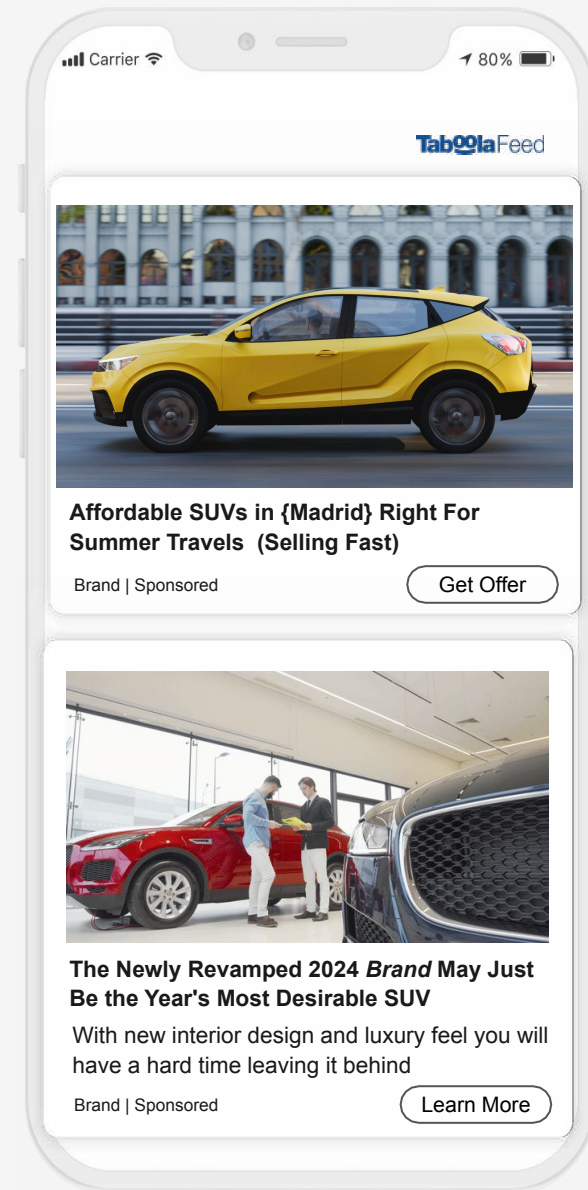
Visuals of drivers taken from different POV: passenger seat, back seat, over the shoulder, selfies, outside front window.

Internal machinery

Visuals zooming in/closeups of internal parts of the vehicle such a mileage meter can generate mystery.

Colors that pop out

Visuals of bright colored vehicles such as red, gold and blue make a big impact in performance as they catch our users attention.





KEY TABoola INSIGHTS: TITLES & DESCRIPTIONS

Use adjectives in the title

Top titles use positive adjectives to describe the quality of the car: killer, sleek, new, incredible, redesigned.

Focus on pricing & seasonality

Top titles evolve around cost of cars, for both the expensive and affordable end. These headlines include price warnings, urgency, tips on and tricks on how to afford, price revelations as well as timely seasonal references.

Ease of use

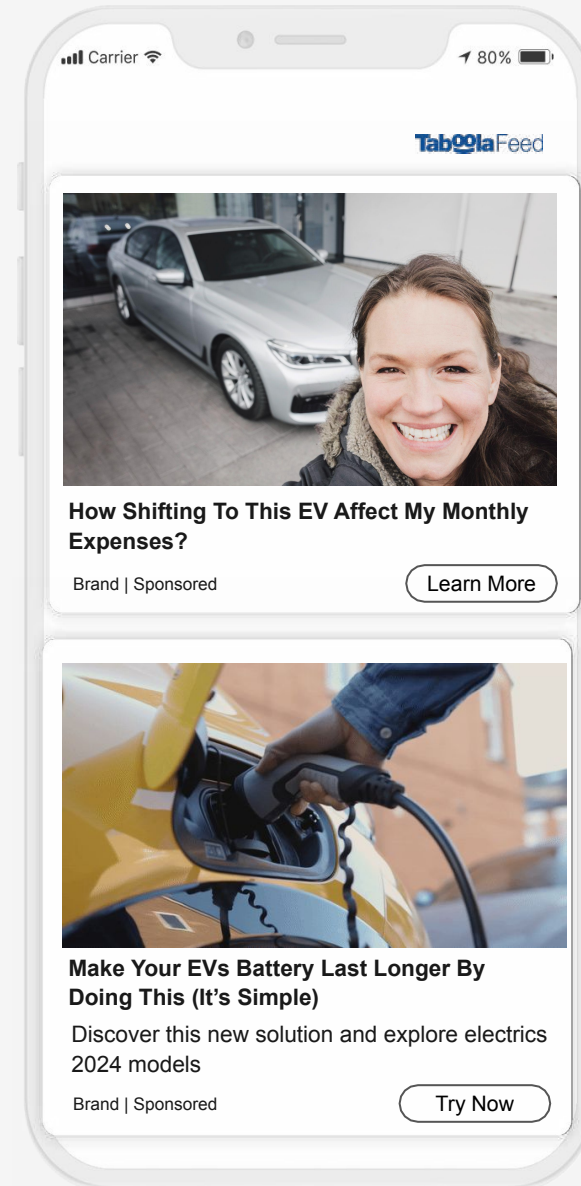
Top titles invite the readers to discover easy solutions: near you/ in a matter of seconds/ in just a click, in your areas, use of location as DKI.

Introduction of question

Top titles are structures as questions: 'How to find the value of your car?'

Urgency and fomo:

Top tiles provide a sense of fomo and urgency: Almost gone, clearance sales, selling fast, liquidation,



CTA Button Insights:

36% use **LEARN MORE**

8% use **CLICK HERE**
(best for lead generation)

4% use **GET OFFER**
(best for online purchase)





KEY TABOOLA INSIGHTS: LANDING PAGE

► Page Design:

Clean look and feel similar to a native publisher article. Minimal use of colors in fonts (black font on white background), headers or navigation bars. The text is designed in a narrow layout with wide shoulders.

► Page Structure:

- **Header includes:** Logo (top left corner), 'Advertorial' disclosure and excludes navigation bars or links to other pages on site.


- **Writer or editor is included:** head shot (thumbnail), name and title as well as date of publication.

ADVERTORIAL


YOUR LOGO

Check Out This Great Title

Add Subtitle here

 **BY MARTHA DÍAZ** MARCH 12TH, 2022

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit.



Ut enim ad minima veniam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit





Check Out This Great Title



Add Subtitle here

BY MARTHA DÍAZ MARCH 12TH, 2022

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commod.



Ut enim ad minima veniam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse. Bus ius dolorem porrectis dit aut porrum consero omnihit qui dolorem quunt in eostrum nienisciur.

Ut enim ad minima veniam

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Sign up for our awesome service

SIGN UP NOW

- **Page includes one hero image.** The prominent theme is 'magazine-like' professional image of vehicles.

- **Social proof and trust additions:** trustpilot for auto insurance services.

► Content Structure:

- **Headline consists** of 10-15 words on average.

- **Content consists** of 600-1,000 words.

- **The content is separated by section headers.**

Between 1-3 sections about the product USPs (i.e. what do we do).

- **4-5 lines for each paragraph.**

► Call to action:

- **Pages include one clear call to action**

1. Gamified CTA's for example: 'Select your preferred car model'.
2. For lead gen for specific vehicle purchase, CTA often appears in the shoulders of the page as a banner CTA.



03

Recap





KEY STEPS TO CREATE YOUR AUTOMOTIVE ADS

01

Identify Key Trends Within Organic Content

Consider topic and visual trends when picking your creatives.

02

Be authentic

Avoid sounding or looking like an ad. Test writing headlines in 3rd person. Think about choosing visuals that look authentic due to quality, angles (POV) and the subjects (authentic looking people).

03

Represent your consumer

People tend to relate to people that remind them of themselves. You can create this relation by calling out interests and pain points in the titles, as well as choosing visuals of people that represent your consumers.

04

Add local elements to creative

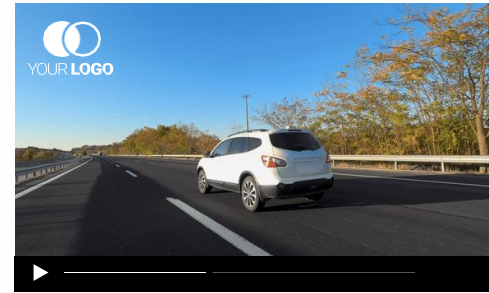
Make sure to add elements that appeal to your target audience and make the creatives relevant to them. This can be in the form of calling out the city they live in within the headline, or adding local elements in visuals.

05

Optimize and transform

Try taking your top performing ads and adding new elements to it, for example, converting your static image into motion ads by using zoom in/out effect.

Video | Awareness



Discover Innovative PC Gaming Technology With This Setup

Brand | Sponsored

Watch Video

Sponsored Content | Consideration



Sports Expert: Score a Goal With These Winning League Picks

Brand | Sponsored

Try Now

Sponsored Content | Performance



What 3 Free Spins Can Win You In New Vegas-Style Casino App

Brand | Sponsored

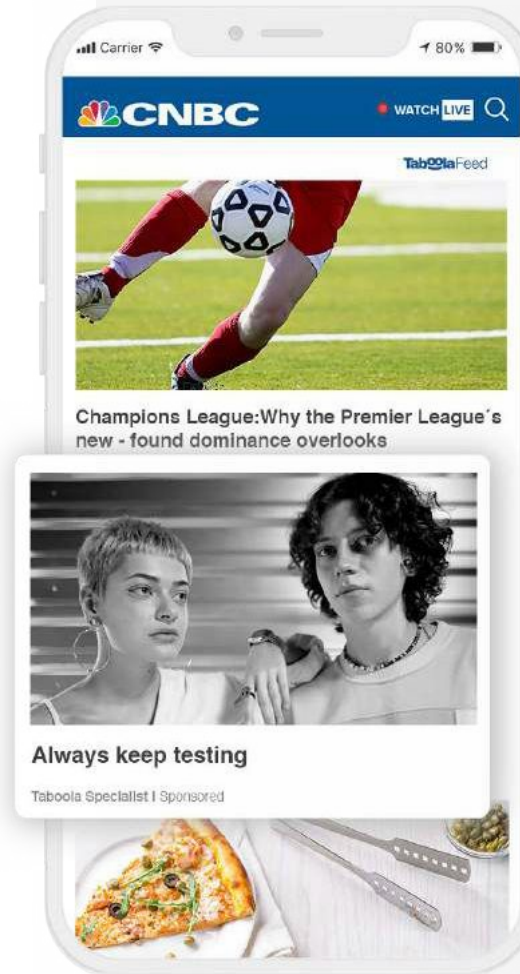
Play Now



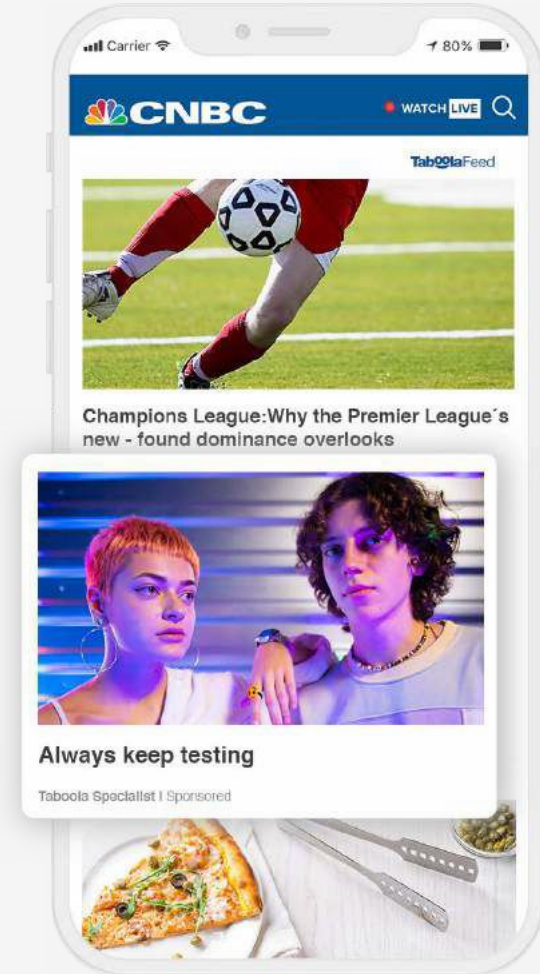
A/B TESTING RECOMMENDATIONS

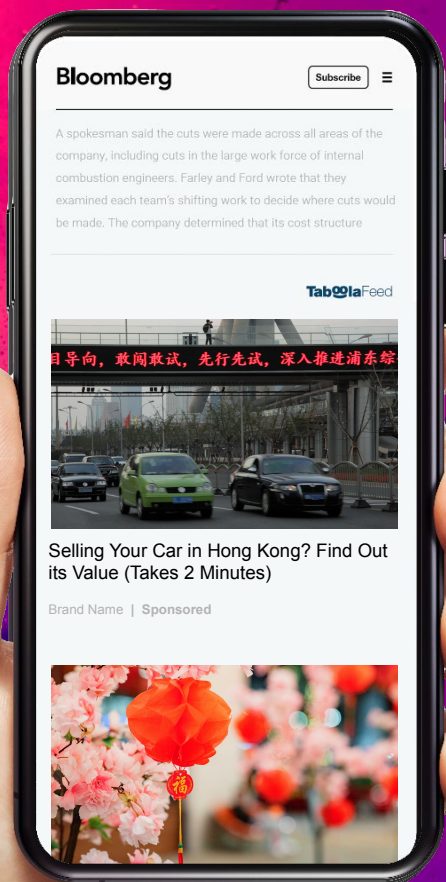
- Start with 4-6 ad items
- Optimize, pause and add new creatives every few weeks
- Don't pause items during the campaign learning phase
- Don't adjust campaign settings during the learning phase
- Test your creatives separately by device
- Run landing page design and content tests as well

A



B





CREATIVE KEY TAKEAWAYS

- 01 **Research what is trending** using this guide, as well as reviewing Taboola Trends and **automotive** publisher content.
- 02 **Adapt your creatives to resemble the organic environment-** Keep in mind the native mindset of the user. Think about creating interesting creatives and content rather than ads.
- 03 **Design your landing page according to your campaign KPI** to drive engagement and the highest-converting outcome.
- 04 **Incorporate key creative elements in your visuals and copy** to elevate your creative strategy and tailor it to your audience.
- 05 **A/B test and iterate** by mixing & matching top-performing assets to ensure you are leveraging all your possibilities.



04

Appendix



TABOOLA AD TECHNICAL REQUIREMENTS

Static Image File:

1MB maximum, jpeg preferred.

Motion Ads:

File Type: .mp4, .mov, .gif.

Max File Size: 50 MB
(maximum 5 MB for .gif files.)

Aspect Ratio: 16:9.

Pixel Resolution: 1067x600.

Max Length: 15 Seconds.

Branding Text:

30 characters maximum.



1067 px
minimum

600 px
minimum



9 Tips for Creating Winning Campaign Creatives

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Brand Name | Sponsored

CALL TO ACTION



Headline Character Length:

35-45 characters,
60 maximum.



Description Character Length:

180-200 characters,
250 maximum.



CTA Button:

Choose from a variety of options within Taboola Ads.



TABOOLA VIDEO AD: TECHNICAL REQUIREMENTS

- ▶ **Media Type:** MP4, MOV.
- ▶ **3rd Party Tag Specifications:** VAST 2.0, VAST 2.0 with VPAID 2.0 JS, VAST 3.0.
- ▶ **Aspect Ratios:** 16:9 (preferred,) 4:3, 1:1.
- ▶ **Video Size Limit:** 50MB.
- ▶ **Bitrate:** >=2500 kbps.
- ▶ **Video Length:** 6-30 seconds (preferred), 90 seconds maximum.





CONTENT STRUCTURE BEST PRACTICE

01 What is the Problem?

Start by speaking about the problem your product is solving.

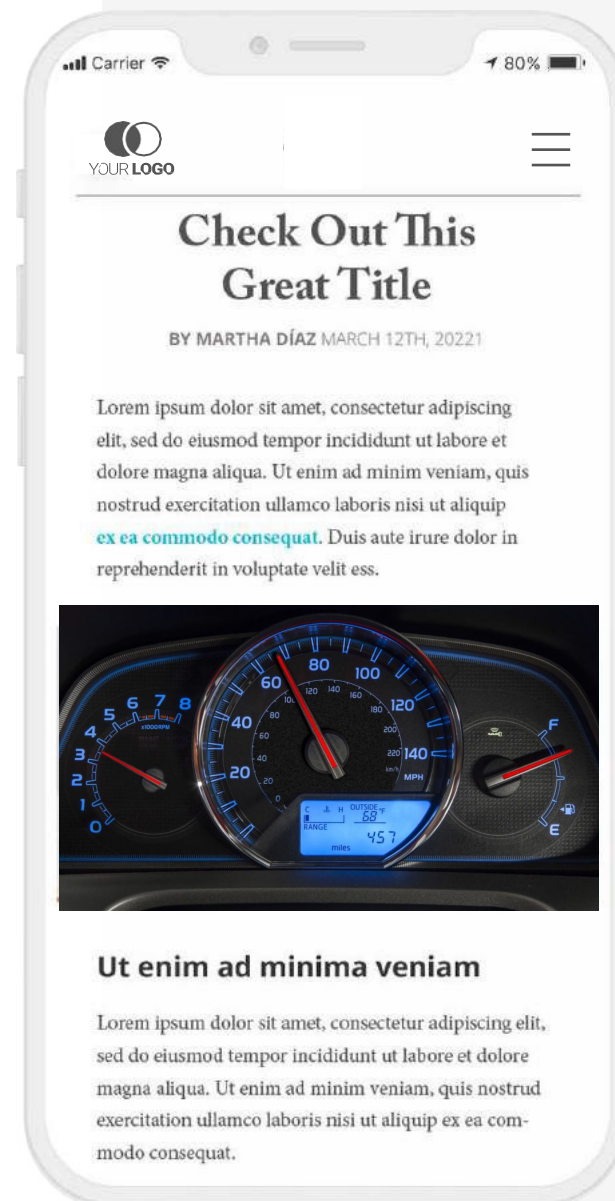
The reader needs to understand the problem first, not the product.

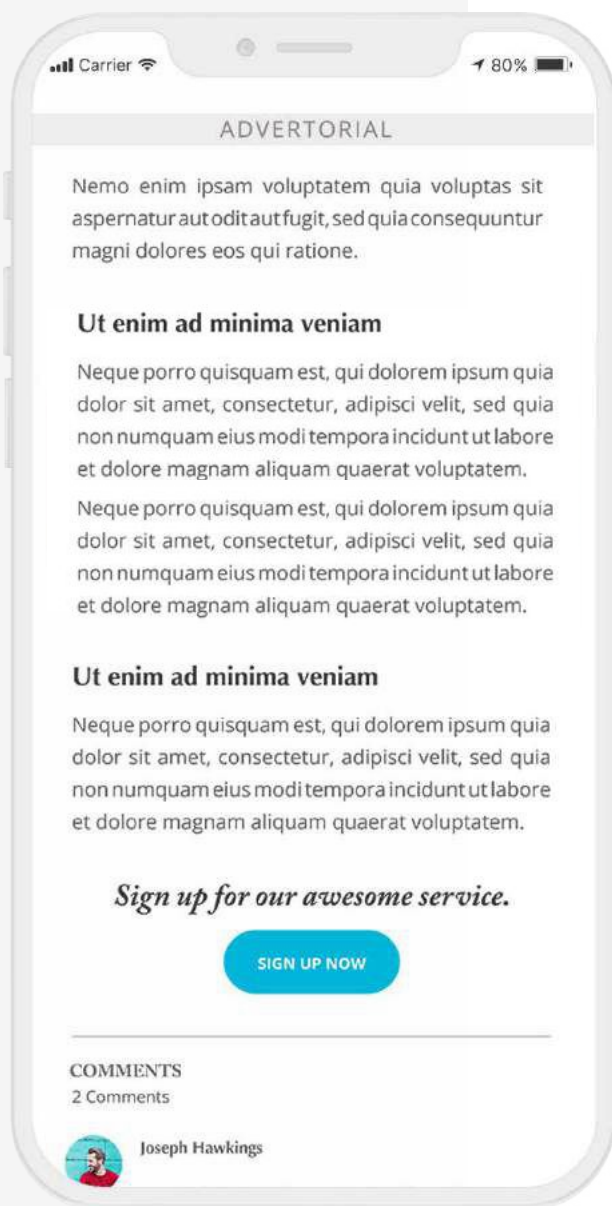
02 Why Should this Problem be Solved?

In 1-2 sentences, educate your target audience on the importance of solving their problem. Speak about how their lives will improve if they fix the issue.

Mention the pros and cons of eliminating the problem, and rule out the cons the reader might have.

Make the solution to the problem simple. The reader should clearly understand that taking action to solve the problem will be easy, especially regarding time, effort, and cost.





03 How Can Your Product Help?

Explain the solution to the problem, not the product.

Put emphasis on the unique selling points your product offers. Show your expertise in a simple, concise manner.

04 Why Should They Take Action Now?

Define why it's important for the user to take action immediately. Use techniques such as urgency or FOMO, user testimonials or reviews, comparisons to competitors, and other points.

Taboola
Creative Shop