



# Taboola

## 2024 Q4 Holiday Creative Playbook

Insights, trends, and predictions to help advertisers prepare campaign creative assets for the Q4 holiday season.

Published By:

**Taboola Creative Shop**

# Overview & Agenda

Creative Shop  
**00**

Taboola Insights  
**01**

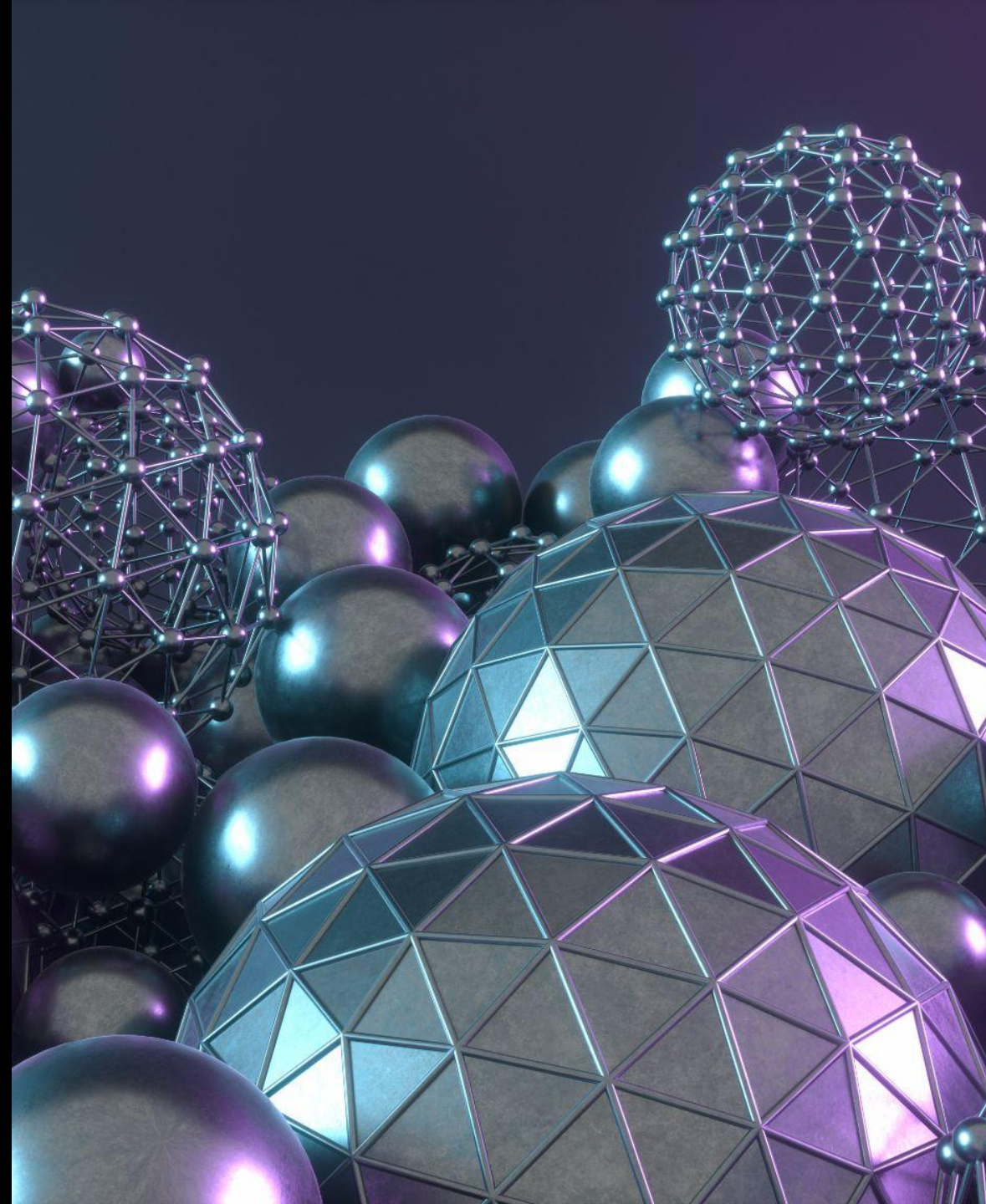
Q4 Trends & Predictions  
**02**

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Timeline Strategies  
**03**

Vertical Trends  
**04**

Next Steps  
**05**



# Taboola Creative Shop is a global in-house agency and team of creative educators.

- Powering recommendations for advertisers around the world and back.
- Distributing industry-specific insights, trends, and strategies to boost performance.
- Enhancing and creating assets for top advertisers.



WHO WE ARE



Bombas is a comfort-focused apparel brand with a mission to help those in need.

## Challenge

Drive holiday sales for its revamped and expanded line of slippers, and reach new customers

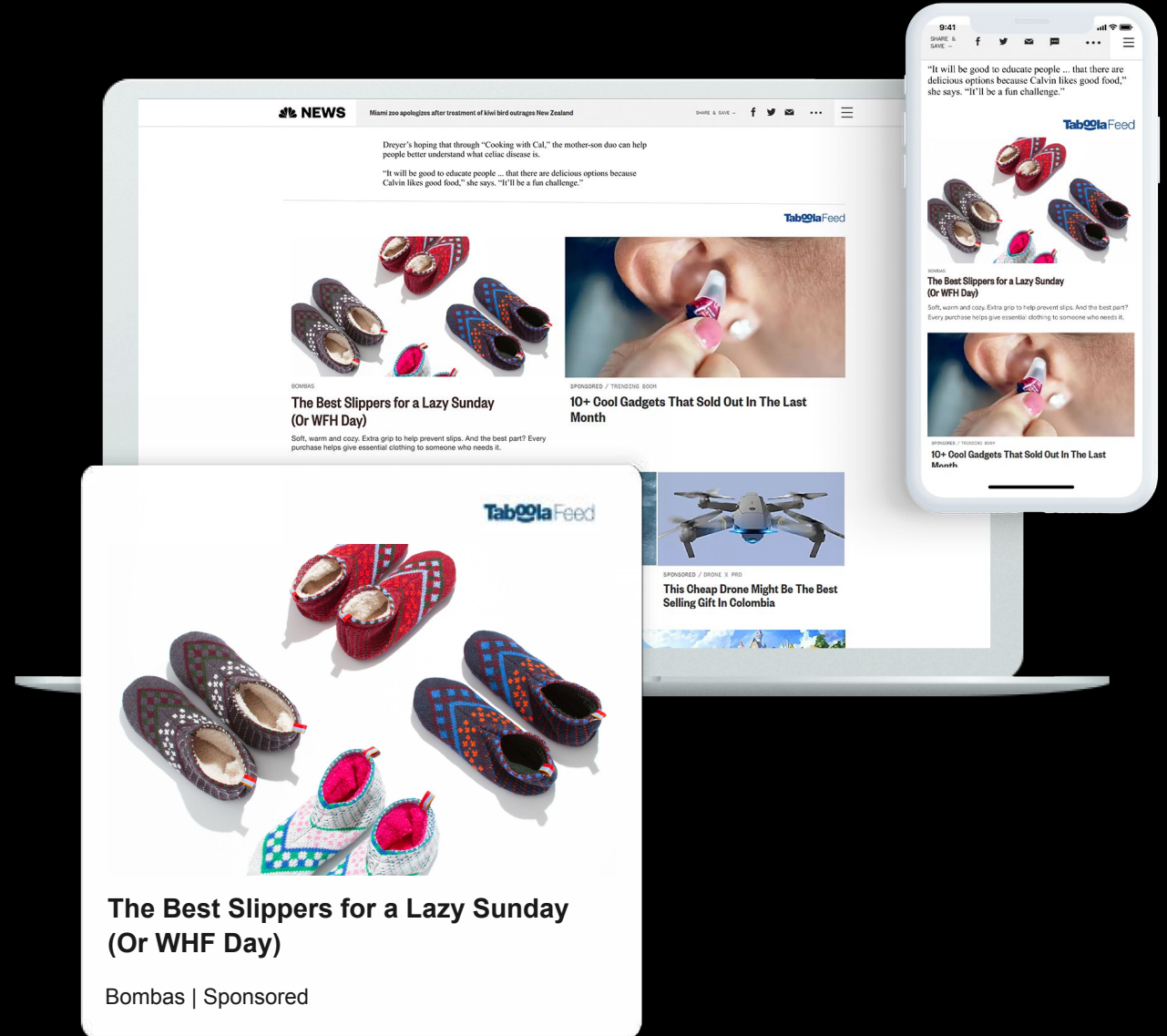
## Solution

Use Taboola native ads, Attentive Audiences, and site retargeting to reach potential customers across the open web.

**Bombas'** own creative team worked closely with **Taboola's Creative Shop** to guide the direction of innovative new creative strategies ahead of Q4. **Taboola's Creative Shop** also supported in creating new assets for additional Bombas campaigns, which also resulted in significant performance improvements post-implementation.

## Results

With Taboola, Bombas achieved a **50%** increase in ROAS, above-average CTR, and **1.26x** increase in ROAS with Attentive Audiences.



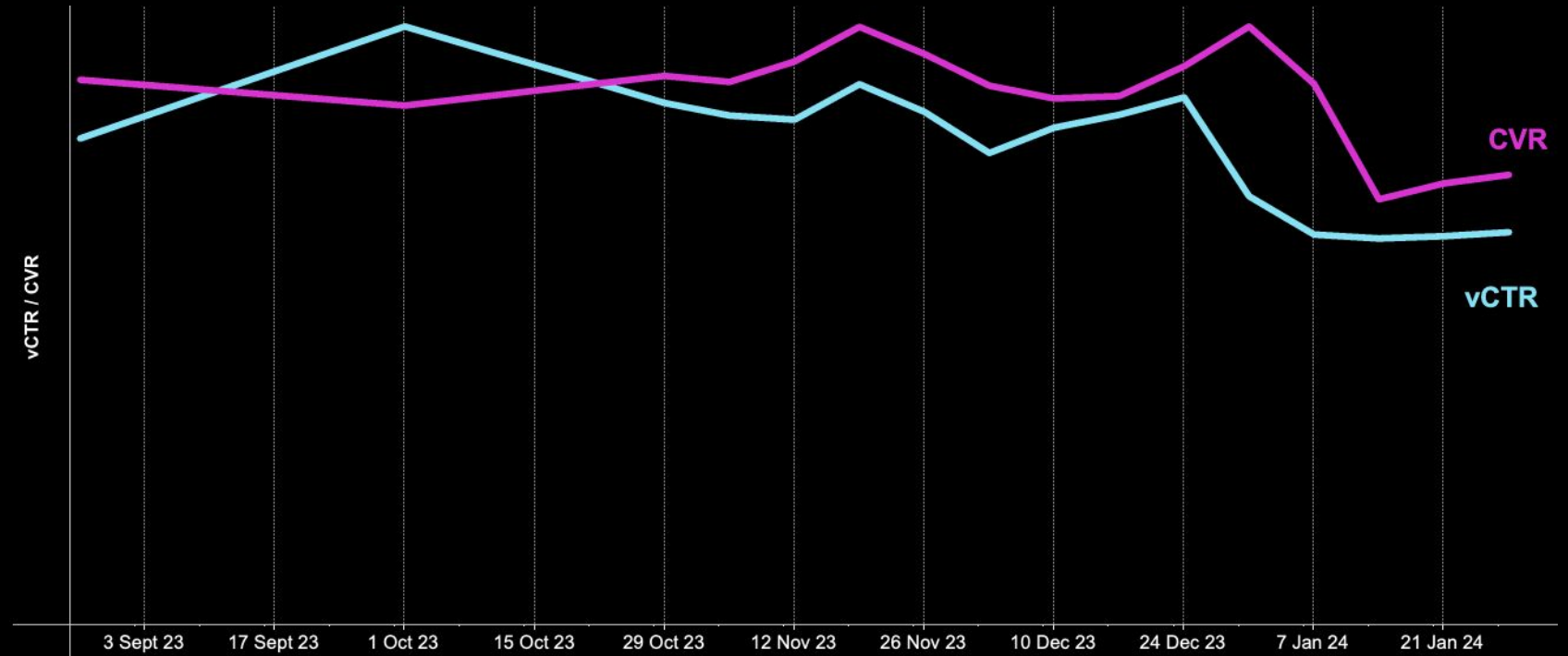
# 01: Taboola Insights



# Q4 2023 vCTR, CVR Trends for Lead Generation

vCTR was the highest at early october before consumer attention is focused on shopping.

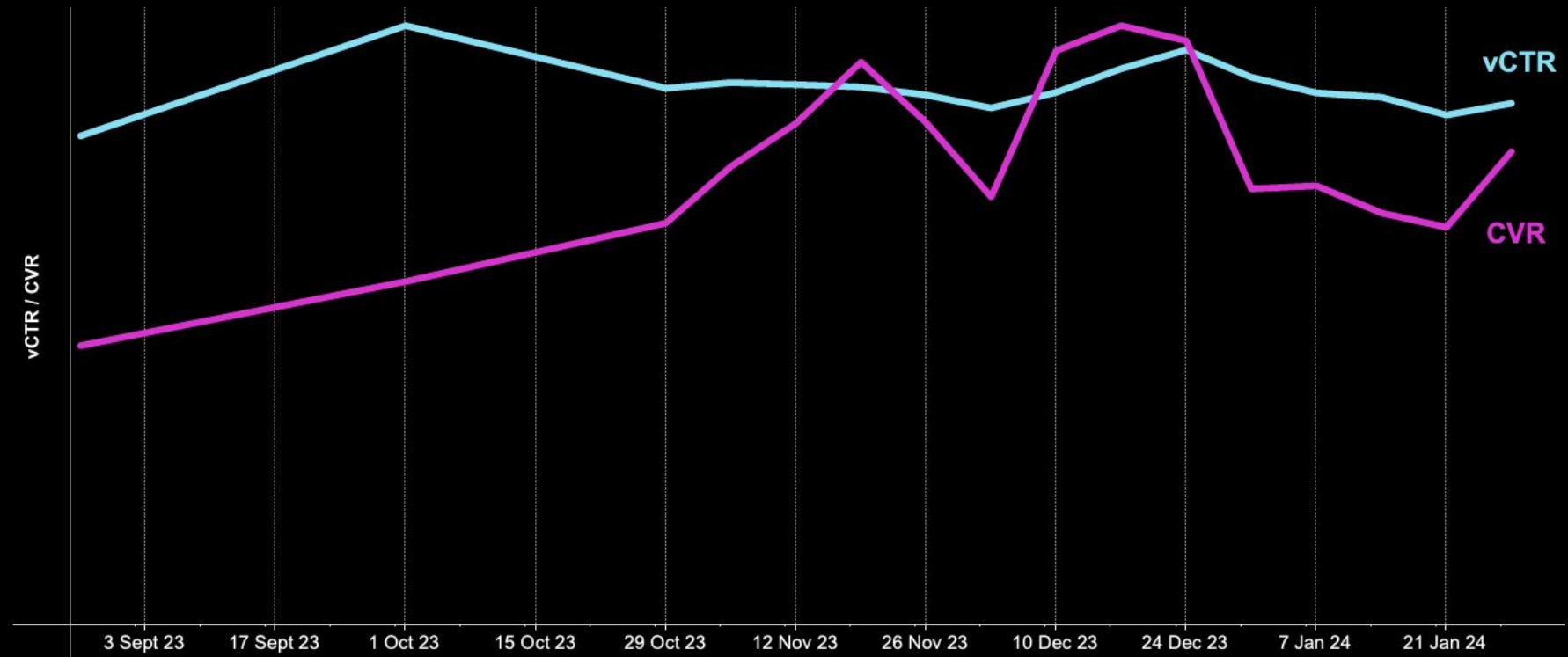
We notice a post Christmas (Q5) peak in CVR that can be associated with family discussions and new year decisions.



# Q4 2023 vCTR, CVR Trends for Purchases

CVR has a steady growth towards the peaks of Nov shopping days and up to Christmas.

User engagement (vCTR) is higher than avg throughout Q4 with and increase up to Christmas.



# Readership Insights: What Are The Top Topics People Read About?

## OCTOBER

Pets  
Cars  
Beauty  
PC Games  
Parenting

## CYBER FIVE

Football  
Apple Watch  
Local Businesses  
Home Improve  
Food

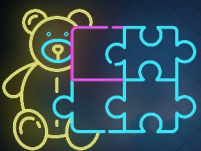
## DECEMBER

Investing  
Real Estate  
Nature  
Cooking  
Basketball

## NEW YEAR

Health  
Video Games  
Weather  
Family  
Lifestyle





# Peak Months for Leading Verticals Based on vCTR

Best months for:

**Personal Finance** are Oct & Nov

**Medical Health** are Sep & Dec

**Home and Garden** are Sep & Dec

**Automotive** are Sep & Oct

**Healthy Living** are Oct & Nov

**Technology** are Sep & Oct

# 02: Q4 Trends & Predictions



# Look Back: Q4 2023 Creative Trends: Engage, Intrigue, Resolve

## Question-Based Engagement:

Engages readers by posing thought-provoking questions.

## Human element:

Visuals of products being held or used.

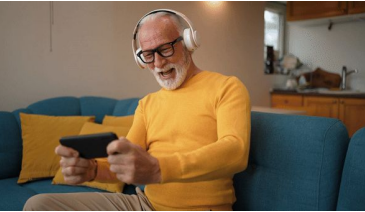
## Problem-Solution:

Directly addresses consumer problems with clear solutions.

## Time Sensitivity:

Creates urgency with limited-time offers and deadlines.

## Question-Based Engagement




How To Choose the Perfect Gift For Dads?  
[See Ideas]

Tech Brand | Sponsored

Read More

## Human element




I Buy All My Gifts Here, Now Even More With  
50% Off For Cyber Monday

Tech Brand | Sponsored

Learn More

## Time Sensitivity




Get Viral Face Cream with Early Shoppers  
60% Discount (By End of Month)

Beauty Brand | Sponsored

Buy Now

## Problem-Solution



No Time For Holiday Shopping? See 97 of the  
Coolest Gifts (Ships Before Christmas)

Lifestyle Brand | Sponsored

Shop Now

# For **Q4 2024**, we predict a focus on **sustainable,** **personalized** & **value** oriented shopping\*



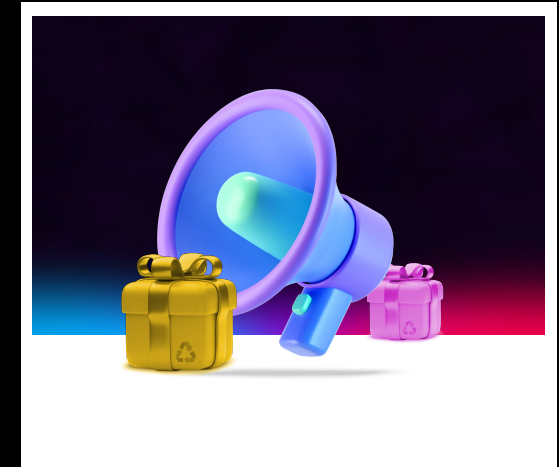
## Sustainable

Commitment to sustainability  
Eco-friendly products  
Highlight certifications &  
materials



## Personalized

Personalized Ads  
Leverage Audience  
Interests  
Customization of products



## Value

Deals & Promotions  
Bundle Sales  
Early Shopping

\*Based on an analysis of market insights, current economic events, Taboola's current creative trends, and the evolution of trending Q4 creative strategies.

# Creative Strategies: Sustainability

44% of consumers are more likely to buy from a **sustainable brand**

## → Impactful Change Stories:

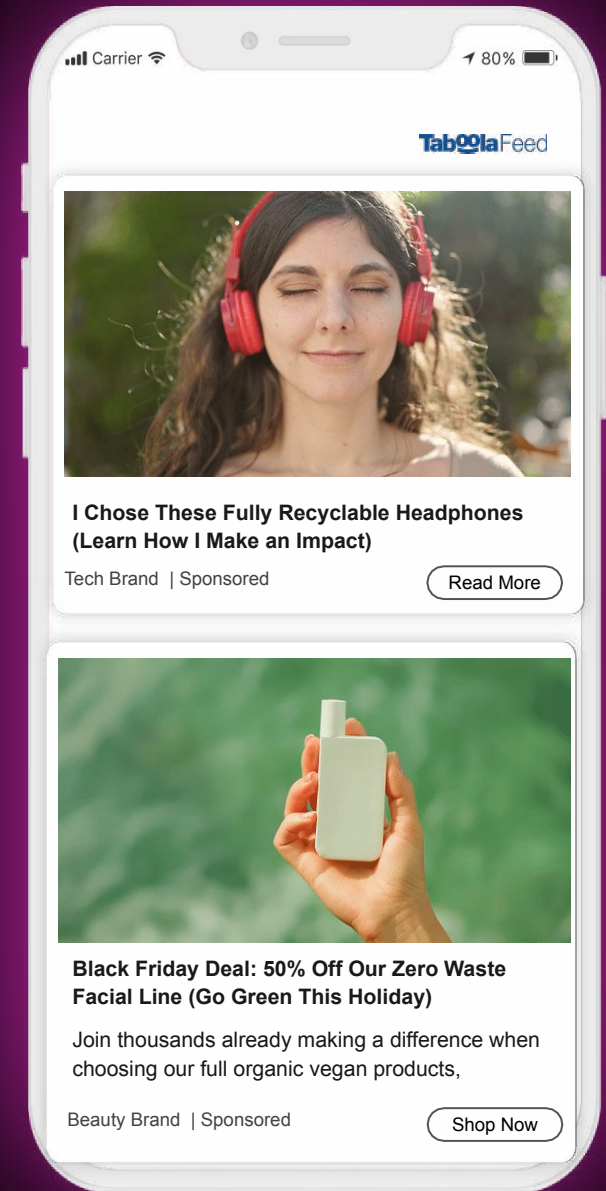
Highlight stories of positive change through sustainable choices to inspire and motivate consumers.

## → Nature-Inspired Engagement:

Use imagery and themes from nature to create an emotional connection with eco-conscious consumers.

## → Transparency / Behind-the-Scenes Engagement:

Offer detailed insights into the sustainable practices behind products, building trust and credibility.



# Creative Strategies: Personalization

83% of consumers are interested in receiving **personalized offers**

## → Dynamic Content Personalization:

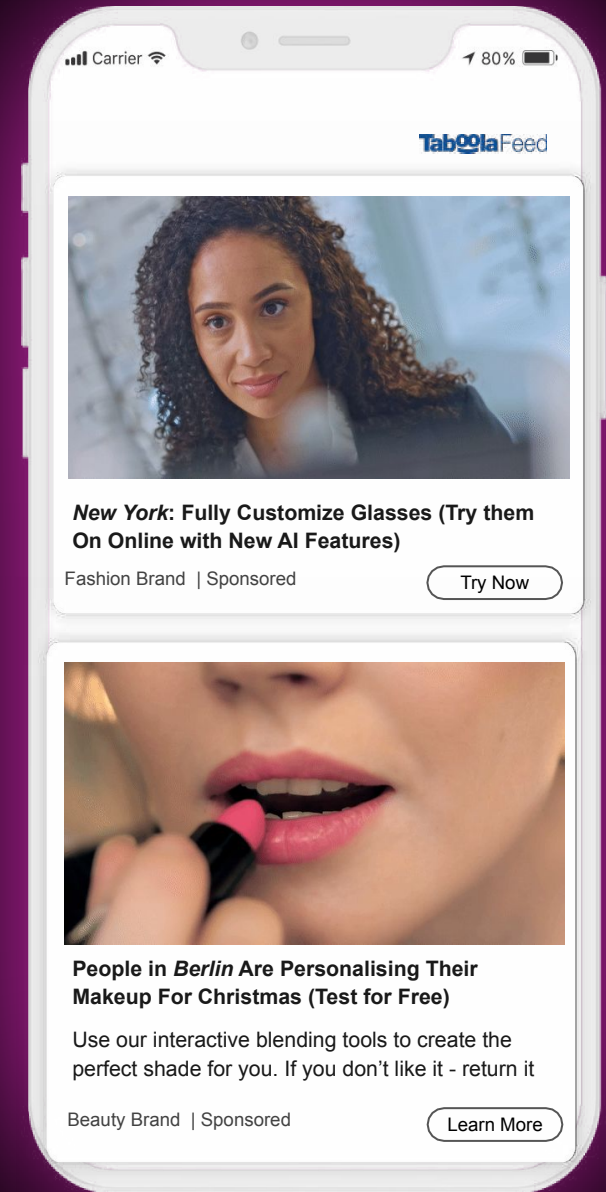
Use real-time data to tailor ads based on user interests, past behavior, or demographics, enhancing relevance.

## → Collaborative Creation:

Encourage consumer involvement in the creation or customization of products, deepening perceived value.

## → Self-Assessment Engagement:

Offer interactive tools that help consumers identify the best products for their needs, based on personal preferences.



# Creative Strategies: Value

87% of holiday shoppers plan to use at least one **money-saving strategy**

## → Product Trial Encouragement:

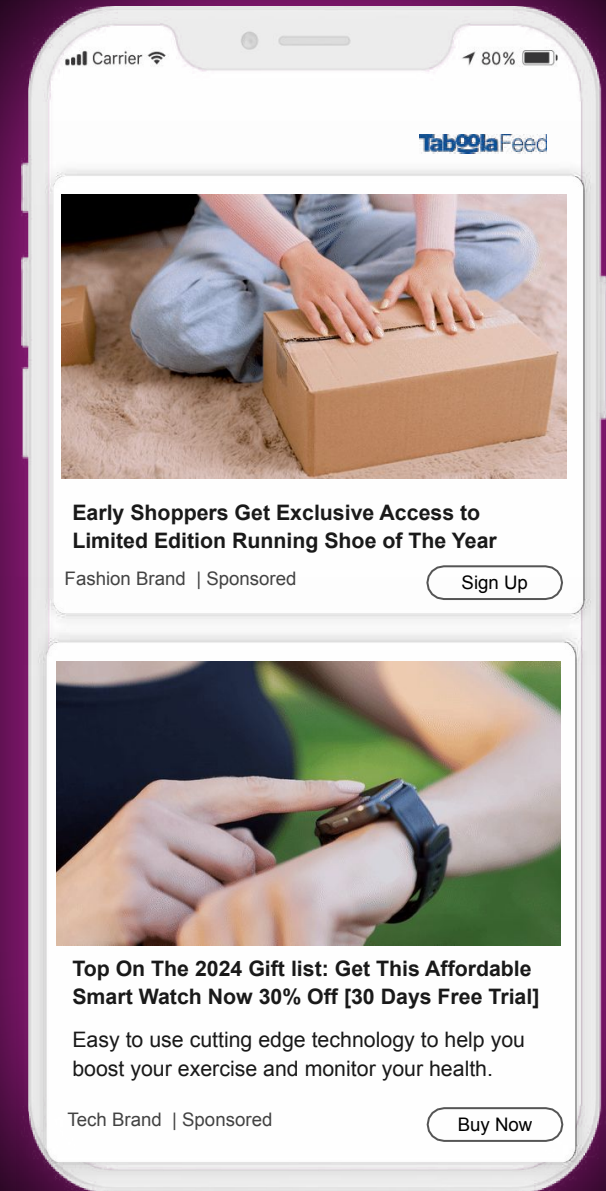
Offer trials or samples to demonstrate the quality and value of products, thereby reducing the perceived risk.

## → Time-Sensitive Offers:

Implement limited-time offers or flash sales to create urgency, highlighting the value and potential savings to encourage immediate purchases. Build anticipation by upcoming products or sales with teasers, countdowns, and previews

## → Eligibility-Based CTAs:

Develop calls-to-action that foster a sense of exclusivity and urgency, such as offering special discounts for first-time users or rewards for loyalty, to emphasize the value of products.



# 03: Consumers Holiday Timeline





# Market Insights Holiday Timeline 2024

Early Shopping & Research

October

32%

of consumers makes plans 3+ months in advance

Consideration

November

45%

of consumers make plans 1-2 months in advance

Discount Purchasing

Cyber Five

30%

of shoppers plan to spend more on online holiday shopping in 2024 than in 2023

Last Minute Purchasing

December

Gen Z

shoppers will likely continue their spending discipline and spend more time seeking the best prices

Return + Refresh

"Q5" XMAS - New Year

73% of Millennials plan to indulge in self gifting while holiday shopping

# Q4 Holiday Creative Timeline

Align your creatives to consumer mindset and behaviors

Early Shopping & Research

Consideration

Discount Purchasing

Last Minute Purchasing

Return + Refresh

October

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**Grab It First: 50% Off Our Eco-Friendly Perfume Going Viral**

Plus my "early access" code for exclusive savings.

Perfume Brand | Sponsored [Buy Now](#)

November

TaboolaFeed



**Custom Sneakers Are the Must-Have This Holiday Season**

Made 100% of recycled materials, bring back your old pair and get an extra 10% off

Shoe Brand | Sponsored [Learn More](#)

Cyber Five

TaboolaFeed



**Cyber Monday: 35% Off On Top Rated VR Glasses [Plus Free Gift]**

How to score cyber deals all weekend long.

Tech Brand | Sponsored [Shop Now](#)

December

TaboolaFeed



**Last Minute \$50 Grilling Gifts For Dad (Add To Cart)**

Still in stock and under \$100, these items ship next day - plus free gift wrapping!

Fashion Brand | Sponsored [Buy Now](#)

"Q5" XMAS - New Year

TaboolaFeed



**Kickstart 2025: 10% Off Sign-Ups for Personalized Fitness Programs**

4 ways to get started on "New Year, New You" resolution

Health Brand | Sponsored [Shop Now](#)

# 04: Creative Tips By Vertical

lab001a  
CreativeShop



# Creative Tips: Beauty

## Title Trends:

Talk about eco-friendly materials, recycling old products, and discounts.

## Image Trends:

Feature closeups of a person applying product, before/after, hands holding product

TaboolaFeed



**Our Organic Lip Colors Are Now 25% Off (Recycle Old Makeup and Get 5% Extra)**

Say goodbye to synthetic dyes and discover the natural beauty of plant-derived ingredients.

Beauty Brand | Sponsored

[Learn More](#)

TaboolaFeed




**Looking For Sustainable Makeup? Our Fab Concealer Is Back in Stock**

Only our concealer is made from Certified Organic protective plant oils for a hydrated feel.

Beauty Brand | Sponsored

[Watch Now](#)

# Creative Tips: Technology



TaboolaFeed

**Monday Tech Roundup: Save Up to 50% on Gadgets**


Shop discounted smartwatches, tablets, phones, and more. Updated every week.

Tech Brand | Sponsored

Get Offer

## BONUS TIP:

[Download](#) our Tech Creative Playbook by Taboola's Creative Shop, or our Gaming Creative Playbook by Taboola's Creative Shop



TaboolaFeed

**11 Lesser-Known AR Features That Can Boost Your Productivity**

From virtual workout sessions to 3D multitasking, the next digital revolution is already underway.

Tech Brand | Sponsored

Read More

## Title Tips:

Call out how product helps in daily life, share hacks / secrets / tips, what's new / innovative, emphasize discounts and promos

## Image Tips:

Use closeups of product or hands holding product / device, authentic people


# Creative Tips: Fashion, Style, & Shopping

## Title Tips:

Describe product personalization features, brand sustainability, who endorses it, who it's perfect for, cool factor

## Image Tips:


Showcase product on clean background, or in unique POVs



**Stumped for Gifts? Get Mom Customized, Vintage-Inspired Jewelry**

Surprise Mom with personalized, one-of-a-kind jewelry. All orders are eligible for gift wrapping.

Fashion Brand | Sponsored [Buy Now](#)



**Holiday Sale: Eco-Friendly Knitwear Designed For Every Budget**

Browse our collection of knit sweaters made from recycled polyester. Now with free shipping!

Fashion Brand | Sponsored [Shop Now](#)

# Creative Tips: Healthy Living


## Title Tips:

Talk about personalized plans, how the product benefits consumer health by calling out specific issues

## Image Tips:

Display hands holding or using the product, visualization of authentic people that represent potential audience

TaboolaFeed



**Meal Prep: Save Money by Making This Low-Calorie Smoothie At Home**

We asked a panel of health food experts to share their favorite smoothie ingredients.


Fitness Brand | Sponsored

Try Now

## BONUS TIP:

[Download](#) our Health Creative Playbook  
Taboola's Creative Shop

TaboolaFeed



**How a Personalized Fitness Routine Changed My Body – and My Mind**

“I started for my physical health. I never thought exercise would help my mental health too.”

Health Brand | Sponsored

Click Here


# Creative Tips: Travel

## Title Tips:

Promote urgent sales and booking opportunities, personalized holiday bookings, planning for summer

## Image Tips:


Highlight people enjoying beach or resort destinations, locations and vacation milestones



**When's the Best Time For Families to Book Summer Trips? (Right Now)**

According to travel agents, families should book next year's vacations now for optimal flexibility.

Travel Brand | Sponsored [Get Offer](#)



**Here's How to Build Your Own Vacation Package from Texas to Europe**

Designing your own itinerary is easier than you think. Start building your dream vacation now.

Travel Brand | Sponsored [Book Now](#)

## BONUS TIP:

[Download](#) our Travel Creative Playbook by Taboola's Creative Shop



# Creative Tips: Home & Garden

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## 15 Budget-Friendly Grilling Recipes For People of All Diets

Between allergies and restrictions, there's a lot to consider when feeding a large group.

Home Brand | Sponsored

Try Now

TaboolaFeed



## Elevate Your Family Dinner with Sustainably Sourced Centerpieces

Spruce up your holidays with beautiful floral arrangements grown by local farmers.

Garden Brand | Sponsored

Shop Now

## Title Tips:

Reveal tips/tricks/hacks, use numbered lists for trends and gifts, communicate promos and discounts

## Image Tips:

Show closeups of product(s) in use in its setting (indoor or outdoor), hands holding and demonstrating the product


# Creative Tips: Automotive

## Title Tips:

Emphasis eco friendly features, be direct and up front about promotions and offers, options for trading in or selling, new car models for 2025

## Image Tips:

Use eye catching colors, visuals of charging cars, cars in open roads, visuals of cars in holiday/winter environment




TaboolaFeed

**The Best Year-End Holiday Deals on Cars Are Happening Now**

Stylish. Reliable. Fuel efficient. Find the vehicle that's right for you.

Car Brand | Sponsored

Try Now



TaboolaFeed

**Holiday Checklist: 5 Things To Know About Renting an Electric Car**

Before you visit Grandma, make sure your EV is ready for the journey with a little preparation.

Rental Car Brand | Sponsored

Book Now

## BONUS TIP:

[Download](#) our Auto Creative Playbook by Taboola's Creative Shop

# Creative Tips: Finance


## Title Tips:

Lead with value, expert predictions, naming of assets or institution, audience callouts by life events

## Image Tips:

Use closeups of experts, types of assets or currency, person at device organizing finances

TaboolaFeed




**Expert Says 2025 Is The Time To Invest In This Type of Asset**

Discover tips, predictions, and expert picks when you sign up for this newsletter.

Finance Brand | Sponsored

Learn More

TaboolaFeed



**3 Steps to Check If You Qualify for a Mortgage [Get Your Holiday Home]**

Major Bank's guide to buying a home is free of charge with the option to book a consultation.

Finance Brand | Sponsored

Get Offer

## BONUS TIP:

[Download](#) our [Finance Creative Playbook](#) by [Taboola's Creative Shop](#)

# 3 Steps To Perfect Your Holiday Creative Strategy

Prepare for a  
successful holiday  
season rooted in data,  
insights, and creative  
trends.

## 1. Review

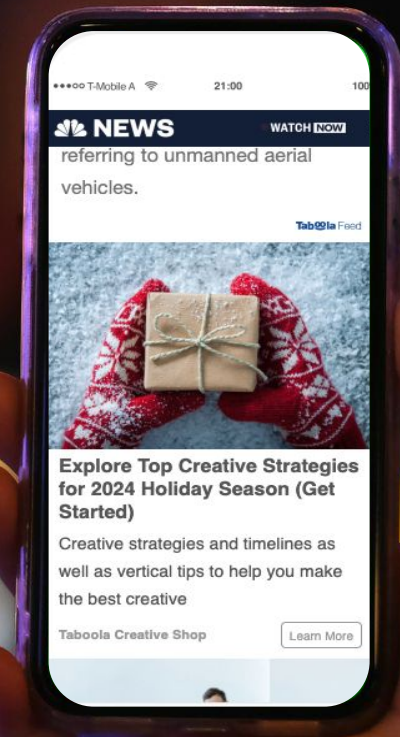
Audit previous holiday campaigns, in addition to market insights

## 2. Plan

Plan your campaign and strategy while following the consumer mindset

## 3. Create

Create your ads inspired by Taboola's creative trends and best practices



**THANK  
YOU.**

