

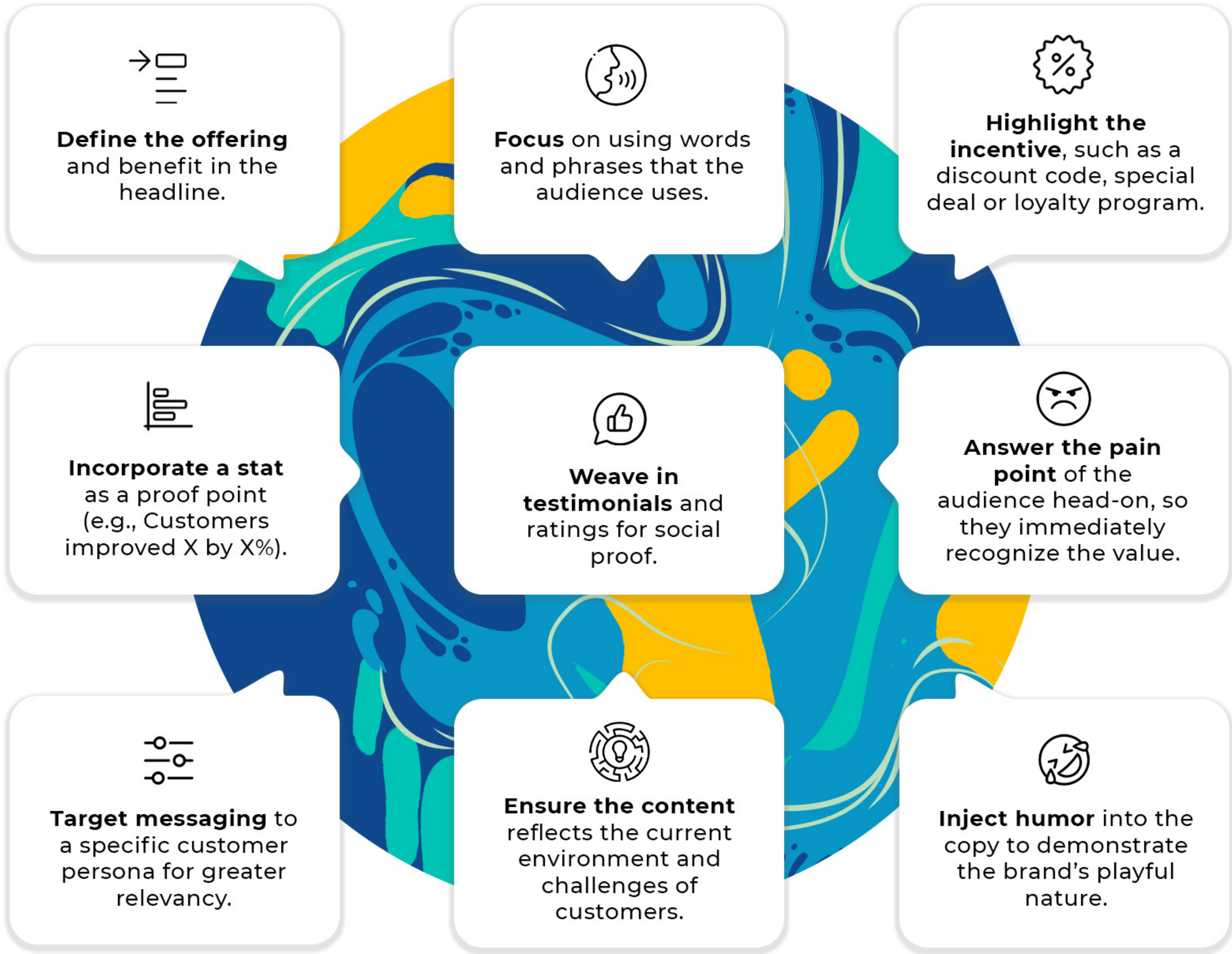
Digital Creative Best Practices: New Messaging, Visuals and More to Improve Ad Performance



Here's the path to **improving creative design in ads** that can deliver better results.

The Message

How your advertisers position their products or services must **evolve to meet customer needs and expectations**. What motivates someone to say yes to a business is always changing, so messaging should too. Provide this advice on content that will resonate with consumers.



The Design

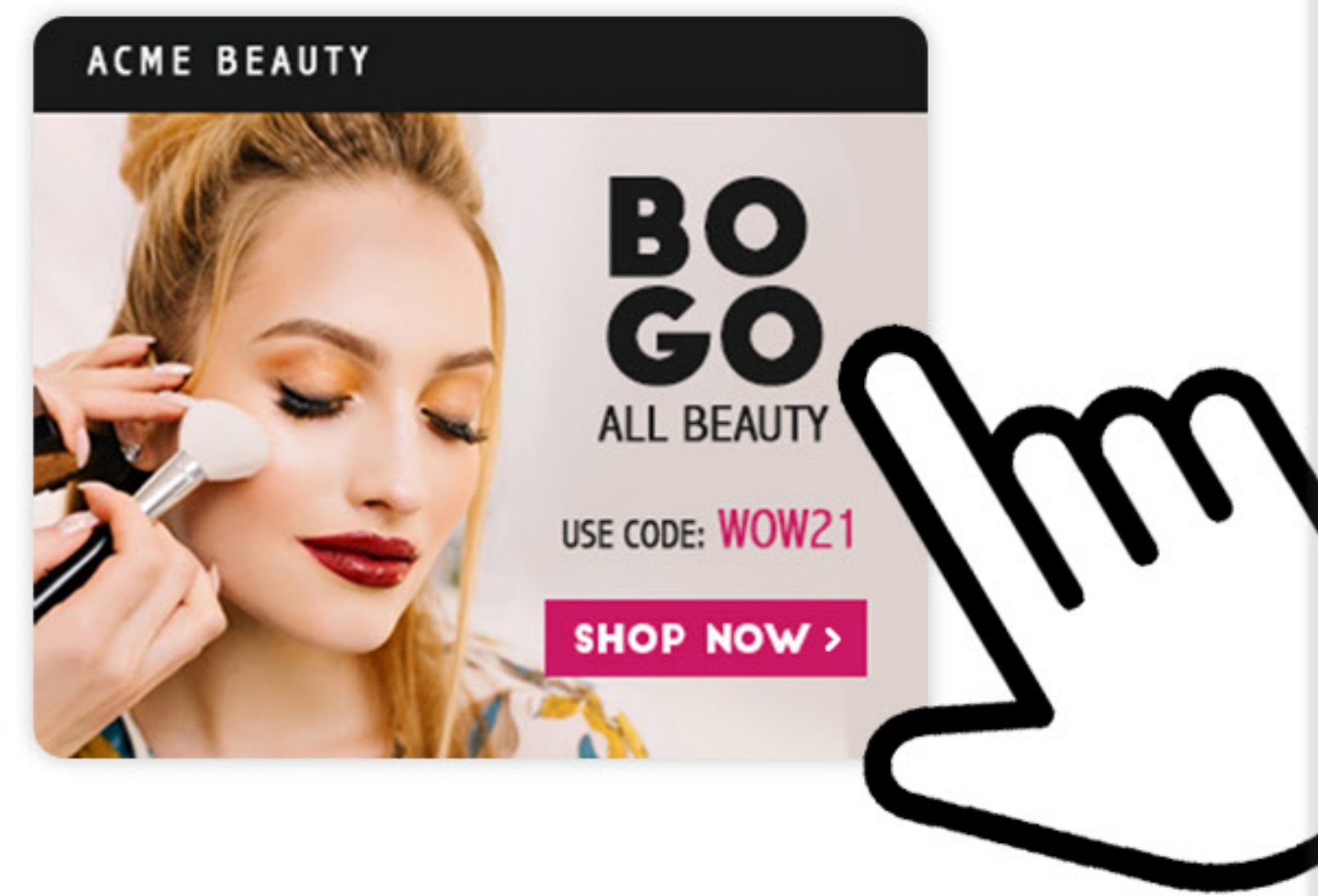
People process visual elements **60,000 times faster**¹ than words. Thus, the look and style of your ads are critical in catching viewers' attention. Recommend these design best practices for digital ads.

- ✔ **Use clear and simple text** to avoid confusion and declutter messaging.
- ✔ Break up imagery and font with plenty of **white space**.
- ✔ Insert a thin border around ads with light-colored backgrounds to make them **stand out**.
- ✔ Stay within the **brand's parameters** with font and color palettes.
- ✔ Choose people images that are **modern and diverse**.

- ✔ Select lifestyle pictures conveying the **benefits of the product or service** and representing the target audience.
- ✔ **Avoid being "too busy"** in creative by using only one or two images (depending on ad type and size).
- ✔ Highlight the features and benefits of products using **design techniques**.
- ✔ Design to the **smallest screen first** to ensure the mobile experience is optimized.
- ✔ Include the brand logo at the bottom of the ad, so it's **not the focal point**.

The Close

The messaging and design of ads lead to the close or CTA (call to action). Keep these best practices in mind:



Place your CTA in a **button**, as users recognize this is the place to click.

Don't be generic with CTAs; instead, be more creative with action-focused verbs like explore, discover, find, try, start, etc.

Use time-limited CTAs to **create urgency**.

Place an arrow near or on the button to **emphasize it**.

Button

↓

Explore [...]

↓

Explore Today

↓

Explore Today >