# The ABCs of

## Visual Ads That Work







### ATTENTION First and foremost, your visual ads

need to attract the user's attention.





### BRANDING Trust is of the essence. Use your brand elements

(logo, colors) to build trust.



### Calls to action are mandatory, they fill in the gap between the value proposition and the next steps down the conversion funnel.



All great ads have this in common: they all speak to the users. Empathy helps you understand your target audience, what makes them tick

and what they respond to.



### what your users expects to see when they click on your visual ad

**EMPATHY** 





### FREQUENCY Showing your visual ads too often is wasted money and annoyed users. Control how often your target audience will

see your ad.



### Set a clear goal so you know how your ads are performing against your objective.

HEADLINE Along with images and design, head



**IMAGES** 

for your ads.

lines are key for attracting attention. Create a simple, effective headline

> 60,000 times faster than text. Choose eye-catching, professional and clear images for your ads.





### JOKE Don't shy away from using humor

Know your metrics so you know where you stand. Before you start your campaign, select the most relevant metrics for your

in your ads, if appropriate.



objective.

LANDING PAGE It's almost as important as the visual ad. Landing pages need to reflect the promise your ads made. Create landing pages that mirror your visuals as much as possible.

MEASUREMENT This is how you know how well your visual ads are performing. Measure what matters to see how you're doing against your



### NATIVE ADS Ads that fully match the look and

feel of the website or the platform they appear on.

OPTIMIZATION

Visual ads don't work on a set it and leave it basis. To get the results you want, you need to follow up and constantly optimize.



images.

# PIXEL PERFECT

**UALITY** Quality images, good copy, proper

build trust with your target





### Return on investment allows you to evaluate how efficient your ads are by comparing the invested budget and the total amount your

audience.

unprofessional. Make sure that everything is in place, no jagged edges or blurry

> Overcrowded visual ads make text hard to read and might deter users from taking action. Respect the C.R.A.P. design principles and keep ads simple.

SIMPLE



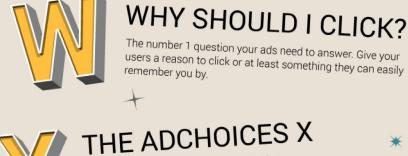
### are clear and professional, and text can be easily read and understood.

TARGET AUDIENCE

and make sure you know how to reach them.

You can create the coolest ads, but if you're showing them to the wrong audience, you won't see any results. Take a few minutes to think about your target audience

View through conversions allow you to track results for users who saw your ads. To measure the full impact of your ads, tracking both click through and view through conversions is necessary.



### The number 1 question your ads need to answer. Give your users a reason to click or at least something they can easily remember you by.

YOU Your ads are not about you. They are about

The small sign in the top right corner that allows users to opt out of receiving specific ads and to report ads that cover page





content.

Z TONS OF PATIENCE Overnight success doesn't happen in real life, and it doesn't happen with visual ads either. You need both time and patience to test, test, test to get good results.