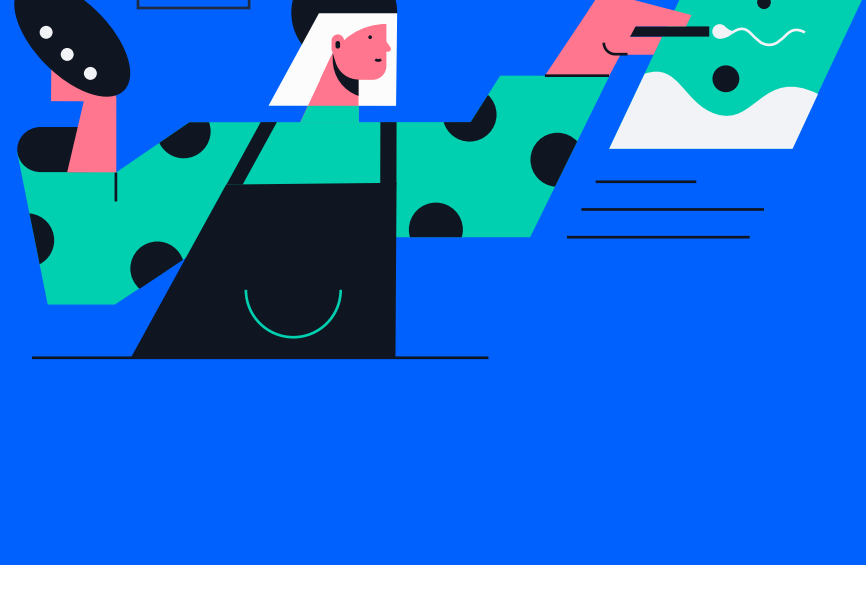


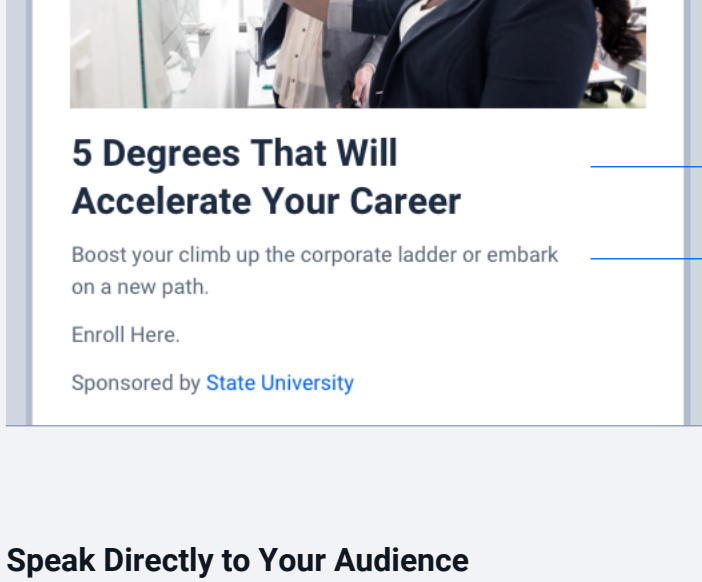
Success with Programmatic Advertising

Elements to leverage for high-performing ads.



There is no silver bullet to ensuring campaign success, but there is some compelling data to provide insights into how to construct high performing ads.

StackAdapt's vast amounts of historical data revealed characteristics of headlines, images, use of colour and reasons to consider a holistic approach—native, display and video—for all of your campaigns. Applying some of the practices below may have a significant impact on your campaign performance and make the most of your media dollars.



Headlines

Despite the age-old wisdom of David Ogilvy, headlines continue to be hastily thrown together without the time and thought they deserve. Your headline is your first impression, and there are no second chances.

Speak Directly to Your Audience

This is paramount for your vertical strategy when speaking to a focused, intent-driven audience.

"Dog Owners: 6 Healthy Treats your Pup Will Love"

Start Your Headline with a Verb

Verbs at the beginning of the headline immediately throw the audience into a thought of action.

"Learn a Car Hire Tip from a Veteran Traveller"
"Own the MINI 3 Door from \$23,090"

Use Lists (Known as Listicles) to Draw Traffic

"Top 10 Fishing Towns Worth Casting In"
"7 Amazing Places for a Golf Vacation"

Consider Using a Full Stop at the End

"Give your branding some energy, no caffeine necessary."
"Get the look you want and the protection you need."

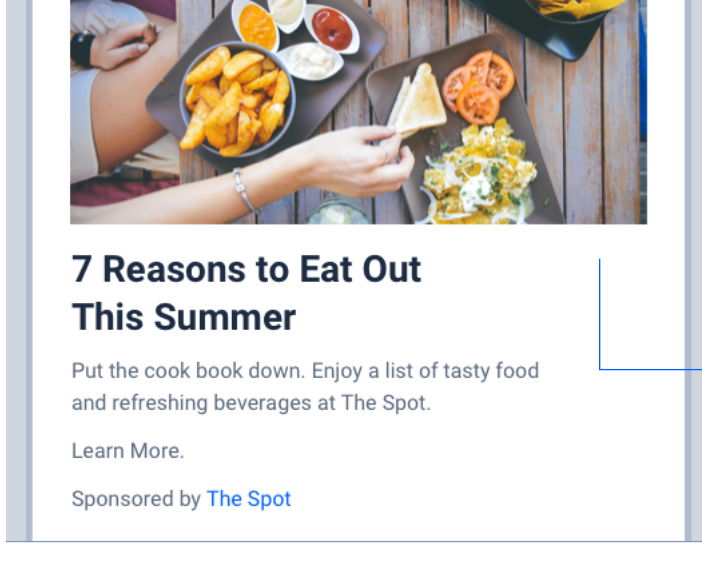
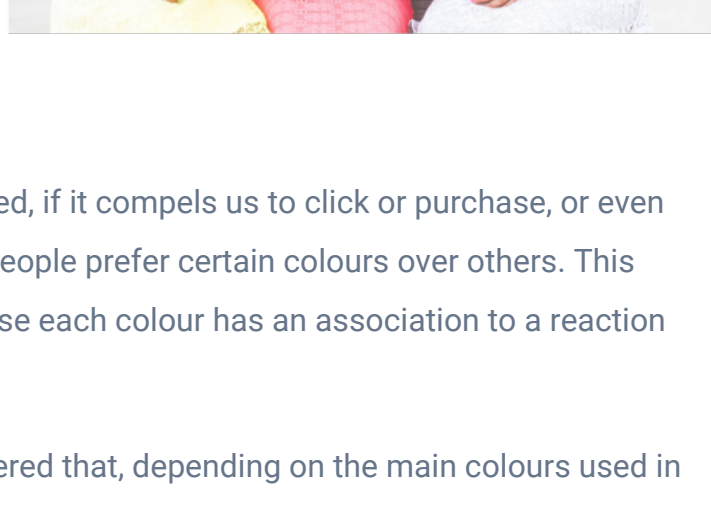
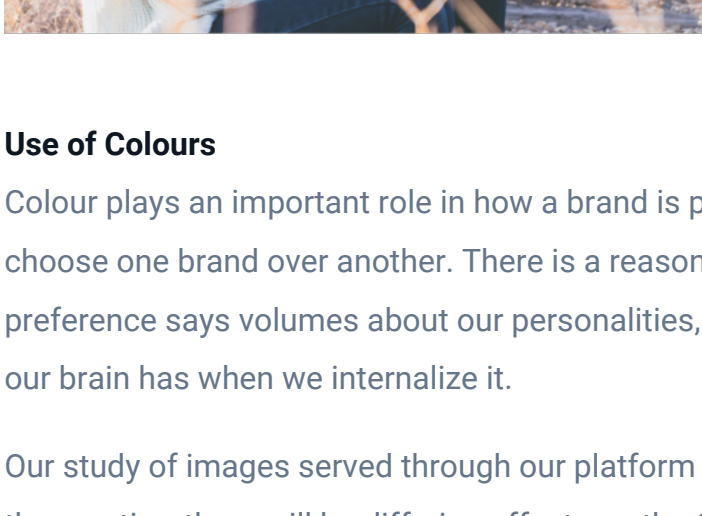


Image Composition and the Use of Colour

Our brains process visual information about 60,000x faster than text. Images, therefore, not only enhance your content, they catch the interest of readers who scroll through mountains of content every minute.

Image Composition

Ads that contain 2 or more people (but not too many that it becomes a crowd) tend to earn higher click-through rates (CTRs). Our gaze tends to focus on people, specifically people who portray closeness and connections—smiling faces, people engaging with each other or participating in activities. These feel good ideas promote a positive impression and provide an increased likelihood for the ad copy to be read.



Use of Colours

Colour plays an important role in how a brand is perceived, if it compels us to click or purchase, or even choose one brand over another. There is a reason why people prefer certain colours over others. This preference says volumes about our personalities, because each colour has an association to a reaction our brain has when we internalize it.

Our study of images served through our platform uncovered that, depending on the main colours used in the creative, there will be differing effects on the CTR.



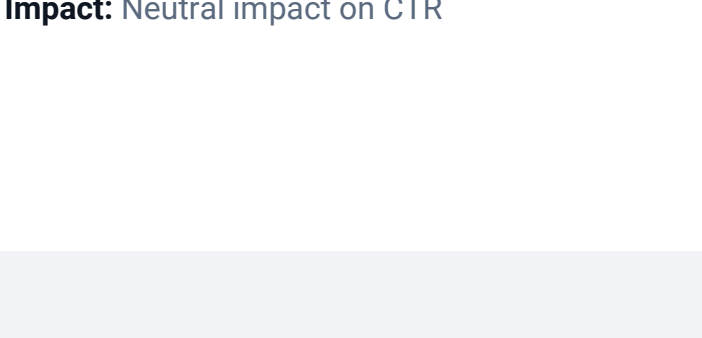
Colours: Blue, Pink

Impact: High positive impact on CTR



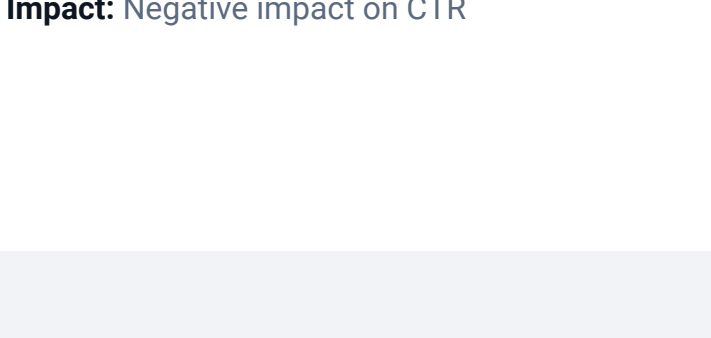
Colours: Green, Light Grey, Yellow

Impact: Medium positive impact on CTR



Colours: Purple, Orange, White

Impact: Neutral impact on CTR

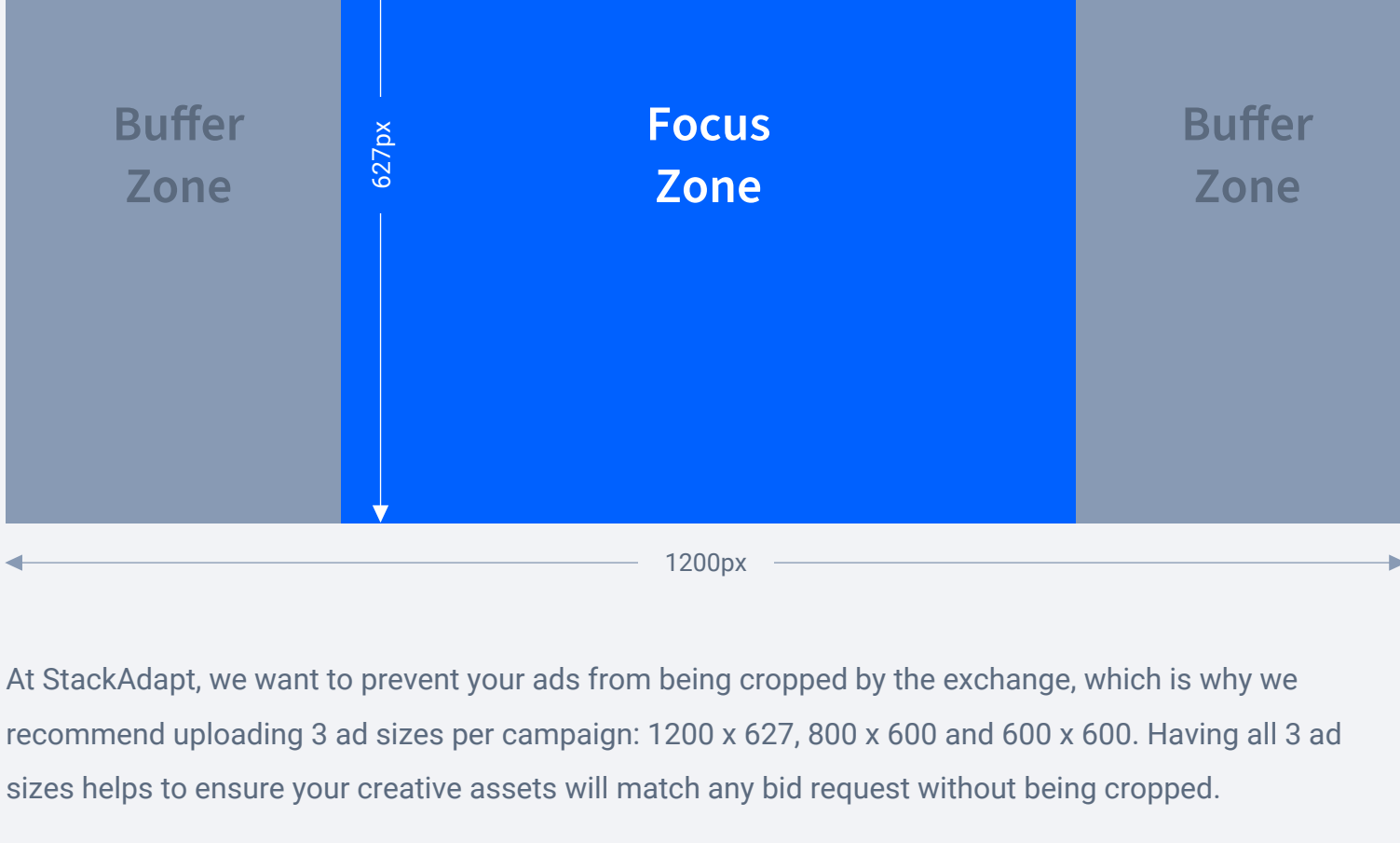


Colours: Brown, Dark Grey

Impact: Negative impact on CTR

Rule of Thumb

As native ads are designed to fit the look and feel of each site, there is a potential that your image/ad can be cropped to fit the ad unit of a given publisher. This means that it can get cropped slightly, on the publisher level, and equally from the left and right side so that the center portion of the image remains. Here is a basic framework for reference and guidance:



At StackAdapt, we want to prevent your ads from being cropped by the exchange, which is why we recommend uploading 3 ad sizes per campaign: 1200 x 627, 800 x 600 and 600 x 600. Having all 3 ad sizes helps to ensure your creative assets will match any bid request without being cropped.

Strategy and Lift

As a savvy digital advertiser you'll want to make sure you're considering diverse user experiences and traffic behaviour across devices and media channels.

A strategic and holistic approach is key when selecting your tactics and building your campaign.

We recommend that you find harmony in executing your campaign with native, video and display. Baking all three channels together is the not-so-secret recipe for campaign success. Why? There are exposure effects on your cross channel efforts.

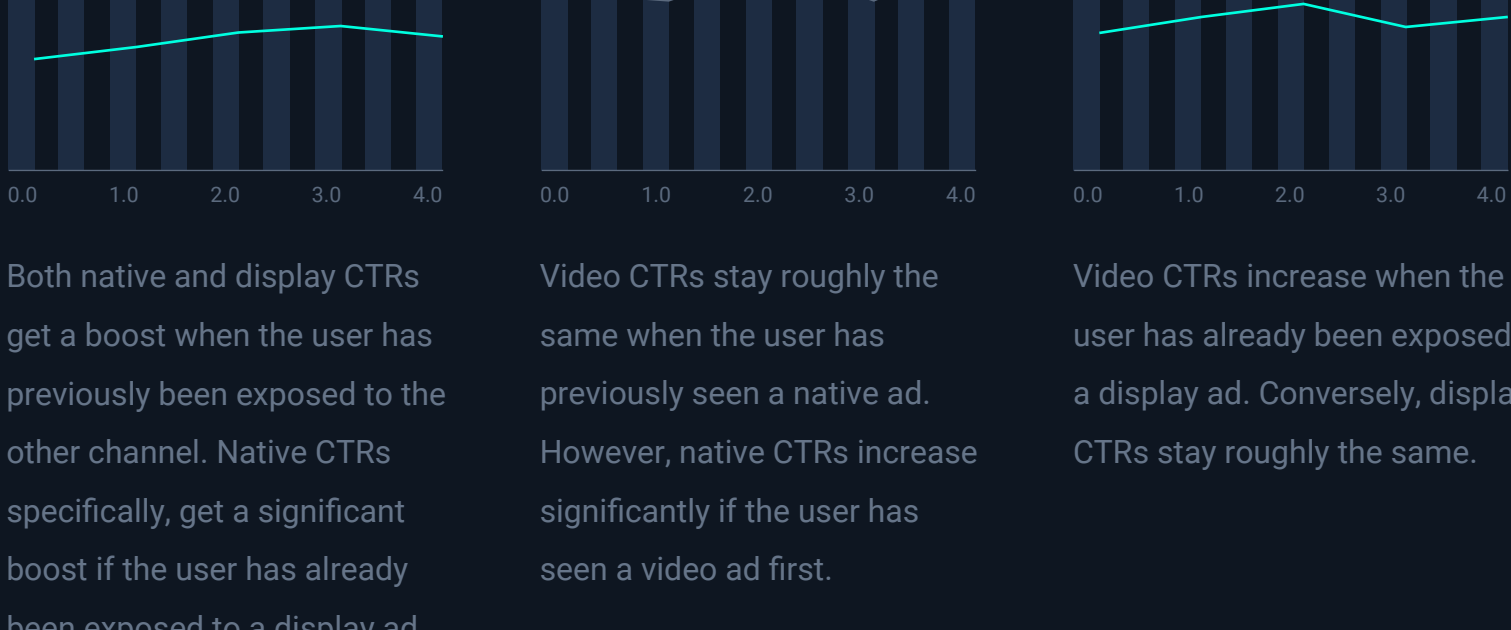
Video is great for telling complex or emotional stories, making it perfect for certain types of brand building.

Native is amazing for selling brands with an interesting, educational and entertaining story.

Display is more of a workhorse—use it to lift the performance of the other channels.

Our research reveals some interesting cross-channel exposure effects

The graphs below show the impact of delivering advertisements simultaneously in two channels:



Both native and display CTRs get a boost when the user has previously been exposed to the other channel. Native CTRs specifically, get a significant boost if the user has already been exposed to a display ad for the same campaign.

Video CTRs stay roughly the same when the user has previously seen a native ad. However, native CTRs increase significantly if the user has seen a video ad first.

Video CTRs increase when the user has already been exposed to a display ad. Conversely, display CTRs stay roughly the same.

If layering multiple channels, a suggested best practice is:

- Have display appear first
- Have video appear after display
- Have native appear after display/video

Putting these best practices in action:

- Retarget people who have seen a display ad with a native one
- If you run video, then retarget individuals who have completed a video view with a native ad

Creative Studio

From Concept to Creation, With The Creative Studio

Level up your campaigns with the Creative Studio. The StackAdapt Creative Studio offers extensive creative consultation, matching creative assets with campaign KPIs, and ad creation to optimize specific platform capabilities. Our team of Creative Strategists create ads in every available format, across all verticals, and for any stage of the funnel.