Campaign Optimization for Advertisers
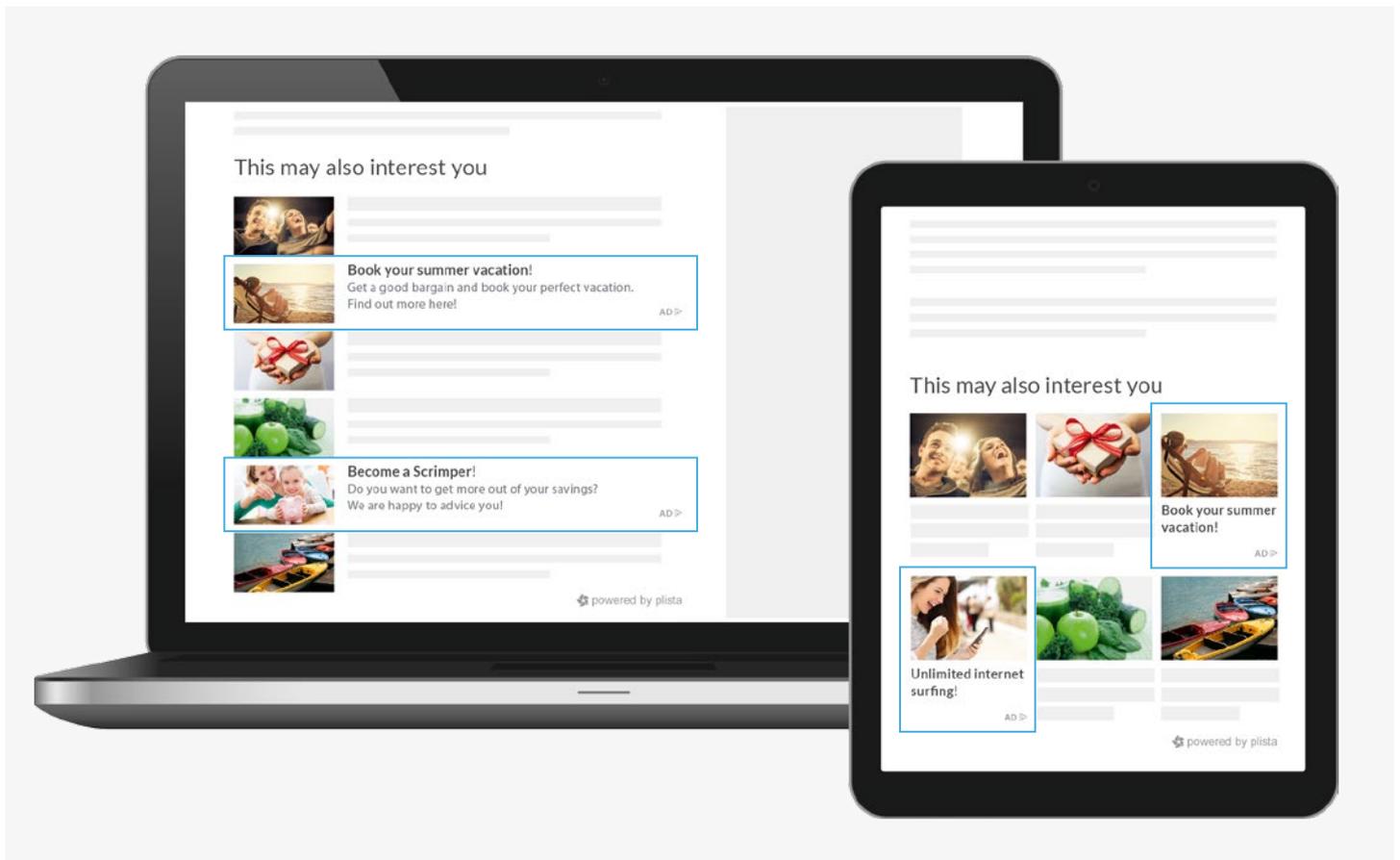# Native RecommendationAds

The path to a successful campaign begins with a click on an advertisement. It's important that an ad is eye-catching to capture the attention of the user and encourage an interaction. Herewith we want to show you how to achieve this in a quick and easy way.

1. Creating an ad set for Native RecommendationAds

Image material

One image in three different formats
1 : 1   = 500 x 500 px recommended
4 : 3   = 640 x 480 px recommended
16 : 9 = 640 x 360 px recommended

File format
JPG, PNG, GIF
(also possible as unlimited animation)

Text material

One headline in three different lengths
Standard 41 – 50 characters (appears with teaser)
Short 10 – 25 characters (appears with teaser)
Title only 26 – 40 characters (appears without teaser)

Teaser-Text
70 characters guaranteed (max. 100 characters)

You will find detailed information in the technical specifications of the Native RecommendationAds.

Use emotional images

Make use of images that elicit positive feelings in the observer.
A strong emotional impact gets the attention of the user.

Show your product in the best possible way

Highlight the advantages of your product, e. g. by using close-ups, packshots or application examples.
Keep in mind to use clear colours and sharp contours so that your motif stands out immediately.

Avoid text and logos in your image

To maintain the recommendation character of the ad, use pictures without logos.
Images that include text often appear overloaded and are hard to read.

Do not use overly bright or gaudy colours

The ad should be pleasing to the eye.
Using natural colours accomplishes this while maintaining a native feel.

Address the user personally/integrate rhetorical questions

Address the user personally to achieve a positive effect on the CTR.

Become a Scrimper!
Do you want to get more out of your savings? We are happy to advice you!

AD ▷ ✔

Get more out of your savings
Helpful tips to better save money.

AD ▷ ✖

Formulate clear call-to-actions

Active call-to-actions e. g. „Register now" or „Get a free offer" draw the attention of the users directly to your offer.

Book your summer vacation!
Get a good bargain and book your perfect vacation. Find out more here!

AD ▷ ✔

Total relaxation
You can book your dream vacation with us.

AD ▷ ✖

Call attention to special offers

Point out special offers or capabilities of your website in your ad. Focusing on price or other benefits can help increase your ROI.

Unlimited internet surfing!
Surf now for 5,99 € monthly! Order now!

AD ▷ ✔

The new Internet Flat
Order our new internet flat.

AD ▷ ✖

4. Ad Optimization

- For optimal results, create three to four ad sets per campaign using different images and text.
- Try out different messages to determine what performs best.
- Optimize your ads afterwards based on the performance.

5. Consistent Concept

- Match your ads with your landing page and make sure that the advertised offers in your ad can be found on your landing page.

- Keep your promise: when users do not find what they expect on your website, the visit will often be cancelled prematurely.

- Through similar keywords and images you further create unity between the ads and the landing page.

6. Price Optimization

- RecommendationAds do compete with other ads for impressions. Ads will be displayed with preference if they achieve a better ad value than competing ads.

- The ad value is calculated from the click price (CPC) and the click-through-rate (CTR). It can be improved via a higher CPC or an increase in CTR (through ad optimization).

Checkbox: Have you thought of everything?

- ✔ Emotional image
- ✔ Focus on the product
- ✔ Image without text or logo
- ✔ Avoid overly bright or gaudy colours
- ✔ Direct address
- ✔ Rhetorical question

- ✔ Call-to-Action
- ✔ Focus on price and discount
- ✔ Test different ads
- ✔ Match the ad with the landing page
- ✔ Identification of a competitive CPC