jeeng

Choosing the Right Ad Format

Advertisers have a wide range of options to choose from when it comes to the format and style of their ads.

Display Ads

Similar to conventional banner ads found on website pages

Placement:
at the top, midway or sidebar in an email

Sizing Options:
300 x 250
728 x 90
970 x 250
970 x 550
with image sizes under 1MB
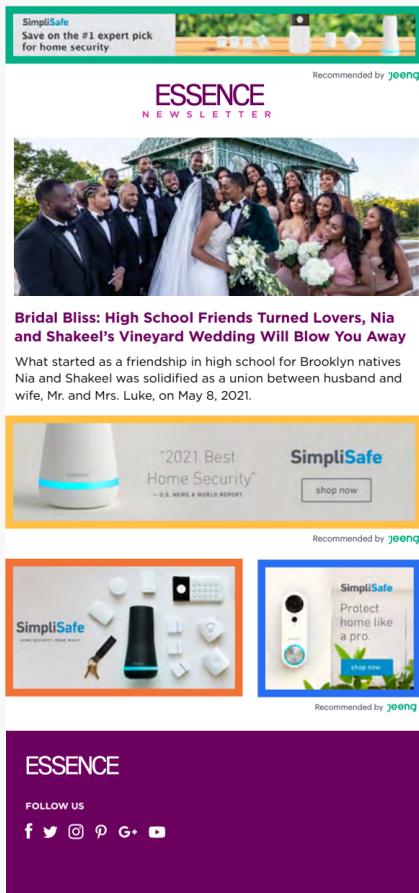
Native Ads

Appear to blend seamlessly with the content

Strict guidelines dictate that native ads must be **clearly labeled as paid advertising**

Content is perceived as **higher quality**

Highly engaging and effective
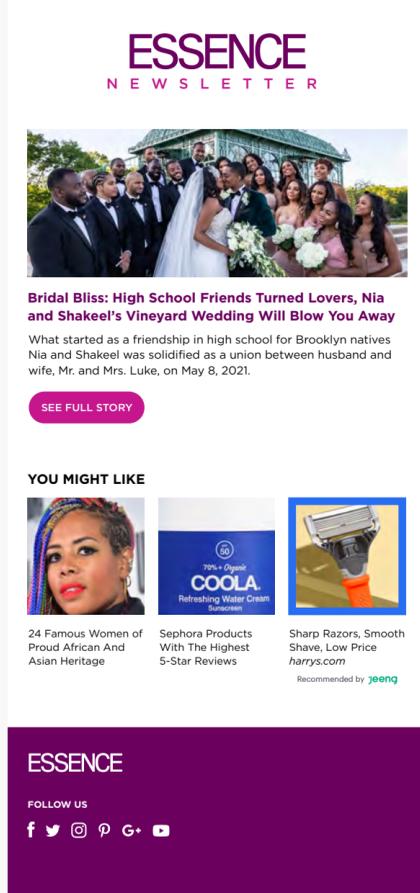
Get the Most Out of Native

Native ads are very effective in getting clicks, especially when designed right. Read our list below to learn how to make your native ads pop!

Image Design Tips

Make an Impact
Use impactful images that are **eye-catching** and **colorful**.

Keep it Simple
Simple, uncluttered images with a **single focus** are more attention-grabbing.

Feature People
Images that contain people are best, adding a human element to show your product at work.

Quality is Key
Choose good quality images, but with a reasonable file size for faster loading.
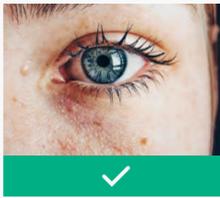
Text Tips

Find your Voice
Brevity, **impact** and active **voice** are critical.

✓ Give your home a holiday makeover with new decorations!
✗ Decorating for the holidays should be fun and enjoyable.
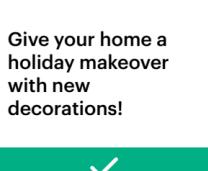
Keep it Short
Use just 8-10 words to convey your message.

✓ Cha-ching! Win at vegas slots from your home.
✗ This is your last chance to stay home and still win at Las-Vegas slots.
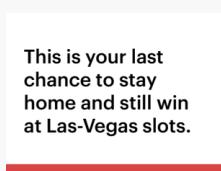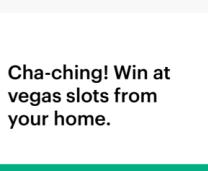
Speak Directly
Directly reference your specific audience whenever possible (for example, use "moms" or "athletes" instead of "people".

✓ Men: it's time to rethink your shaving routine.
✗ New razor study will make most people think twice.
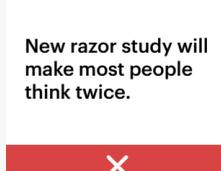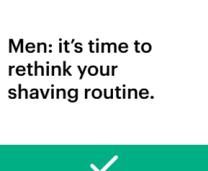
Be Intriguing
Use intrigue to entice users to want to know the "secret".

✓ Unlock the secret to saving big on must-have handbags.
✗ Get up to 25% off orders over $49.
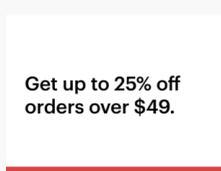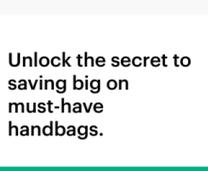
Don't forget to test!

A/B testing different image and headline combinations can provide insight into what works to engage your audience. Adjust and test often to be sure you're optimizing every impression.

Get in touch to see how we can help you reach your audience engagement goals! Contact us today at: sayhello@jeeng.com

Bring your audience back. jeeng