

Creative Formats to Drive Customer Engagement:

How Many Have You Mastered?

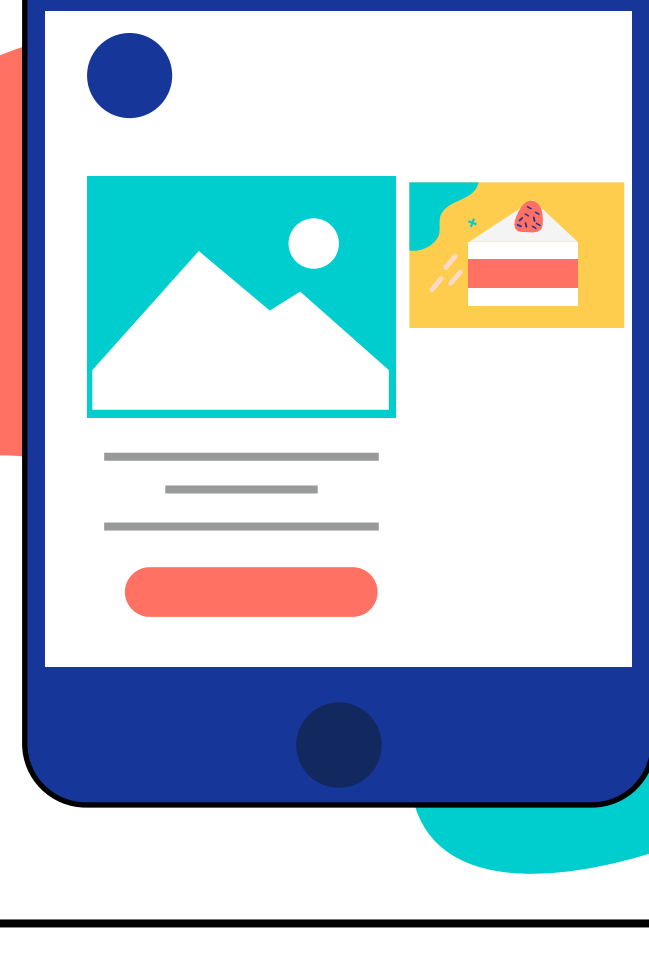
The creatives you choose – and how you use them – can make or break your advertising or marketing campaigns. Here are some of the top formats for driving customer engagement and tips on how to squeeze the most value from them.



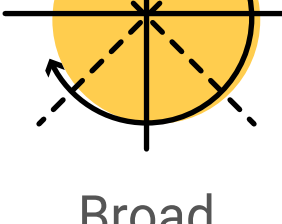
Banner

< What is it? >

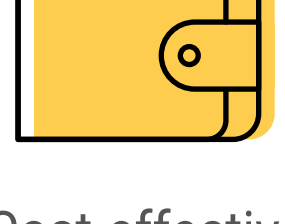
A type of ad consisting of text, images, and/or multimedia that is typically displayed on the top or side of a web page. It links to another site or landing page.



< Benefits >



Broad reach



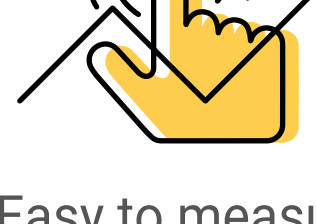
Cost-effective



Quick and simple to set up

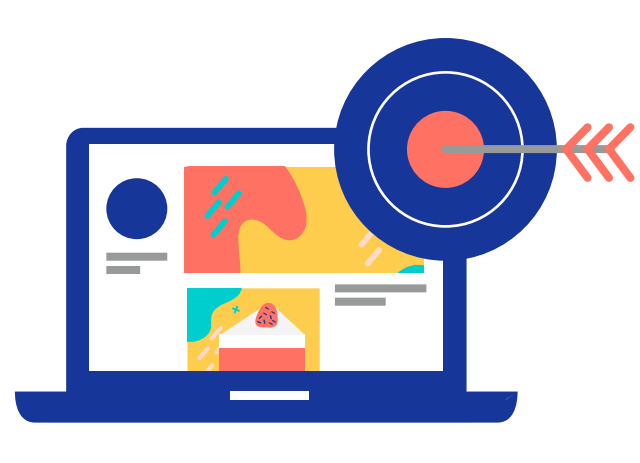


A wide choice of layouts



Easy to measure impressions and CTR

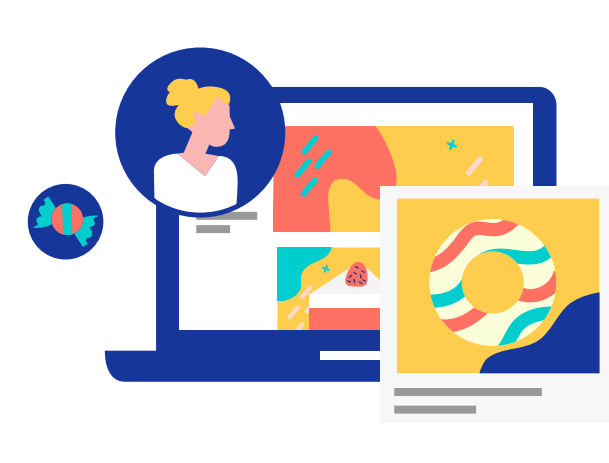
< Advanced tips >



Engage in smart remarketing
Send ads based on what customers have shown an interest in, both on your own channels and external sites.



Try cross-device targeting
Spread your ads across different devices based on individual user behavior.

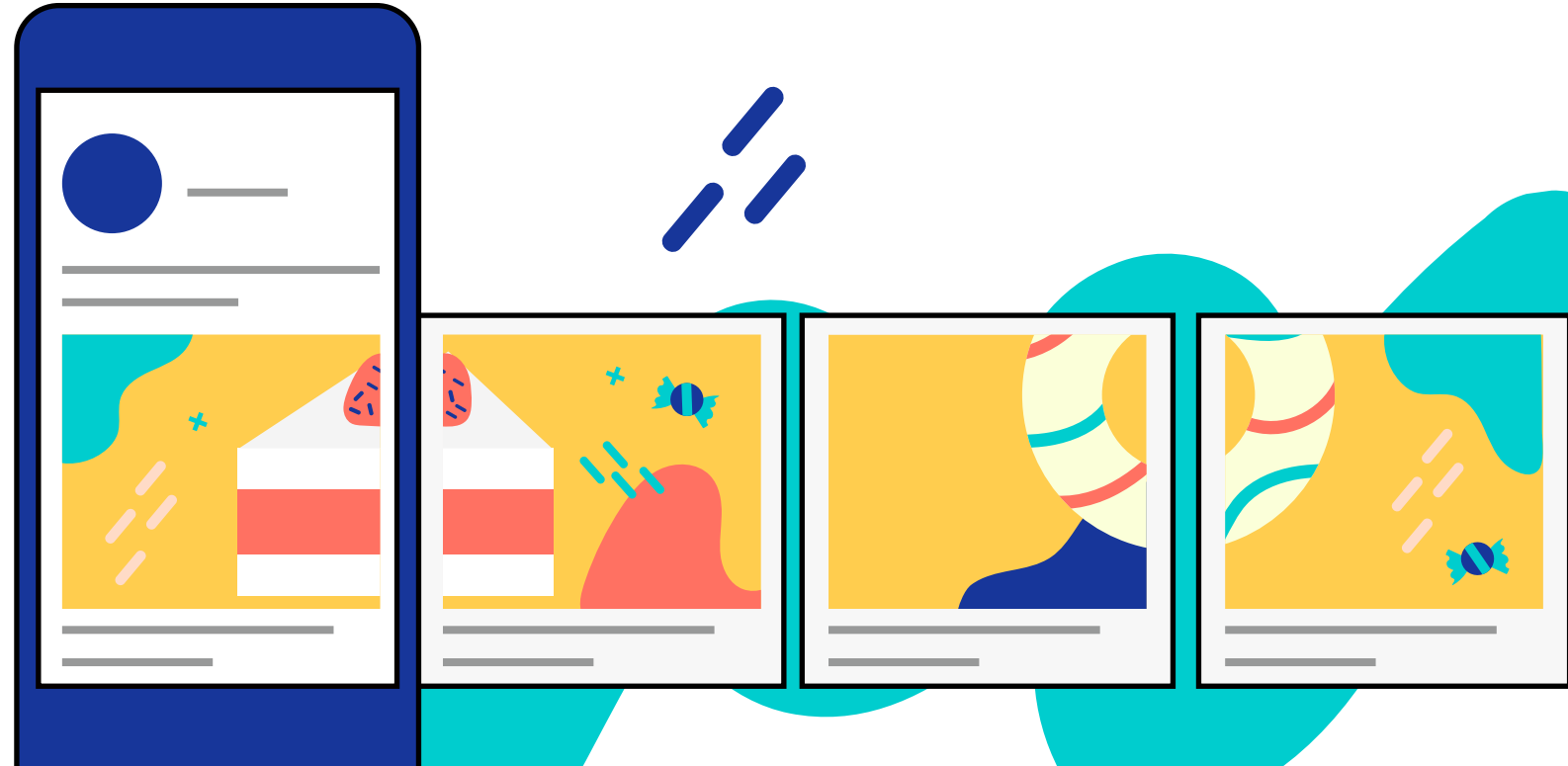


Use dynamic content
When powered by data feeds, you can show specific copy and/or ad creative to different consumers.

Carousel

< What is it? >

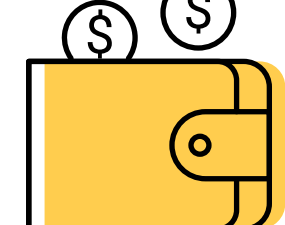
A type of ad that combines multiple videos or images as well as text. It usually includes between 2 and 10 cards or frames with links that customers can scroll to view.



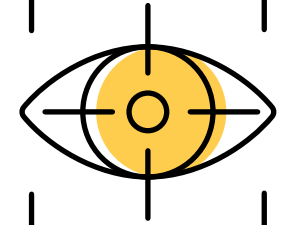
< Benefits >



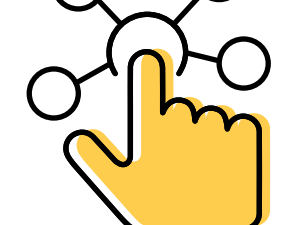
Multiple products or offers displayed at once



Cost-effective



Visually appealing

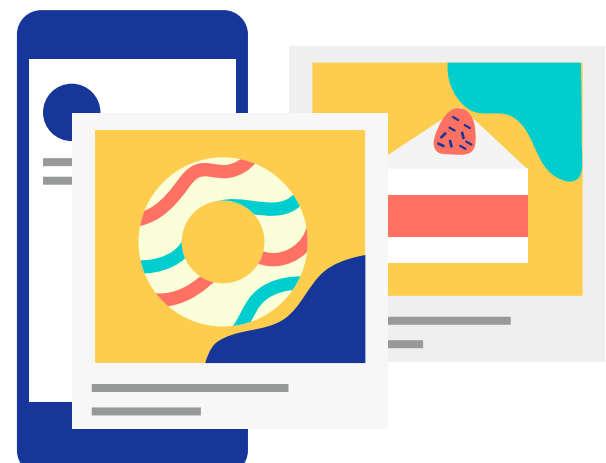


Interactive

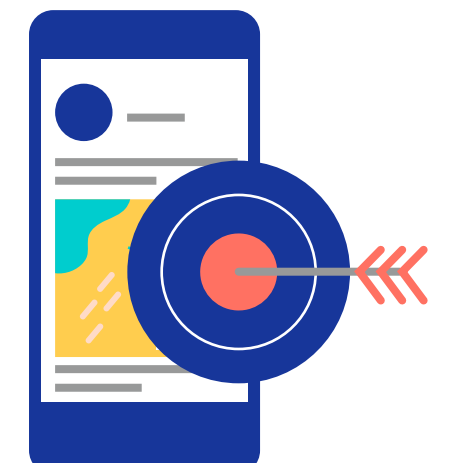


Drives more traffic

< Advanced tips >



Use targeted creatives
Use different headlines/creatives/links on each card to target different segments at once.



Boost your remarketing
Send a selection of relevant products, or more information about one product, based on what your audience is interested in outside of your channels.

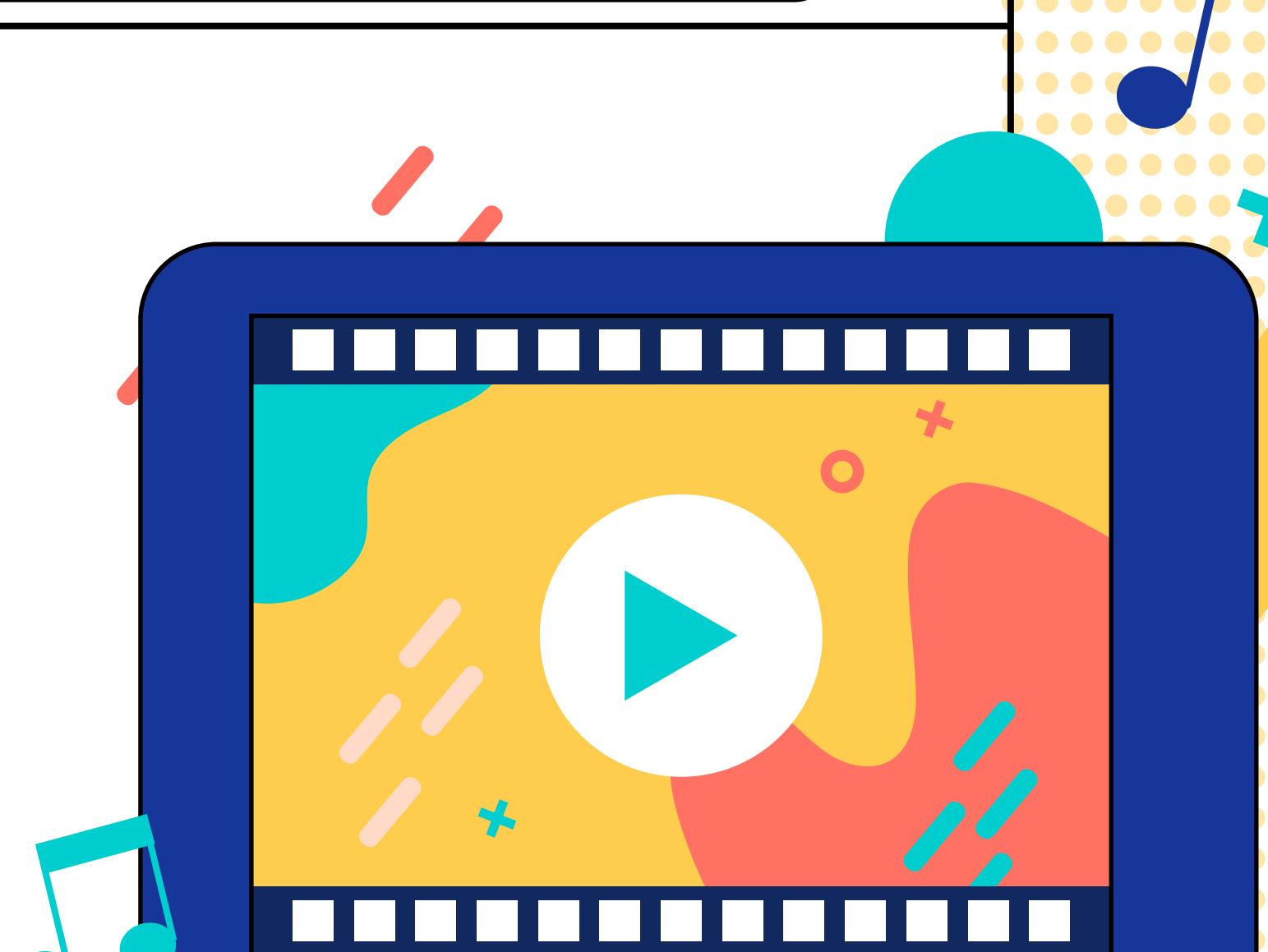


Have a first-slide focus
Lead with your strongest image and message.

Video

< What is it? >

An ad containing a video or an ad that appears before, during, or after any online video stream. Different types of video include demo, brand, how-to, live and 360.



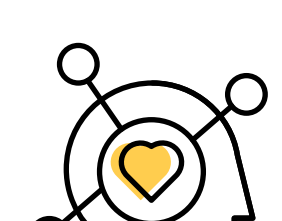
< Benefits >



Increasing popularity



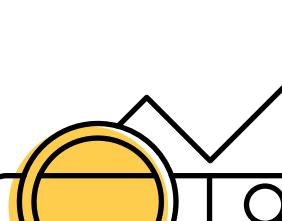
More engaging



Builds strong emotional connections

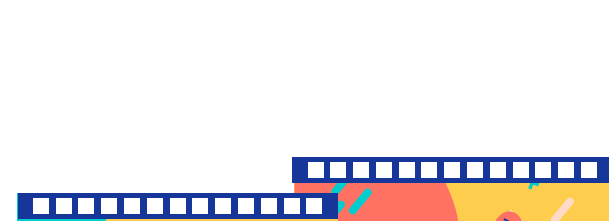


High CTR and conversions



Boosts website SEO

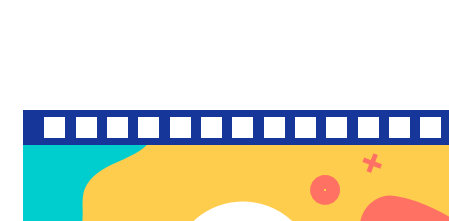
< Advanced tips >



Tell a story across different videos
Identify cross-device customer behavior and time your video messaging accordingly.



Enhance viewability with third-party tracking

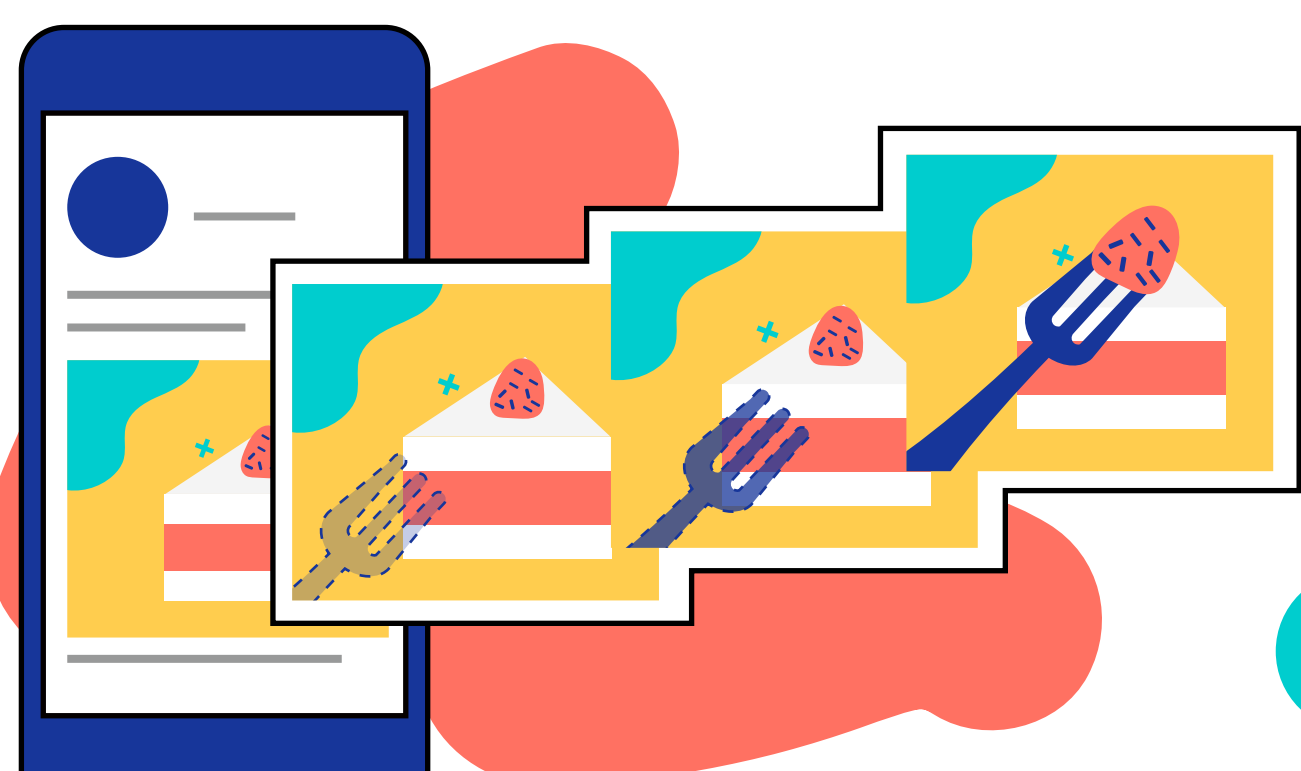


Keep them short

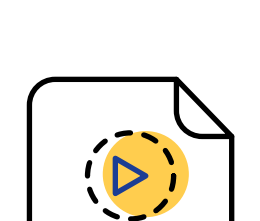
GIF

< What is it? >

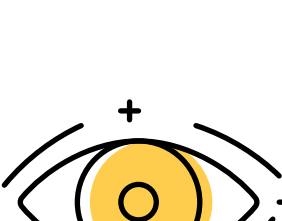
A GIF (Graphic Interchange Format) is a digital image file format used for both static and animated images. It usually includes a series of digital frames that work like a flipbook.



< Benefits >



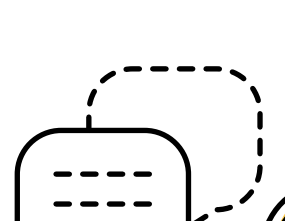
Customers love GIFs



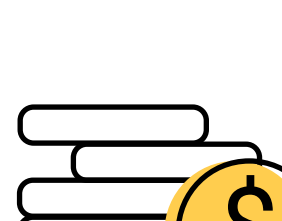
Visually engaging



Showcases multiple products or offers at once



Communicate more information quickly



Less investment than video and carousel

< Advanced tips >



Keep file size to a minimum
Compress so they are quick to load but still high quality.



Include 'above the fold'
GIFs are more impactful in emails if they are visible before a customer has to scroll.



Target GIF-loving customers
Use your data to identify the customer segment most receptive to GIF content, e.g., Millennials.

Engaging customers with the right creatives isn't just about choosing the right format. Effective targeting, personalized messaging, and effective delivery are what will keep them connected with your brand.

Are you interested in using AI to help you create more targeted, engaging marketing campaigns, and personalize at scale? Download our latest white paper "Stay Ahead of Evolving Asian Consumers: Secure Customer Engagement in E-Commerce With AI" for more in-depth insights.