STATIC PERFORMANCE

CREATIVE GUIDELINES

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STATIC CREATIVES FOR ESOME STATIC PERFORMANCE CAMPAIGNS

REQUIREMENTS:

Clear presentation of the product and/or brand (High level of information)

Low proportion of text in the image*

Clear call to action (CTA) buttons
(What are users supposed to do? What can they expect on the website?)

Use of CTA buttons offered by the platforms

RECOMMENDATIONS:

Test several creatives with different short texts

*Valid for inventories including text laid over a photo or illustration, text-based logos or watermarks, text in thumbnail images used for videos as well as cover or profile photos of promoted Pages

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