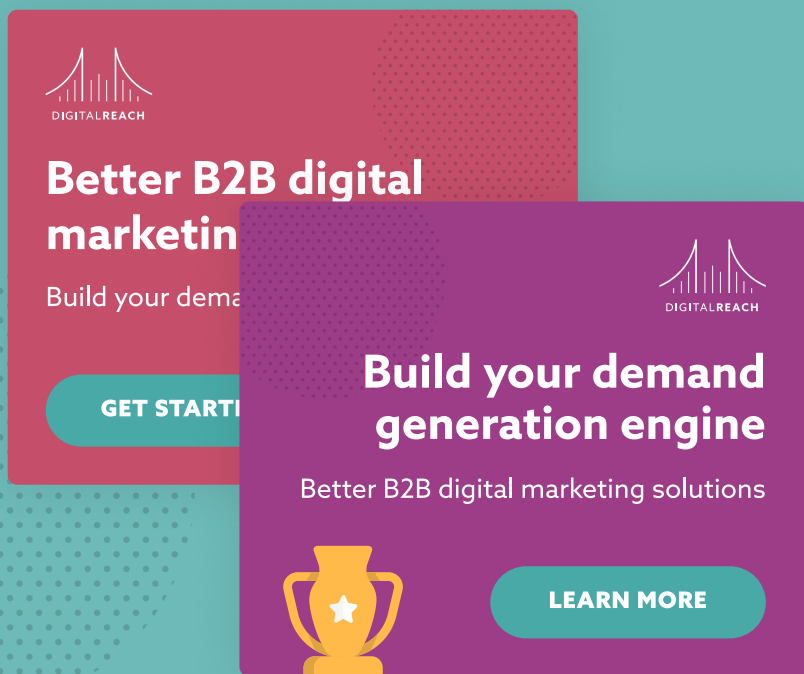


Display Advertising 101: DESIGN & CONTENT BEST PRACTICES



DISPLAY AD BEST PRACTICES



- ★ Avoid ad fatigue by rotating display ad design every few weeks.
- ★ Test multiple messages, but always keep your messaging on-brand.
- ★ Ensure your message is consistent through out the entire buyer journey.
- ★ Your campaign ads, landing pages, collateral, and emails should always look and feel the same.



THE ANATOMY OF A GREAT DISPLAY AD



TOP PERFORMING GOOGLE DISPLAY AD SIZES

