



Our 6 Mandatory Tips for Engaging Holiday Creative Assets

We asked Bidtellect's in-house creative services team their mandatory tips to get your creatives on the nice list. Remember, no matter how great your platform's placement and optimization capabilities, bad creative will kill engagement faster than you can say "naughty list."

It's also a process – a circle of refreshing copy and images. Make creative recommendations throughout campaigns to optimize performance. "Going live" is just the beginning.

Listen to the experts and remember these tips for your images, copy, and assets to distribute your holiday content meaningfully – and you'll surpass all your KPI goals!



It's the Happiest Time of Year – Keep it Positive!

Keep it positive! **Use positive adjectives in headlines coupled with happy images to increase CTR.** Cold, monotone creatives do not bring joy. Bonus: add puns or rhymes to make it even more...puntastic.



Refresh Your Holiday Creatives Constantly

Switch up your creatives! Better yet: rotate based on the event, as you count down to Black Friday, that big holiday sale, or new holiday release. Bidtellect's advanced platform optimizes to best-performing creatives (read more on Dynamic Creative Optimization) and our team will manually rotate creatives to find your best performance.



Keep the Holidays Front of Mind

'Tis the season: remember to **include at least one holiday reference in the image or copy**, or you'll risk seeming out of the loop (as well as suffering poor engagement).

Use the concept of "gift guides." Offer helpful, valuable tips and create content that's great to drive to. Think: find the perfect gift for "X" which doubles as calling out the targeted demographic, but in a fun, holiday way. **Be a holiday thought leader - and help your shoppers out!**



Which Images Perform Best?

Photographs perform better than animated images. Always. On that note, **children, pets, and people** in images perform best. Smile! Go solo: if using images with products, **one solo "feature" product** performs better than a group.

Take your static images up a notch with cinemagraphs, scroller units, and carousel units. These are highly effective at telling a short story and conveying a specific setting or emotion. They also drive maximum in-unit engagement. One advertising agency found that cinemagraph content tends to have more virality, with 71% higher organic reach than still photographs. Don't believe us? Check out this case study or this one.



Make Sure You Offer Deals and Promotions in Your Headline

Everybody loves a sale - especially during the holidays! So include deals, discounts, incentives, and reward programs in your copy. Bidtellect's [b]+studio consistently sees highest performance for headlines including a discount. Examples: promo codes, flash sales, bundle deals, free shipping, etc. Combine promotions (discounts or a special offer) with the shipping deadlines to incentivize your customers to start shopping. Most predict consumers will start shopping even earlier this year.



And finally...

CHECK YOUR SPELLING AND GRAMMAR. Misspelled words and grammar errors (unless it's a common colloquial phrase) are a bad look. P.S. "Your" is possessive, while "you're" is a contraction for "you are." Apostrophe before an "s" indicates a possessive noun; drop the apostrophe for plural, i.e. **Happy Holidays!**