Creative Best Practices for
Outbrain Buyers

Outbrain

Launching your campaign is as easy as...

1 | IMAGE/VIDEO

2 | HEADLINE

Master your own kitchen with these simple recipes

3 | BRAND/SITE NAME

sponsored by: Forks + Knives

Master your own kitchen with these simple recipes
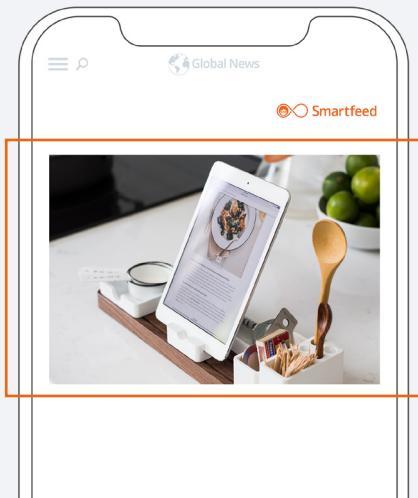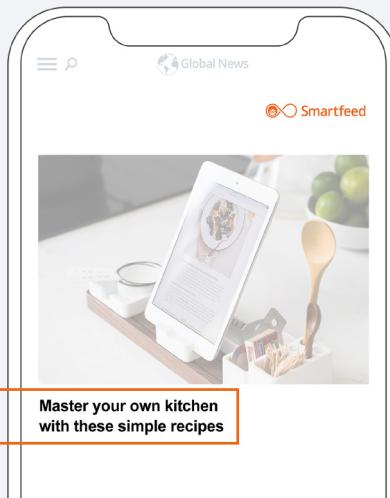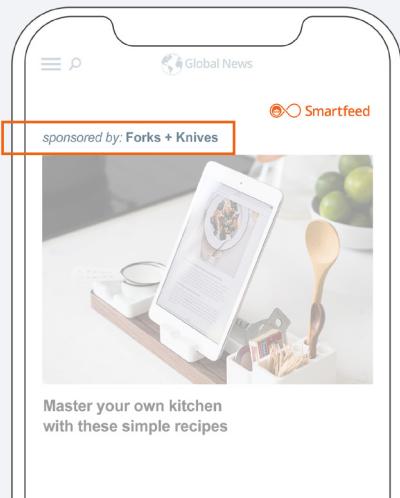
4 | DESCRIPTION

(optional & supported in select markets)

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Master your own kitchen with these simple recipes

Your first 10 recipes free
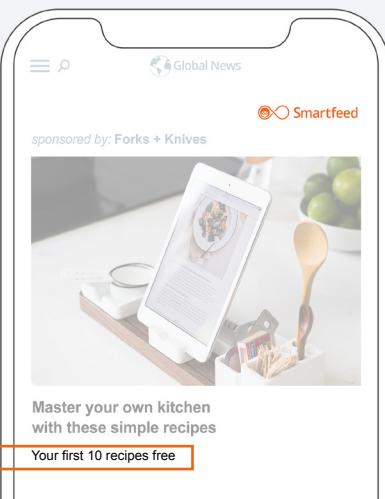
5 | CTA

(optional & pre-defined)

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Master your own kitchen with these simple recipes

Your first 10 recipes free

Download App

DONE!

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Master your own kitchen with these simple recipes

Your first 10 recipes free

Download App
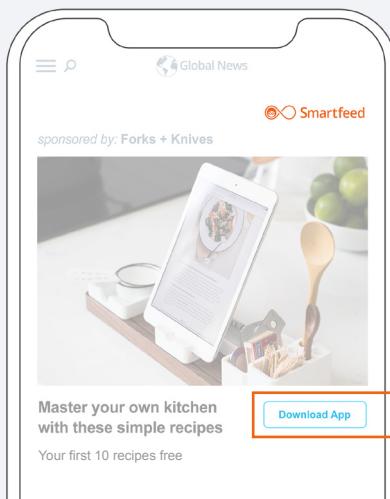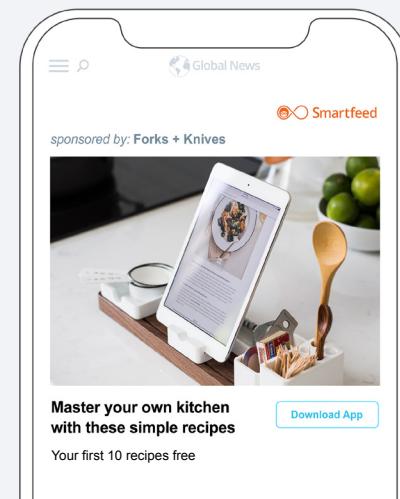
Outbrain's range of creative formats all require the same basic assets, making creation as turnkey as possible.

Access the world's largest supply of premium publisher native inventory, with Outbrain's unique Smartads – including native, video, and more.

Creative Specifications

To ensure the best possible user experience, Outbrain requires high resolution images and engaging titles to spark action from audiences.

1200px

800px

See Why These Sheets Are The Best You Will Find

Cedarlane

Image
1200 x 800 recommended
2.5MB maximum
600 x 400 minimum

Title
70-90 characters recommended
150 characters maximum
- *Outbrain copywriting services available, complimentary*

Brand or Site
60 characters maximum
The shorter the better

Image:

- 1200px x 800px recommended
- 2.5MB maximum
- 600px x 400px minimum
- Choose a high-resolution image that will interest your target audience

Title/Headline:

- 70-90 characters recommended
- 150 characters maximum
- 2 characters minimum
- Headlines should be engaging and informative!

Brand or Site Name:

- 60 characters maximum
- 2 characters minimum
- This should be short and concise

Description:
(Optional)

- 150 characters maximum
- Supported in select markets for both Amplify & OPA
- Optional feature to provide additional information or context
- Sometimes referred to as Body Text in various DSPs. (Refer to Outbrain's DSP set up guides for guidance on implementing Description for programmatic campaigns)

CTA:
(Optional)

- Optional and pre-defined for Amplify buyers
- Optional and customizable for OPA buyers - maximum 20 characters

*PLEASE NOTE: CTA and Description are supported across the majority of Outbrain inventory, but are not guaranteed to serve across all placements

Outbrain

Creative Best Practices

Headline Best Practices

- ✓ Use questions to encourage engagement
  Example: Looking to Invest Your Money? Read Here for Advice

- ✓ Include numbers when relevant, specifically odd numbers (10 and under)
  Example: 5 Powerhouse States Reducing Emissions From Power

- ✓ Test dynamic headlines (location-based or day-of-week) to personalize headlines
  Example: ${city}$ Loves This Mattress
  Example: Sale on Cars This ${dayofweek}$ at New York Auto

- ✓ Call out target audience in the headline to pre-qualify users
  Example: Millennials: Are You Looking to Buy a House?

Things to Avoid in Headlines

- ✗ Do not promise anything in your headlines without a trusted resource
  Example: 9 Out of 10 Doctors Recommend Our Product (with no data/hard facts)

- ✗ Excessive or missing capitalization
  Example: "LEARN MORE." A correct replacement would be "Learn More."

- ✗ Inaccurate, misleading, or overly sensational headlines
  Example: One Weird Trick That Will Melt Away Belly Fat

Landing Page Best Practices

- ✓ Always lead to relevant landing pages to avoid high bounce-rates

- ✓ Limit "click out" opportunities such as pop-up ads that divert from the main goal

- ✓ For lead generation, drive to sign-up landing pages

- ✓ If your goal is to drive sales, drive to product or service pages

- ✓ For brand awareness, leading to earned media tends to perform well

- ✓ For conversion-focused goals, include easy-to-spot call-to-actions

Carousel Best Practices

- ✓ Create Carousels with 3-5 cards as users tend to drop off after that

- ✓ Test different CTAs

- ✓ Lead to several landing pages within the Carousel

Video Best Practices

- ✓ For longer-form videos (:30-5:00) use Click-to-Watch video which is sold only through Amplify by a CPC

- ✓ For shorter-form videos (:05-:30) use Outstream video which is sold only through OPA or Zemanta by a CPM

Image Best Practices

Avoid using images with text in them.

Do not use images that are unrelated to the headline and/or landing page.

Example Text

Portraits work better than people in action.

Always use a high-resolution image.

Lifestyle images tend to perform better than cartoons or stock images.

Avoid logos or promotional messaging.

If promoting a product, try including it in the image – something displayed in an attractive way engages consumers to click.

Try using close-up images rather than wider shots.