Display Ads

Border to unobtrusive banner ads found on web pages.

Placement: at top, middle, or sidebar in an email.

Size Options:
- 728 x 90
- 300 x 250
- 970 x 250
- 970 x 550

Native Ads

Appear to blend seamlessly with the content.

Strict guidelines dictate that native ads must be clearly labeled as paid advertising.

Content is perceived as higher quality.

Highly engaging and effective.

Image Design Tips

Make an Impact
Use impactful images that are eye-catching and colorful.

Keep it Simple
Simple, uncluttered images with a single focus are more attention-grabbing.

Feature People
Images that contain people are best, adding a human element to show your product at work.

Quality is Key
Choose high-quality images, but with a reasonable file size for faster loading.

Text Tips

Find your Voice
Brevity, impact, and active voice are critical.

Keep it Short
Use just 8-10 words to convey your message.

Speak Directly
Directly reference your specific audience to cut straight to the chase. (For example, use “mom” or “athletes” instead of “people.”)

Be Intriguing
Use intrigue to entice users to want to know the “secret.”

Don’t forget to test!
A/B testing different image and headline combinations can provide insight into what works to engage your audience. Adjust and test often to be sure you’re optimizing every impression.

Get the Most Out of Native

Native ads are very effective in getting clicks, especially when designed right. Read our list below to learn how to make your native ads pop!

Choose the Right Ad Format

Get in touch to see how we can help you reach your audience engagement goals! Contact us today at: sayhello@jeeng.com