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!

### 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 good 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 (e.g., “moms” 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.