**Research** – Yahoo! Ads

**About Yahoo ads:**

**TYPES OF ADS:**

**Native:**

**Search:**

**To maximize clicks:**

* Write the best possible ad
* Tap in to latest news, trends and seasons
* Ask yourself, “Would I click this?”
* Test it
* Always have at least 5 ads

**TEXT:**

* Clear, factual, specific, relevant to your keywords
* Good grammar
* Avoid superlatives
* Avoid excessive capitalization
* Avoid exclamation points
* Be sure your ads and keywords comply with Native & Search policies
* Make sure the audience feels your message (feel, not think)
* Talk to the audience, not over their heads. They aren’t experts.
* Make believable claims. Be truthful, honest. Earn their trust.
* Call to action: make an offer, motivate the undecided, offer extra info that compels users to take the next step.
* Be relevant
* Keep message on-brand
* Be bold; use strong, enticing language, but don’t drive users away feeling they have to commit too early on
* Be short and to the point
* Be persuasive
* Use Igniters, Enlighteners, send to a site



**LOOK UP:**

* What is “content native”
* Native & Search policies

**TITLES:**

* Benefits, not features: Solve a problem, empower the user
* Keep targeting segments in mind
* Use title case
* Directly relate the product/service to the user
* Make full use of the 50 characters

**DESCRIPTIONS:**

* Should be a natural read
* Avoid extraneous punctuation
* Use sentence case
* Use Sponsored By field to tell users who you are
* Make full use of the 150 characters

**GRAPHICS:**

* Try not to use logos
* Faces perform well
* 1200 x 627

|  |  |
| --- | --- |
| **MAIN IMAGE** (Required) | * 1200x627 image
* Wide aspect ratio main image.
* Asset Name: secHqImage
 |
| **ICON IMAGE** (Required) | * 82x82 max, may be slightly smaller
* For app advertisers, this is the app icon
* Asset Name: secImage
 |
| **AD TITLE** (Required) | * 50 maximum character length string of ad headline
* Provide enough space to display the entire length of the Ad Title
* Asset Name: headline
 |
| **AD COPY** (Required) | * 150 maximum character length string of ad text
* Provide enough space to display the entire length of the Ad Text
* Asset Name: summary
 |
| **ADVERTISER NAME**(Required) | * 30 characters maximum
* Provide enough space to display the entire length of the Advertiser Name
* Asset Name:**source**
 |
| **CTA TEXT**(Required) Only provided for the Install Ads (?) | * Text for a button
* 12 characters maximum
* Use "Install" with app advertisers and "Learn more" with non-app advertisers
* Provide enough space to display the entire length of the CTA Text
* Asset Name: callToAction Note: this asset is provided only for the Install ads.
 |
| **SPONSORED MARKER**(Required) | * Text for a button
* 12 characters maximum
* Use "Install" with app advertisers and "Learn more" with non-app advertisers
* Provide enough space to display the entire length of the CTA Text
* Asset Name: callToActionNote: this asset is provided only for the Install ads.
 |
| **APP RATING**(Not Applicable) |  |
| **APP CATEGORY**(Not Applicable) |  |

**Source:** <https://developer.yahoo.com/flurry/docs/publisher/gettingstarted/nativeadguidelines/>