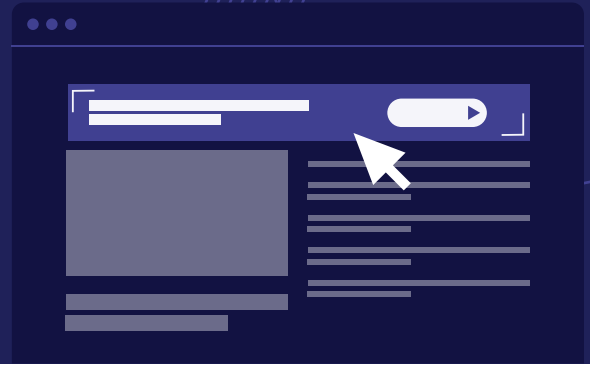**INDUSTRY DIVE**

Best Practices

Web Display

Content tips

› **Trending topics**
Popular titles include top trends, benchmark reports from the year prior, timely current events and the future of a certain topic. This content works especially well with native ads, which are placed among our editorial content and mirror our newsroom coverage.

› **Listicles**
Listicles are a piece of writing or other content presented wholly or partly in the form of a list (e.g. "5 ways to…" or "10 tips on…"). These eye catching titles stand out to our audience and drive clicks.

› **Events with a date**
Webinars, expos, conventions, conferences and summits are all popular with our readers, who are always seeking out continuous learning and networking opportunities within their respective industries. Adding a date drives a sense of urgency and encourages readers to take immediate action.

› **Downloadable assets**
From whitepapers to reports to guides, an array of gated assets can be successfully promoted in display ads. By providing our readers with a downloadable asset, you present your brand as a thought leader within the industry while collecting leads from users who opt-in.

Creative tips

› **Eye-catching images**
Pairing quality content with visually appealing images is a great way to capture a reader's attention. We also recommend keeping images consistent across display ads and landing pages to increase user recognition of the content.

› **Asset cover imagery**
Ads that provide a preview of what readers will be downloading from your site perform well among our audience, especially with our native ads (which accept a 300x300 image).

› **Unique calls-to-action**
Consider out-of-the-box action phrases to grab attention in your web display ads, such as: Explore What's Next, Find Out More, See Promo Code, and Let's Talk.

› **GIFs**
An easy way to make your web program stand out is by catching our audience's attention with an animated ad. GIFs can either slowly rotate one part of the image (such as a button) or the entire image. We recommend keeping them simple in order to draw attention to the content.