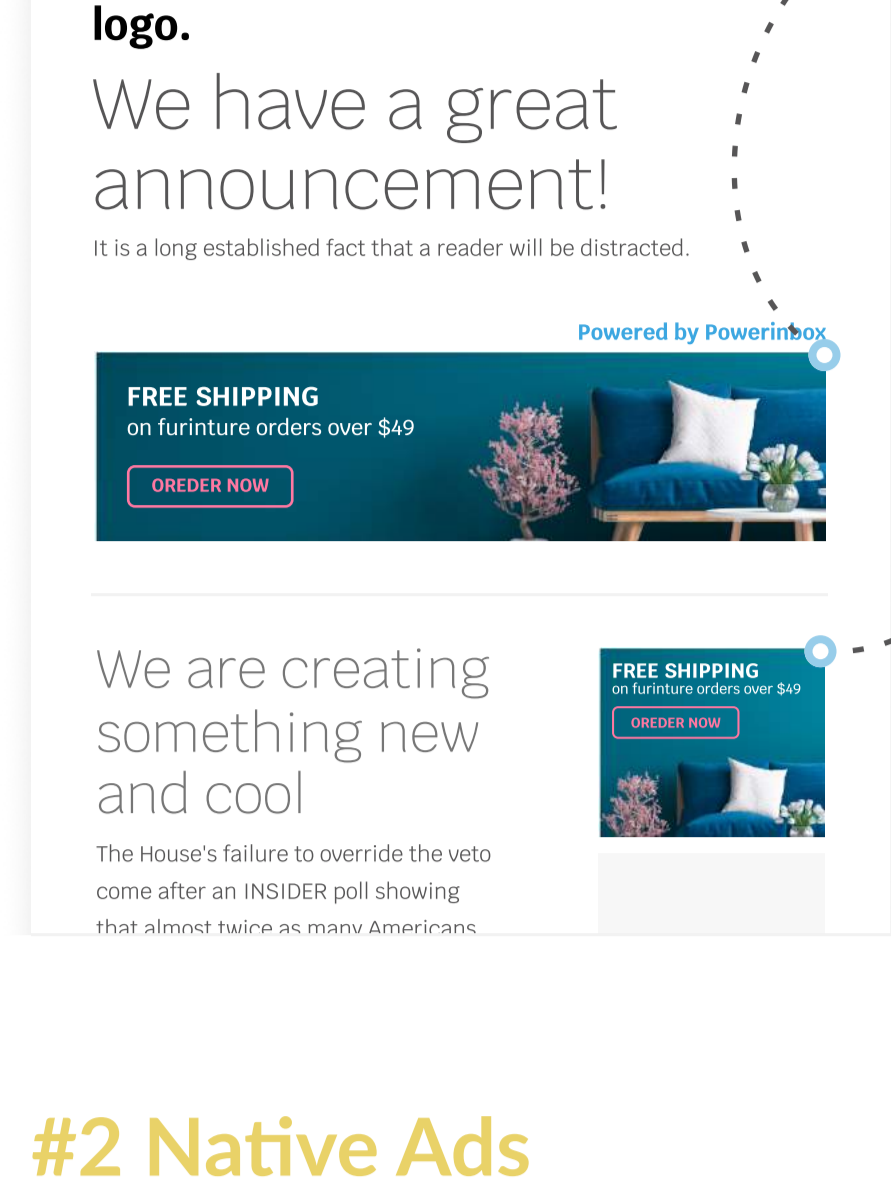


# Choosing the Right Ad Format

Advertisers have a wide range of options to choose from when it comes to the format and style of their ads.



## POWERINBOX OFFERS 3 MAIN TYPES



### #1 Display Ads

Similar to conventional banner ads found on website pages

**Placement:**  
at the top, midway or sidebar in an email

**Size options:**  
300x250   
728x90   
970x250   
with image sizes under 1 MB

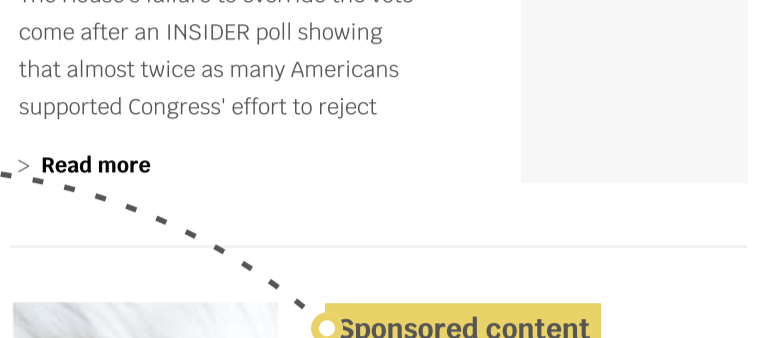
### #2 Native Ads

Appear to blend seamlessly with the content

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

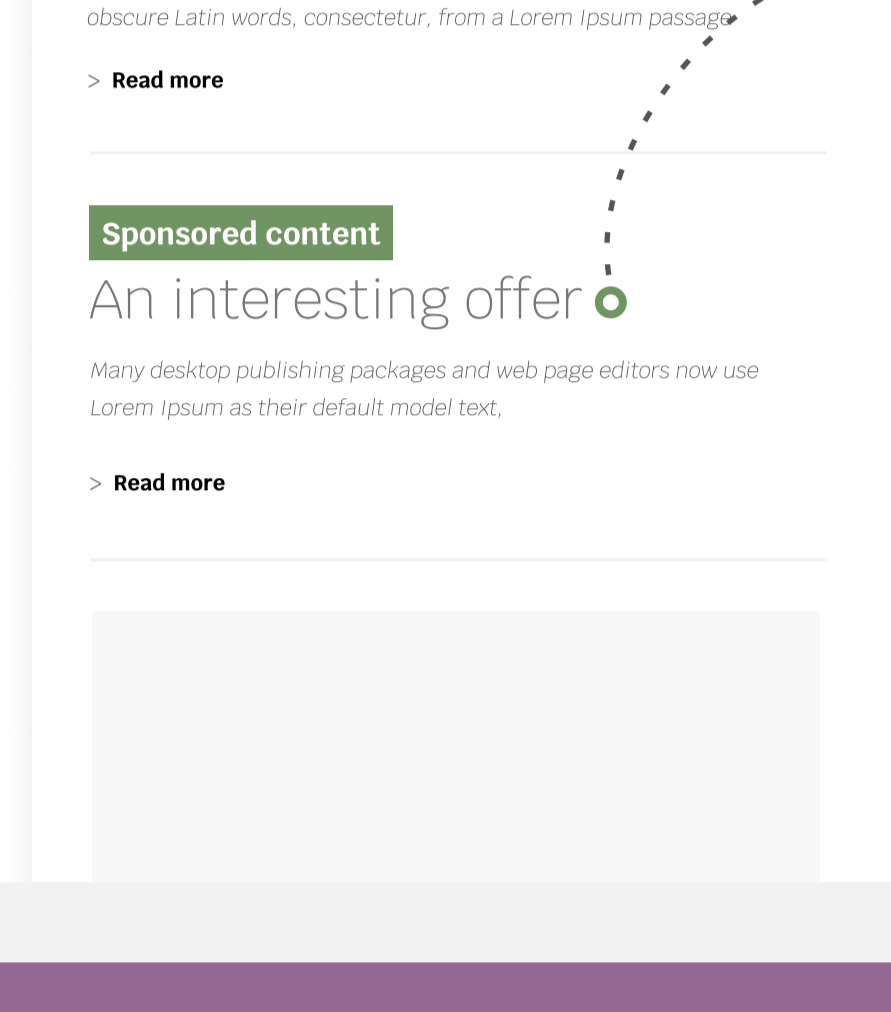
Content is perceived as higher quality

Highly engaging and effective



**Sponsored content**  
An interesting offer  
Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text.  
> Read more

Our top 20  
Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage  
> Read more



### #3 text Ads

Blend in, similar to native ads.

Appealing for minimalist **text-only** email newsletters with no other graphic elements or images.

Must be **designed into an image**, with the entire image being clickable.

## WE ARE HERE TO HELP

Launching a digital ad campaign with a new platform can feel a bit daunting. But, rest assured that your team at Powerinbox is here to help every step of the way.

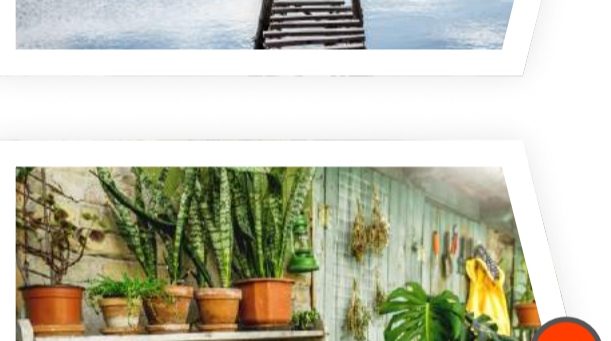
If it's your first foray into advertising with digital publishers, or you're a seasoned pro, our mission is to help you achieve your goals. Whether it's increased traffic, higher conversions or adding new revenue, advertising with the Powerinbox monetization ecosystem can put your content in front of high-value opt-in audiences from some of the top publishers.

## NATIVE AD CREATIVE DESIGN TIPS FOR EMAIL

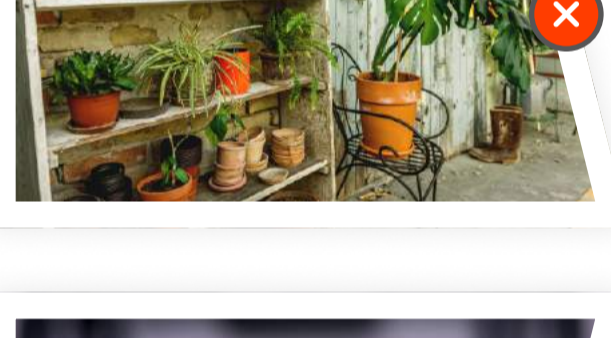
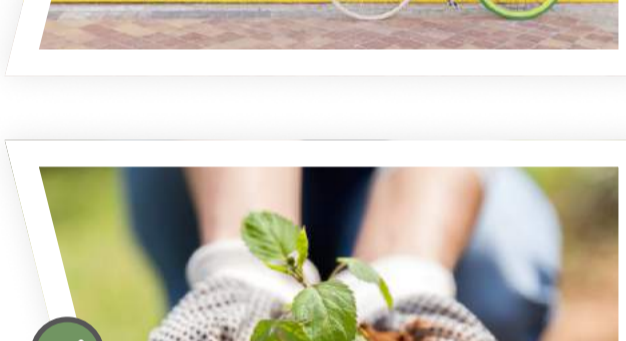
Critical design elements can make a significant difference in the impact and effectiveness of native ads to entice people to take the desired action.

In native ads, there are basically two components, the title and the image. Here are some best practices tips for both:

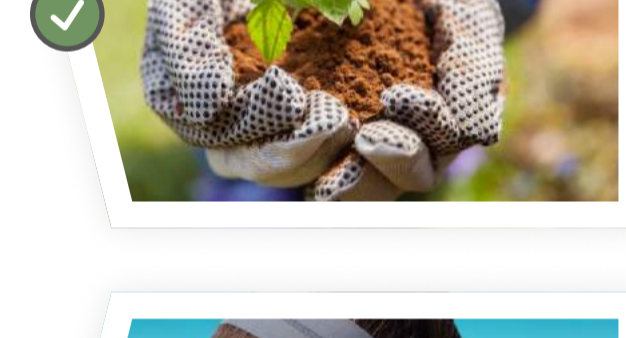
### Image



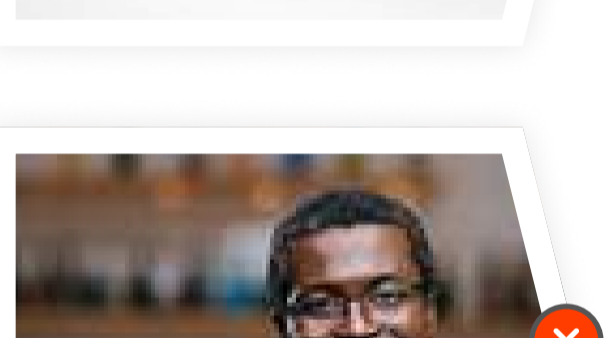
Use impactful images that are **eye-catching and colorful**.



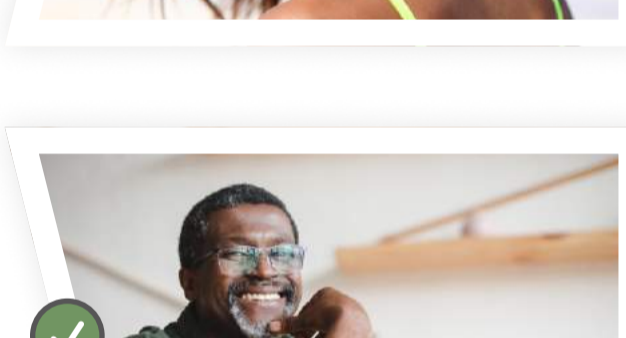
Simple, uncluttered images with a **single focus** are more attention-grabbing.



Images that **contain people** are best, adding a human element to show your product at work, being used and enjoyed, which makes it more relatable and desirable.



Choose **good quality images**, but with a reasonable file size for faster load



### Text

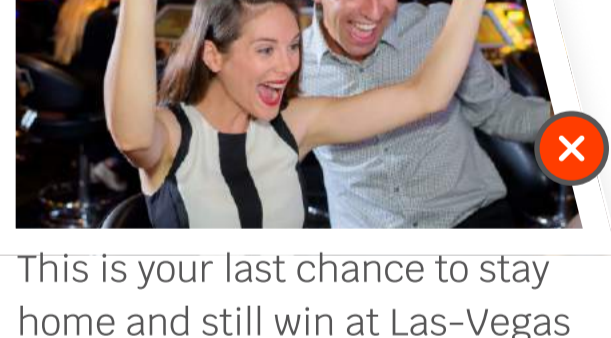


**Brevity, impact and active voice** are critical

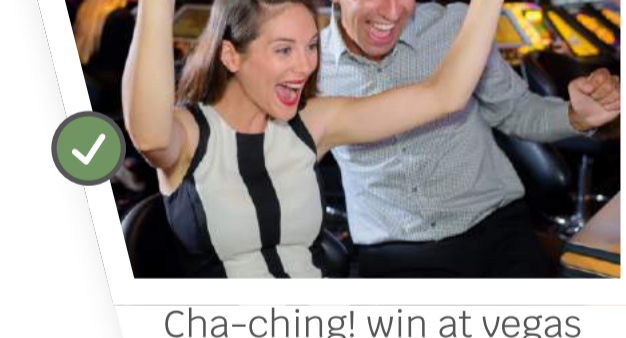


Decorating for the holidays should be fun and enjoyable.

Give your home a holiday makeover with new decorations!



Use just **8-10 words** to convey your message

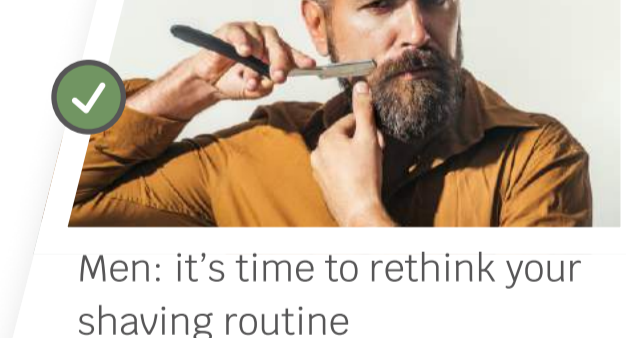


This is your last chance to stay home and still win at Las-Vegas slots

Cha-ching! win at vegas slots from your home

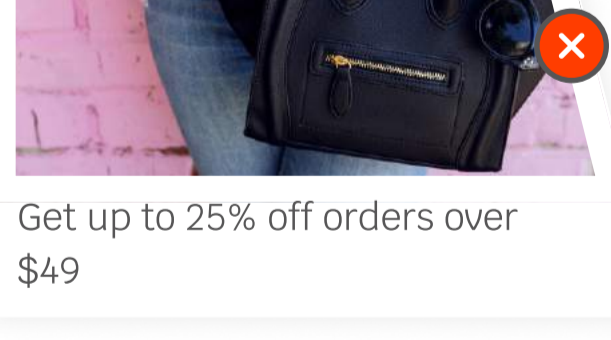


**Directly reference your specific audience** whenever possible (for example, use "moms" or "athletes" instead of "people.")

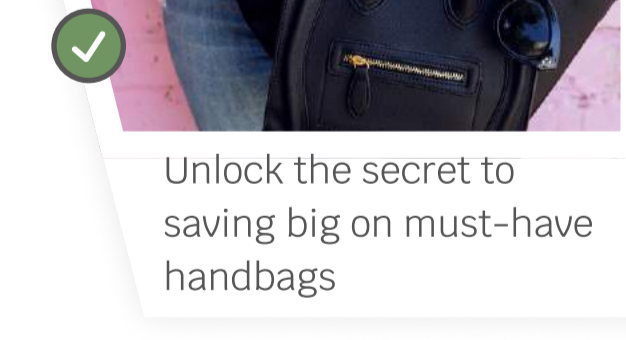


New razor study will make most people think twice

Men: it's time to rethink your shaving routine



Use **intrigue** to entice users to want to know the "secret."



Get up to 25% off orders over \$49

Unlock the secret to saving big on must-have handbags



### 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.

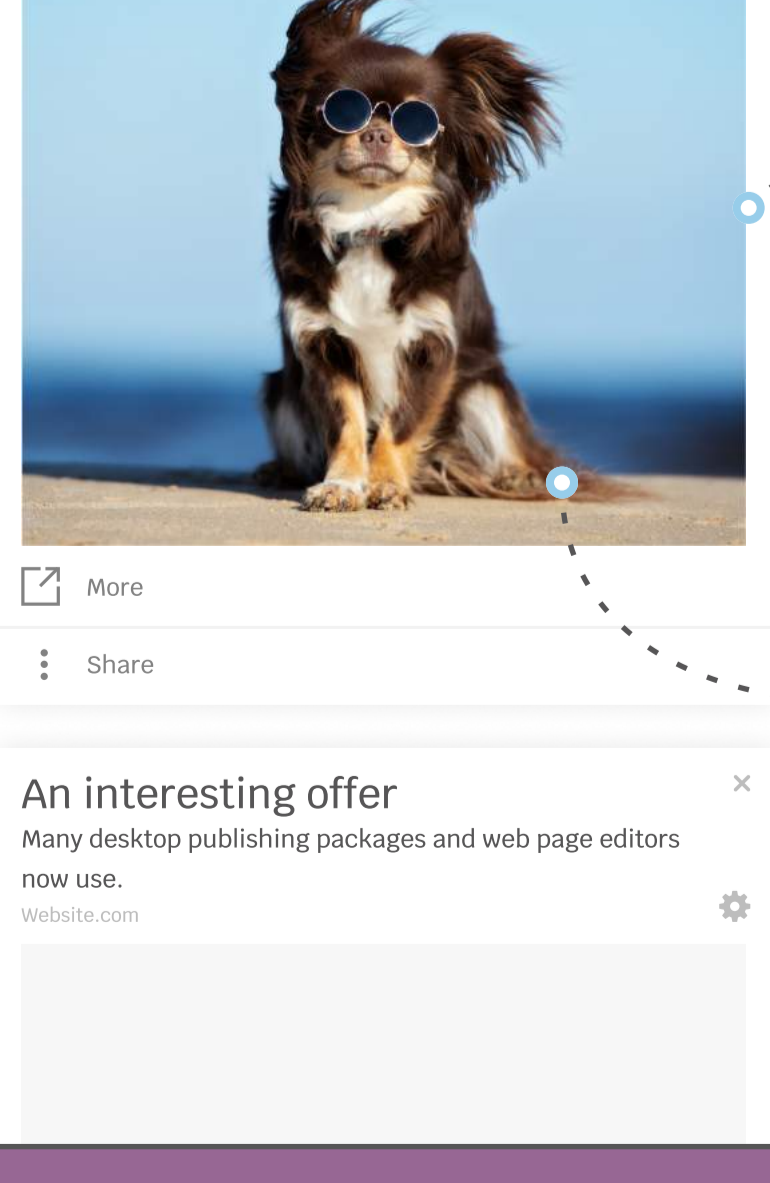
## NATIVE AD CREATIVE TIPS FOR PUSH NOTIFICATIONS

Push notification advertising is one of the hottest new trends in audience engagement, not only because they're new and novel, but also because they're an immediate and direct one-to-one channel with your target audience.

The small space, however, makes designing creative a bit more challenging. Here are some tips:

**Copy:**  
Very brief headline/ title (2-3 words/ maximum of 20 characters) plus a short description of XX characters max.

**Keep it simple:**  
Use bright colors, bold images, simple design & brief text



**Character count:**  
40 characters max

**Our image size:**  
300x250 (or square) with 1 MB max

**The design:**  
must be quick-hitting, relevant & interest-driven

Push notification is a new and exciting opportunity, and we're here to help! Your RevenueStripe team is a one-stop resource for campaign success.

Get in touch to see how we can help you reach your audience engagement and revenue growth goals today!