



Product ads design guide

Turn heads with your ads!



Introduction

Tips and tricks for crafting effective ads

Get noticed with your ads! This ebook gives you practical tips on making ads that really work. From high-quality product photos to ensuring design consistency and adding dynamic elements, prepare for a whole new level of ad creation!

- **The 'Why'**
- **Product photo**
- **Breaking down the brand**
- **Designing**
- **Dynamic product info**
- **Arranging your banner**

The 'Why'

Investing time in creating visually appealing ads pays off. Our clients use the Image Editor to craft variable ad visuals and are testing them against both each other and the simple ads they ran before.

This is what've discovered:

38-42%

Ads with more layers outperform simple ones by 38-42%.

30%

Clients using our Ad templates have seen a 30% increase in ad spend return.

43%

Displaying brand information increased ad performance by 43%.

20%

Showing the price boosted effectiveness by 20%, pre-qualifying potential buyers.

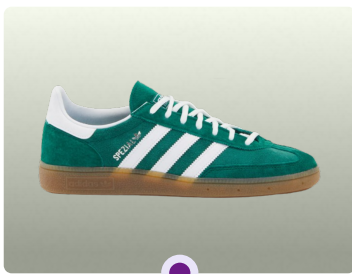
Test it yourself and discover your own patterns.

Product photo

Great product photos and how to make them shine.

The initial important step in designing a great banner ad is to give special attention to your product. Snap a **high-quality photo** that showcases its best features. Optimize the image by **removing distracting elements and cropping the background**, so your product stands out as the main focus.

A high-quality and clear photo sparks interest and builds trust with potential customers. Creating a visually appealing and professional representation of the product is key for a successful ad design that connects with and pulls in your target audience.



Low quality image:



Bad background crop:



Breaking down the brand

Examine colors, fonts, and graphics for successful banner ad design

Now we take a close look at the brand's visual characteristics. **Focus on key elements such as colors, fonts, and graphic elements** that set the brand apart from competitors. When choosing colors and fonts, consider the brand values and the emotions you want to convey.

Even small details like button shapes and corners can impact the overall impression and harmony with the brand's visual identity. **Consistency in using these elements helps build a strong and easily recognizable brand**, a key factor for successful banner advertising. Analyze and apply brand visual elements in a way that aligns with its identity and resonates with the target audience.

Sample e-commerce brand:

The banner features a woman with red curly hair wearing a denim shirt, set against a light gray background with white and yellow geometric shapes. The text 'SUMMER 2024' and 'NEW COLLECTION' is prominently displayed. A red 'SHOP NOW' button is located on the left. The banner is framed by a dark blue header with contact information and social media links, and a dark blue footer with navigation links.

Brand colours:

Font type:

Graphic elements:

Designing

Crafting clickbait headlines, badges and backgrounds to stand out

Another important aspect of creating banner ads is skillfully designing individual elements. **Building on the previous brand analysis**, aim for a simple and visually pleasing look for backgrounds, headlines, labels, and other design components.

Stick to a consistent visual theme with the colors, fonts, and graphic styles you've identified as characteristic of the brand. **Pay attention to details such as sharp or rounded edges of graphic elements. These small considerations add up, enhancing the overall appeal and uniformity of the design.** This way, you will reinforce a consistent visual impression, ensuring your banner looks polished and cohesive. Design elements should reflect brand's personality and values.

Product headline:

HANDBALL SPEZIAL

Price subheadline:

67 EUR

Badges:

-11%

 Free delivery

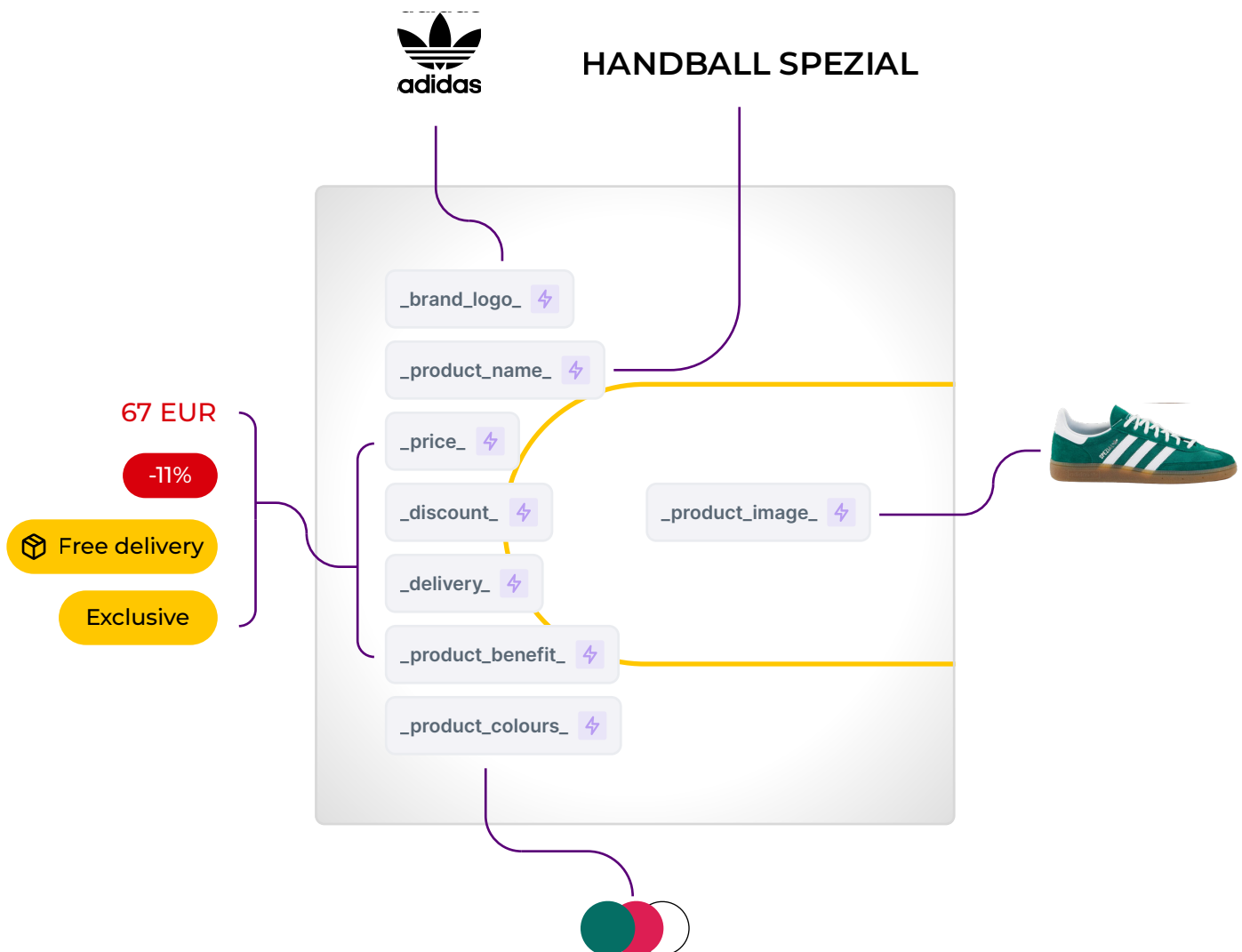
Exclusive

Dynamic product info

Spice up your banner designs using dynamic feed variables

Now, you should focus on making your ad look as relevant as possible. You can achieve this by adding dynamic elements from your product feed. Display the current and sale price, percentage discount, promotions, availability, shipping, custom labels, and brand logos in the way you want.

This personal touch, driven by real-time data from the product feed, boosts the effectiveness of ads by up to 27 percent. Dynamic content not only grabs users' attention with pertinent details but also adds a touch of urgency and interaction, significantly boosting the performance of banner ads and encouraging immediate action.



Arranging your banner

Getting the layout right

Since you've come this far, pay close attention to how everything is arranged, or in simpler terms, the layout. **It's smart to make sure that the design of the banner matches the product details on the e-shop.** This way, customers will quickly see a visual connection and link the banner to a specific product. The arrangement of elements like buttons and information should be easy for potential customers to understand at a glance.

Place important info where it's easy to find, and make sure the overall layout creates a smooth and enjoyable experience for users. **If you're unsure, remember that in the Western world, people read from left to right and top to bottom, so consider this when organizing elements in your banner ad.**

A consistent and well-thought-out layout plays a vital role in creating a banner ad that connects with the target audience and encourages them to take the desired actions.

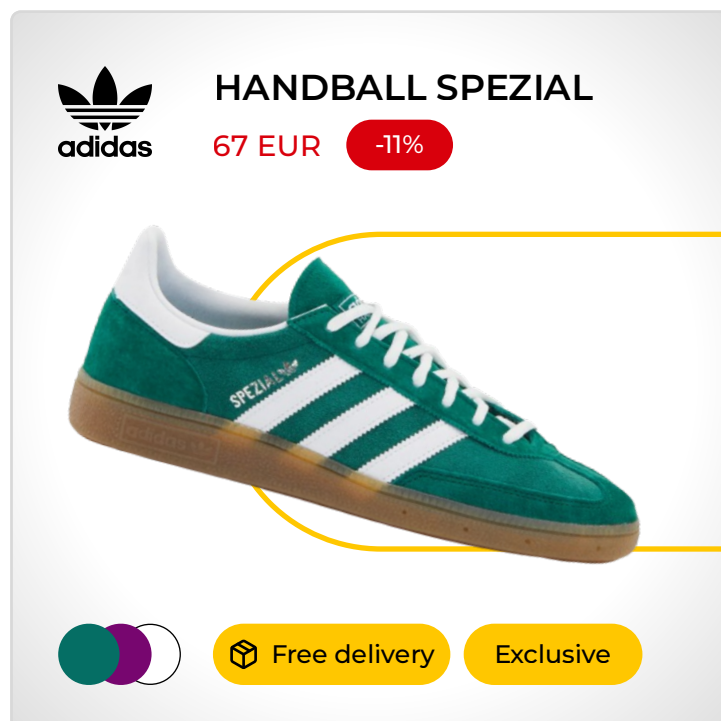
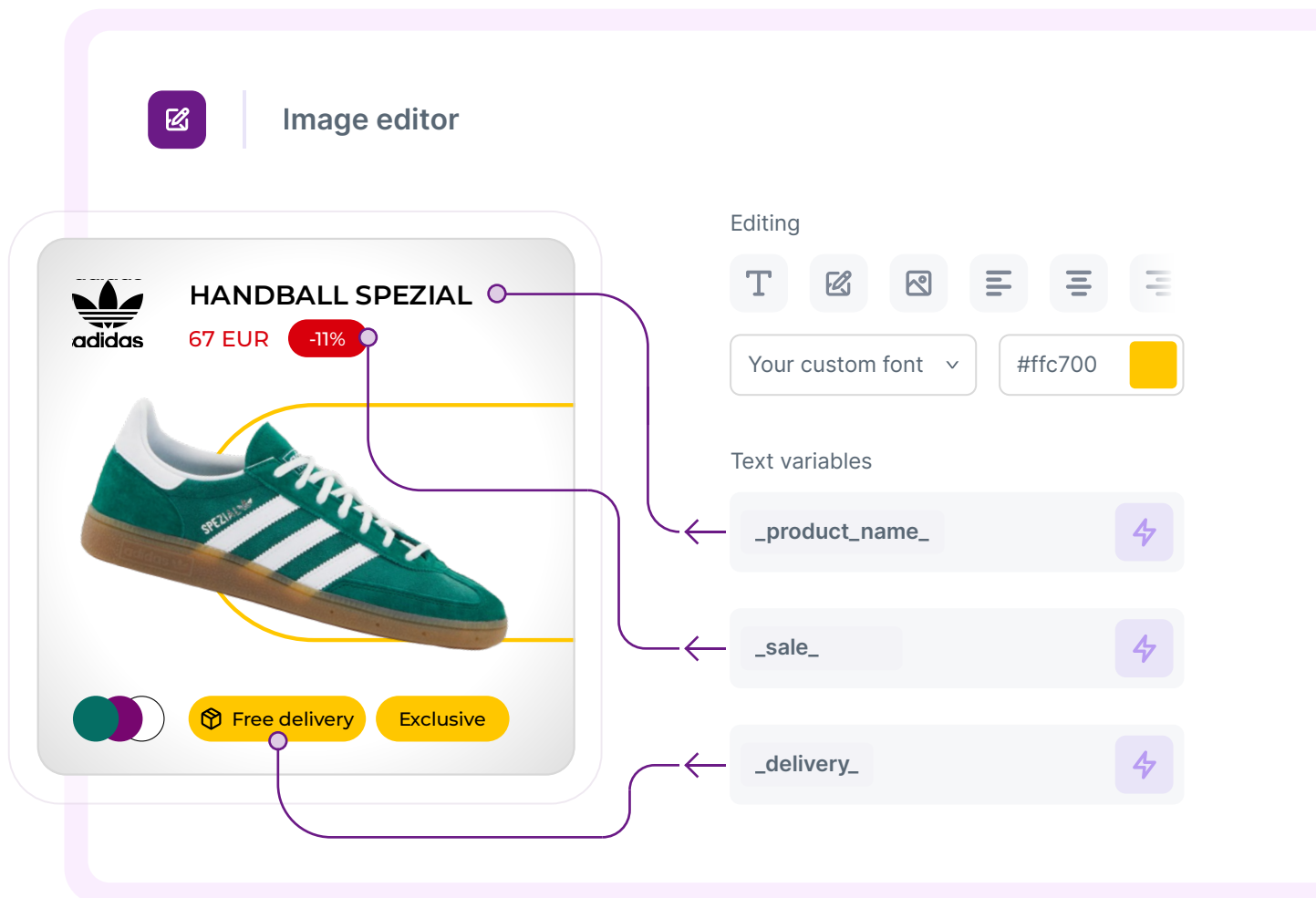


Image Editor

Make your ads stand out with Dotidot's Image Editor

Now that you know what to do, let's introduce something that helps you with the 'how'. With Image Editor you can **mass edit your product or Asset images** in any way you want. Need to **add more of your brand identity** into your Ads? Sure, just **upload your fonts and assets**. Wanna **add different background, percentage discount from your feed in your images?** No problem. Wanna feature some shopping season graphics? No problem either.





Make your ads succeed

Whether it's top-notch product photos, well-planned layouts, or dynamic details from the product feed—every step is crucial for success. Remember to analyze your brand's look and use practical tips for arranging elements.



With this know-how, you can create banner ads that not only look good but also bring in great results, helping you reach your business goals. With Dotidot's Image Editor, everything mentioned in this guide will be a piece of cake for you, no matter if you have thousands of products listed.



Best of luck in creating your next standout campaign!



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