

Three of the most important elements of a display ad are the message, image and design. This checklist outlines how to create effective display ads so that advertisers can improve conversions, brand recall and engagement.

Build a strong foundation

- 1. When possible, use sizeless formats like text or HTML5 templates. When using image formats, upload in HD sizes and be sure to include at least 300x250, 728x90, and 160x600.
Why: *This helps maximize your reach across devices and formats. When you provide image ads in those three dimensions, we'll automatically resize them to fill more placements on the Google Display Network.*
- 2. Use dynamic ads to provide the most personalized experience possible.
Why: *People who see ads with the actual offer they viewed, or similar offers, are more likely to return to your site to complete a purchase.*

Craft a message worth their while

- 3. Tailor your ads to the different stages of the purchase funnel.
Why: *Delivering the right message at the right moment can encourage response and help navigate customers to purchase.*
- 4. Include unique selling points, prices and promotions.
Why: *Make it easy for people to differentiate your service or products from competitors. People are also more likely to engage with ads that help them self-select before they click.*

Captivate consumers with eye-catching images

- 5. Consider featuring peoples' faces and lifestyle imagery.
Why: *More personable images tend to drive stronger results than product shots.*
- 6. Keep your ads looking on-brand and flaunt your logo in every frame.
Why: *Your ads should match the look and feel of your website. Keeping your logo in all frames can highlight your brand and increase credibility.*
- 7. Animate the message, but don't overdo the interactive elements.
Why: *Animation can help focus attention on the copy and the call-to-action off the bat.*

Be strategic about your design

- 8. Keep your text and images complementary and visually balanced.
Why: *This will lead to a better ad experience and ensure your key messages are communicated clearly and effectively to the viewer.*
- 9. Choose high contrast color schemes and art elements that demand attention, but don't abandon your brand guidelines.
Why: *Vibrant contrasts and colors can create visual excitement and help your ad stand out to consumers.*
- 10. Always use a big, clickable button for your call-to-action.
Why: *Your CTA button is the main element that you'll want your visitors to notice and click on to complete a conversion.*
- 11. Ensure the message on your landing page matches the message in your ad.
Why: *This can have a positive impact on your users, conversion rate and quality score.*

Don't forget to test and optimize

- 12. Prioritize your ad optimization efforts.
Why: *Beginning with the highest volume ad groups allows you to maximize the returns that ad optimization can bring you.*
- 13. Create 3-4 ad variations in your high volume ad groups, trying out different messages with different images.
Why: *Multiple versions let you test and optimize for best-performing versions.*
- 14. Consider setting your ad rotations to optimize automatically.
Why: *Improving ads is a trial-and-error process. With many ad tests running, it may be difficult to keep track of all of those moments when statistical significance is reached. Let the system identify those moments for you, but always check back and see which creative is getting the lion's share of your impressions.*
- 15. Stay on top of your tests if you prefer to test manually.
Why: *While manual ad testing offers more control, you may be rotating in lower performing ads longer than you need to.*
- 16. Rotate in fresh ads every few weeks.
Why: *Even great banners can become less effective over time. Creative rotation is key for beating ad fatigue.*