

Companion Creative Best Practices

Retargeting

Determine the goal of the banner ad

Encourage users who have abandoned your site to re-engage and convert.

Include brand logo

State a strong Call-To-Action

Use offers such as “First-time purchasers save 10%” or “Free shipping today only”.

Mirror the color scheme of your site

This person already knows your brand but did not convert.

Use repetition to remind them who you are.

Things to Avoid

Trying to sell too much in the banner

They know who you are and they’ve been to your site. Nudge them to convert on what they walked away from, not convince them.

Placing discount codes that aren’t also displayed on your homepage.

People rarely remember these or copy them off an ad.

Prospecting

Determine the goal of the banner ad

Users who see these ads are likely unfamiliar with your brand.

Include brand logo

State a strong Call-To-Action

Try “Click Here” or “Learn More.”

Mirror the color scheme of your site

Design banner ads to create a more rich and dynamic extension of your site.

Things to Avoid

Trying to sell too much in the banner

Only 1 USP in a banner ad is necessary for the target audience.

Placing discount codes that aren’t also displayed on your homepage.

People rarely remember these or copy them off an ad.