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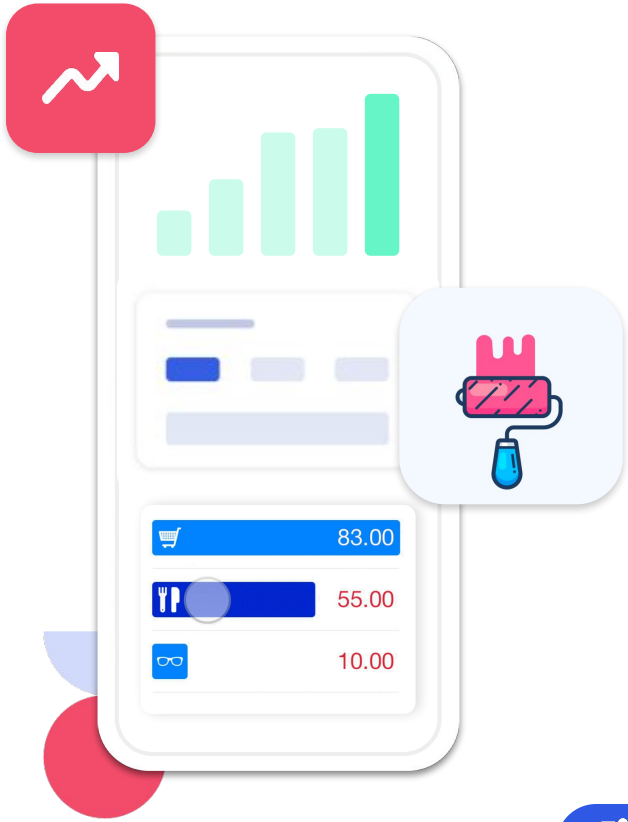
Creative Formats and Best Practices

Introduction

In this presentation, we've gathered a curated selection **of key insights and best practices** for all the creative formats Jampp offers based on **learnings from our top-performing campaigns**.

While we hope this document helps you guide your creative efforts, there's no one-size-fits-all creative strategy. **Work with our team of experts** to identify which formats to test and how, based on a thorough **analysis** of your unique **challenges** and **campaign trends.**



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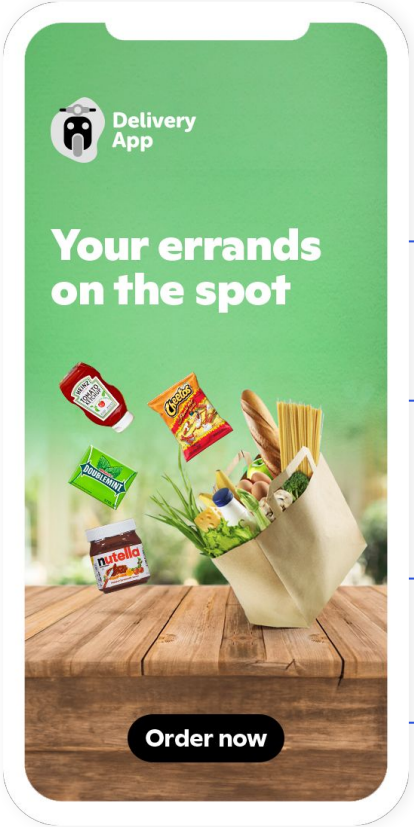
Static Ads

The Basics

- Include your logo.
- Have a clear CTA.
- Use simple images.
- Clear reading order.



PRO TIPS

Explain the benefit your app offers.

Simple backgrounds help users focus on the product.

Known Brands, and promos catch attention.

Highlight your CTA (Ex: button shape).

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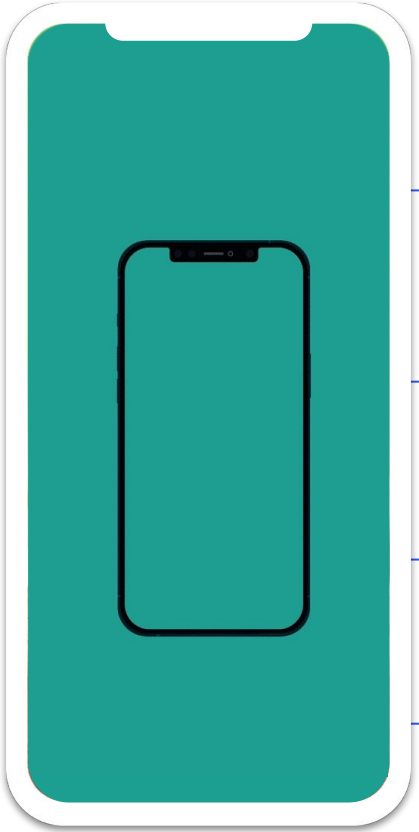
Animated Ads

The Basics

- Include your logo.
- Show CTA within 2 sec.
- Use simple images.
- Use a Clear reading order.
- Check reading time.



PRO TIPS

Promos and discounts encourage users to take action

Show products that are **relevant** for each specific **GEO or target.**

Use animations to show your **catalog or highlight** relevant **messages**.

Animation can also **highlight your CTA.**

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Video Ads

The Basics

- Ideal if you have a lot to explain about your app.
- Audiovisual content generates more engagement.

PRO TIPS

Clearly explain what your app is about.

Use **engaging images** and **video edition.**

The **end card** should **include** your logo and CTA.

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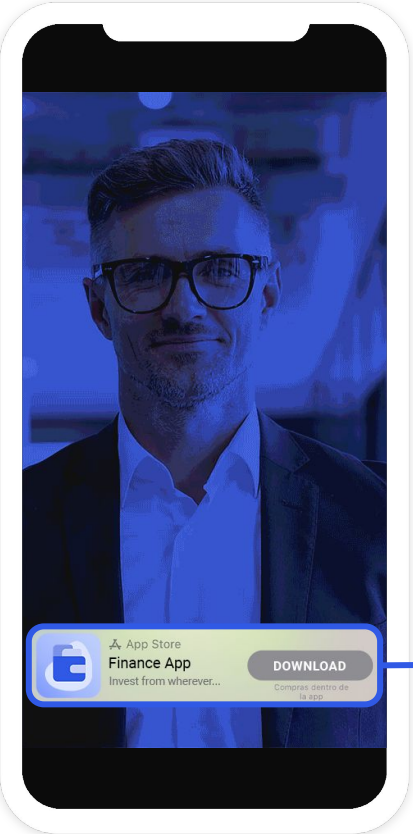
SKOverlay Feature

The Basics

- It only takes 1 click
- 16:9 or 9:16 scale.
- More info **here.**



PRO TIPS

Test this feature with your best video, the rest is done automatically.

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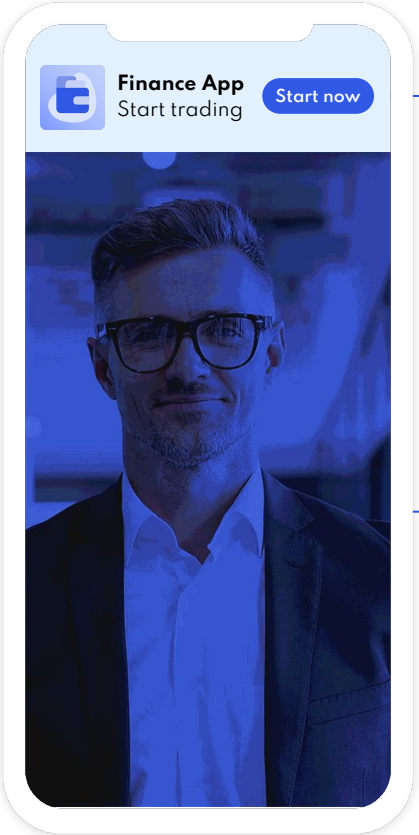
In banner video Ads

The Basics

- Ideal if you have a lot to explain about your app
- HTML placement.
- Allows HTML features.



PRO TIPS

Add additional elements, such as as a CTA stripe.

Test top-performing videos across a different type of ad placement.

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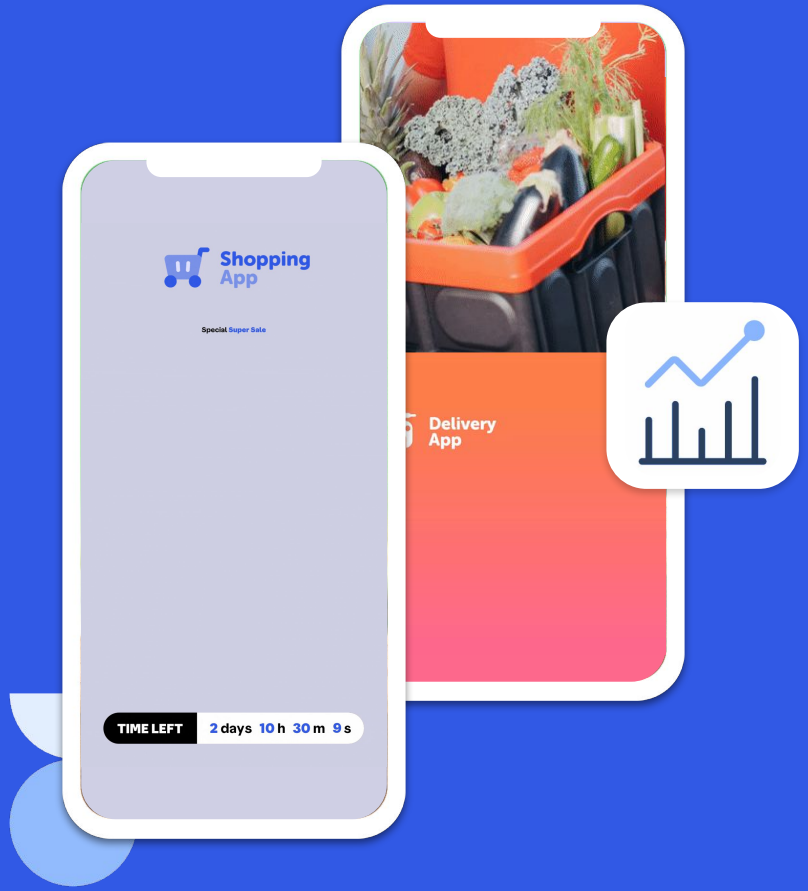
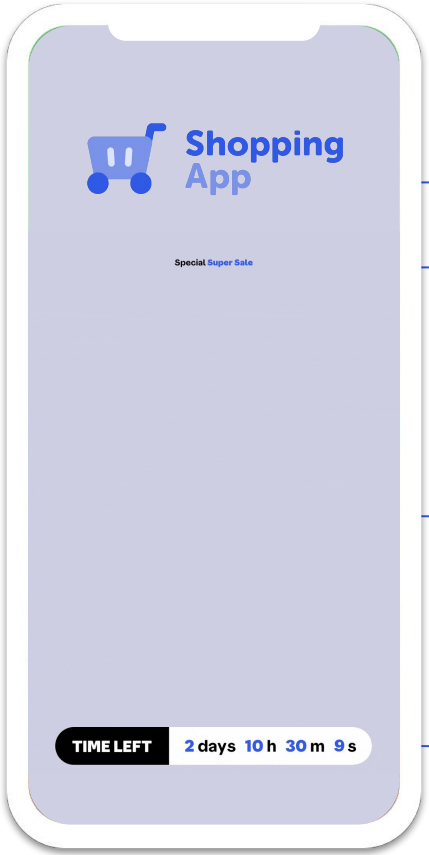
DPA Templates



Multiproduct DPA

The Basics

- Take advantage of the DPA.
- Can use behavioral data.
- Customize colors



PRO TIPS

One logo is enough :)

Sales, promos and special offers attract attention.

Mix products Mix products based on user preferences and top sellers.

Add a countdown for limited-time offers to generate urgency.

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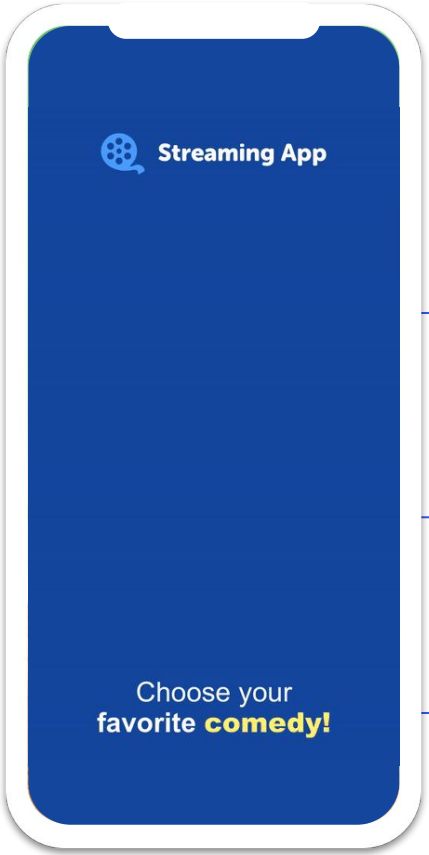
Carousel DPA

The Basics

- Autoplay or navigable.
- Leverage the benefits of DPA
- Incorporate behavioral data.
- Customize colors.



PRO TIPS

Use attractive and non generic **images.**

You can **group by categories** (kind of products, movie genres) to impact different users.

Use a simple message and **highlight keywords.**

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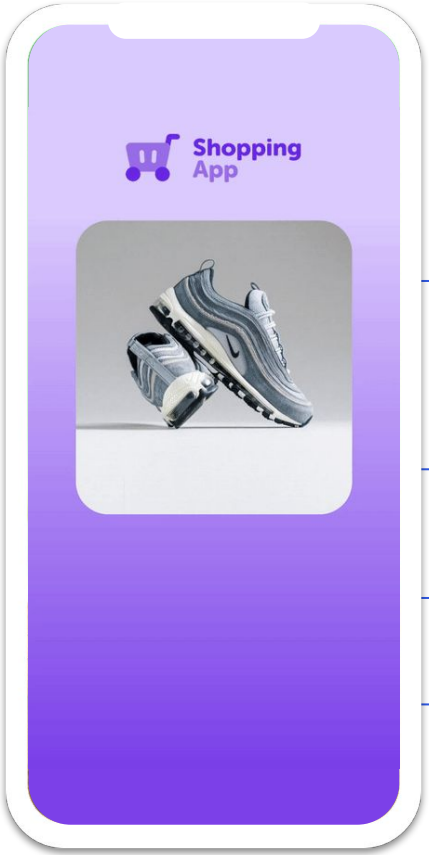
Single Product DPA

The Basics

- Leverage the benefits of DPA.
- Incorporate behavioral data.
- Customize colors.
- A good format to try concepts and images.



PRO TIPS

Use **clear** and centered **images.**

Use a code tag to feature the **price or special promos**

Keep the description **short and simple.**

Try differents **CTAs.**

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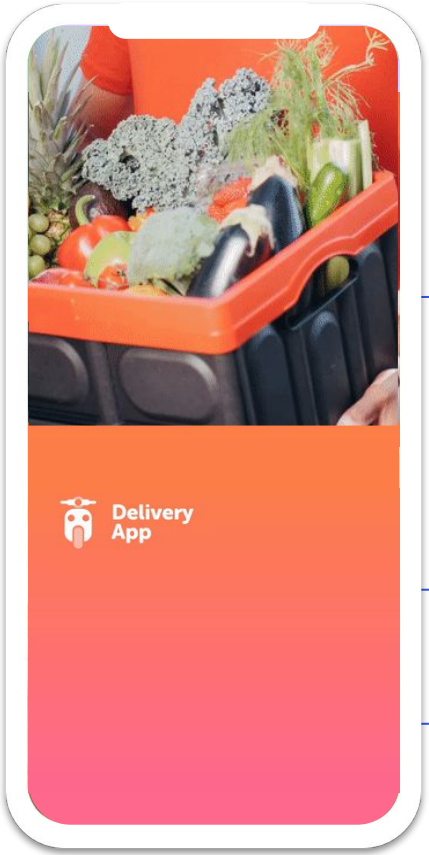
Half Screen DPA

The Basics

- Leverage the benefits of DPA.
- Incorporate behavioral data.
- Customize colors.
- A good format to try concepts and images.



PRO TIPS

Use clean images with few elements.

Using **Keywords** like FREE or PROMO can **increases conversions.**

Use a **straightforward CTA.**

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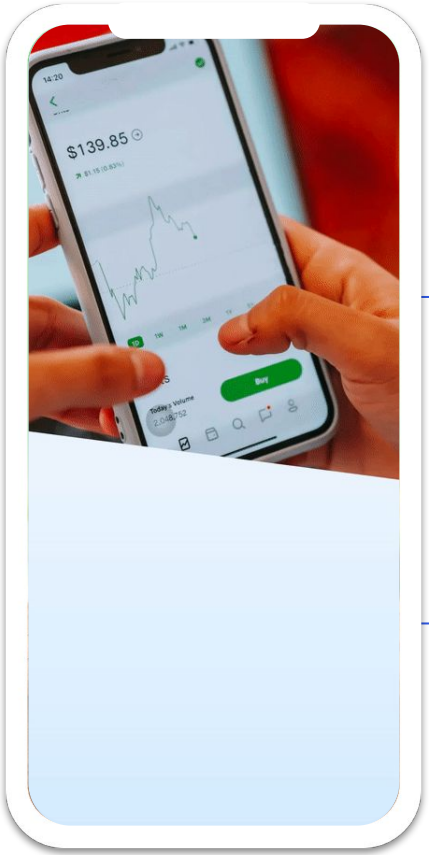
Slanted DPA

The Basics

- Leverage the benefits of DPA.
- Incorporate behavioral data.
- Customize colors.
- A good format to try concepts and images.



PRO TIPS

Show **the specific benefits** your brands offers on the image

Keep **promo text short and simple** (and remove ir if it's not strictly necessary).

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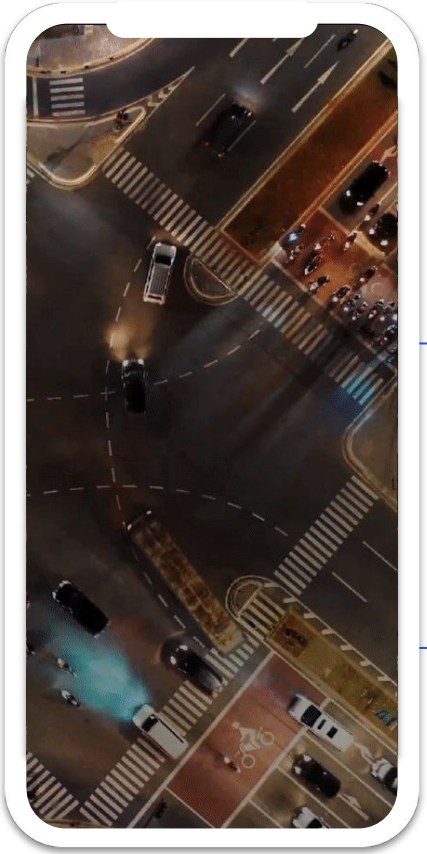
Notification DPA

The Basics

- Leverage behavioral data to push highly relevant promos.
- Emulate a notification designed to attract user attention



PRO TIPS

Highlight promotions and deals with promo code.

Ideal for **images like cities, landscapes, textures**, etc.

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Thank you (:

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