ANATOMY OF AN
EFFECTIVE
DISPLAY AD

Whether you are new to creating display ads or a pro, knowing the structure of a display ad is an important aspect of running a successful campaign.

Below are a few common tips for designing effective display ads that stand out, and ultimately have a higher click-through rate.

SIZE

Keep an eye on your overall creative and file size. The larger the ad, the slower the page will load. Some creative sizes that perform much better than others are:
300x250   160x600   300x600   728x90

WHAT IS THE GOAL?

Consider the objective of your ad. What is the intent of the campaign you're running? Is this for brand awareness, or are you pushing for a specific product?

RELEVANT INFO

Include only the most important information in your creative like bullet points—quick info that is comprehensible. Include any prices, promotions, or incentives, e.g., a free coffee.

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IMAGERY

When possible, use real images of real things instead of depending on stock photos—people can tell a stock photo from a real one and could view you as less genuine and trustworthy. If using illustrations or icons, make sure they fit your branding.

COLOR SCHEME

Your color scheme should match the goal of your ad. For brand awareness, use colors that match your branding, so the ad is recognizable to the user. The colors should evoke emotions in the viewer and get them to engage and click on the ad.

HIERARCHY

Pay attention to how your copy is organized. The most important text should stand out. A bigger font size, heavier weight, or even a different font style & color can help. Make sure everything flows together and nothing looks out of place.

CALL-TO-ACTION

Your call-to-action should be visible, simple, and clear. Successful CTAs are action-oriented, and have a sense of urgency in the language. Keep color psychology in mind as well—certain colors evoke specific emotions, so know what you'd like your CTA to convey.

WHITESPACE

Look at your ad as a whole and make sure there's balance between text and images. It should be clear, easy to read, and the scale of everything should flow nicely.

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BRANDING

Don't forget your logo or any other elements that let the viewers know who the ad is coming from.