

# 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.

