

Taboola
CreativeShop

Creative Holiday Playbook 2026

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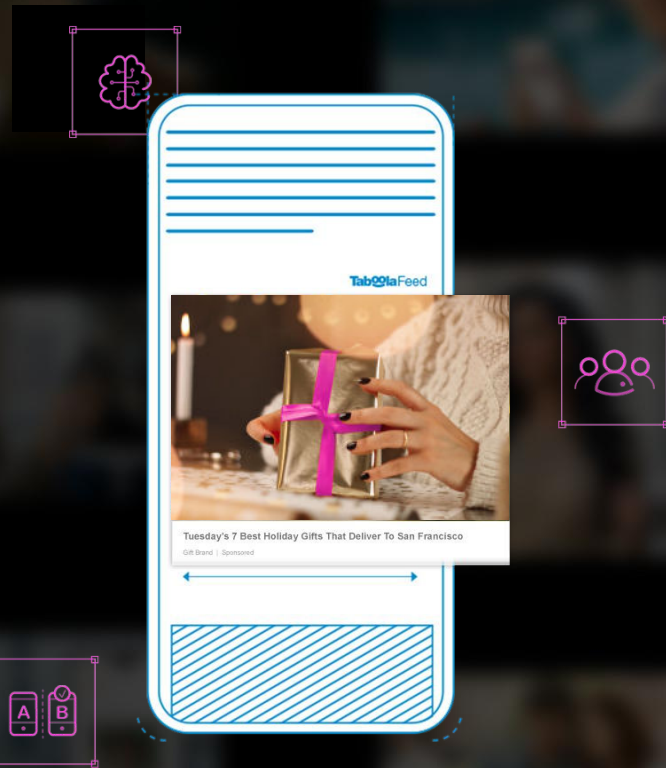


Who We Are

Taboola Creative Shop is a global in-house agency and team of creative educators.



- Powering recommendations for advertisers around the world and back.
- Distributing industry-specific insights, trends, and strategies to boost performance.
- Enhancing and creating assets for top advertisers.



Realize: **Performance** Beyond Search and Social

realize:



Realize is a Performance Engine Delivering Prospecting and Conversion Outcomes – on a CPC



Unique Data & AI that drive results at Scale



Creative formats and placements beyond native, designed to deliver performance



Offering marketers control and transparency

Awareness

Consideration

Action



Market Insights:

AI is now the creative engine

Nearly half of marketers are already using AI to scale creative, and a third use it across creative, media, and measurement.

Originality is the new performance edge

As AI content becomes more common, non-generic brand cues are a stronger performance lever

Holiday planning is starting earlier

Holiday prep is starting sooner so the brands that can launch and optimize quickly will have the advantage

Creator-led content wins attention

Shoppers trust creator-led recommendations more than polished brand ads.

Creative Trends:

Contextual, human-first visuals

Show products in real hands, homes, cars, and devices to make benefits feel instantly believable.

Editorial discovery hooks

Use expert picks, first-person tests, rankings, and “why” headlines to build earned trust.

Personalized, interactive paths

Layer city, audience, quizzes, filters, and comparisons to simplify high-intent decisions.

Seamless motion + clear CTAs

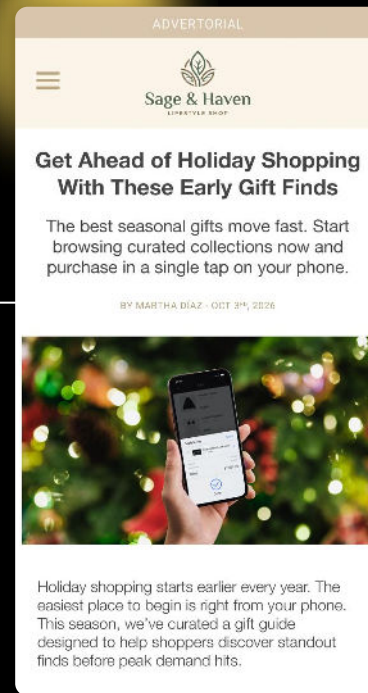
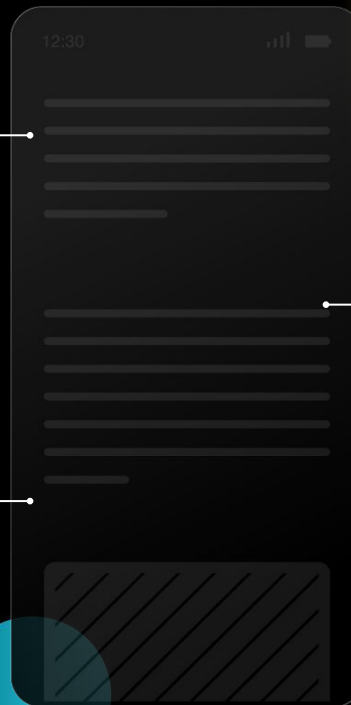
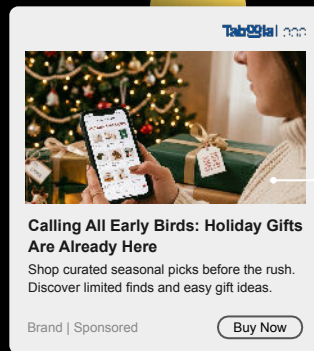
Use subtle loops, demos, swipe cues, and timely offers to pull focus without friction.

Tailor Your Creatives to Match Trends and Insights:



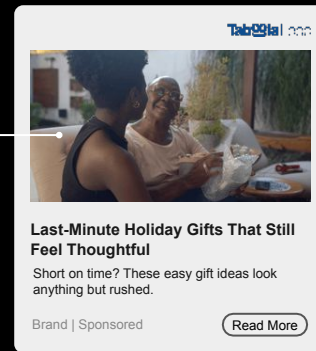
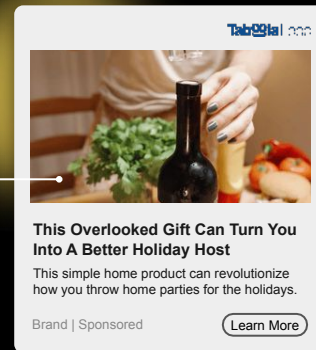
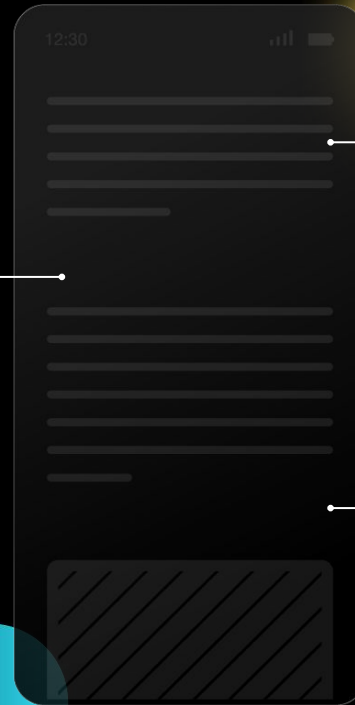
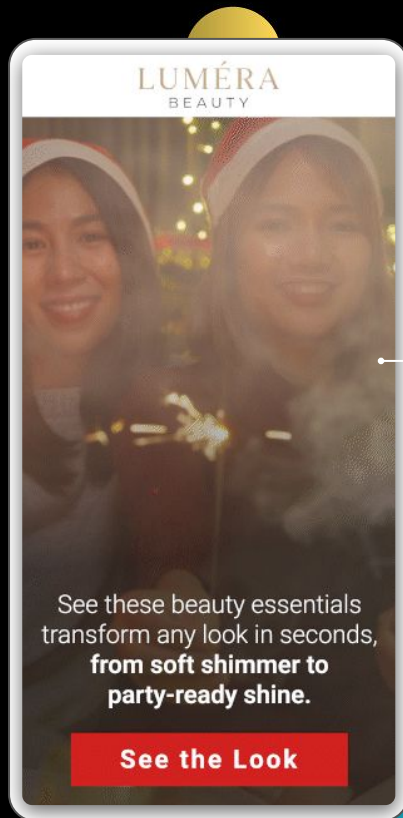
Publish mobile-first holiday content by October

Launch a
holiday-focused,
mobile-optimized page
to engage early shoppers



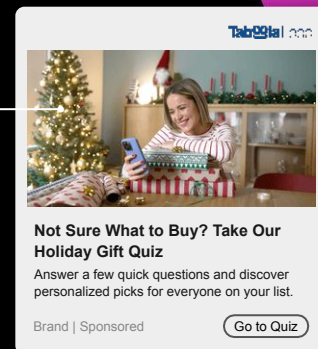
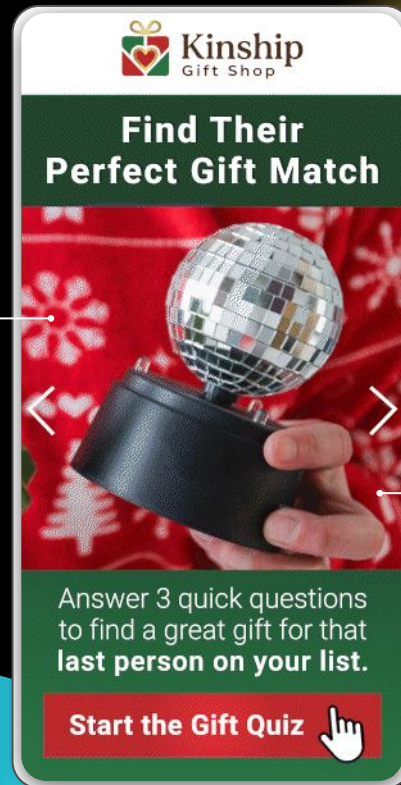
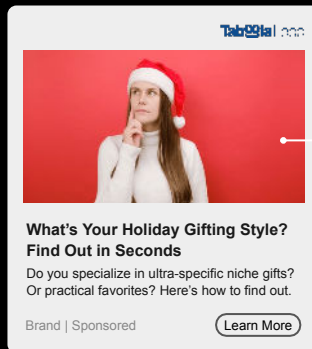
Bring the holidays to life with real, festive motion

Use timely seasonal
footage that feels
authentic, relatable, and
made for the feed



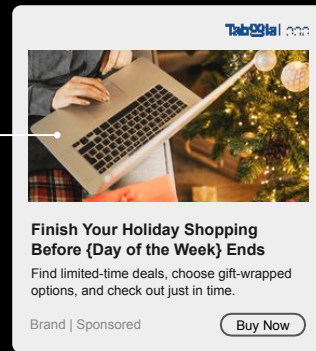
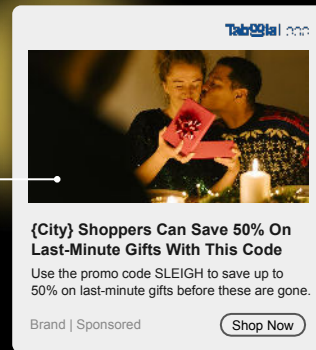
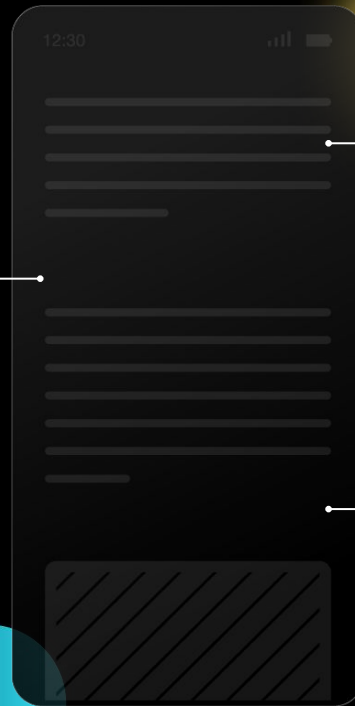
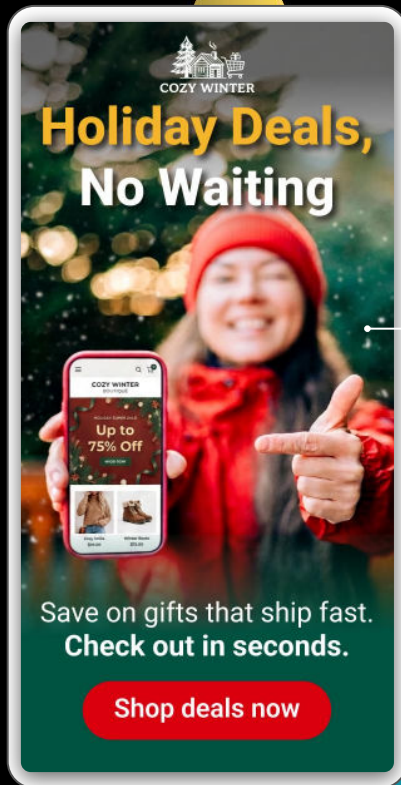
Make **holiday** shopping feel personal and playful

Tailor creative to specific shopper needs with interactive formats that invite users to tap, quiz, swipe, and discover.



Lead with offers. Remove checkout friction.

Drive action with clear discounts, urgent messaging, and a fast path from to purchase.



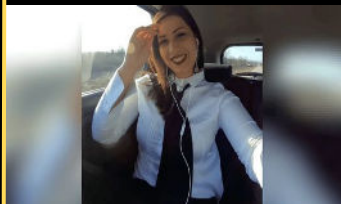
Creative Timeline:

October	<i>Early Shopping & Discovery</i>	Engage early shoppers with mobile-first content and seasonal sneak peeks
November	<i>Consideration</i>	Build intent through gift guides, product comparisons, and tailored messaging
Cyber Five	<i>Deal-Driven Shopping</i>	Create urgency by spotlighting your best offers and fastest checkout options
December	<i>Last-Minute Purchases</i>	Highlight quick shipping cutoffs and last-chance promotions
"Q5" XMAS New Year	<i>Return + Refresh</i>	Re-engage return traffic with self-gifting, clearance, and New Year's offers

Vertical Thought Starters

E-commerce

Lean into social proof with UGC-style gift finds, real reviews, and limited-time holiday offers.



Auto

Show real-world holiday driving moments, then pair with insider picks, savings angles, and local offers.



Tech

Demo products in-hand or in-app, using everyday use cases, FOMO, and clear benefit-led messaging.



Finance

Frame Q5 as a timely “money checkup” with comparison tools, savings urgency, and trust cues.



Home

Lead with local, problem-first holiday hooks: fast installs, real transformations, and “check zip” CTAs.



Campaign Checklist

- ➔ **Set Up Tracking 4-6 Weeks Ahead**, before peak season begins, to start building data on users engaging with your brand.
- ➔ **Connect with Shopify and WordPress**: Use Taboola's Shopify and WordPress integrations for easy Pixel setup and automated conversion tracking, without manual coding or theme constraints.
- ➔ **Start Early**: Launch your campaign with the **Maximize Conversions** bidding strategy at least 5-7 days before peak days, using the right targeting and a daily budget up to 50% lower than your peak target budget.
- ➔ **Set a Strong Budget and Plan to Scale**: Once you reach 50 conversions or you're 2-3 days out from peak season, move your budget closer to the target amount, increasing by no more than 50% at a time to help protect CPA.
- ➔ **Find New High-Value Shoppers**: Use **Predictive Audiences** to expand beyond your core audience and reach high-intent users most likely to convert during peak season.
- ➔ **Limit Major Changes During Peak Time**: Keep targeting, bidding, and other key settings steady during peak days to avoid pushing the campaign back into the learning phase.
- ➔ **Track Creative Performance**: Keep 4-6 creatives live in rotation and pause any assets that are underperforming.

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Thank You.

