

Web Display

Best Practises

Content Best Practises

> **Current Trends and more**

Explore trending topics, including the most recent trends, benchmark reports from the previous year, up-to-the-minute current events, and insightful looks into the future. This content seamlessly complements our newsroom coverage and is an ideal fit for native ads.

> **Eye-catching listicles**

Engage your audience with our attention-grabbing list-style content, such as "5 ways to..." or "10 tips on...", designed to stand out and drive increased audience interaction.

> **Downloadable assets**

From whitepapers to informative guides, a diverse range of gated assets can be effectively showcased through display ads. By offering downloadable resources, you not only establish your brand as a thought leader in the industry but also collect valuable leads from users who choose to opt in.

Creative Best Practises

> **Unique CTAs**

Engage your audience with our attention-grabbing list-style content, such as "5 ways to..." or "10 tips on...", designed to stand out and drive increased audience interaction.

> **Attention-grabbing visuals**

Elevate content with high-quality images and maintain visual consistency across ads and landing pages for better reader engagement and recognition.

> **Visual Teaser**

Ads that provide a sneak peek of the content readers can download from your website tend to perform exceptionally well with our audience, especially when used in our native ads format (supporting a 300x300 image).