



Digital | **Creative** | Specialists

Format Trends and Recommendations

Compiled in 2020, updated in 2021

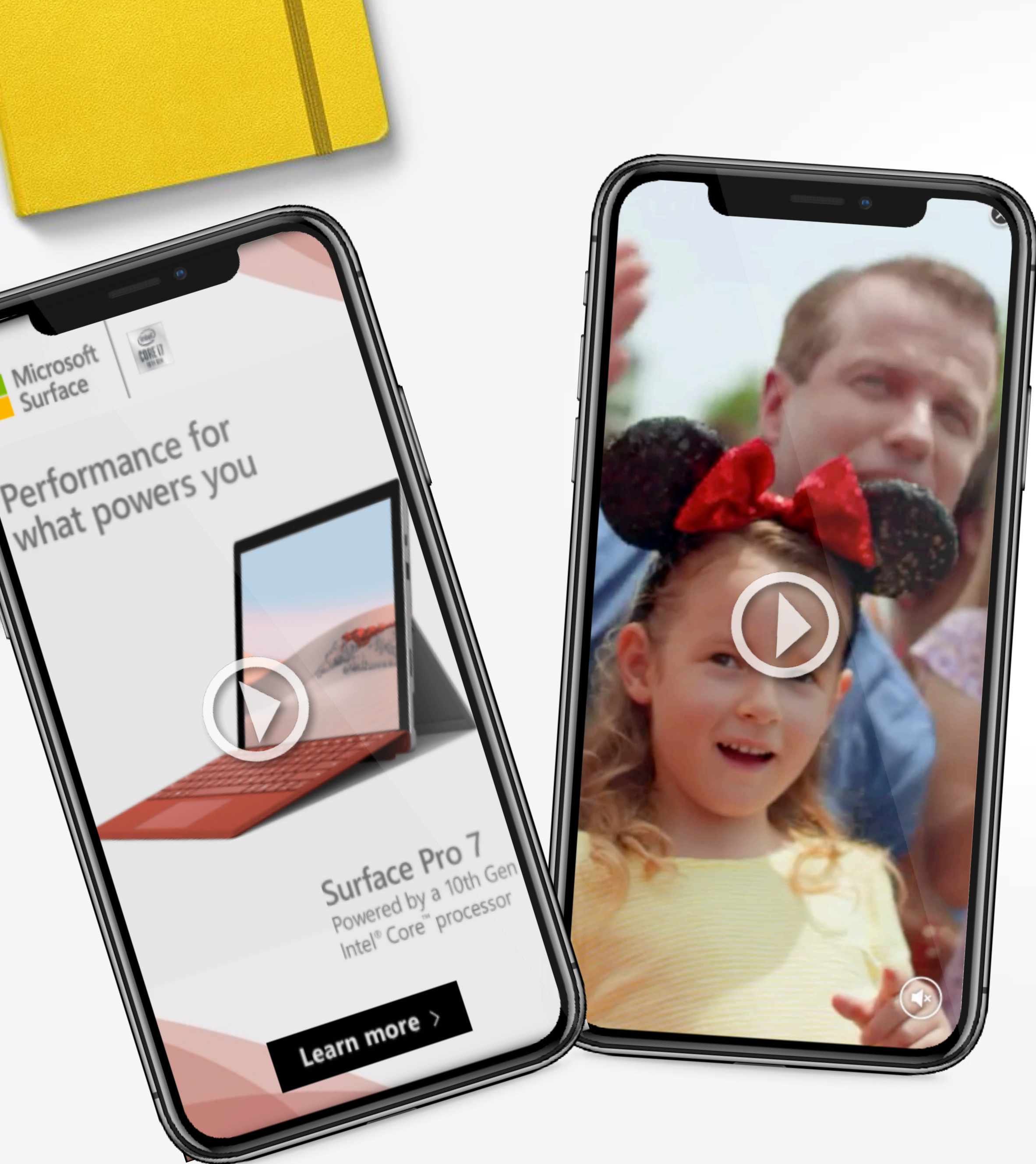
Finger on the pulse...

2021 is set to be an interesting year with challenges and changes across the digital landscape, as well as many opportunities.

We think through 2021 and beyond **creativity will be more important than ever** to remain relevant and offset the dependency on ever reducing data. Ensuring **creative** makes use of the technology out there for the right reasons.

We have scoured reports and studies on 2020 trends through to 2021 trends for digital advertising and found that the predictions are varied among different sources, however, we found common points that many can agree will be the **trends of digital advertising in 2021 and beyond!**





Up your 'Video-in ad' game!

Whether it is in display ads or social platforms, having a video is always a powerful way to grab the attention of your audience.

Review your assets and maximise the assets you have already created. Video is universal and can be delivered across nearly all digital channels.

**Click the screens to
view demo**

72%

of customers prefers to learn about a product or service from video, according to Hubspot survey report.



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87%

of publishers say that video improves the overall user experience for their audience. **53%** advertisers also says video generates higher ROI.

More of our Video-in ad units

We can review your assets and help you strategise and maximise viewing rate across different channels!

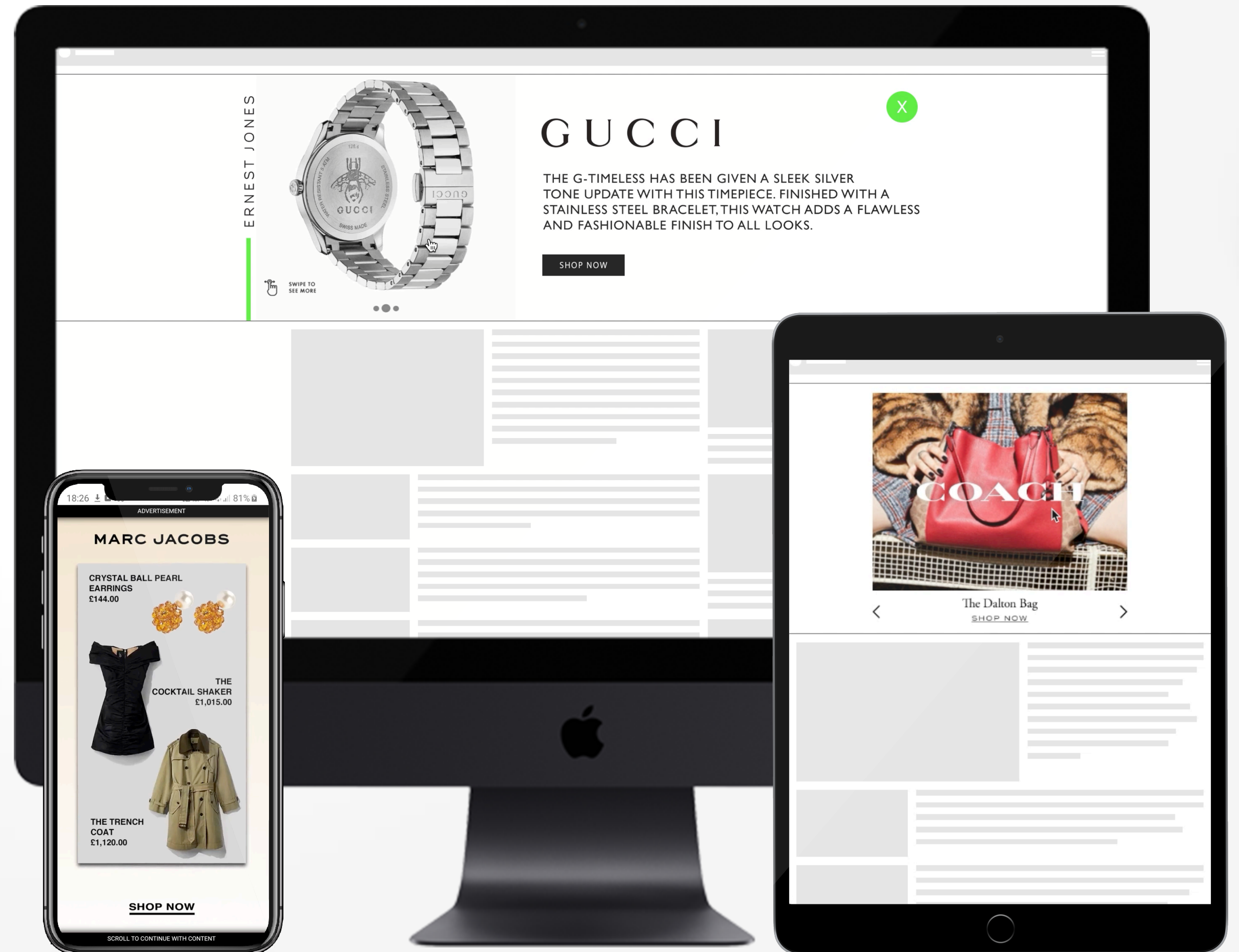
Make it easy with Shoppable ads!

High interactivity always brings in higher engagement rates. What better way to promote your online shop or new product launch then by letting users shop within the ads. Even ensuring the click through goes to the product page and not just a home page has a positive impact on conversion.

Customer are

5x

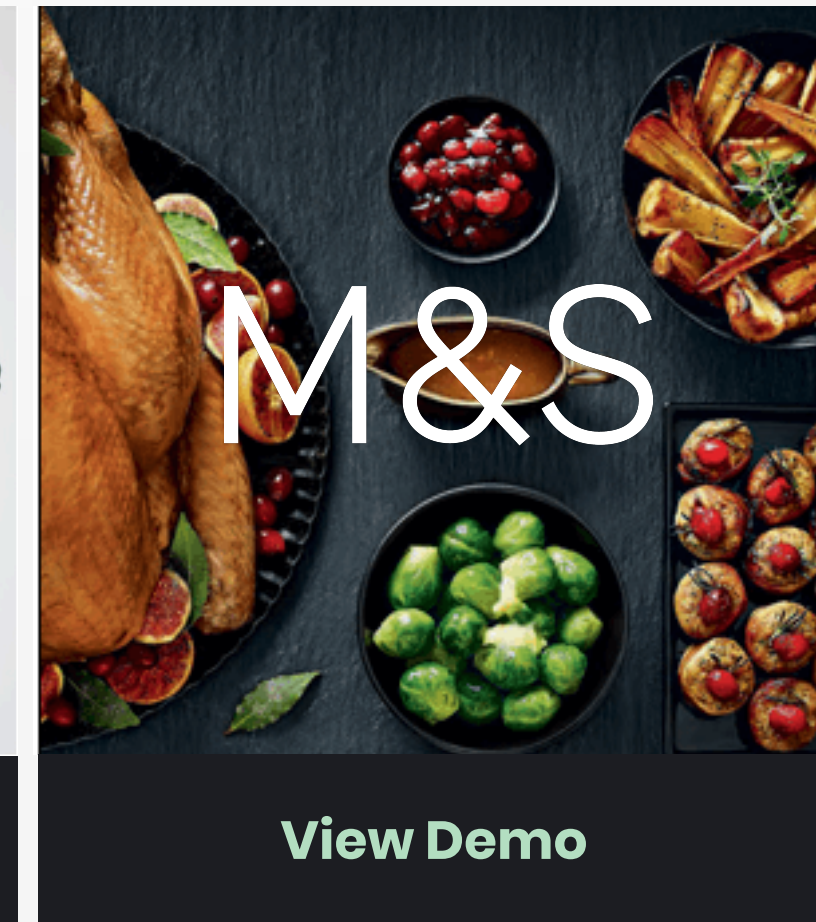
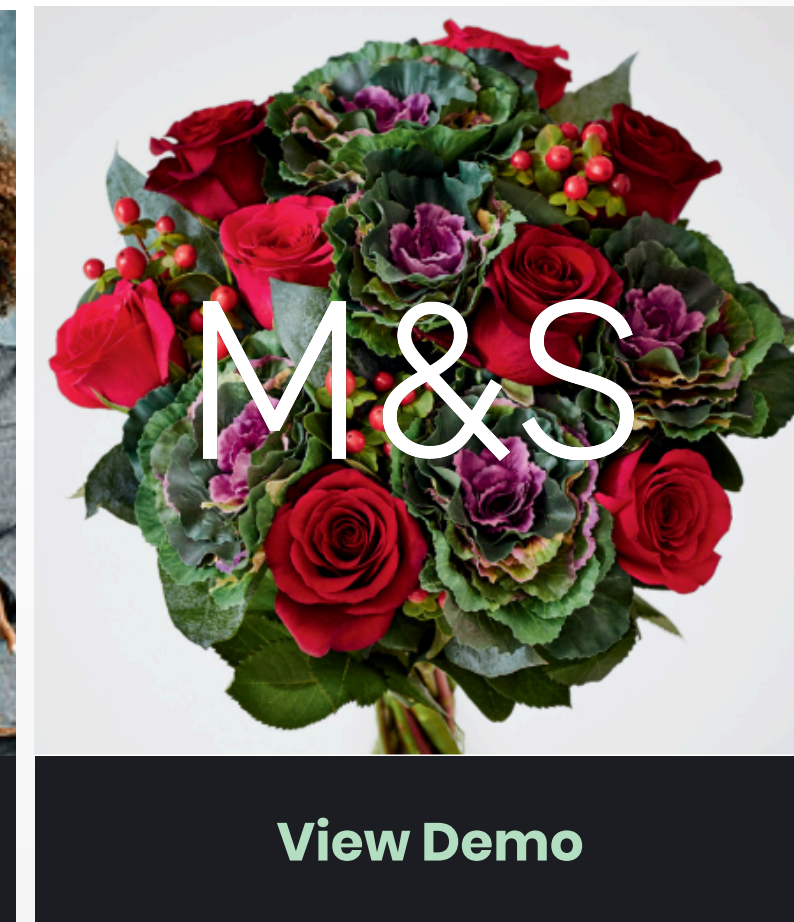
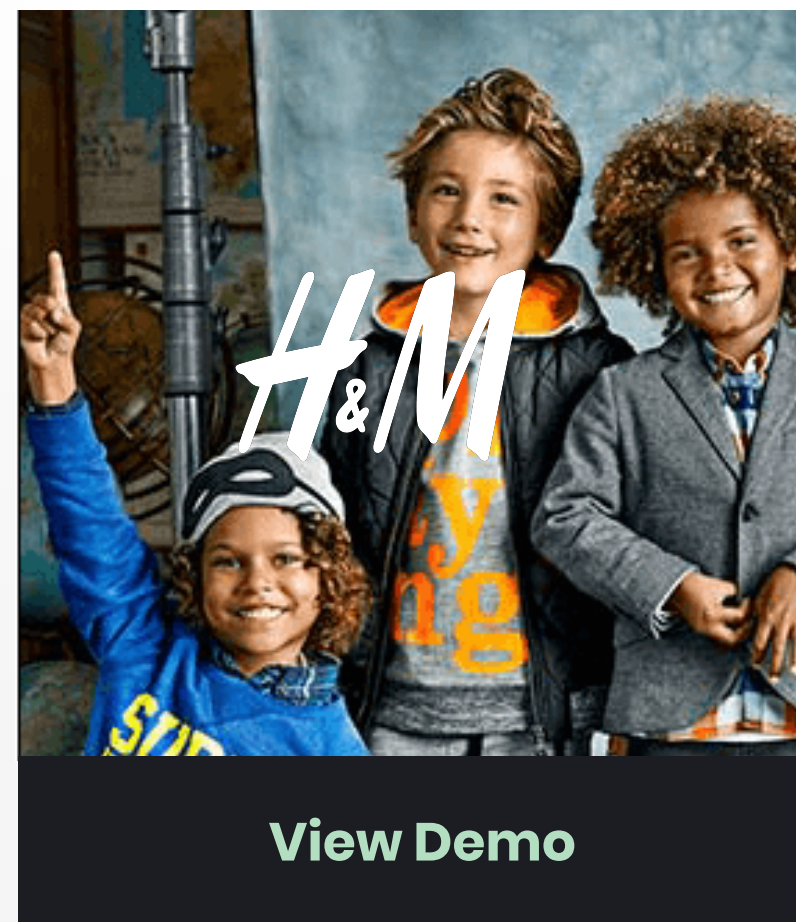
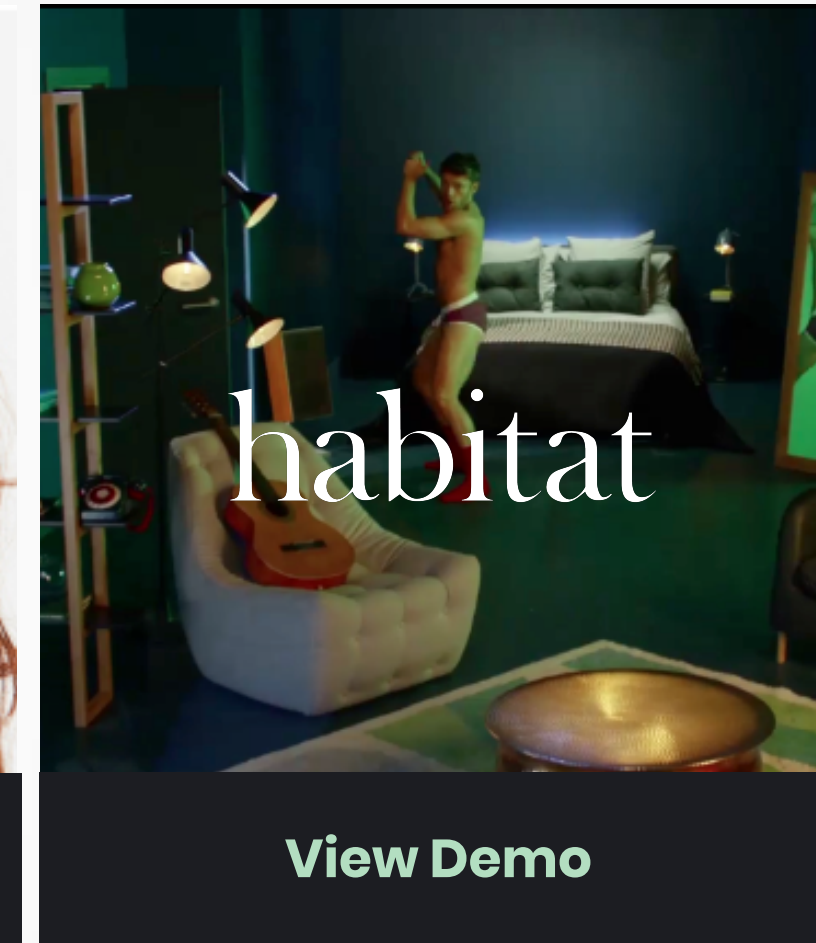
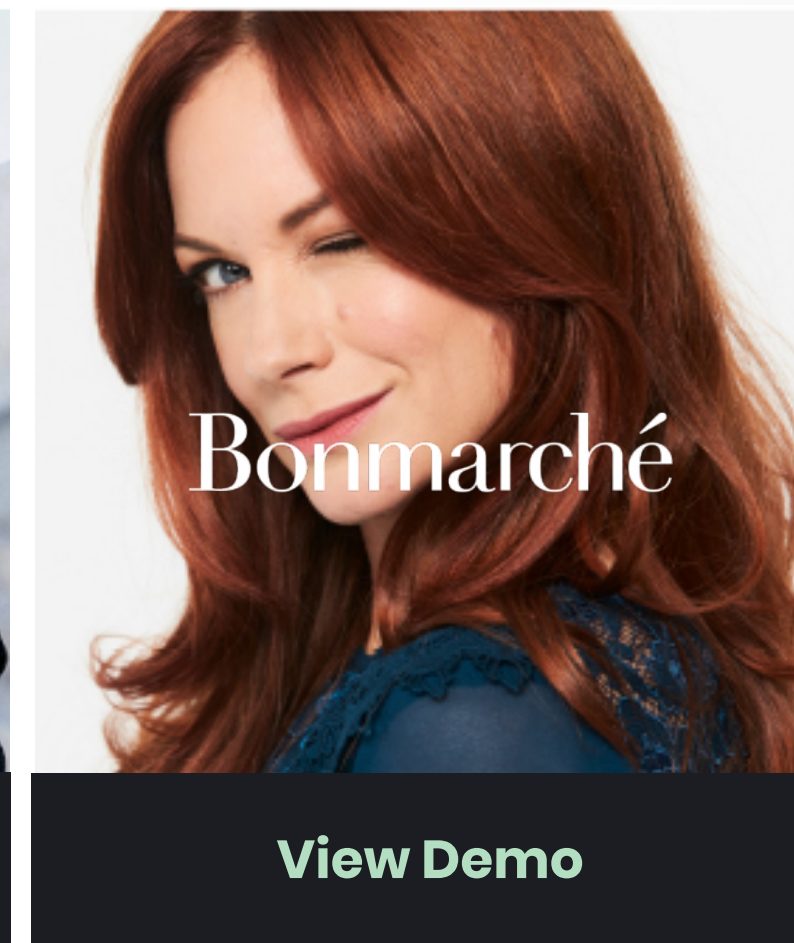
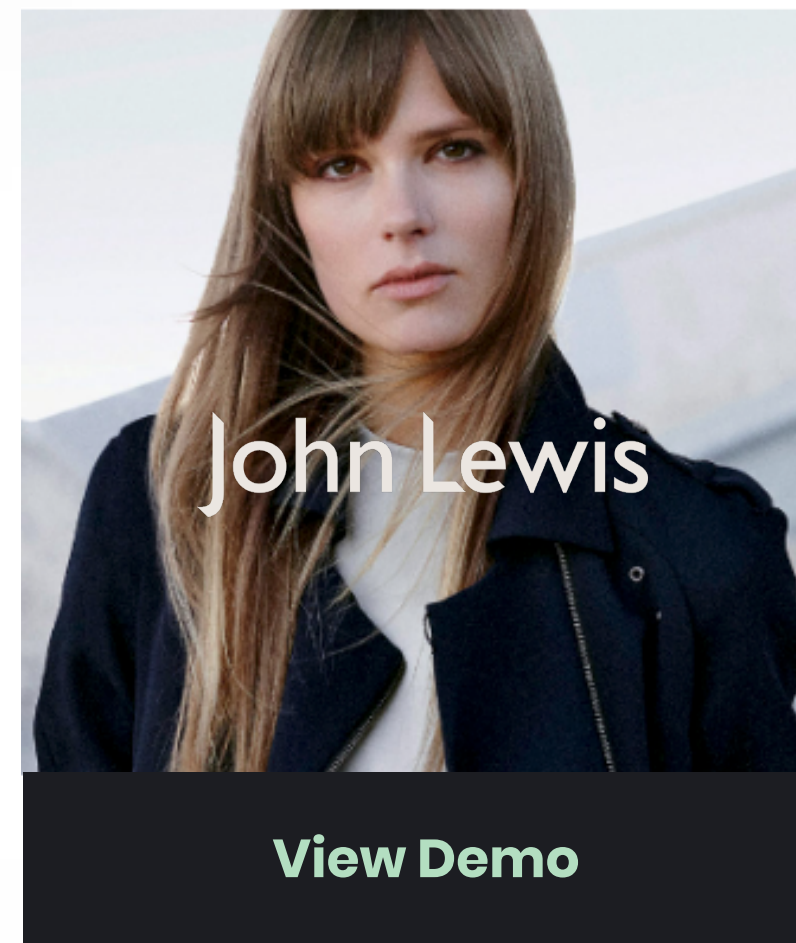
more likely to shop in an ad unit than clickthrough



Click the screens to view demo

More of our shoppable ad units

Want to know more on what kind of shoppable ad unit and features we can add and build for your business?





Make sure your ad is mobile compatible!

Are you sure that your ad is really compatible on mobile and social? Smartphone users hold their phone vertically **94%** of the time. Whether they are display banners or social ads, make sure your assets are optimised for the users view or platform!

Adults spend nearly

67%

of their screen time on mobile compared to other devices.

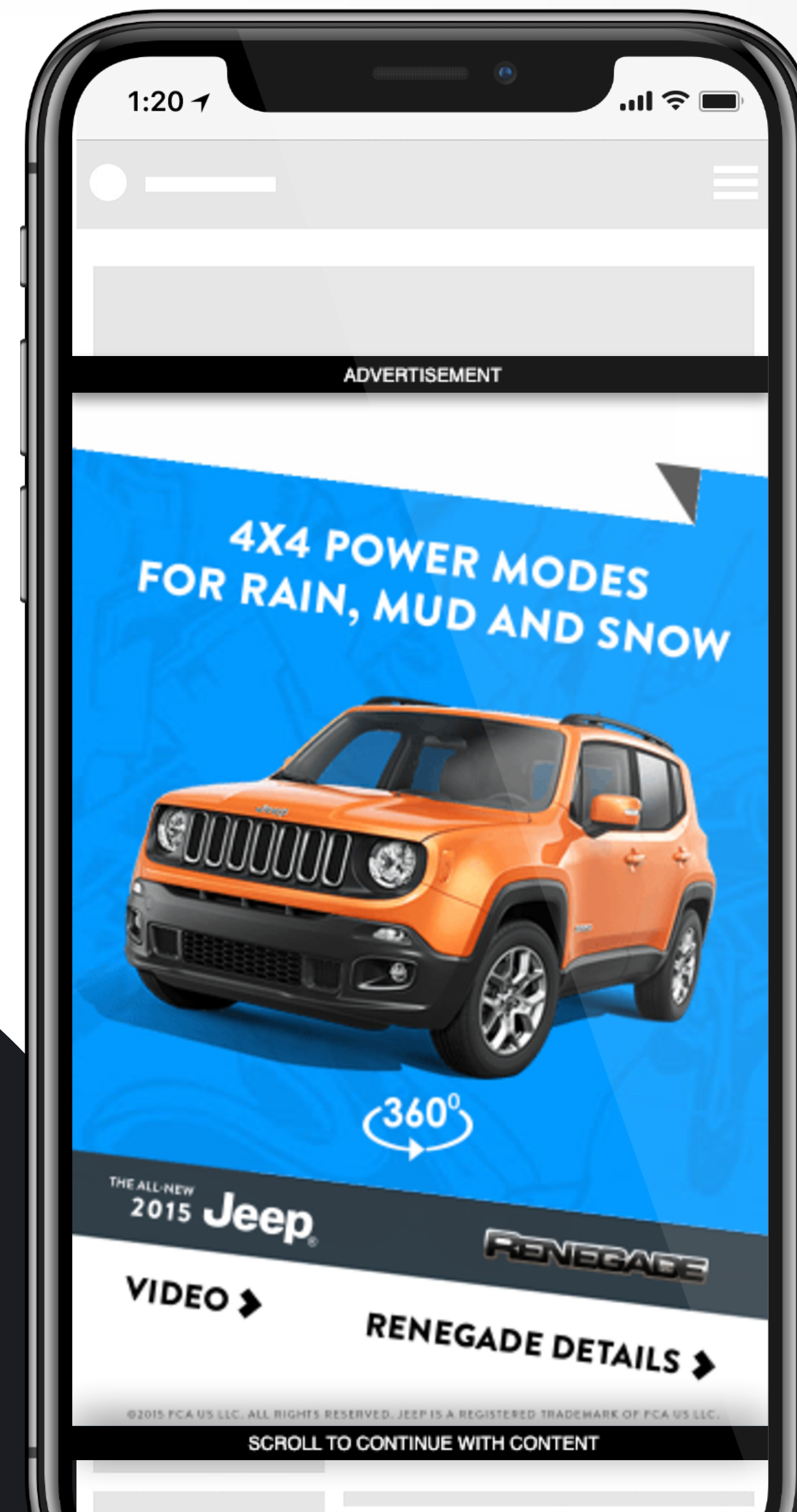
Personalisation is key!

You need to be in your A-game when it comes to personalised ads in 2020! Context is key.

Through **DYNAMIC** or **TARGETED ADS**, we can help you strategise the best method for your business and build the templates with high performing creatives!

80%

of ad views likely turn into a purchase when brand offer personalised experiences





Show Some 'Skin'

Skin formats offers a 100% view-ability rate while being non intrusive to the site content. It's a great way for advertisers to tell a story across a large canvas increasing brand awareness.

Click the screens to view demo

4x

Predicted higher CTR compared to standard HTML banners, according to Merkle report.

Summary

Focus on video – [Merehead](#)

Make sure you are maximising the use of your assets across all channels.

Opportunity in Shoppable ads – [Marketing Technology Insights](#)

What better way to promote your online shop or new product launch than by letting users shop within the ads.

Growth driven by Mobile advertising – [PWC](#)

Make sure your assets are optimised for mobile users view!

Personalisation at scale – [Google](#)

Through DYNAMIC or TARGETED ADS, strategise the best method for your business and build templates with high performing creatives!

Show some 'Skin' – [Celtra](#)

Skin formats is a great way for advertisers to tell a story across a large canvas increasing brand awareness.





**We are looking
forward to working
with you!**



Get in touch now.



Appendix

Sources:

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