

cȳbba

Designing Ads for Real Time Creative

Introduction

One of Cybba's most powerful features is the ability to automatically create thousands of ads using an advertiser's data source. However, designing dynamic ads requires different practices than when designing static ads. This document details what design practices are important and why.

Design and Templates

Best document format for delivering your designs to Cybba

For advertisers and agencies providing ad designs to Cybba, please send in PSD format.

Ad formats (Cybba can build any size)

One of the first decisions is choice of ad formats (e.g., 300x250, 728x90, 160x600). Note that the dimensions of the different formats impose different size/aspect ratio restraints and may limit the ability to maintain consistency across the formats. It's easiest to start with the 300x250 format to get design approval and then apply the look/feel of the approved design to the other formats.

Designing your ad

While you may not be using the Cybba platform, it will help you to understand how designs are implemented using templates. In Cybba, a template is created for each ad format.

Templates form the structure for ads. We create areas on templates called asset slots into which assets flow when the ad is created. Assets can be dynamic or static. If dynamic, they come from the data source and change for each ad. If static, they are the same for each ad.

A key design consideration is determining what assets are dynamic and where they will be placed on the template. It is very common to place all the static elements (logo, call to action button, etc.) into one single image called a background image.

Here are two examples of template assets and corresponding ads:

offer text

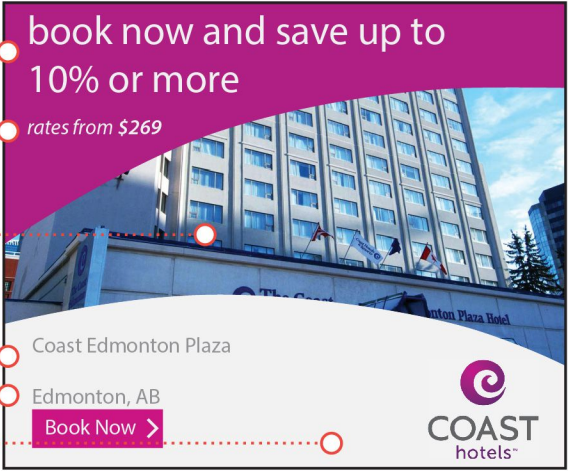
price text

offer image

hotel text

city text

background image



300x250

728x90

offer image

offer text

price text

background image



I Dynamic Images and Text Assets

Design with actual images and text from the data source

Ensure designs are created using actual images from the data source that will be used to generate the ads. Image dimensions, quality and backgrounds may not always be consistent within an advertiser's data source. Except for automatic resizing, images can only appear as they do in the data source.

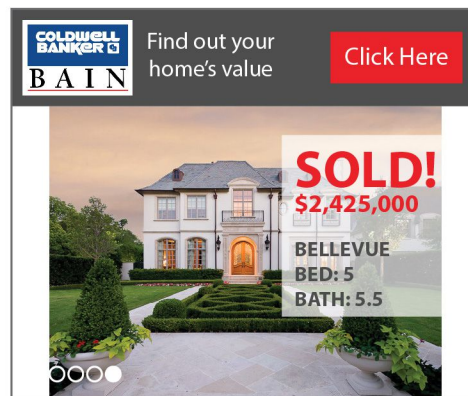
Client's initial design

Final design

Image dimensions

Are all dynamic images consistent in size and dimensions (aspect ratio)?

If images in the data feed are not consistent, it can dramatically alter the overall look of an ad. Images that differ in size from the image asset slot in the template will be resized until either the height or width (whichever occurs first) equals the corresponding height or width of the image asset slot.



Poor: Image dimension is only 187x140. This leaves white space around the ad and makes it hard to see the navigation.

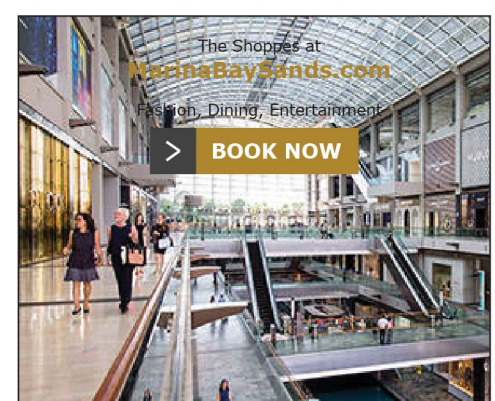
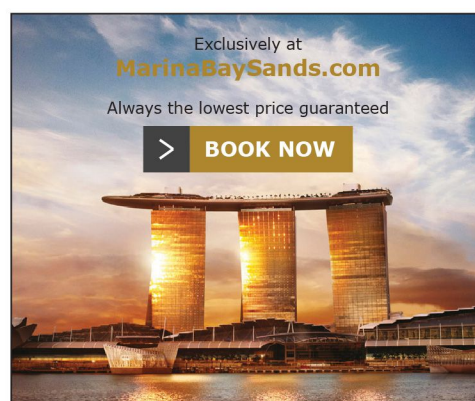


Better: Image dimension (223x140) fits correctly into image asset.

Layering assets

Be cautious when layering image or text assets. What can look good for one set of assets may look completely different with a different set of assets. (e.g. text color on different background images).

If you must overlay text on varying backgrounds, consider placing the text on a colored or white background upon which the text is guaranteed to stand out.

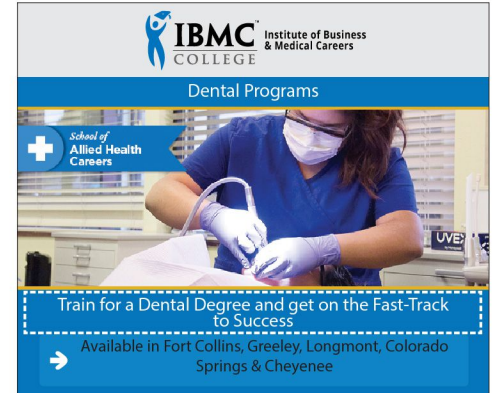


Poor design: Unless you can guarantee a clear area for text you will get mixed results.

Dynamic text length

Dynamic text assets (e.g. product names or descriptions) can often vary in character length. Therefore, it is important to ensure dynamic text assets within the template design allow sufficient space for the “longest case” scenario.

We suggest you review the data feed to find both the shortest and longest fields then view how each displays.



Good: The text slot area (see white dotted lines) was designed so that it accommodates the smallest and largest text sizes in the data source.

Navigation

Most ads will contain navigation controls (e.g., dots, step, arrows, split, thumbnail, numbers, custom) typically in one of the corners of the ad unit. Make sure to accommodate this by providing an open area where the “nav control” can go. Also keep in mind that this will be the same position if more than one template is used.

Poor:
Blocks part
of image.



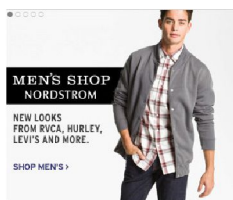
Better:
In a clear area.



Ad Sequence

Most Cybba ads consist of ad frames that transition from frame to frame after a few second delay. They can transition from any side (top, bottom, left, right) or they can fade in from the back. When designing, consider how each frame will look in sequence and how each will transition. Collectively, do they communicate the right message, tell a story, and flow together in a consistent way without looking disjointed.

Good:
The logos
across all
frames align
exactly to
prevent a
jarring effect
on frame
transition.



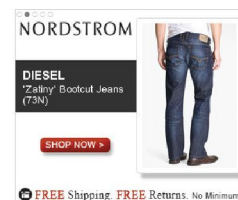
Category lifestyle frame



Targeted product frames



Targeted product frames



Targeted product frames



Promo frame

Clear Call to Action

Find Out More ➔

Most designers seek design elegance and taste. That's important, but many also underestimate the CTR benefits of a very clear (clearer than you'd think) call to action.