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What makes for **strong** creatives

Jan 2015

What makes for **strong** creatives?



✓ **Feature A Strong Headline Or Question**

Not just any headline. A strong headline or provocative question captures attention & boost responses.

✓ **Clear, succinct & strong Call To Action**

Easy to read Call To Action is an important component to garner clicks. It must be strong & correlate to your campaign goal. A good way to engage your user is to put your Call To Action on a button. Eg. "Click Here", "Buy Now", "Get Started", "Search Now", "Know More"



Thanks!

Reach out to us:

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