

Examples of good creatives

Summary

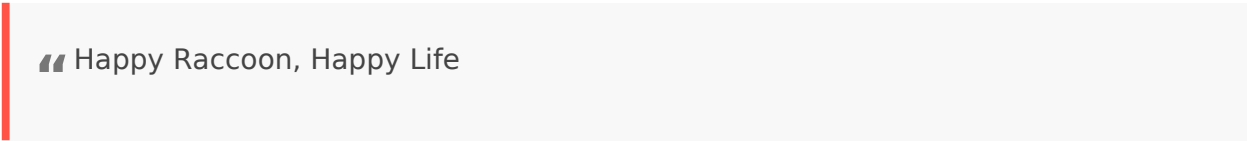
This page provides examples of effective push notification creatives and explains the elements that contribute to higher engagement and click-through rates.

Before You Begin

- Role: Advertiser
- Recommended knowledge:
 - [Create Creative Push and Inpage Push](#)
 - [Prohibited Content Policy](#)

Example 1: Clear Product Offer

Title



“ Happy Raccoon, Happy Life

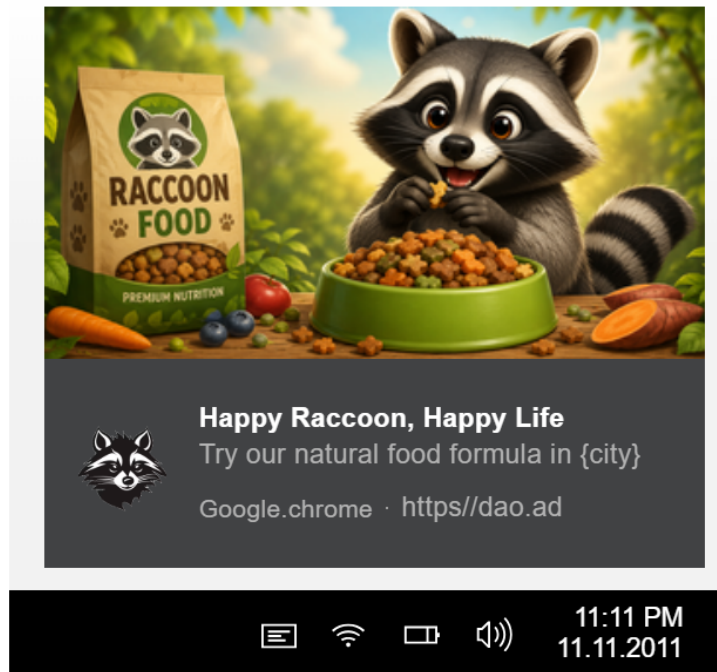
Text



“ Try our natural food formula in {city}

Why it works

- Clear and easy to understand.
- The product is visible in the image.
- The title matches the landing page content.
- Uses dynamic personalization with {city}.
- No misleading claims.



Example 2: Curiosity-Based Creative

Title

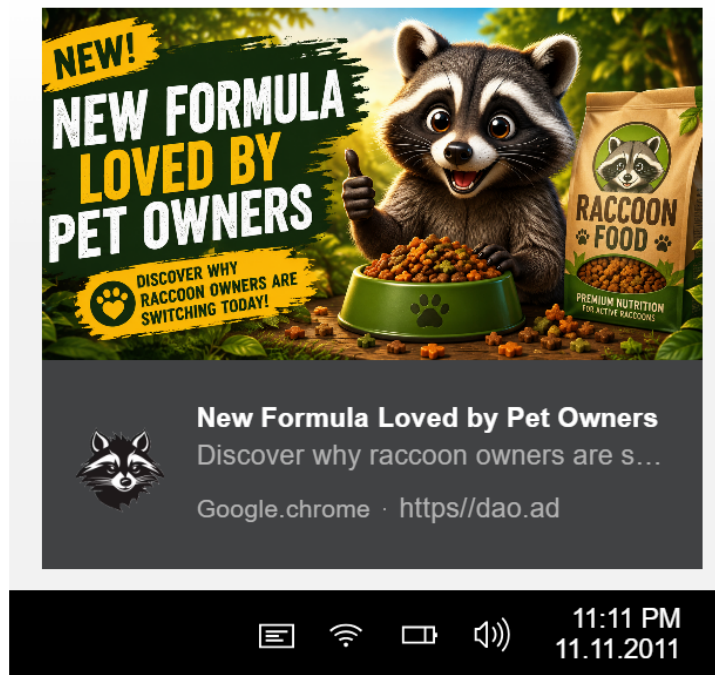
“ New Formula Loved by Pet Owners

Text

“ Discover why raccoon owners are switching today.

Why it works

- Creates curiosity.
- Does not use clickbait.
- Clearly describes the offer.
- Encourages the user to learn more.



Example 3: Benefit-Oriented Creative

Title

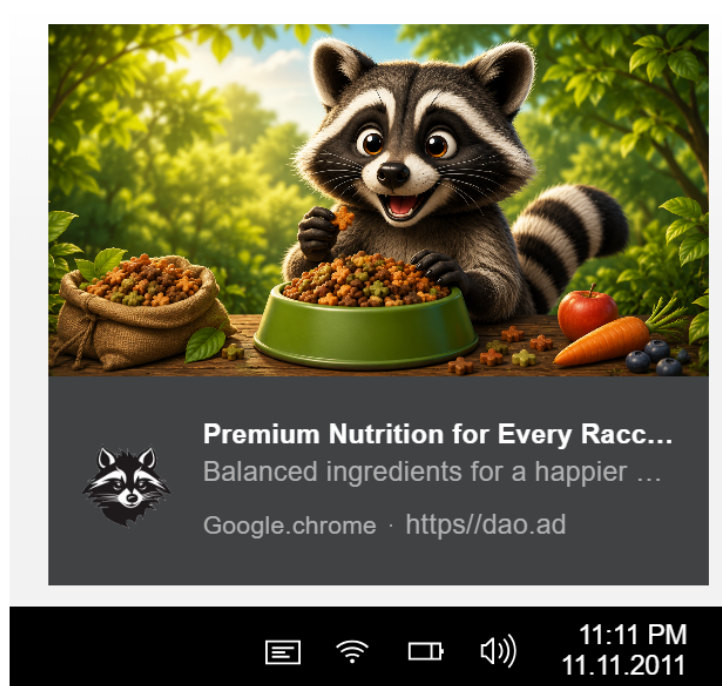
“ Premium Nutrition for Every Raccoon

Text

“ Balanced ingredients for a happier and healthier pet.

Why it works

- Highlights the main benefit.
- Positive and trustworthy tone.
- No exaggerated promises.



Best Practices

Use high-quality images

1. Clear product visibility
2. Bright and attractive visuals
3. Readable on mobile devices

Keep titles short

Recommended:

“ 20-50 characters

Examples:

- Healthy Pet Formula
- Premium Nutrition
- Happy Raccoon Life

Match creative and landing page

The user should see the same product and message after clicking the ad.

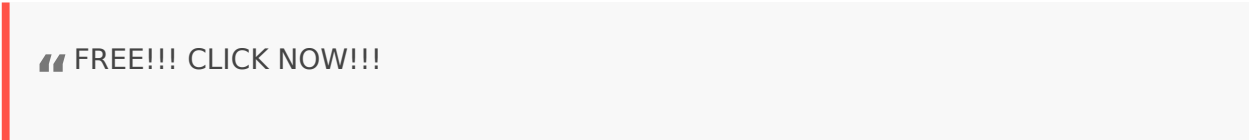
Use personalization

Supported macros:

- {city}
- You can use Emoji for Title and Description

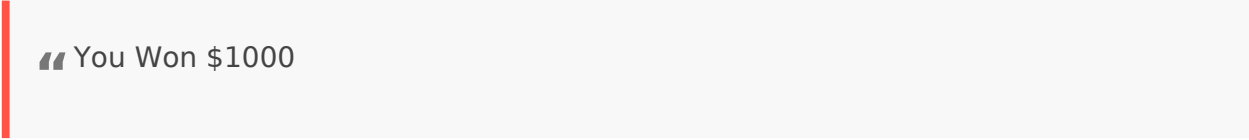
Common Mistakes

❑ Excessive capitalization



“ FREE!!! CLICK NOW!!!

❑ Misleading claims



“ You Won \$1000

❑ Low-quality images

❑ Unclear offer

❑ Clickbait without relevant landing page

Troubleshooting

Issue: Low CTR

Solution:

- Test different titles.
- Use a stronger image.
- Simplify the message.
- Check targeting settings.

Issue: High CTR but low conversions

Solution:

- Ensure the landing page matches the creative.
- Review the offer relevance.
- Verify tracking and postback settings.

Related

- [Create Creative Push and Inpage Push](#)
- [Prohibited Content Policy](#)
- [Tracking & Postback](#)

Revision #3

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