

ADTITLE & CREATIVE GUIDE

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1.0 ADTITLES

1.1 COMPLIANT ADTITLES ... WHY?

This guide is aimed at helping you create compliant adtitles.

Why are compliant adtitles so important and why do we get on your nerves and, in the worst case, enforce restrictions? The answer is simple: We want to minimize the financial risk for you as well as for us!

It is important to understand that the following rules are not made by us; but are the rules of our feed provider on which we don't have any influence whatsoever! Hence we do not ask you to stay TONIC. compliant, but to stay feed compliant, which is an important difference! Using non-compliant adtitles increases the risk of revenue clawbacks from the feed provider side.

At TONIC., we strongly believe that it is our responsibility as a service provider to minimize all risks jeopardizing your success! This might leave the impression, that we are stricter in terms of Compliance than our competitors. And maybe we are, but ultimately, we only want to draw attention to the requirements of our feed provider to make you feel safe!

1.2 WHAT IS AN "ADTITLE"?

An "adtitle" is the text part of an ad, that draws the attention of the user to click and leads them to the TONIC. landing page.

For native traffic the "adtitle" basically equals the headline of your native ad. For all other kinds of traffic, that need an intermediate content page in the flow (social, search & display), the "adtitle" describes the headline or keyword, that is displayed on the call-to-action (CTA) button, which then leads the user to the TONIC. landing page.

1.3 ADTITLES AS A MANDATORY PARAMETER

At TONIC., there are three different parameters that need to be added to every single tracking link, without exception! As of March 2021, along with the "network" and "site" parameter, the adtitle has become a mandatory parameter that needs to be sent to TONIC.

Below is an example of the link syntax, containing all three mandatory parameters:

https://TONIC.tracking_link.com/?network={name_of_native_network}&site={name-of-source}&adtitle={adtitle_used_in_the_ad}



Please note, for native traffic the adtitle parameter needs to be sent dynamically by the native network. Each network has a different name for the parameter, make sure to enter the correct one for every single network! A detailed explanation and examples for the biggest networks, as well as for traffic which is send through intermediate content pages, can be found in our [FAQ under item 5.2](#).

1.4 THE ADTITLE RULES

#1	Adtitles must be relevant to the promoted topic
#2	Adtitles should not be misleading or overpromising
#3	Do not use superlatives
#4	Do not use brand names in your adtitles
#5	Do not promote public services
#6	Do not promote any free services or products
#7	Do not use words which are already on our “blacklist”

RULE #1: ADTITLES MUST BE RELEVANT TO THE PROMOTED TOPIC

We must ensure that the adtitle, the keywords on the landing page, as well as the landing page URL itself correlate and belong to the same specific topic. Using non-relevant adtitles will lead to non-targeted traffic being sent to the landing page, which will negatively affect the overall performance.

For reasons of fairness, we must protect our reputable publishers from those who try to promote blacklisted or misleading offers on TONIC.

In order to not violate this rule, you must make sure that the adtitle is relevant to the topic of the landing page URL. This will guarantee that incoming traffic can be targeted correctly, resulting in visitors that are genuinely interested in the offer you are promoting.

RULE #2: AD TITLES SHOULD NOT BE MISLEADING OR OVERPROMISING

The best converting user is a person who finds exactly what they expect on the landing page ... which would be targeted search results fitting the user's interest. This means that the user, at any time, needs to have an "ads only" experience!

Any attempt to mislead the user, making them expect more than a list of search results, when clicking on the ad, is prohibited. Most of the time, this is done unintentionally by using certain words or expressions the user might misunderstand.

In the three "Misleading by ..." examples below we give you an overview on the most common mistakes in ad titles and how you can avoid them.

1. MISLEADING BY PROMISING A NON-AVAILABLE SERVICE, INFORMATION OR CONTENT

WRONG: *"We checked all laptop prices for you! Find the results here"*
RIGHT: *"Are you looking for a laptop with a decent price? Start your search here"*

When reading such a misleading ad title, it is suggested to the user that, when clicking on the ad, they may be redirected to an article about laptops or a laptop price comparison engine. Since this is not the case, the user would be misled, most likely not resulting in a conversion. When using a non-misleading wording instead, you are still able to appeal to price sensitive users without promising false price research results. Instead, you give them the option to use our search feed to look for their desired product!

2. MISLEADING BY PROMISING DISCOUNTS USING SPECIFIC NUMBERS OR PERCENTAGES

WRONG: *"Last year's SUV prices are down 40%. SUV dealers are shocked"*
RIGHT: *"Ever wondered about discounts for last year's SUVs? They might surprise you"*

By using a non-compliant phrase like above, you would promise a certain discount to the user that you cannot guarantee. Since no publisher has control over the final price of a product or service, such claims are not allowed. Of course, you can appeal to users who look for a discounted product, but never by promising anything specific which is not in your control. A good way to phrase ad titles about discounted products or services is the use of subjunctive mood (see 4.2).

3. MISLEADING BY REFERRING TO NON-EXISTING EXAMPLES ON THE LANDING PAGE

WRONG: *"These are the dental implants the Hollywood stars get! Click & check them out"*

RIGHT: *"You deserve top quality dental implants! Search and find them here"*

WRONG: *"Here is what All-on-4 dental implants will cost you in 2021"*

RIGHT: *"All-on-4 dental implants may be cheaper than you think! Search here"*

The usage of such expressions creates problems when used in an adtitle context. When using "this/these", the user gets the impression that you refer to a certain product or service, that the user will find when clicking on the ad. Since this is not the case, this would count as a misleading claim in the adtitle. Just avoid the usage of expressions that could imply that something non-existing could be found on the landing page (e.g. "this", "these", "here is/are ..." etc.

RULE #3: DO NOT USE SUPERLATIVES

The use of superlative is not permitted in adtitles for the purpose of feed monetization. As mentioned in Rule #2, adtitles should not be overpromising in any way. Claiming that a product/service/content is "the best", "the cheapest" or "the newest" is misleading, since this cannot be guaranteed. Therefore, you must find a way of promoting your ads, that still attracts the user's interest while not misleading them. In the examples below we want to show you how this could be done:

WRONG: *"Discover the latest trends on bathroom renovation"*

RIGHT: *"Are you interested in current bathroom trends? Search here"*

WRONG: *"These are the best hybrid cars for the lowest price available"*

RIGHT: *"Search for in-stock hybrid cars for the price that fits your budget"*

WRONG: *"The cheapest luxury cruises are just a click away"*

RIGHT: *"You think you can't afford a luxury cruise? Maybe you should reconsider"*

RULE #4: DO NOT USE BRAND NAMES IN YOUR ADTITLES

It is not permitted to use brand names in the adtitle, since this could imply that yours is an "official" ad by that particular brand. Besides misleading the user into thinking they will be shown a legitimate offer for a branded product or service, you could also get in trouble for using brand names that are protected under copyright laws. Hence, not using brand names in adtitles protects you both from legal trouble as well as from losing your revenue due to clawbacks!

WRONG: *"The newest Apple iPhone is on sale here!"*

RIGHT: *"Sale prices for popular smartphones could be surprising! Start your search here"*

RULE #5: DO NOT PROMOTE PUBLIC SERVICES

It is strictly forbidden by our Tier1 feed provider to advertise services that are offered by government agencies or other public authorities!

This includes services that are available to the public in general and/or are subject to government programs intending to help or financially support a certain group. Targeting groups who are vulnerable and in need of help is considered immoral and exploitative.

Aside from that, public authorities most likely won't act as advertisers on our feed, whereas companies targeting the same groups as the government programs do. To avoid any targeting in an exploitable manner, the entire vertical of public services is prohibited from feed monetization.

These would include such offers as

- Paycheck Protection Program (PPP Loans)
- "Free Phone" Government Programs
- Government Grants
- Corona Help Funds
- Passport Renewal
- etc.

RULE #6: DO NOT PROMOTE ANY FREE SERVICES OR PRODUCTS

Promoting services/products free of charge is a complicated matter. Most adtitles promoting free services/products are phrased in a non-compliant way. The matter gets even more complicated since it would have to be made sure that the term "free" also is used in at least one of the keywords on the landing page!

There might be special cases for the promotion of actual free products. In doubt, please reach out to your Account Manager for clarification. In general, the usage of the word "free" or synonyms is non-compliant and you should therefore refrain from using those terms in your adtitles.

WRONG: *"Free SUVs! Car Dealers have to get rid of last year's SUVs"*

RIGHT: *"Unsold SUVs from last year could be cheaper than you think"*

RULE #7: DO NOT USE WORDS WHICH ARE ALREADY ON OUR "BLACKLIST"

One last simple rule! If you follow all rules mentioned above and refrain from using any blacklisted words, your adtitle is most likely compliant 😊

We are permanently updating our list of blacklisted words & expressions to ensure you are able to create compliant adtitles. To find the current blacklist, just go to your TONIC. User Interface and select the tab "Compliance → Adtitle Phrasing Helper". Alternatively, follow this link [HERE](#).

2.0 CREATIVES

2.1 WHAT IS A “CREATIVE”?

A “creative” is the graphic depiction in your ad, including any kind of image or photograph.

2.2 ARE THERE SPECIAL REQUIREMENTS FOR CREATIVES?

Most importantly, creatives cannot show sexually explicit depiction, extreme violence, hatred, racism or extreme political statements!

When you add text to the creative, the same rules apply as if it were a regular adtitle! So, make sure any text used in creatives follows the “7 Adtitle Rules” (see 2.3). To be on the safe side, we also recommend to not use depictions of people in pain (e.g. for Health topics) or images of vehicle crashes, accidents of any kind or other catastrophes (e.g. for Insurance topics)!

3.0 APPENDIX

3.1 USE OF DYNAMIC LOCALIZATION PARAMETERS

We recommend to refrain from using expressions such as “near you” or “local” in your adtitles. Instead, you should make use of our dynamic localization parameters in the keywords you set! The reason is simply, that matching search results for an adtitle claim such as “a service near you” cannot be guaranteed by any publisher. When using a localization parameter, the search results displayed by our feed provider do in fact match the local aspect of the related keyword.

TONIC. offers you the following three “localization parameters”, which are basically free variable placeholders to be used in the keywords on the landing page, that are dynamically filled by us based on the IP location of the user. Using those local parameters increases the targeting capability of your keywords and addresses the user on a personal level. Find a short description of each parameter below. For more details consult our [FAQ under item 2.5.](#)

{CITY} - PARAMETER

The {city} parameter adds the name of the nearest settlement (based on the users IP address) to your adtitle and therefore addresses the user in a very direct way.

{STATE} - PARAMETER

This parameter adds the name of the federal state, region or district the user is located in, to your adtitle. This is particularly useful when targeting users in the United States.

{COUNTRY} - PARAMETER

The {country} parameter dynamically adds the name of the state or country the user is based in. This allows you to target users based on specific conditions, regulations or needs in a specific country.



3.2 USE OF SUBJUNCTIVE MOOD IN ADTITLES

The online encyclopedia Wikipedia describes the use of subjunctive mood as follows:

“Subjunctive forms of verbs are typically used to express various states of unreality such as: wish, emotion, possibility, judgement, opinion, obligation or action that has not yet occurred. The subjunctive is one of the irrealis moods, which refer to what is not necessarily real. It is often contrasted with the indicative, a realis mood which is used principally to indicate that something is a statement of fact.”

The use of the subjunctive mood in creating adtitles is explicitly permitted by our feed provider. In contrast to statements of fact (realis mood), the subjunctive mood can be used to arouse the user’s curiosity by mentioning opinions that “might be” or “could be” true. Find some examples below on how the subjunctive mood can be used to create compliant adtitles!

- “Dental implants in {City} might be cheaper than you think! See ads here”
- “Do you think plastic surgery might be too expensive for you? Maybe reconsider”
- “You would like to start your own business? Search for business loans now”

3.3 WHERE CAN I FIND HELP TO CREATE COMPLIANT ADTITLES?

The TONIC. Team would like to support you in creating compliant adtitles. Therefore, we provide you with as much information as possible! We offer guidance on our TONIC. website as well as in your TONIC. User Interface. Of course, your dedicated Account Manager and our Support Team are happy to support you whenever you have a question or any special cases that need clarification!

TONIC. WEBSITE: “RESOURCE CENTER”

[HERE](#) we have a dedicated page to offer you all kinds of info & guides, from traffic flow examples to tutorial videos or downloadable PDF guides, like this “Adtitle & Creative Guide”.

TONIC. USER INTERFACE: “COMPLIANCE & FAQs”

When working in your TONIC. UI, you can access the tab “Compliance” which will give you an overview of current adtitle issues and matching reports. The “Adtitle Phrasing Helper” will give you an overview of the current blacklisted words & expressions. The tab “Missing Adtitles” offers you an overview of campaigns, where the adtitle parameter (see 2.2) was not submitted correctly or the parameter was missing altogether. The section “Non-Compliant Adtitles” shows you a list of adtitles you are currently using, that have been flagged automatically by our system or manually by the Compliance Team for violation of the adtitles rules or the usage of blacklisted words. The problematic part of the adtitle will be highlighted to help you identify the reason.

Our FAQ offers you answers and solutions for the most common questions and problems that occur when working with TONIC. Find a list of blacklisted sources or our API documentation there as well!

4.4 BLACKLISTED WORDS & EXPRESSIONS

Our Compliance Team is permanently checking adtitles for non-compliant wording. We are constantly updating our list of blacklisted words & expressions to give you as much guidance in creating compliant adtitles as possible. The up-to-date blacklist can be found in your TONIC. User Interface or by following this link [HERE](#).

To give you an idea, find below an excerpt from the list with the most common blacklisted words & expressions:

SUPERLATIVES

- Best
- Biggest
- Cheapest
- Easiest
- Greatest
- Healthiest
- Largest
- Newest
- Nicest

EXPRESSIONS

- Compare
- Deals
- Free
- Here is/are
- This
- These
- New
- See Signs
- See Prices
- See Symptoms
- See Treatments