

BookBub Ads: Ad Creative Basics

Advertisers have just a few seconds to grab a reader's attention, so it's important to create clear yet compelling ad creative. Here are some tips and tricks from some of [the best-performing ad images](#).



Clearly signal the genre and mood

This ad used an eye-catching graphic that showcased motifs common to the featured book's genre, as well as intriguing quotes that let readers know they're in for an exciting read!

Highlight a deal price

This is a fantastic example of a campaign promoting a free first-in-series book! On average, campaigns that mention the word "free" see a 32% higher average click-through rate.



Use a strong hook

This ad made excellent use of our in-form creative builder to make comparisons to both a TV show and other authors as well as making the genre extremely clear to readers.