

DAZZLE SALAZAR

AD PRODUCT DESIGNER

Optimized pages and Sponsored Content Programs

DESIGN PROCESS

Optimized pages and
Sponsored Content
Programs

How we started

Collaborate with our VP of Ad Product, Data and Insights team, Sales, Project Manager and other internal stakeholders for a potential product to offer for our partners to access and engage valuable consumers across our multiple platforms. For this project, we want to offer our partners a sponsored takeover for our site programs that maximizes every opportunity to connect with our audience for both B2B and B2C market.

Data-driven approach

Our Data and Insights team helped us on conceptualization of design for this custom advertising units, they also provided us a complete picture of our users and to target the right people with the right adverts. I was tasked to lead the project on the visuals along with 2 other designers to provide test variations of native units.

Goals

- To give brand exposure cloaked in our program content, so we don't tire out the audience by placing many iab standard banners.
- To features only the brand's promotions, locking out all competitive branding
- To design a page flow adding a in-content lead gen units
- Create native inserts with custom messaging tailored to meet the campaign goals
- to design a multi-platform that can captures the audience wherever they are spending their time online

OPTIMIZED PAGES AND SPONSORED CONTENT PROGRAMS

01. OPTIMIZED PAGES

02. OP - SAMPLES

03. GIFT GUIDE

04. GIFT GUIDE - SAMPLES

05. SPONSORED CONTENT

06. SCP-BUSINESS 360

07. SCP-PRO

08. SCP-THE NEXT STEPS

09. SCP-TECH 360

10. SCP- IN THE CLOUD

OPTIMIZED PAGES

Project Goals:

- To design a reviews page content that eliminates all non essential navigation and standard IAB ads.
- To design optimized layout that only features advertisers promotions, and “Locking out” all competitive branding.
- Adding native inserts with custom messaging tailored to meet advertising campaign goals.
- To provide make a simple working demo for stakeholders using HTML and CSS.
- To create a multi-platform and mobile first design to capture the audience wherever they are spending their time online

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tom's guide PHONES LAPTOPS CAMERAS TV GAMING WEARABLES FORUM ALL PRODUCTS + MORE + LOGIN f t w i

WIRELESS CARRIERS > BEST PICKS

Best Cellphone Plans 2017

by STEWART WOLPIN & PHILIP MICHAELS Apr 25, 2017, 4:37 PM

Page 1: Best Cellphone Plans

Best Postpaid Family Plan
T-MOBILE

SHOP PLANS

MONTHLY PRICE	\$160
ADDITIONAL FEES	None
TOTAL COST	\$160 (assumes 4 lines for Family Plan)
DATA	Unlimited

Best Unlimited Postpaid Individual Plan
T-MOBILE

SHOP PLANS

MONTHLY PRICE	\$70
ADDITIONAL FEES	None
TOTAL COST	\$70
DATA	Unlimited

Best Postpaid Individual Plan
VERIZON

SHOP PLANS

MONTHLY PRICE	\$40
ADDITIONAL FEES	\$20
TOTAL COST	\$55 (w/autopay)
DATA	5GB

Best Postpaid Family Plan | Best Unlimited Postpaid Individual Plan | Best Postpaid Individual Plan | Best Cheap Wireless Plan | Best Prepaid Individual Plan | Best Unlimited Prepaid Plan | Best Prepaid Family Plan | Best International Plan

+ SUMMARY

Finding the right phone plan to fit your needs is tricky. Beyond just dollars and cents, you need to consider which phones are supported by which wireless carriers and what coverage and data speeds are like in the area where you'll use your phone the most. Throw in carriers' near-continual plan changes, and it's a recipe for confusion.

To make the decision easier, we've gone through each carrier's plans to figure out which one is the best for your particular needs. T-Mobile's unlimited data offering is the **best family plan**, given that it's cheaper than Verizon's unlimited plan for families. T-Mobile also has the **best unlimited data plan** for individuals, which costs \$70 monthly.

MORE: [Who Is the Top All-Around Carrier in the U.S.?](#)

TWO FREE SAMSUNG GALAXY SMARTPHONES
WHEN YOU SWITCH

metroPCS
SHOP NOW >>

Sales tax not included.

If saving money without compromising too much on data is the most important thing to you, Virgin offers the most data for less than \$40 a month with its 5GB plan. Otherwise, Verizon offers the **most compelling individual cellphone plan**, costing \$55 a month for 5GB; you can also roll over unused data to the next month. Thanks to a boost to the size of its no-contract plans, AT&T provides the **best prepaid option** for individuals, though MetroPCS has the most attractive unlimited data plan, especially if you can live with lower-resolution video streaming. Families looking for prepaid coverage will like the discounts AT&T offers when you add additional lines to its plans.

Brand Engagement

TopTenReviews Compare the Best, Buy the Best for You

Reviews Who We Are What We Do f t w i

Our editorial staff evaluates products and services independently, but Top Ten Reviews may earn money when you click on links. [Learn More](#)

BEST PICKS The Best Prepaid Cell Phones of 2017

WIRELESS SERVICE, NO STRINGS ATTACHED
Mobile / Phones / Cell Phone Providers Review / Prepaid Cell Phones Review

by Dan Tennant
LATEST UPDATE APRIL 03, 2017

The prepaid cell phone Providers reviewed here offer great service at a price that is generally low. If you prefer more traditional services with more options and phones, consider our [Best Cell Phone Providers](#) reviews.

See More

Summary

View Standard Lineup

Featured

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MetroPCS
Review
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T-Mobile
Review
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2
H2O Wireless
Review
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US Mobile
US Mobile
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ting
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go
AT&T GoPhone
Review
Visit Site

Page Plus Cellular
Page Plus Cellular
Review
Visit Site

10
Net10 Wireless
Review
Visit Site

At-a-Glance

Standout Feature	Free Music Streaming	Best for Most People	Cheapest Access to AT&T	Unlimited Data	Best Overall Value	Cheapest Plans	Best Support & Customization	Daily Plans Available	Verizon's Network	GSM & CDMA Networks
Value Grade	A-	A	B+	A-	A	B	B-	B-	B-	C+

Prepaid Cell Phone Provider

Plans With Big Savings

Advertisement

Featured sponsor **MetroPCS** plans are simple and straightforward. Get one low price with taxes and regulatory fees included. There are no hidden fees and no annual contract.

metroPCS
SHOP NOW >>

TWO FREE SAMSUNG GALAXY SMARTPHONES
WHEN YOU SWITCH

Sales tax not included.

Galaxy J3 Prime

Monthly Plans

Plan	?	\$30	\$40	\$30	\$40	\$35	\$9	\$15	\$30	\$12	\$35
Basic Starter Plan	?										
Average Usage Plan	?	\$40	\$40	\$40	\$40	\$35	\$35	\$40	\$45	\$39.95	\$40
Unlimited Talk/Text Available	?	✓	✓	✓	✓	✓	Texts Only		✓	✓	✓
Unlimited Data Available	?	✓	✓	✓	✓	✓		✓	✓		✓
Unlimited 4G LTE Available	?	✓			✓	✓					

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The screenshot shows a website titled "LAPTOP" with a navigation menu including "LAPTOPS", "TABLETS", "WINDOWS 10", "ULTRABOOKS", "ACCESSORIES", "REVIEWS", and "NEWS". The main content area features a "Best Laptops 2016" article by Aaron Pilch, dated March 18, 2016. Below the article is a "Top Laptop Overall" section featuring the Dell XPS 13, priced from \$799. There are three columns of "Best" laptops: "Best Cheap Laptop" (Lenovo Ideapad 100S, \$179.99), "Best Sub-\$500 Laptop" (Asus F555LA, \$374.99), and "Best Apple Laptop" (Apple MacBook Air 13 inch, \$949.99). A large quote reads: "Is this the best ultraportable for the money? We say yes." followed by a detailed review of the Dell XPS 13, priced from \$799.99. Below this are three more "Best" laptop categories: "Best Business Laptop" (Lenovo ThinkPad T460, \$809.10), "Best 2-in-1" (Lenovo Yoga 900, \$1099.99), and "Best Video/Photo Editing Laptop" (Asus ZenBook Pro UX501VW, \$1499). At the bottom, there is a "Dell XPS 13" advertisement with the headline "Erase borders, starting with the display." and a price of \$799.99.

Drive Sales

The screenshot shows an iMore article titled "Class-action lawsuit filed against Apple over 'Error 53' failed iPhone security checks" by Joseph Haller. The article discusses a lawsuit filed by PCVA against Apple over the "Error 53" security issue. Below the article is a "Business protection. Personal privacy. One device." section featuring Samsung Knox, priced from \$99.99. There are two columns of "Best" mobile devices: "THE GOOD" (Huawei EMUI skin, \$199.99) and "THE BAD" (Huawei EMUI skin, \$199.99). Below this is another "Business protection. Personal privacy. One device." section featuring Samsung Knox, priced from \$99.99. At the bottom, there is a "The Best Mobile Security Solution on the Market" advertisement for Samsung Knox, priced from \$99.99.

Lead Gen

The screenshot shows a Tom's Guide article titled "Most Surprising Things PCs Can Do Now" by Mark Spohnauer, dated April 8, 2016. The article discusses various PC capabilities. Below the article is a "Voice Recognition" section featuring Microsoft Cortana, priced from \$99.99. There are two columns of "Best" mobile devices: "THE GOOD" (Huawei EMUI skin, \$199.99) and "THE BAD" (Huawei EMUI skin, \$199.99). Below this is another "Business protection. Personal privacy. One device." section featuring Samsung Knox, priced from \$99.99. At the bottom, there is an "Intel" advertisement with the headline "DESKTOP PERFORMANCE, REDEFINED" and a price of \$99.99.

Brand Engagement

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GIFT GUIDE PROGRAMS

Project Tasks:

- To re-design gift guide page for sponsorship program
- To provide experiments for placements of featured gifts to follow the natural form of the layout page
- Designed native and branded experience in contextual relevance that can produce high Click-Through Rate (CTR) and boost conversions.
- Designed and developed multi-platform that captures the audience wherever they are spending their time online

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Sponsored Content Programs

Project Tasks:

- Re-designed an existing program pages by adding a companion banners and pre-roll for sponsorship content
- Placing a targeted traffic drivers to drive engagement with sponsored content and video
- Designed native and branded experience in contextual relevance that can produce high Click-Through Rate (CTR) and boost conversions.
- Adding social posts to YouTube, Facebook, Twitter and Instagram
- Placing logo integration on the title header
- Placing in-content lead gen unit w/ gated assets

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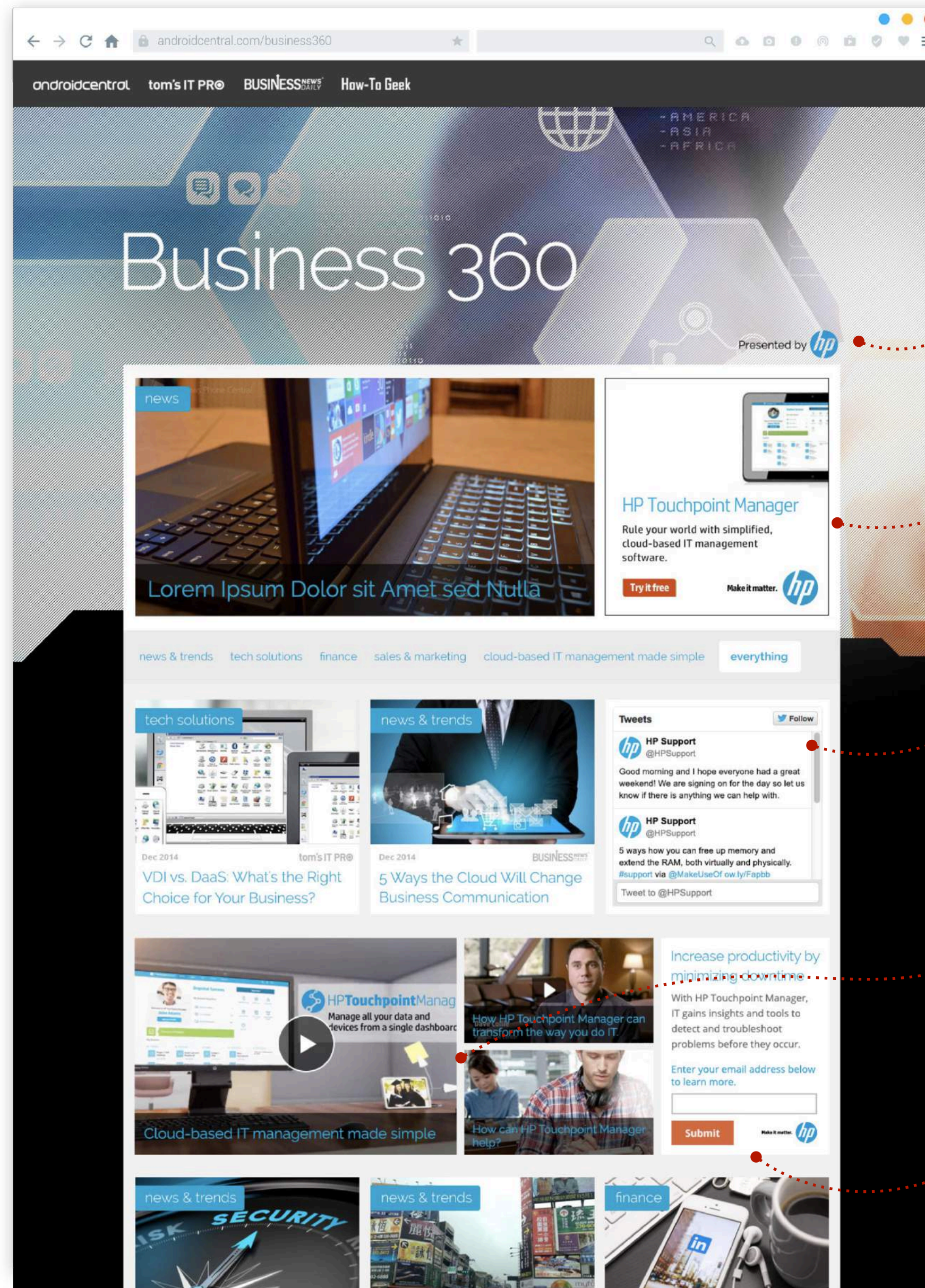
10. SCP- IN THE CLOUD

Android Central

Business 360 Sponsorship

Focuses on top B2B categories including Mobility, Security, Productivity, Hardware, Software

100% SOV Sponsorship



Logo integration

Branded Banner

Social feeds

Native content ownership of article pages

Lead gen integration

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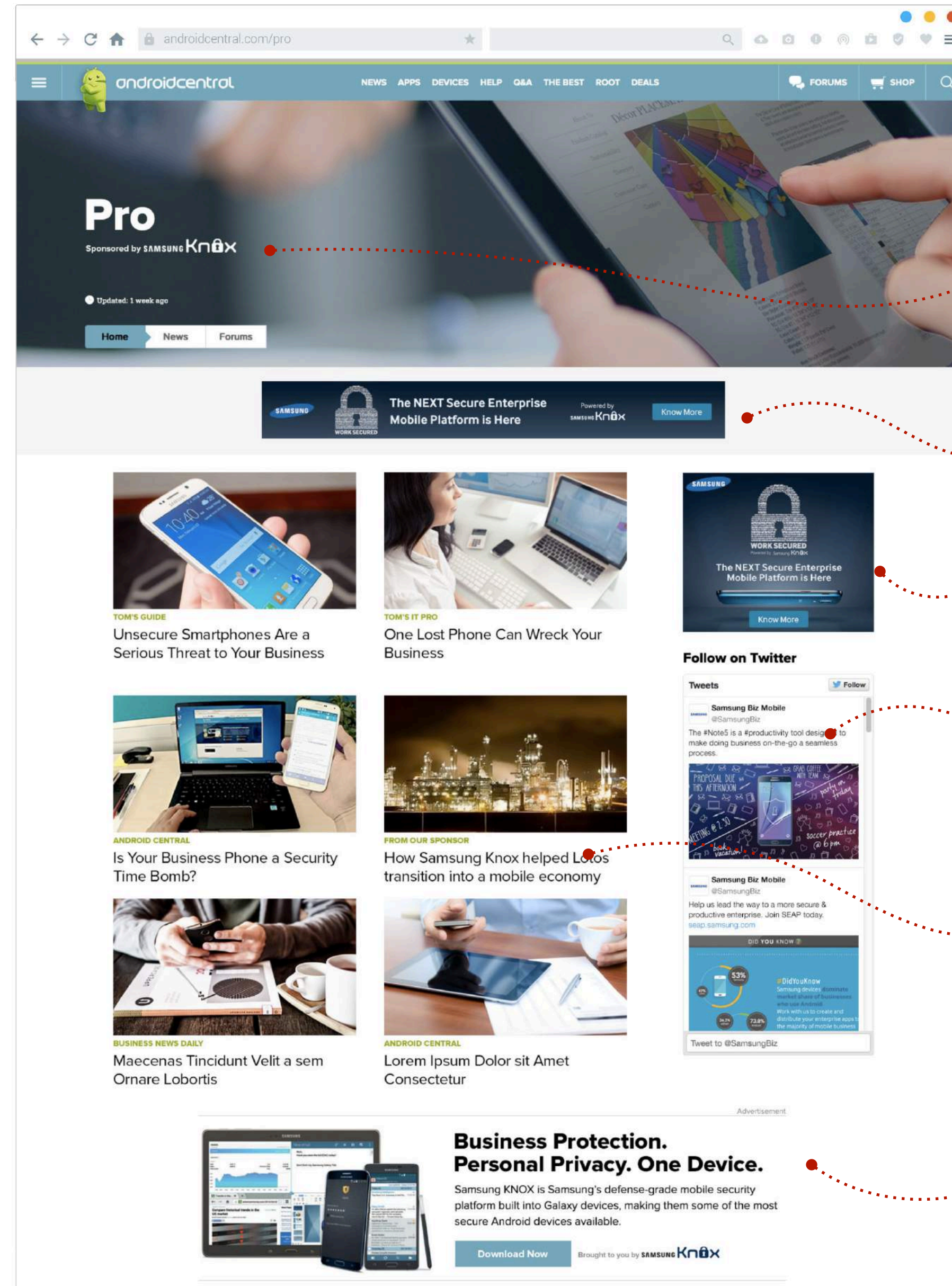
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Android & Windows Central

Pro Sponsorship

Addressing key issues in mobile business technology head on, that BDM are facing today and in the near future



Logo integration

Branded Banner

Social feeds

1-click ownership of article pages

Native ad

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Business News Daily

The Next Steps Sponsorship

Finding systems that are right for your business size and budget can be challenging, but knowing what you need is the first step to growing your business.

The screenshot shows the Business News Daily website with the article "The Next Steps - Solutions for Growing Businesses". Annotations include:

- A red dotted arrow pointing from the Dell banner at the top to the text "Branded Banners".
- A red dotted arrow pointing from the lightbulb image to the text "Lead Gen".
- A red dotted arrow pointing from the "Download Whitepaper" button to the text "Lead Gen".

Business News Daily
START Your Business GROW Your Business BUILD Your Career LEAD Your Team FIND A Solution

BUSINESS IDEAS BUSINESS PLANS STARTUP BASICS STARTUP FUNDING FRANCHISING SUCCESS STORIES ENTREPRENEURS

Satisfy business, IT and enduser demands with a single, enterprise-grade device
Learn more >

The Next Steps - Solutions for Growing Businesses

What technologies do you need to take your business to the next level? Finding systems that are right for your business size and budget can be challenging, but knowing what you need is the first step to growing your business.

By Jeanette Mulvey, BusinessNewsDaily Managing Editor | January 6, 2015 09:35 am EST

f 16 t 7 in 6 3 2 MORE

Satisfy business, IT and enduser demands with a single, enterprise-grade device
Learn more >

Growing Up Digital

- Can Your Business Survive in the Digital World? View article >
- Small and Medium Businesses Most at Risk to Fail View article >
- Using Data to Grow Your Business View article >
- Competing in the Digital World View article >

Cybersecurity: A Small Business Guide

Cybersecurity is a hot topic for businesses and consumers alike. In the wake of multiple corporate breaches over the last few years, all users are on higher alert about the safety of their sensitive

Read more >

Sponsored by DELL intel

Dell Tablets: A Winning Combination of PC Performance and Portability

Name: Email address:

Download Whitepaper

YOU MAY ALSO LIKE

Got a Good Business Idea?

Branded Banners

Lead Gen

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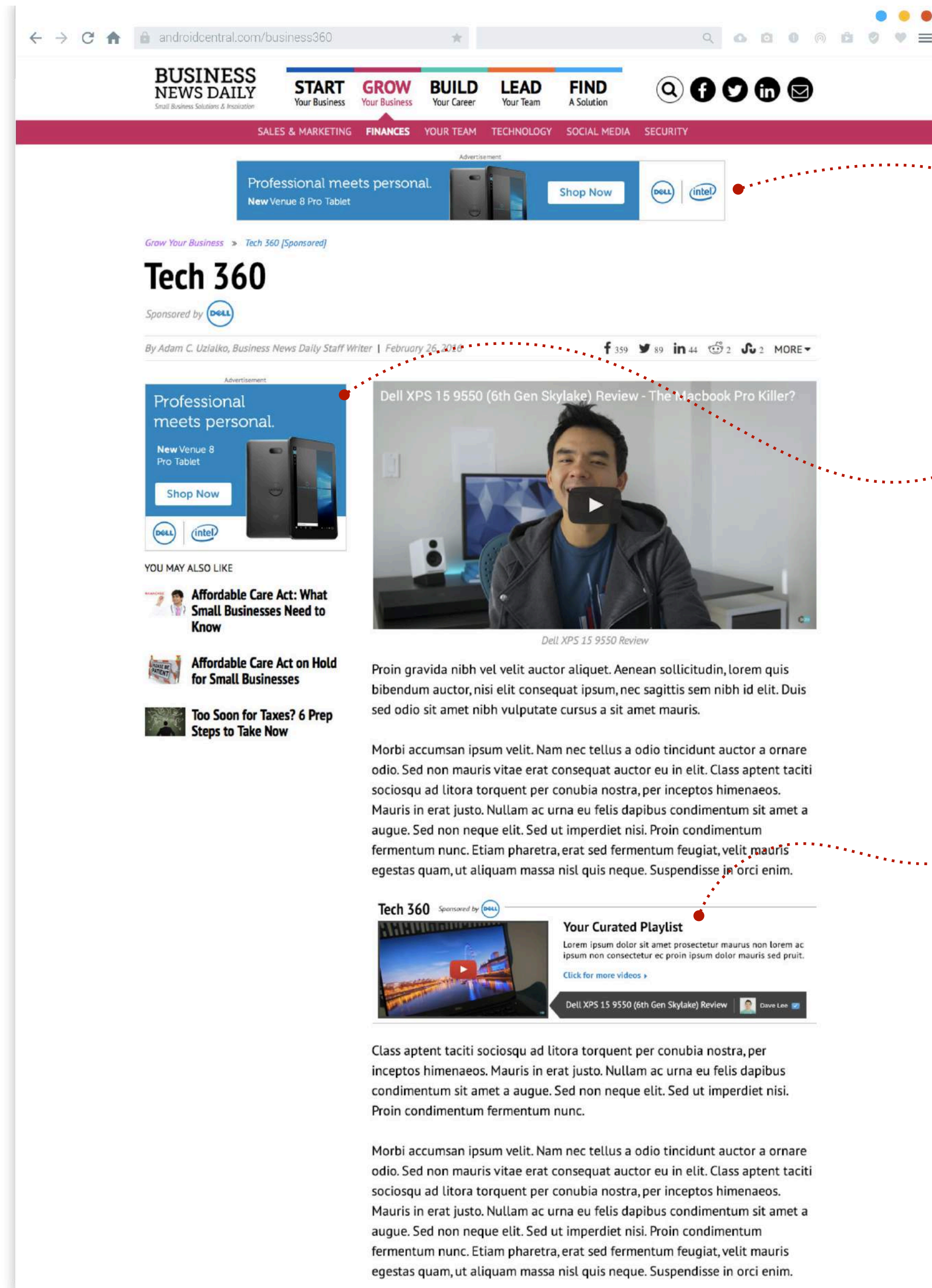
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Business News Daily

Tech 360 with YouTube Creators

Connecting with tech tastemakers to leverage the power of influencer video



Branded Banners

1-click ownership of article pages

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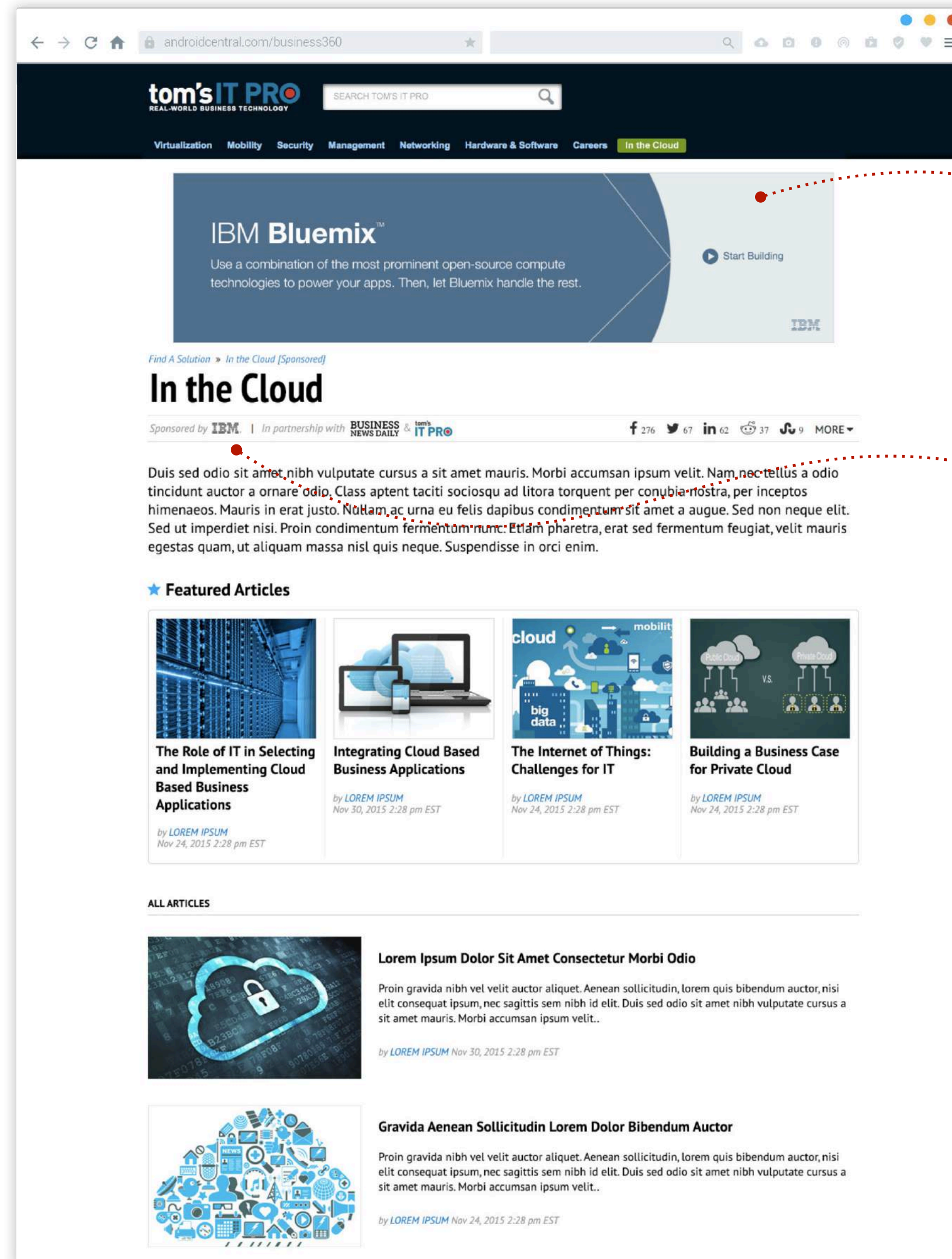
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Business News Daily

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Branded Banners

Logo integration