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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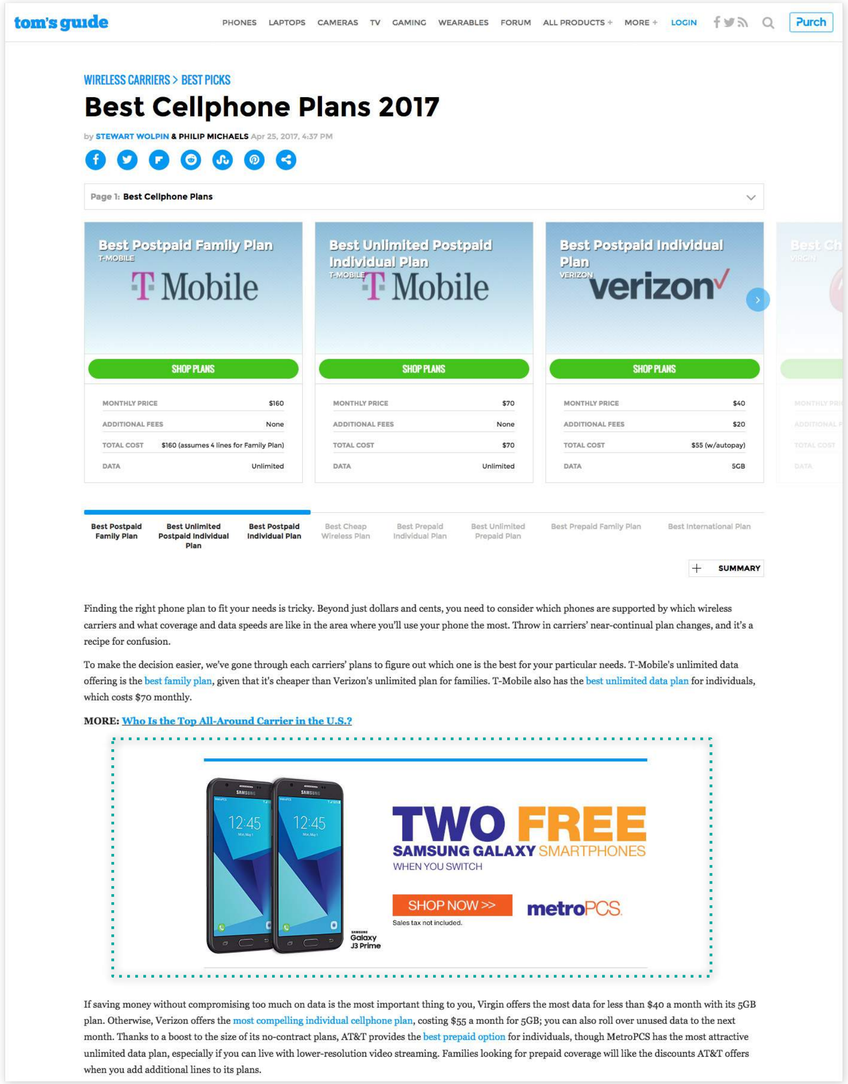

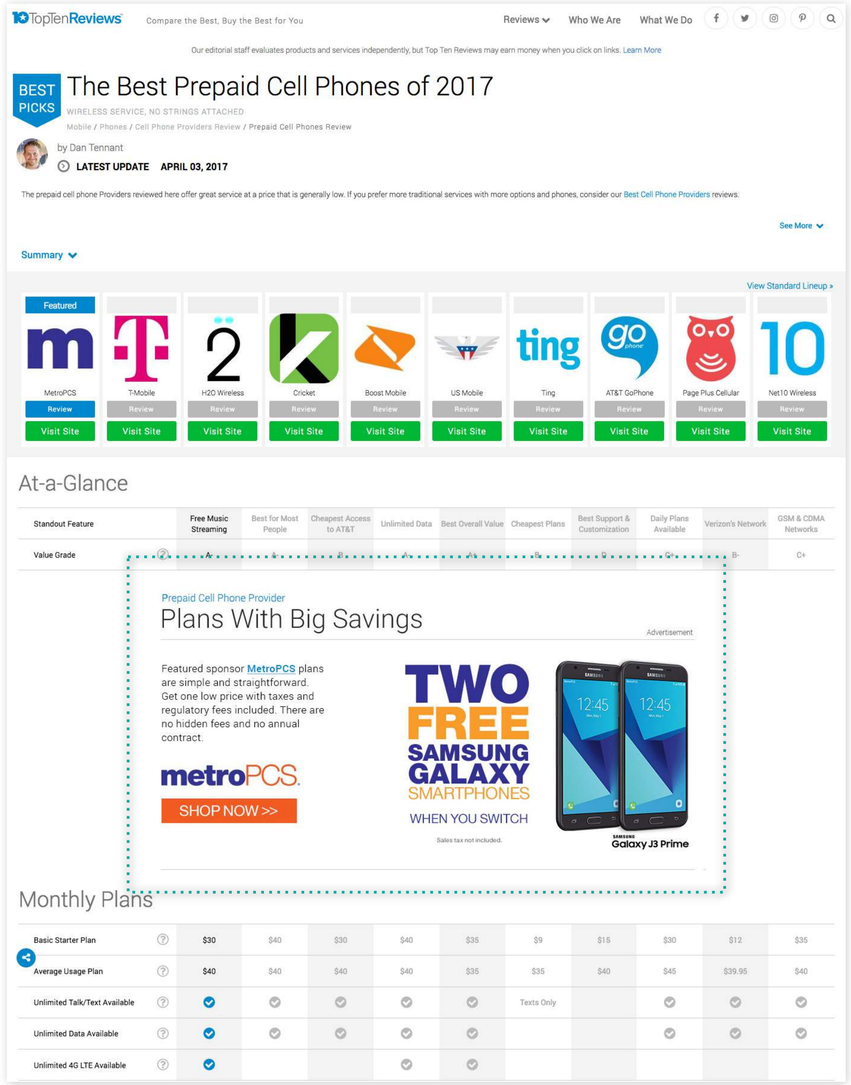

Brand Engagement

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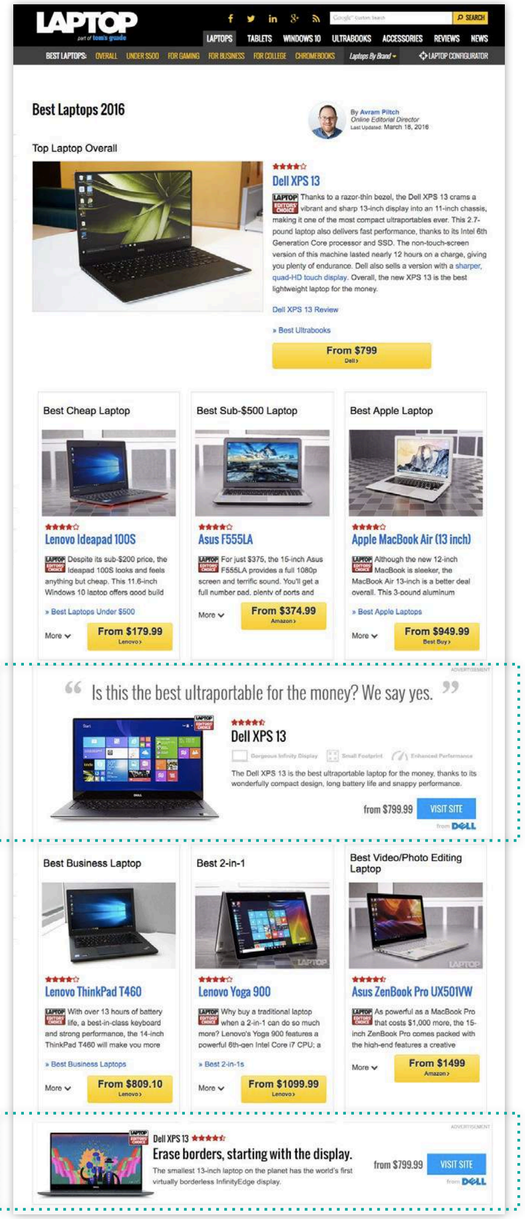
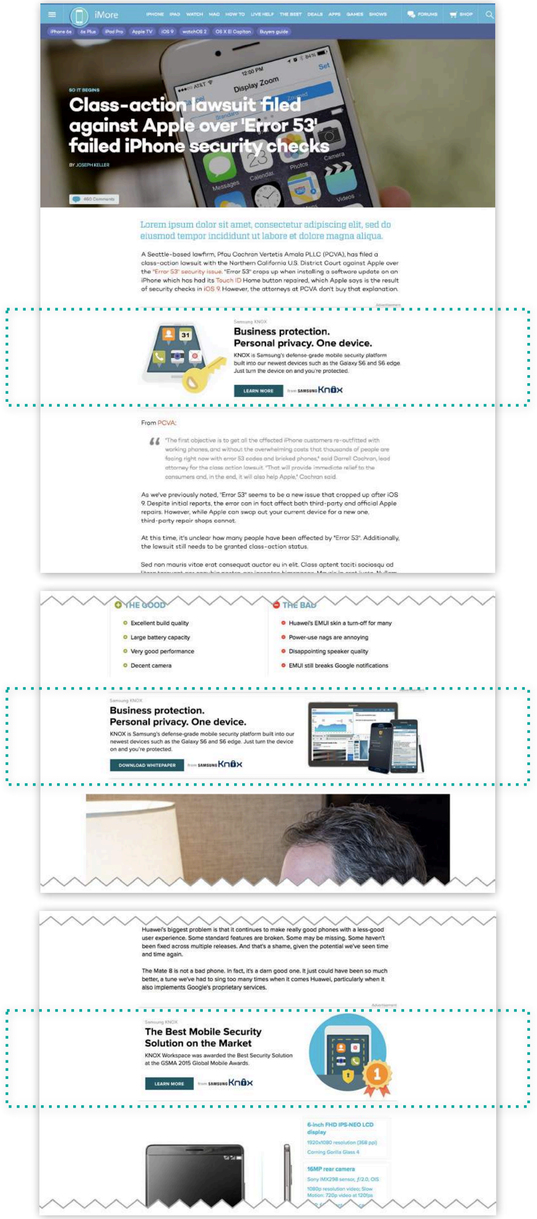
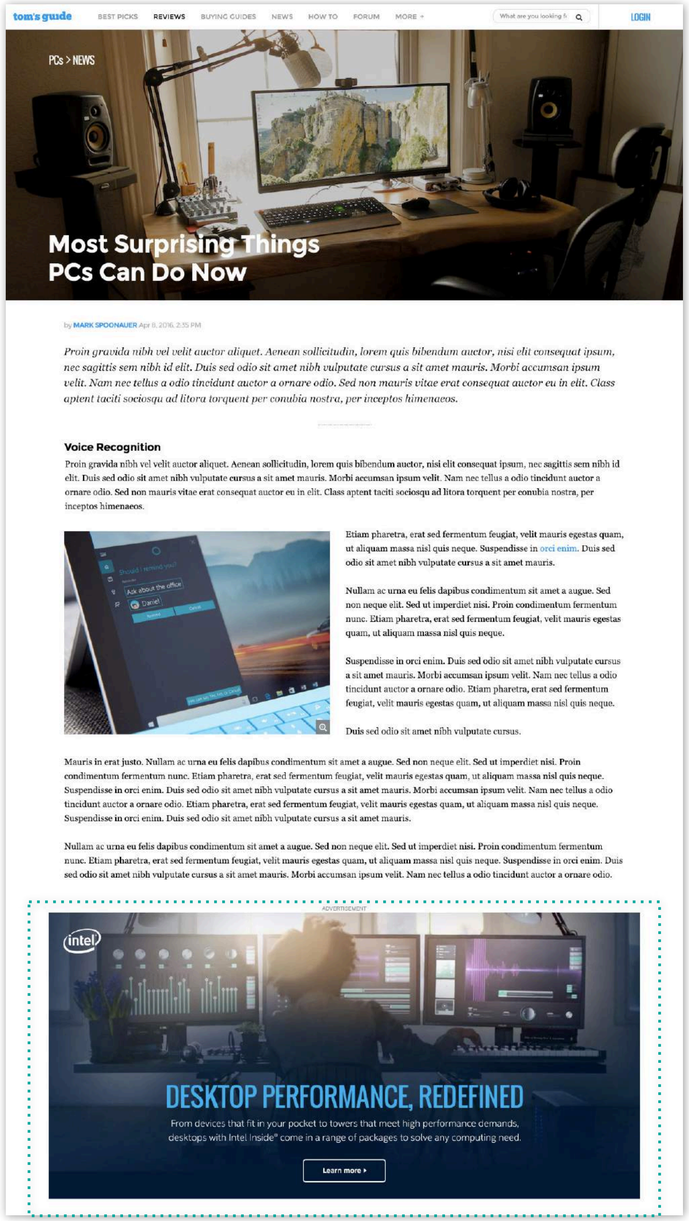


Drive Sales



Lead Gen



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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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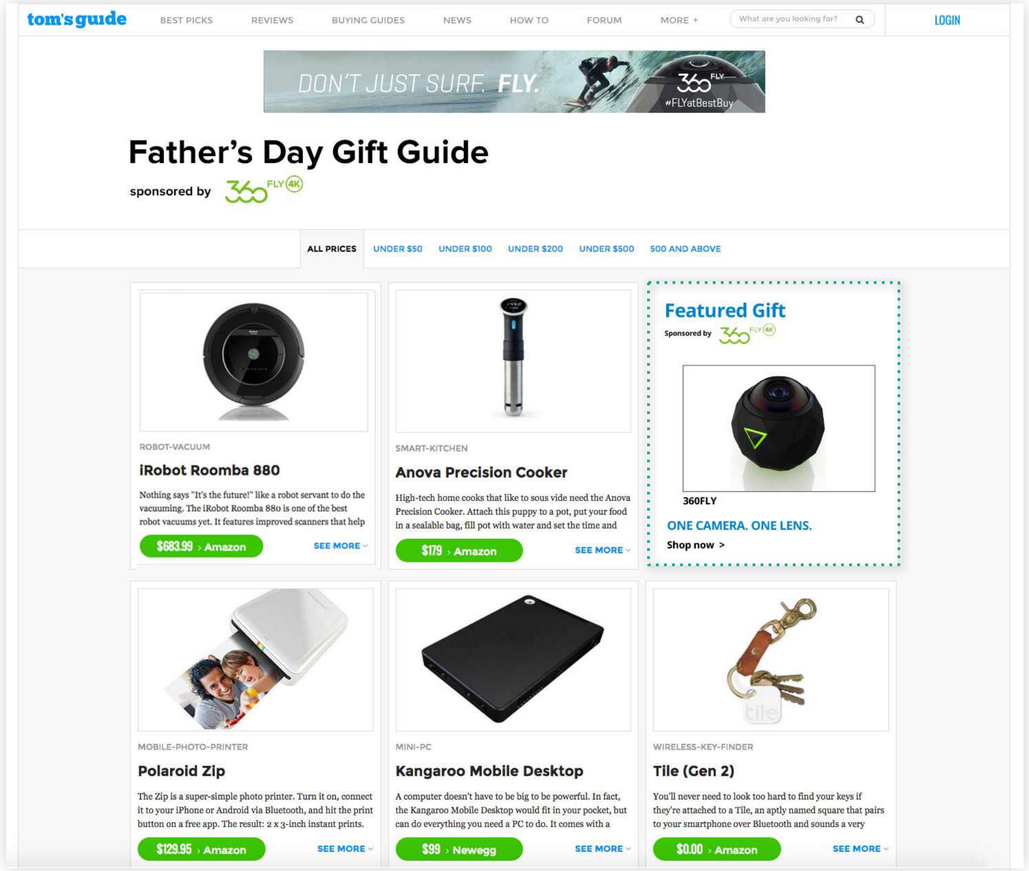

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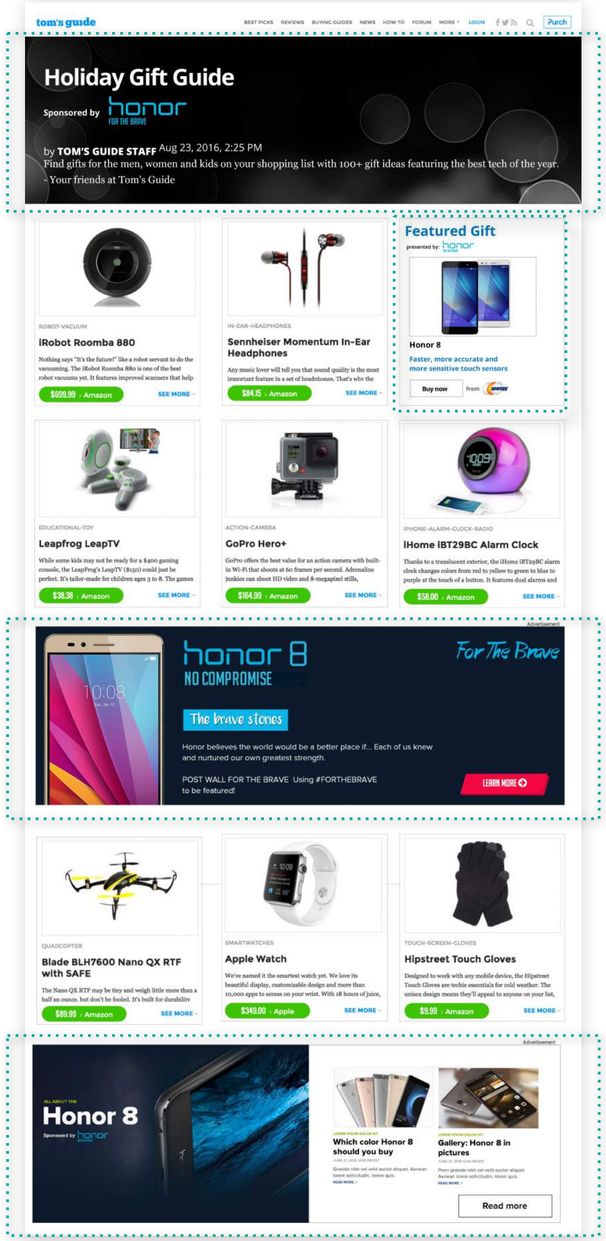

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Sponsored Content Programs

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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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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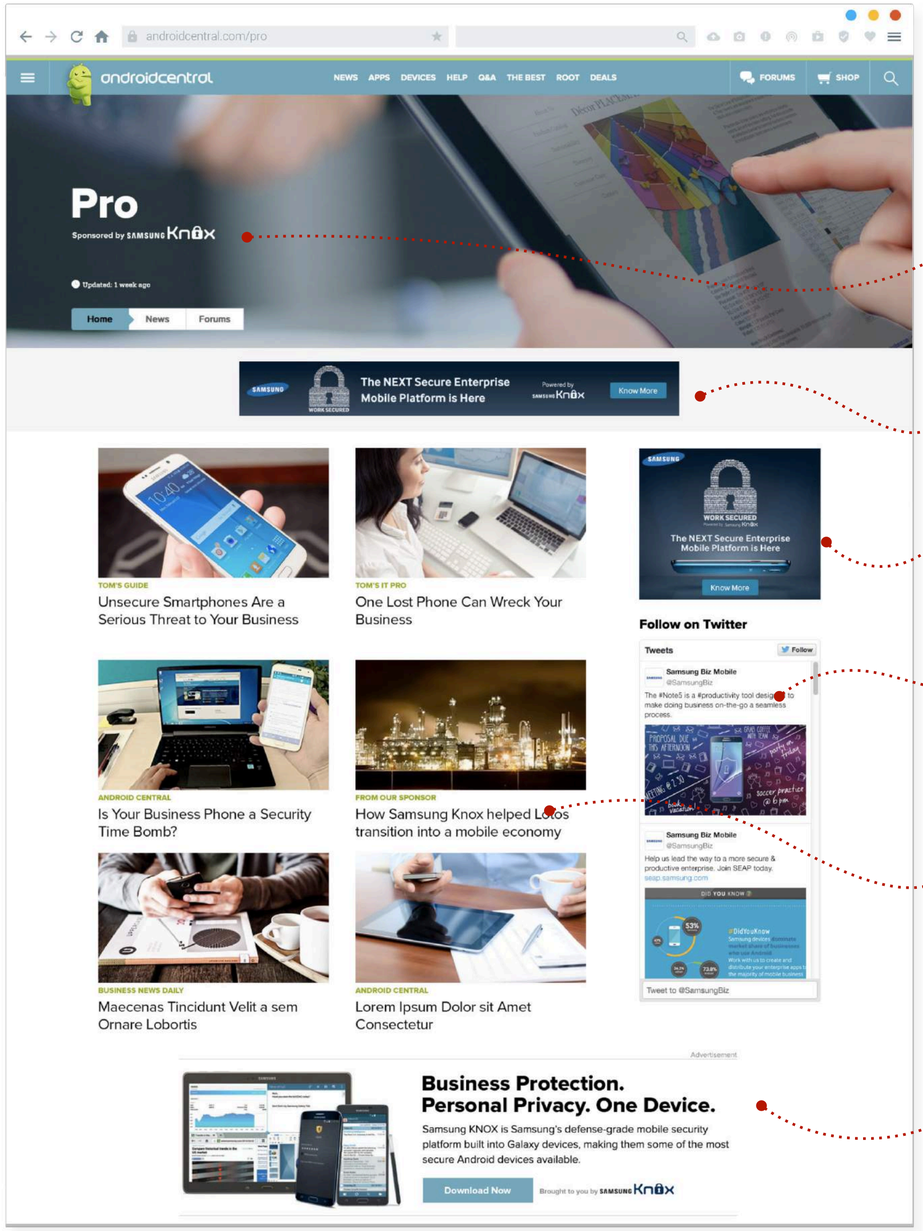
Android & Windows Central

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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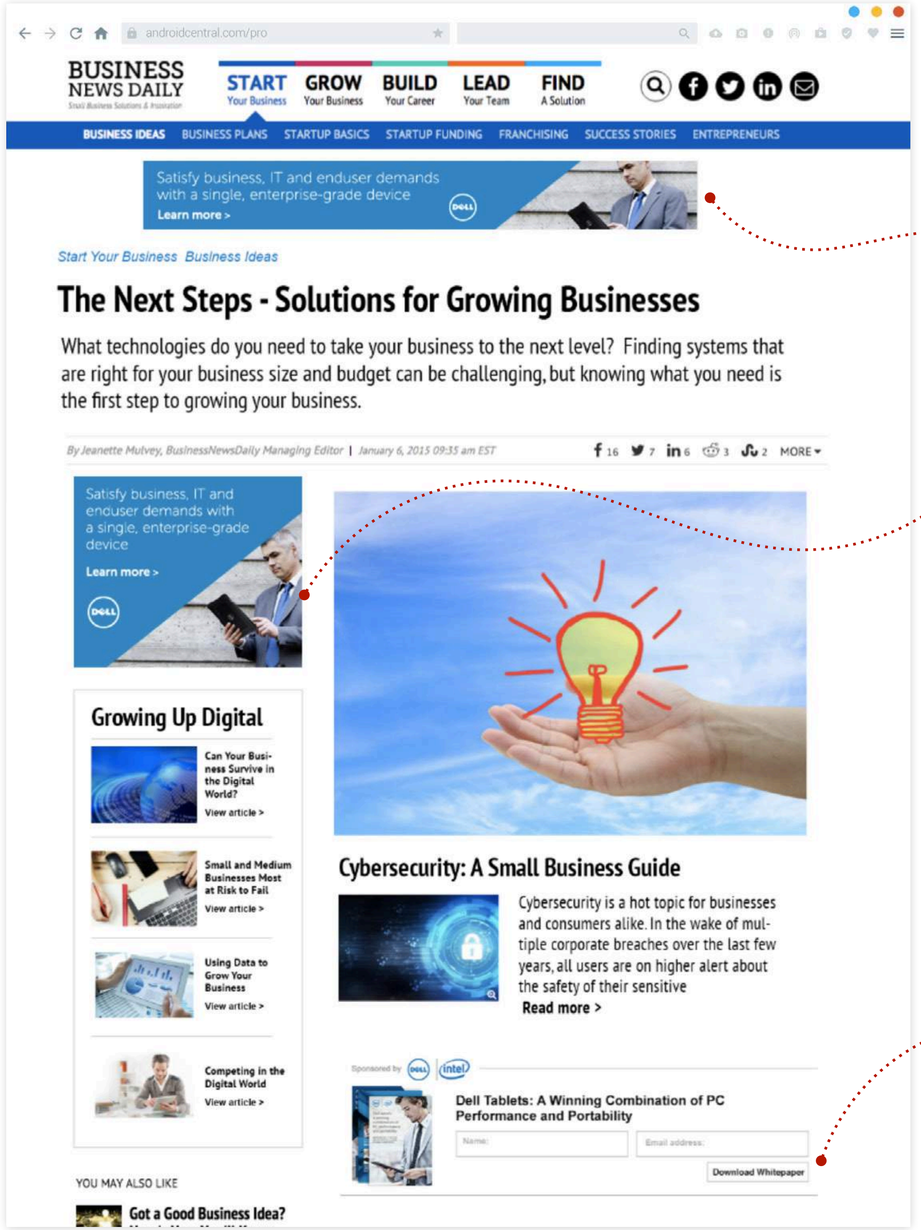
Business News Daily

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.



Branded Banners

Lead Gen

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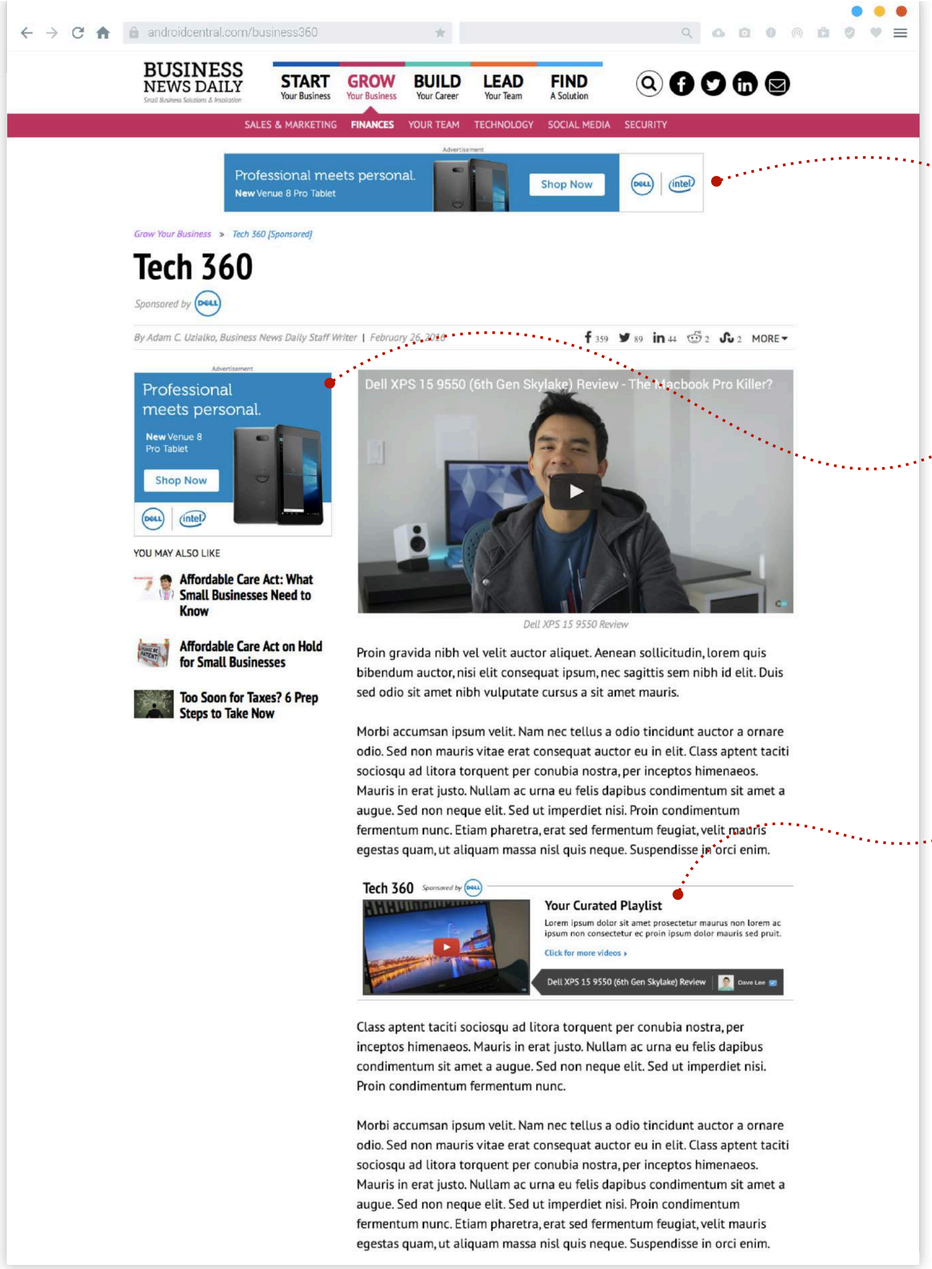
Tech 360 with YouTube Creators

Connecting with tech tastemakers to leverage the power of influencer video



Branded Banners

1-click ownership of article pages

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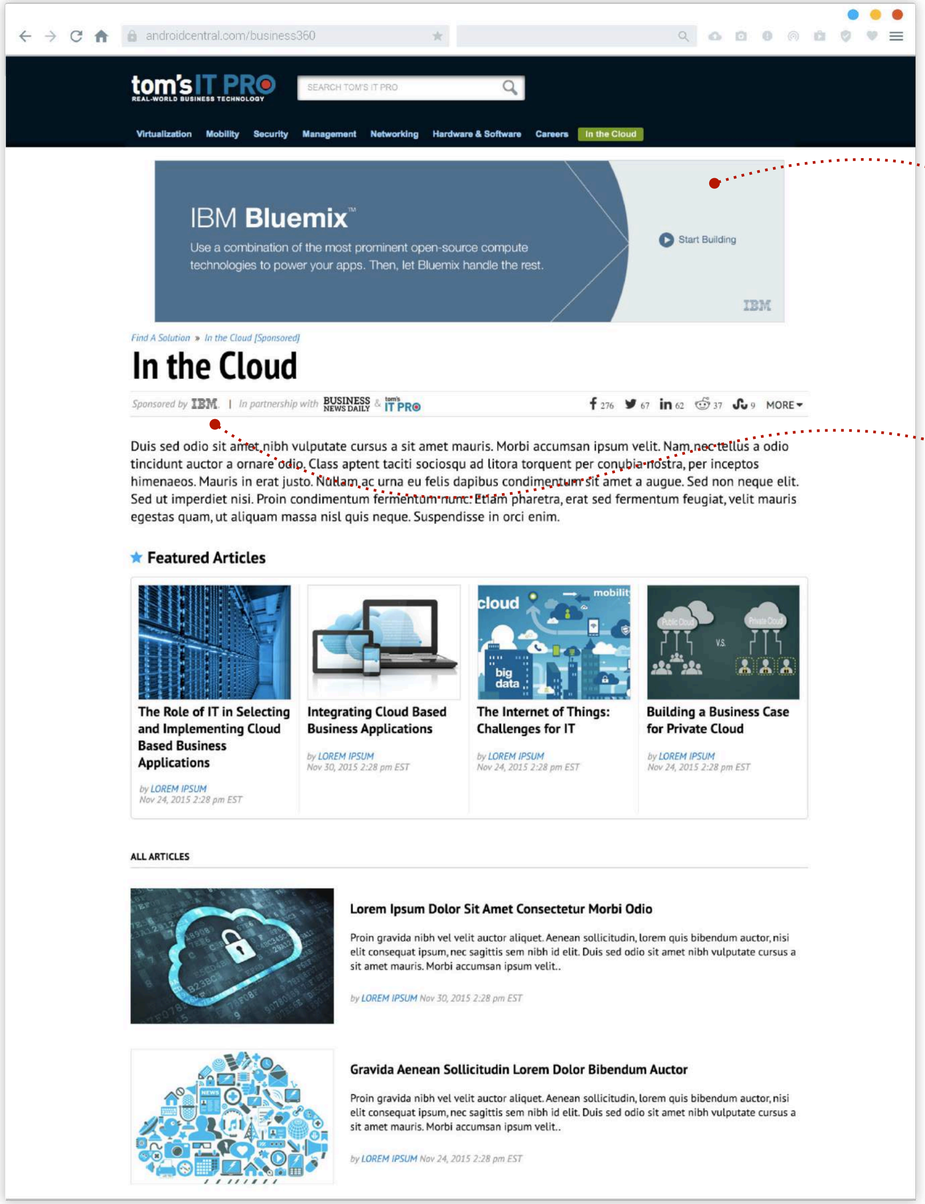
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