WHAT YOU CAN EXPECT TO FIND IN THE REPORT

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How Nexd Interactive Compares to Typical Display Performance

Interactive formats consistently outperform standard display advertising across all verticals

Business & Finance

External Display CTR	Nexd Interactive CTR	Approx CTR Uplift	Avg Engagement	Avg Engagement Uplift vs Competitor
0.39%	0.59%	+51%	22.02%	24.5x

Shopping & Fashion

External Display CTR	Nexd Interactive CTR	Approx CTR Uplift	Avg Engagement	Avg Engagement Uplift vs Competitor
0.51%	0.59%	+16%	22.69%	17.5x

Technology & Computing

External Display CTR	Nexd Interactive CTR	Approx CTR Uplift	Avg Engagement	Avg Engagement Uplift vs Competitor
0.39%	0.57%	+46%	21.40%	11.3x

Food & Drink

External Display CTR	Nexd Interactive CTR	Approx CTR Uplift	Avg Engagement	Avg Engagement Uplift vs Competitor
0.28%	0.74%	+164%	34.22%	18.0x

Travel

External Display CTR	Nexd Interactive CTR	Approx CTR Uplift	Avg Engagement	Avg Engagement Uplift vs Competitor
0.23%	0.39%	+70%	30.59%	20.4x

Key Finding: Our comparison data is based on the Celtra Creative Insights Report, 7th Edition and is intended as an indicative benchmark rather than a precise like-for-like comparison, since our engagement rates are calculated using a broader set of interaction signals than Celtra's. Even with this difference in methodology, the results clearly show that our creatives outperform typical engagement levels across comparable verticals.

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Which Layout for Which Vertical?

Top-performing layouts by vertical — 3 for CTR, 3 for Engagement

Business & Finance

Strong CTR			Strong Engagement		
1	Train	0.91%	1	Drag to reveal	40.43%
2	Drag to Reveal	0.93%	2	Carousel splitscreen	33.57%
3	3D cube (horizontal)	0.62%	3	Train	20.71%

Shopping & eCommerce

Strong CTR			Strong Engagement		
1	Scratch	0.80%	1	Carousel splitscreen	51.48%
2	Flip book	0.51%	2	3D cube (vertical)	34.58%
3	3D prism (horizontal)	0.49%	3	Carousel	22.35%

Technology & Computing

Strong CTR			Strong Engagement		
1	Map with horizontal drag	0.94%	1	Drag to reveal	60.76%
2	Parallax cube	0.83%	2	Scroll to queue	51.66%
3	Drag to reveal	0.83%	3	Splitscreen	41.24%

Food & Drink

Strong CTR			Strong Engagement		
1	Carousel splitscreen	1.54%	1	Carousel splitscreen	61.97%
2	Map with horizontal drag	1.33%	2	Survey	52.27%
3	Scratch	1.26%	3	Still	49.13%

💡 Explore all our interactive layouts at **nexd.com/layouts**

How to Make Interactive Ads People Actually Want to Touch

5 design principles that separate memorable experiences from forgettable ones

Visual Hierarchy 1

Guide attention with size, contrast, and placement. Your hero element should be unmissable.

Pro Tip: Use the 3-second rule: users should understand the main message in 3 seconds or less.

Motion with Intent 2

Every animation should have a purpose - reveal content, guide interaction, or provide feedback.

Pro Tip: Subtle motion (0.2-0.5s) feels professional. Excessive motion feels gimmicky.

Interaction Cues 3

Make it obvious what's interactive. Use gesture cues, highlights, arrows, or micro-animations.

Pro Tip: Test with someone unfamiliar with your ad—can they figure out what to do instantly?

Copy That Fits Interaction 4

Write for the format. Use action words (swipe, explore, discover) and keep it scannable.

Pro Tip: Interactive ads allow progressive disclosure - don't cram everything upfront.

Mobile-First Thinking 5

Design for thumbs, not cursors. Touch targets should be at least 44×44px.

Pro Tip: Most traffic is mobile. If it works on mobile, it will work everywhere.

Remember: The best interactive ads feel intuitive, not clever. Users shouldn't need instructions - the design should guide them naturally through the experience.
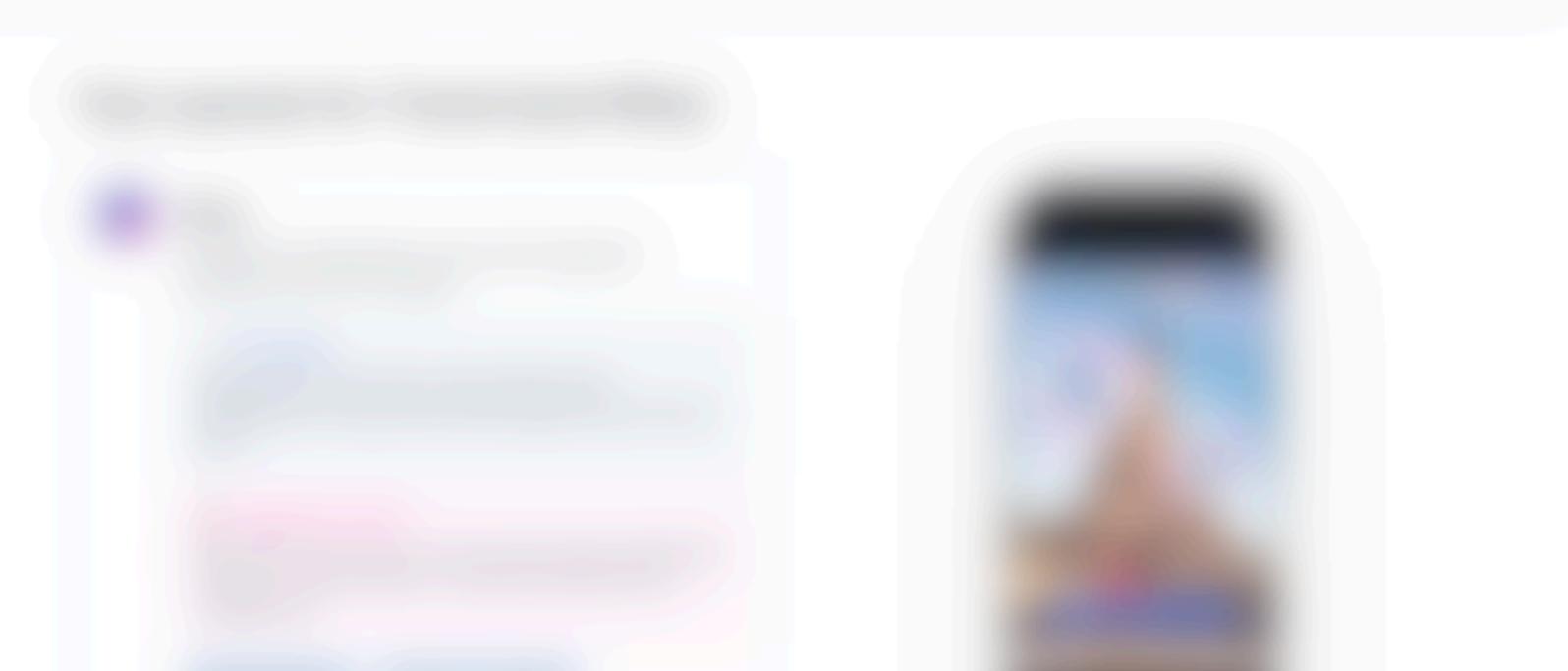
Quick Design Checklist

Before Launch
- Can users understand the message in 3 seconds?
- Is it obvious what's interactive?
- Do touch targets meet 44×44px minimum?

Test On
- iOS Safari (iPhone)
- Android Chrome
- Desktop (Chrome, Safari, Edge)

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TO GET FULL ACCESS AND SEE REAL EXAMPLES

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