

Template 1: The Basic Offer

Headline: Get [Product/Service] Now **Description:** Best [Product/Service] for [Benefit]. Click here! **Display URL:** www.example.com **CTA:** Shop Now

Example: Headline: Get Fresh Apples Now **Description:** Best apples for a healthy snack. Click here! **Display URL:** www.fruitshop.com **CTA:** Shop Now

Template 2: The Discount Deal

Headline: [Product/Service] at [Discount]% Off **Description:** Save [Discount]% on [Product/Service]. Limited time! **Display URL:** www.example.com **CTA:** Save Now

Example: Headline: Shoes at 20% Off **Description:** Save 20% on all shoes. Limited time! **Display URL:** www.shoestore.com **CTA:** Save Now

Template 3: The Quick Fix

Headline: Fix [Problem] with [Product/Service] **Description:** Tired of [Problem]? Try [Product/Service] now! **Display URL:** www.example.com **CTA:** Try Now

Example: Headline: Fix Dry Skin with This Cream **Description:** Tired of dry skin? Try our cream now! **Display URL:** www.skinshop.com **CTA:** Try Now

Template 4: The Event Reminder

Headline: Join [Event] Today **Description:** Don't miss [Event]! Sign up now. **Display URL:** www.example.com **CTA:** Sign Up

Example: Headline: Join Cooking Class Today **Description:** Don't miss our cooking class! Sign up now. **Display URL:** www.cookingclass.com **CTA:** Sign Up

Template 5: The Limited Offer

Headline: Only [Number] Left of [Product/Service] **Description:** Hurry, only [Number] left! Buy now. **Display URL:** www.example.com **CTA:** Buy Now

Example: Headline: Only 5 Left of Our Bestseller Book **Description:** Hurry, only 5 left! Buy now. **Display URL:** www.bookstore.com **CTA:** Buy Now

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