

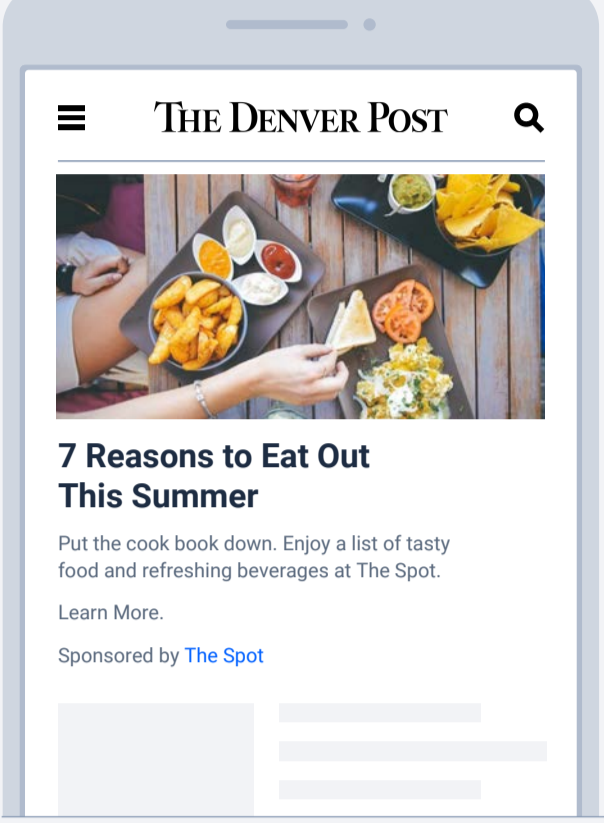
The Effectiveness of Native Ads

Native advertising has evolved from an industry buzzword into a new standard for effectively communicating brand messages online, and is employed by many of the world's largest brands and agencies.

Native Ads Compared to Display Ads

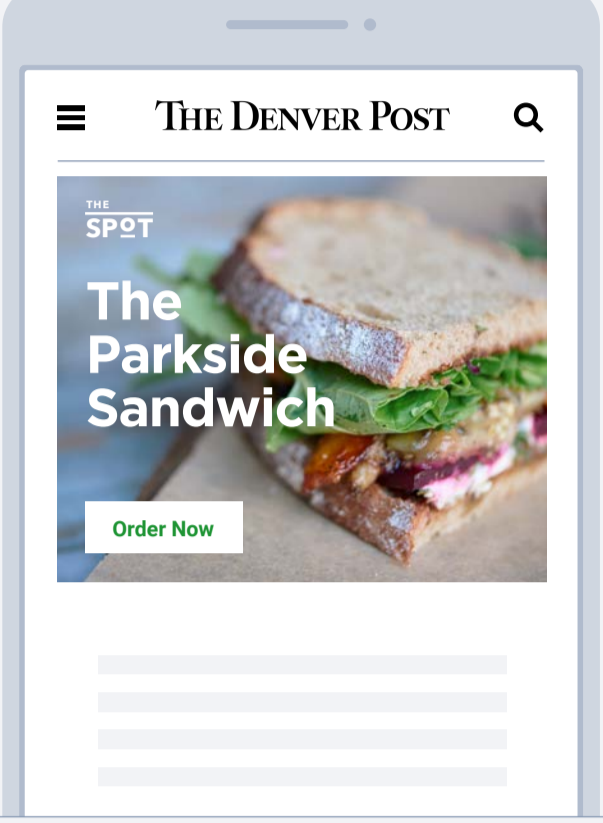
33% More Often Seen
68% Faster Noticed
168% More Time Spend
133% Higher Click-Through

[*Source](#)



Native Ad

Advertising formats that are consistent with the form, style and voice of the platform they appear on.



Display Ad

Simple ads that fit a specific size slot in a web page or app.

Native Defined



Location

Placed within content



Design

Formatted like content



Relevancy

Aligned with content or target audience



Disclosure

Marked as being sponsored

1. The Domain/Site

2. Image

- The image for native ads should not contain any text overlay
- We accept 1200 x 627, 800 x 600 and 600 x 600 pixel images in the following formats: JPG and PNG
- Optimal file size is 750 KB
- The creative must be high resolution (300 pixels per inch and above)

3. Headline (including spaces)

Maximum: 55 characters
Minimum: 15 characters

4. Body (including spaces)

Maximum: 120 characters
Minimum: 25 characters

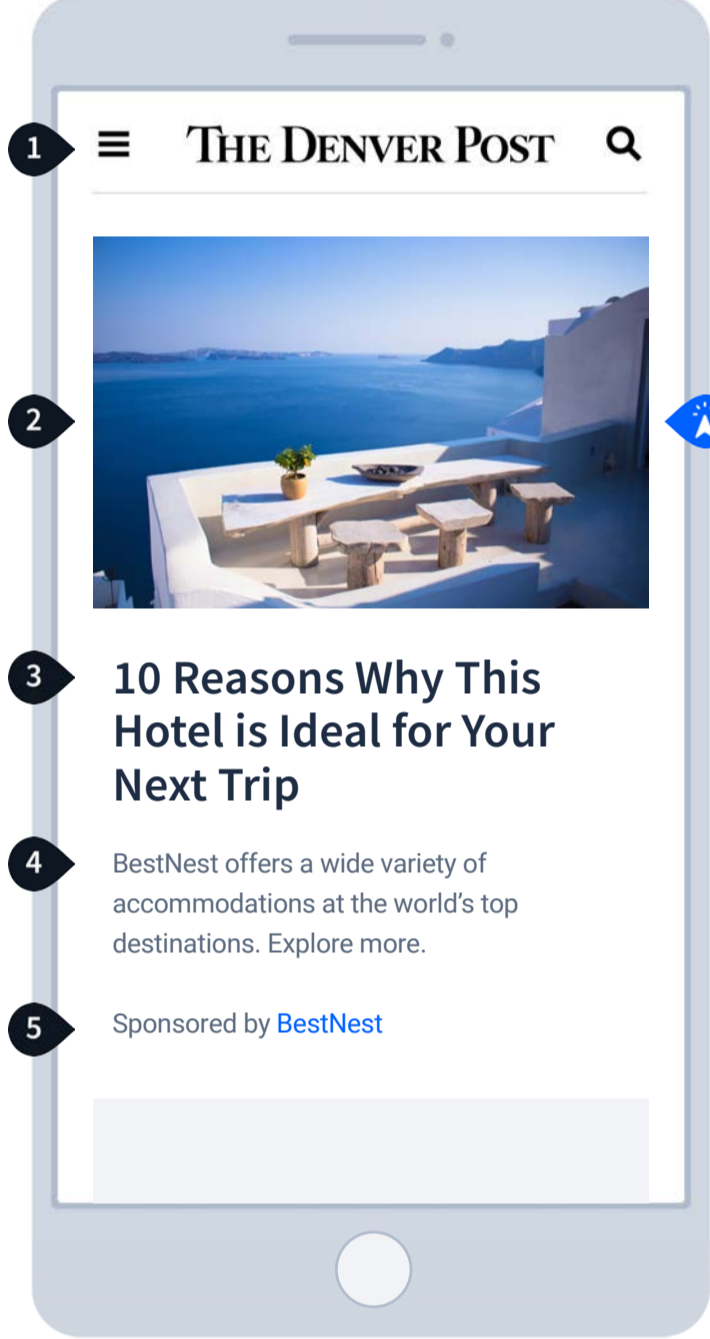
5. Brand Logo

Appears on a white background



Destination URL

The image must be clickable and lead to the article/post



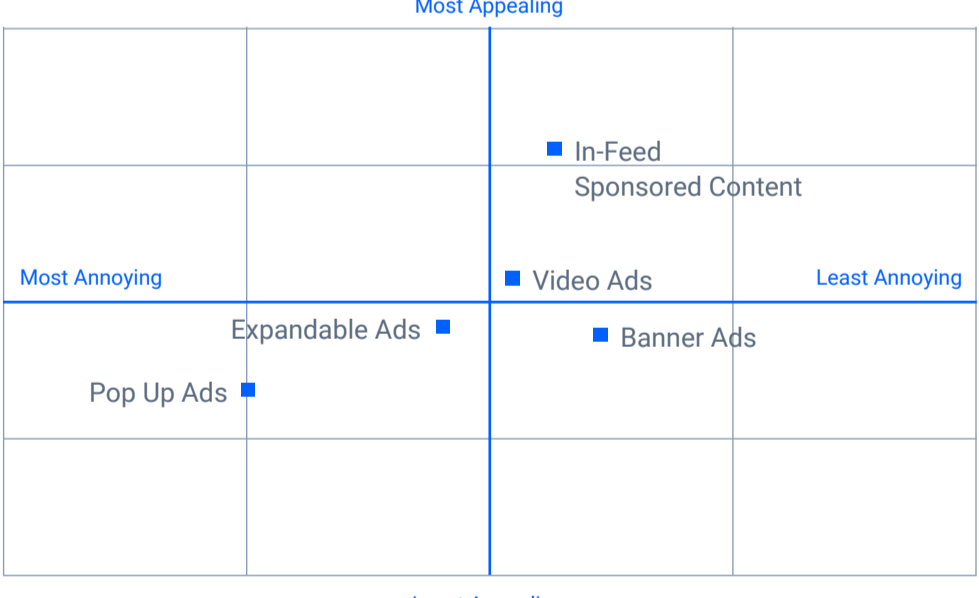
Why should you consider native advertising?

There is actual scientific evidence behind why native ads work. Unlike display ads, native ads require the use of both hemispheres of the brain. People are actually reading native ads because they become part of the experience of consuming relevant content. This results in stronger engagement, recall and influence.

Consumers

Native ads are consumed the same way people view editorial content which could attribute to consumers looking at **native ads 53% more frequently than display ads** and why they tend to register **higher lift in purchase intent at 18% and brand affinity at 9%** than display ads.

[*Source](#)



Consumers looked at original editorial content and native ads for a similar amount of time.

Average amount of seconds spent viewing
1.0 Native Ads vs. **1.2** Content

[*Source](#)

Brand Lift

According to TripleLift, native ads drive three times higher brand awareness and purchase intent, deliver **250% higher ad engagement**, and lead to conversions that drive a **475% return on ad spend**. The goal or goals that are chosen will help craft creative, execution, targeting and measurement.

[*The Global Guide to Native Advertising Technology 2018](#)

When to Use Native vs. Display

Both ad formats can play an integral role in your overall campaign strategy.

To know when to use native vs. display ads, start with your end goal in mind:

Goal	Ad Format
<ul style="list-style-type: none">ImpressionsUnique Reach	Display Ads
<ul style="list-style-type: none">Clicks or Click-Through RatesSite Visit or Content ReadsSign-Ups, Conversions or Sales	Native Ads
<div><div>!</div><div>Try a cost per engagement (CPE) bid strategy for your native campaigns.</div></div>	