



centro
WEBINAR

COMMANDING ATTENTION: BEYOND THE BANNER WITH NATIVE ADVERTISING

EVOLUTION OF DISPLAY

1990s

BANNER AD

Birth of the BANNER
IAB standards create
the blueprint for the
banner

2000s

RICH MEDIA

EyeWonder + Eyeblander +
Pointroll + Unicast
(early ad servers)

Banners are enhanced
with interactive elements

2010s

NATIVE ADS

The Visual Web gives
brands a new canvas

Custom content + in-feed

NATIVE IS THE NEXT EVOLUTION OF DISPLAY



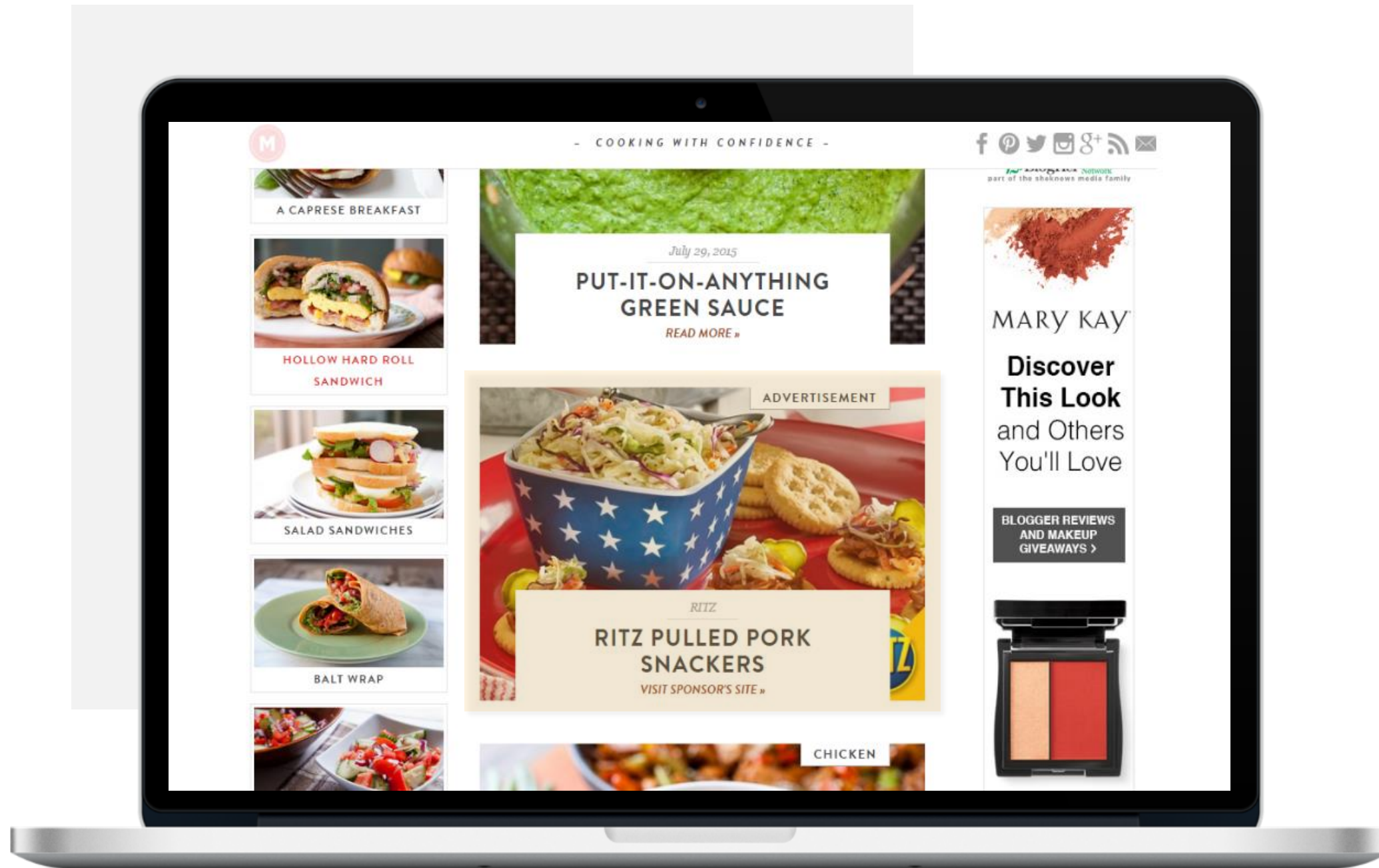


CONSUMERS LEAN IN TO NATIVE EXPERIENCES

52%

looked at native ads more
frequently than display ads

THE THREE Fs



FUNCTION

Location within content



FORMAT

Looks like content



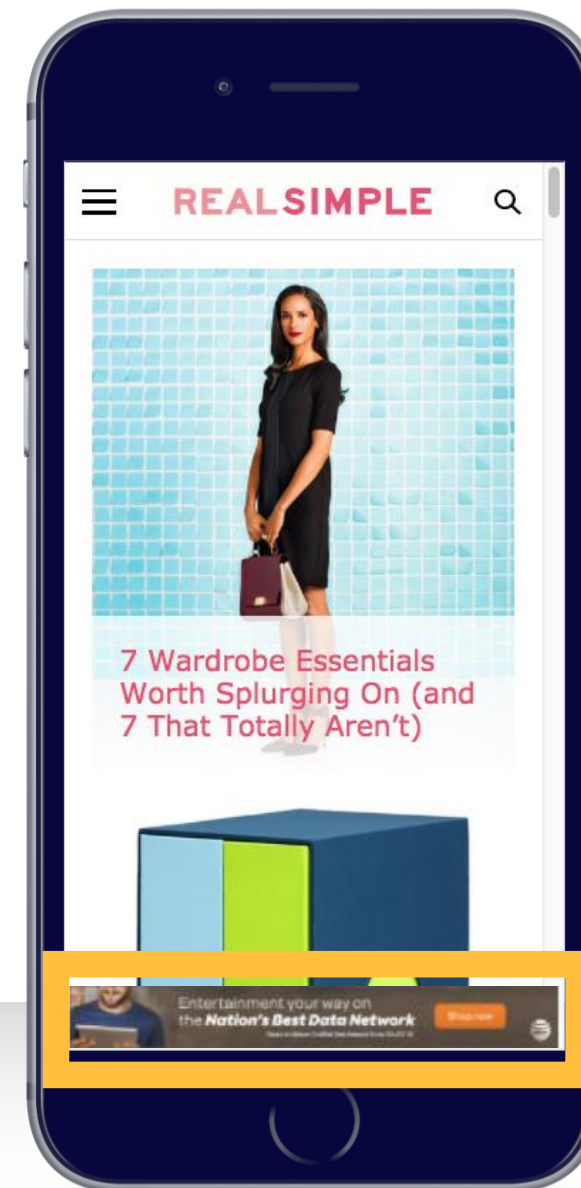
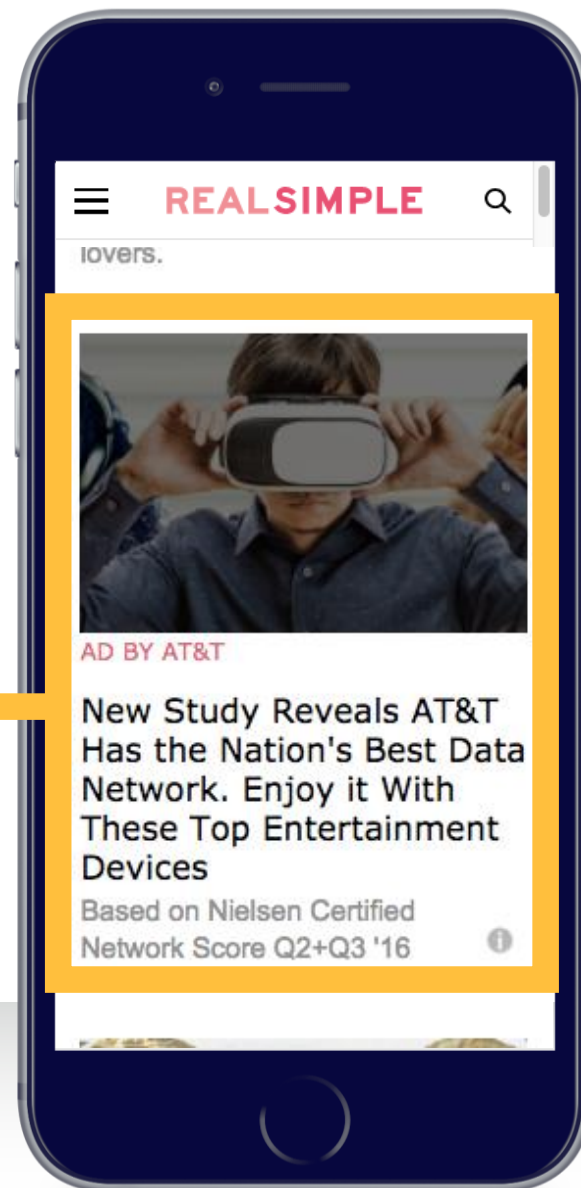
FEEL

Value through relevancy

THE TRUTH ABOUT NATIVE....

Consumers spend **308x** more time reading a native ad headline as opposed to a non-native ad.

Native Ads are READ,
When we read things,
we learn things



Seen,
and
scrolled
past

YEAH, SCIENCE!

Native Ads result in
2X MORE
visual focus than
banners and are read
in the same way as
editorial

Reading a native
ad headline yields
**308X
MORE**
consumer attention
than processing an
image or banner

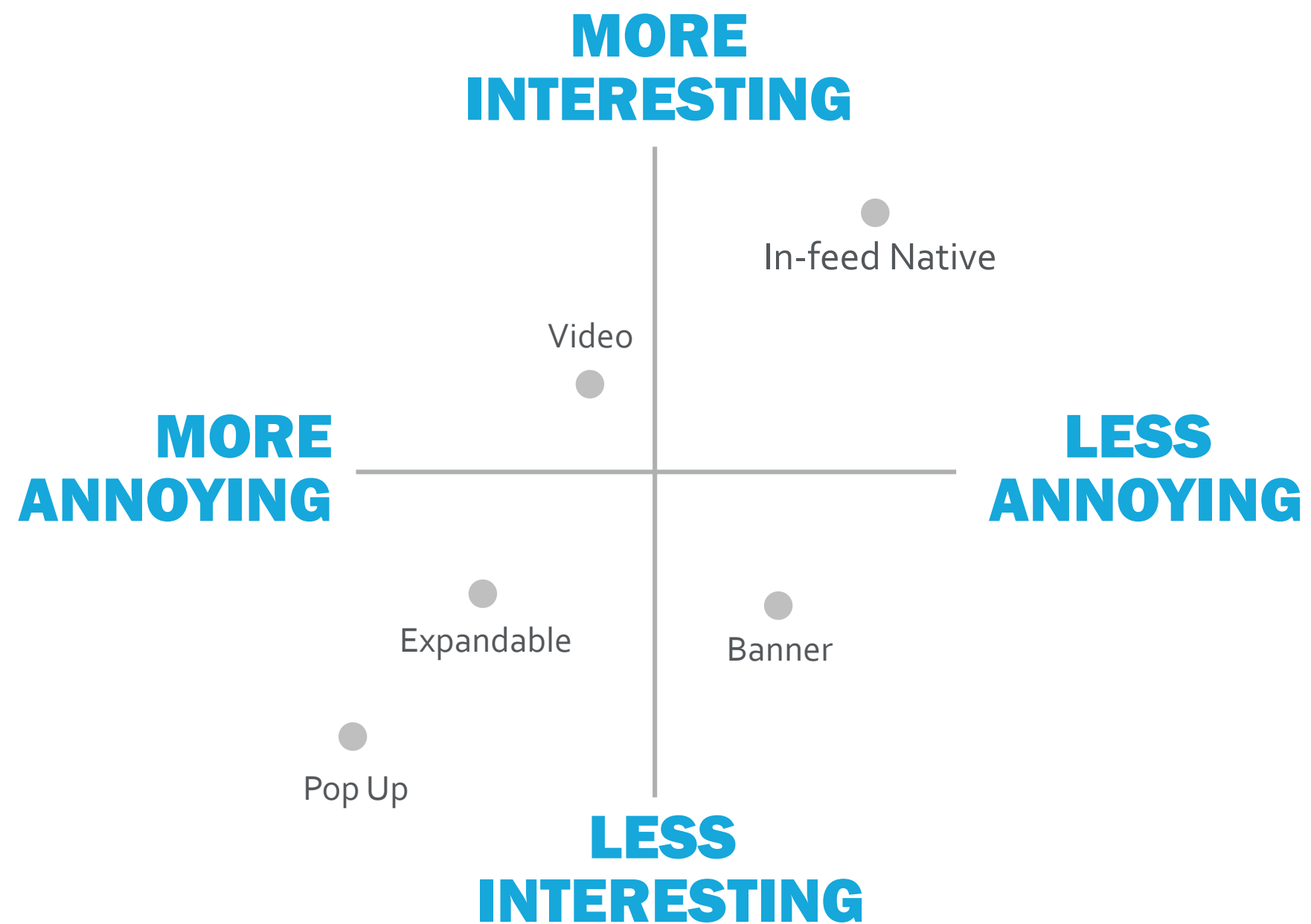


Neuroscience
reveals that
people see
banner ads, but
they truly read
native ads



WHY NATIVE?

IAB's Online Advertising Appeal Analysis



WHY NATIVE NOW?

32%

respondents said the native ad *"is an ad I would share with a friend or family member"* versus just **19%** for display ads.



Users' visual attention for native ads was **nearly equivalent** to the visual engagement of original editorial content.

WHY IS NATIVE IMPORTANT?

- 1 Creates better user-experience for the reader, especially in mobile formats.
- 2 Mitigates banner blindness.
- 3 Click-through rates higher than for standard banners.
- 4 Brand studies have shown higher brand lift and purchase intent.



**According to study by TripleLift*

ALLOCATION OF NATIVE BUDGETS



Native accounted for
60% OF TOTAL
DIGITAL
DISPLAY
U.S. spending in 2018

NATIVE IN 2019

\$44B TOTAL MEDIA SPEND

25% YOY GROWTH

PROGRAMMATIC & NATIVE ARE DRIVING GROWTH

2/3

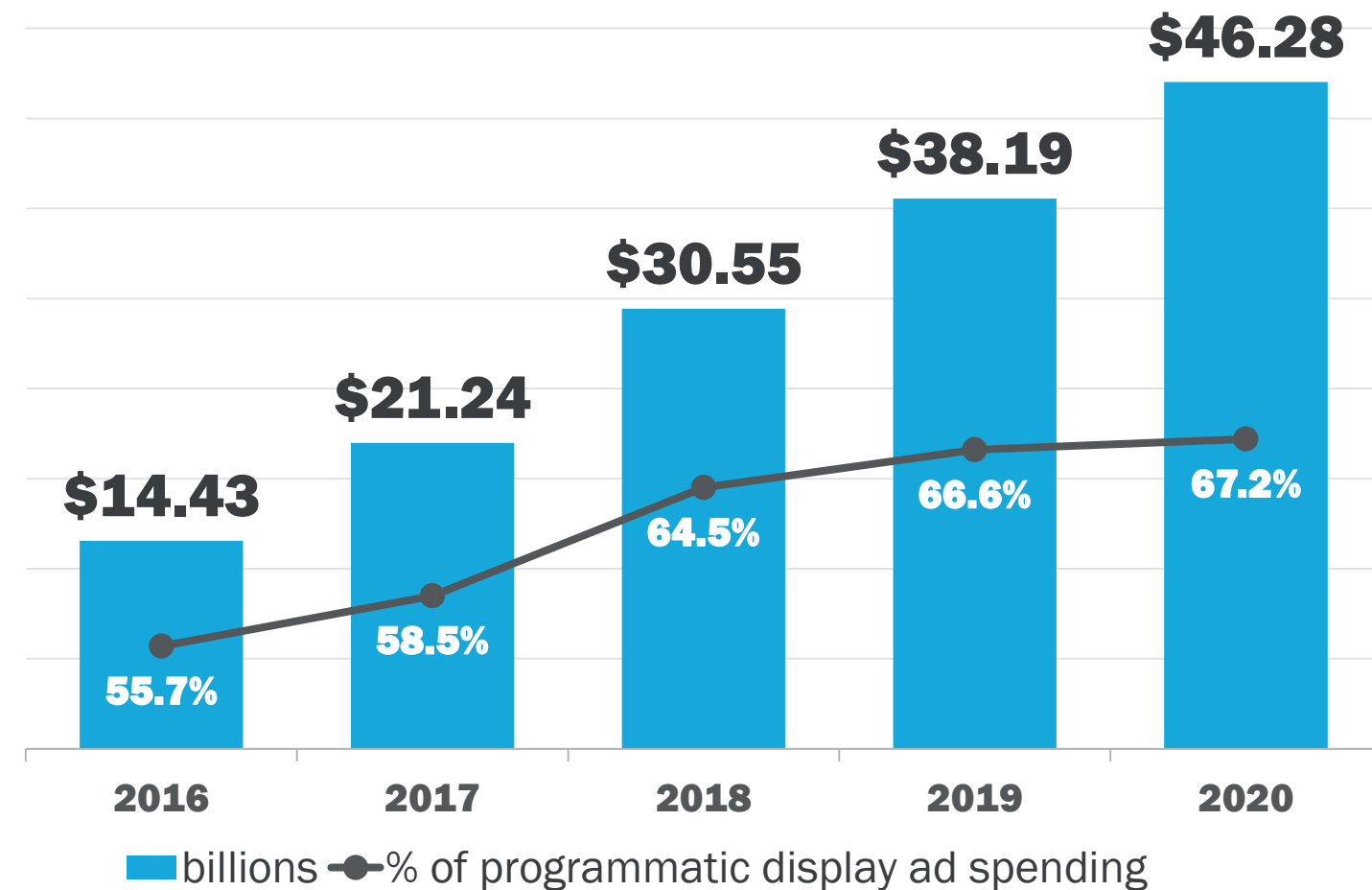
of programmatic
ad spend is native



87%

of native in 2019
will be programmatic

NATIVE PROGRAMMATIC
DISPLAY AD SPENDING
US, 2016-2020



Source: eMarketer, Mar 2019

WHAT CAN NATIVE LOOK LIKE?

HOW DO NATIVE ADS APPEAR?



In-Feed



Branded
Content

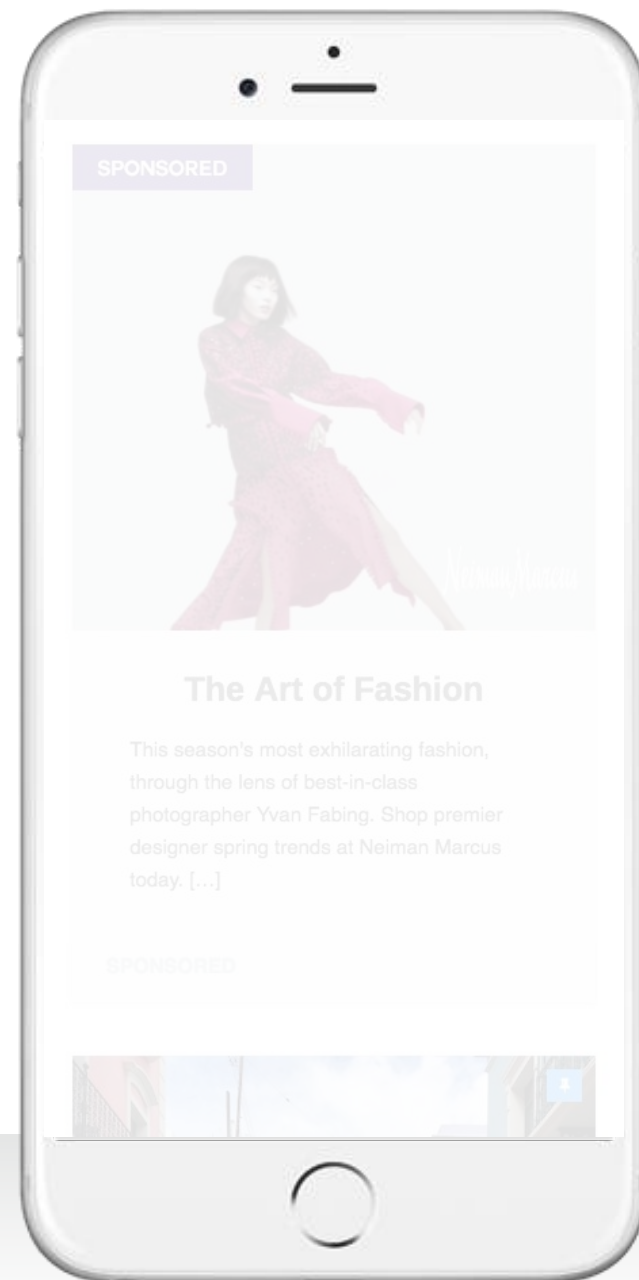


Content
Recommendation

CINEMAGRAPH

Builds brand awareness and equals a high CTR

Part cinema (moving image) and part photograph (static image)



71%

higher organic reach than still photographs

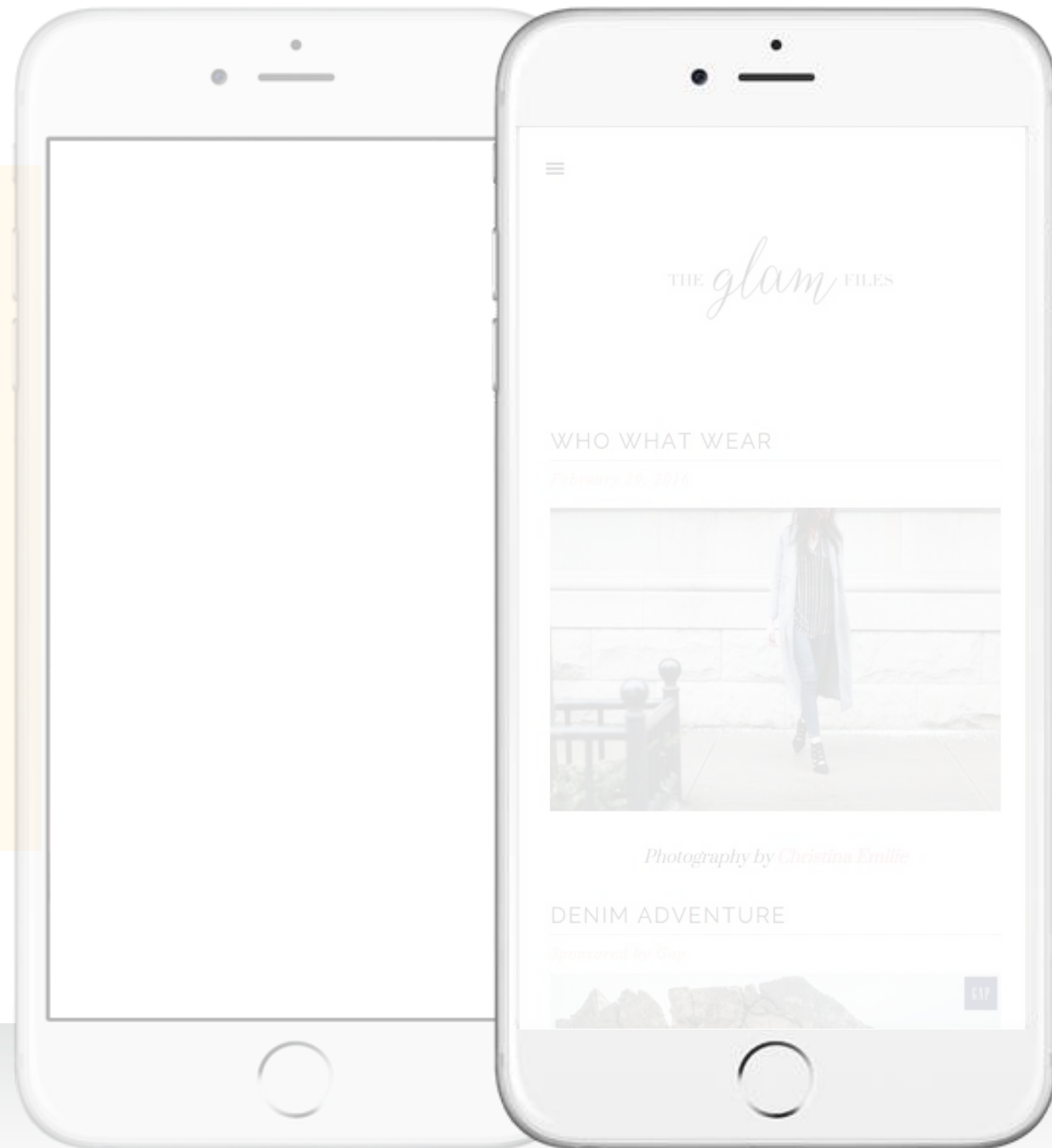
A leading Internet Services Provider finished with a

.61% CTR overall and an **ROI of 200%+** on mobile

SCROLL

Increases engagement

Can drive traffic to multiple products/links at once



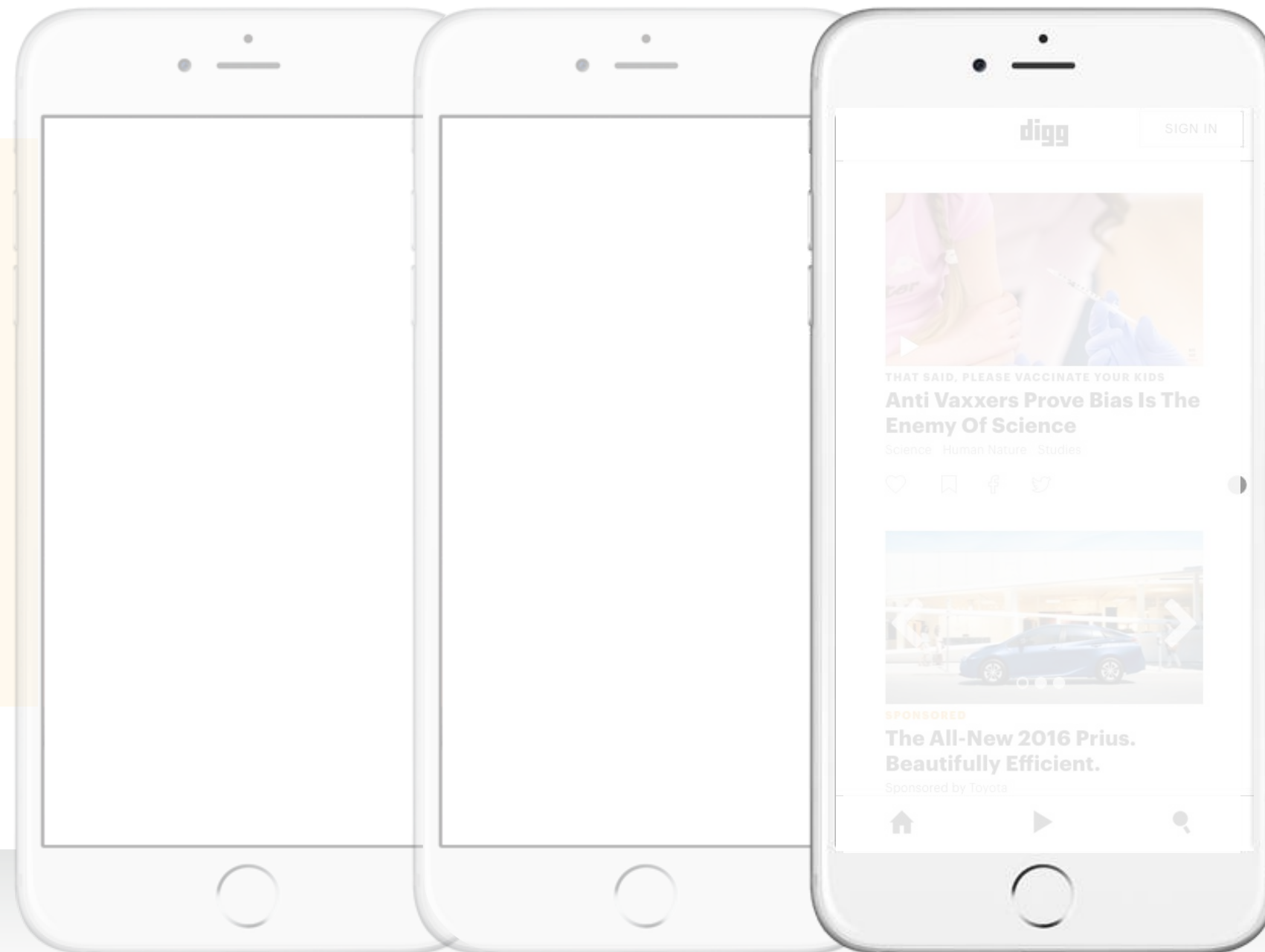
Can drive traffic to multiple products/links at once

Allows you to show multiple products/features in single impression

CAROUSEL

Increases engagement and sales

A swipeable series of cards in a single ad to tell a deeper story, showcase multiple offerings, or provide insights for your audience



Advertisers who ran both static native ads and Carousel Ads saw **43% higher CTRs** with Carousel Ads vs static native ads

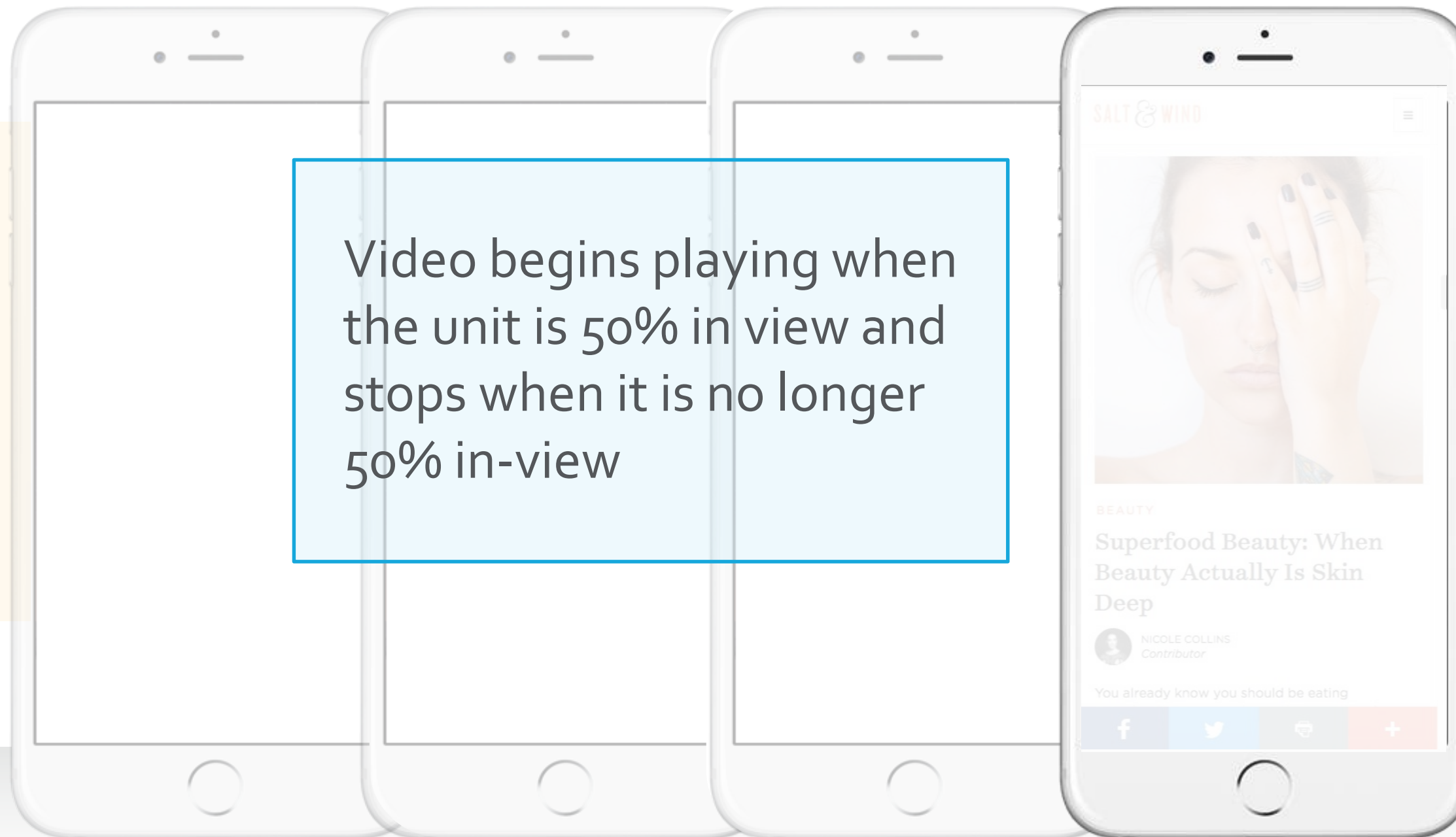
INSTANT PLAY

Drives video views and increases brand awareness

Eye-catching sight, sound, and motion delivered in the feed of content once in-view

Video begins playing when the unit is 50% in view and stops when it is no longer 50% in-view

Drive efficient views of video content with silent instant play

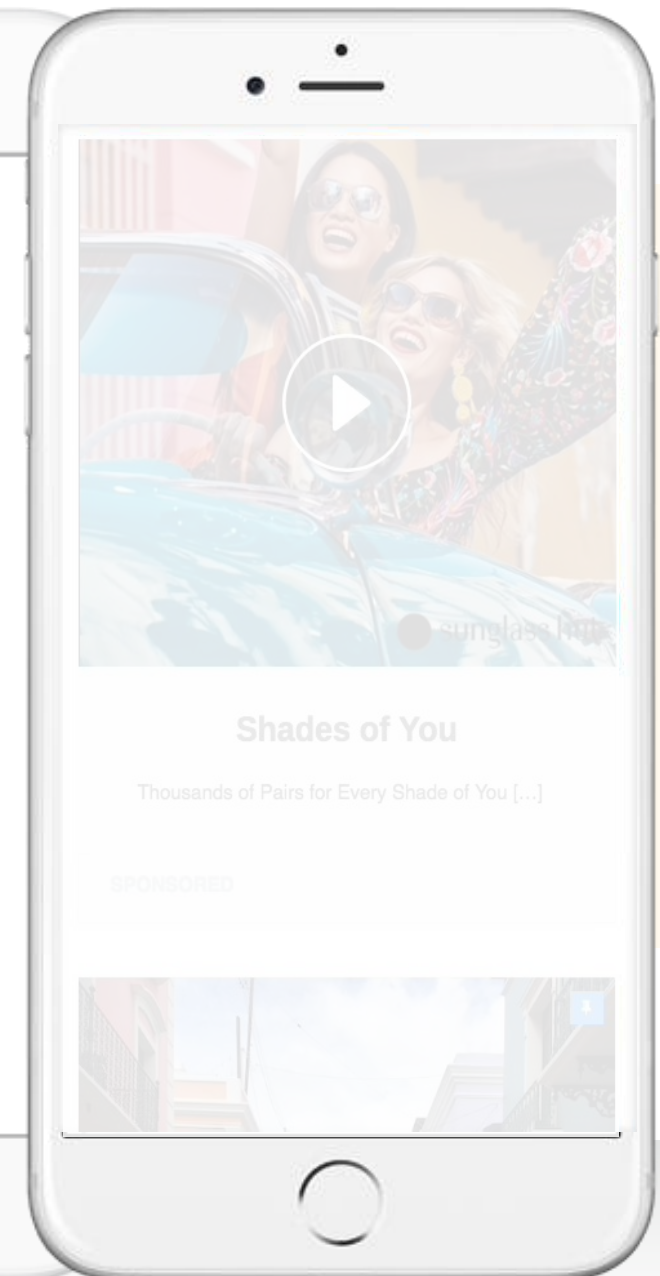


CLICK-TO-PLAY

Increases engagement with ad and brand awareness
Branding elements of in-feed native with the added capability of video

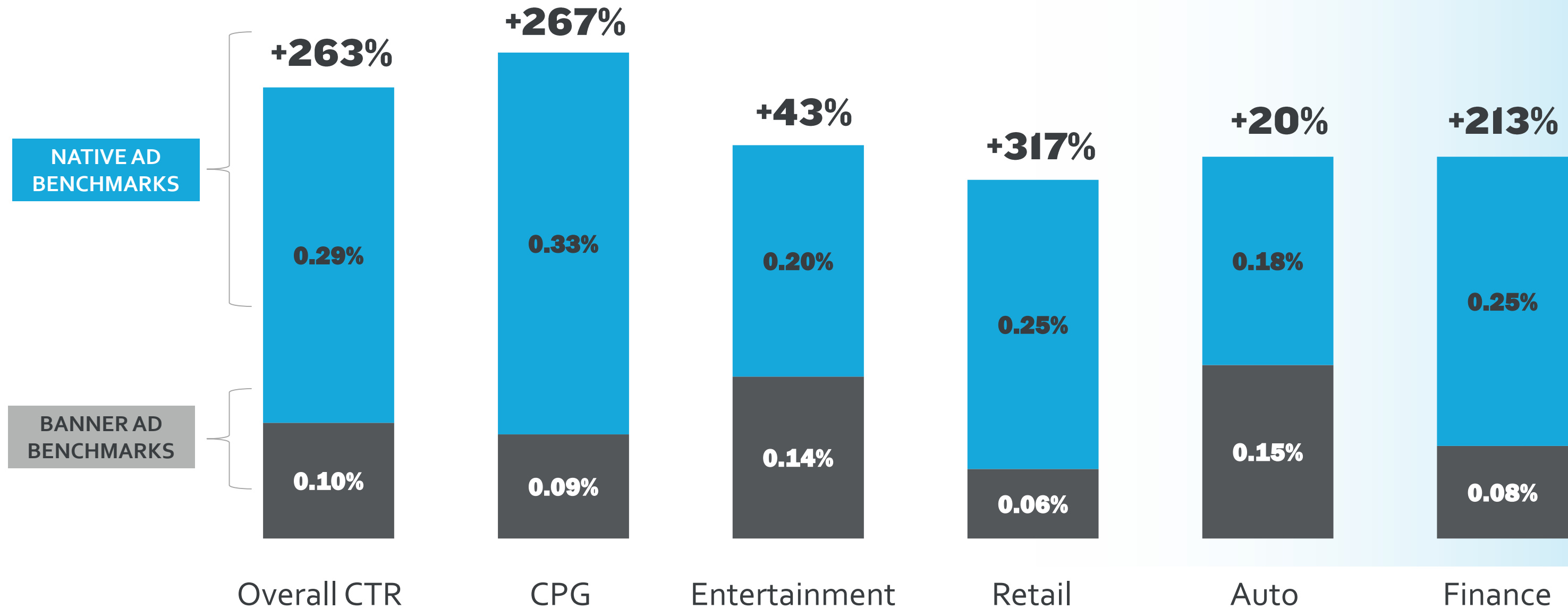
Native video increased by almost **4x** from 2016 to 2017 and continues to grow at a steady pace

People exposed to the ads were less “likely to have negative brand opinions” compared to other types of Ads



NATIVE OUTPERFORMS BANNER ADS

the numbers speak for themselves



MORE THAN GOOD CTR

Native Ads registered **18%** higher lift in purchase intent and **9%** lift for brand affinity responses than banner ads.

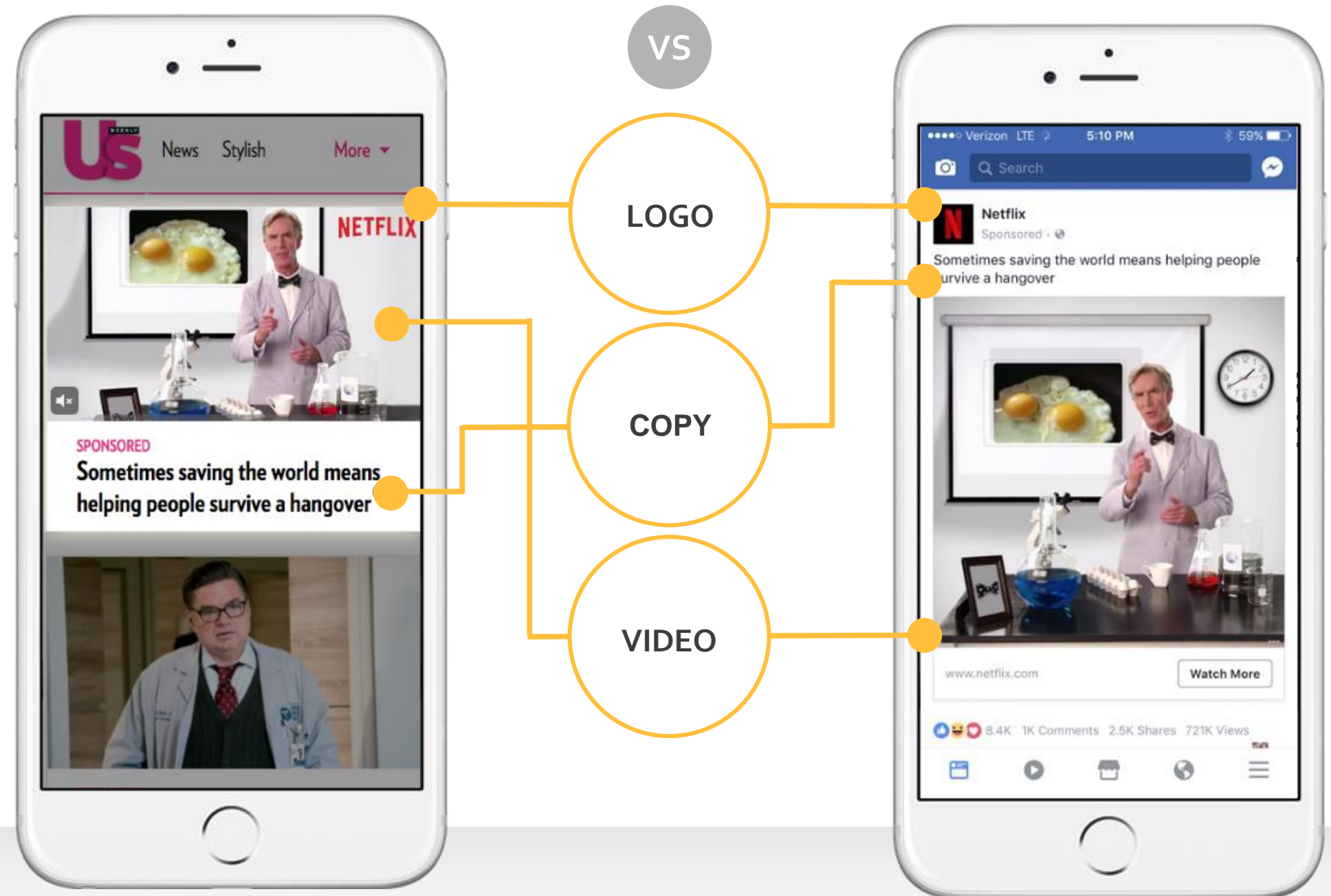
CREATIVE BEST PRACTICES

Where to get the creative?

- + Creative team
- + Product galleries
- + Website
- + Blogs & social media

Keep in Mind

- + Visual is more – keep images / videos text free
- + Center the focal point



NATIVE EXCHANGES

triplelift

 **SHARETHROUGH**

rubicon
PROJECT

mopub

Google

1 | **MOBILE**
by Aol.

 **NATIVO**

smaato

NATIVE ADS

Upload native ads
directly into
Basis

BENEFITS

- + Upload ads directly into Basis instead of going to separate UI
- + Native ads allow brands to fit into, rather than interrupt the audience experience

New Native

1 Configure Ad

2 Test Ad

DETAILS

Ad Name*

Destination URL*

Impression Tracking URL

SSL Status*

☐ Secure ☐ Not Secure

UPLOAD IMAGE

Upload an image file using the [supported formats](#)

[Attach a file...](#)

UPLOAD LOGO

Upload an image file using the [supported formats](#)

[Attach a file...](#)

AD TEXT

Brand Name*

[Save](#) [Cancel](#) [Read our native ad guidelines](#)

Search creative...

Add ▼

Ad Tag

Audio

Expandable Ad Tag

HTML 5

Image

MRAID Ad Tag

Native

VAST

Video

Bulk Ad Tag

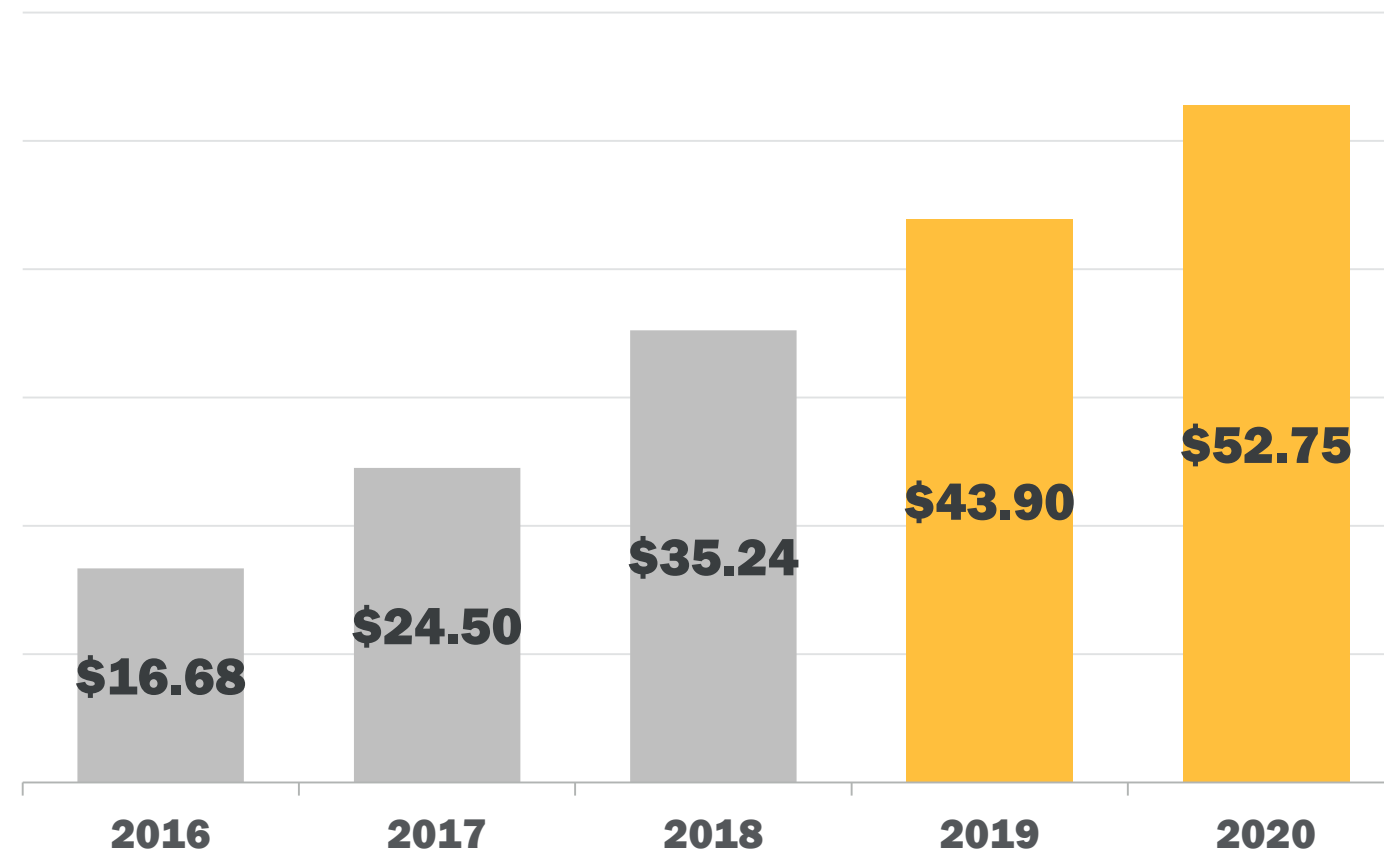
Bulk Image

☐ Show ad

WHAT'S NEXT FOR NATIVE ADVERTISING?

NATIVE DISPLAY AD SPENDING

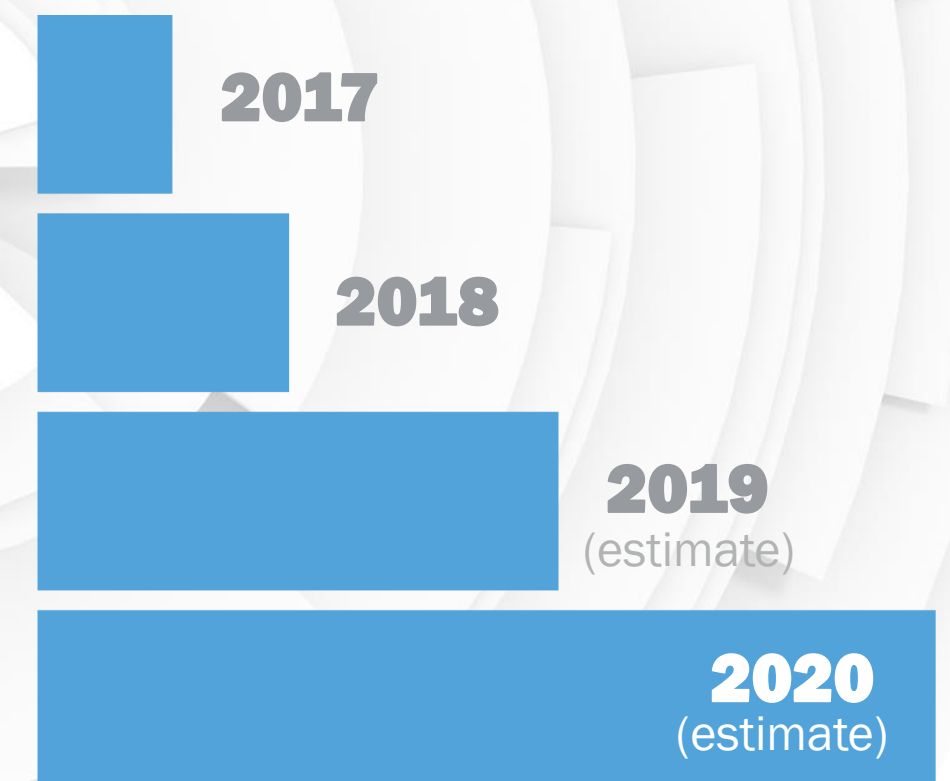
US, 2016–2020 (in billions)



Source: eMarketer, Mar 2019

Basis

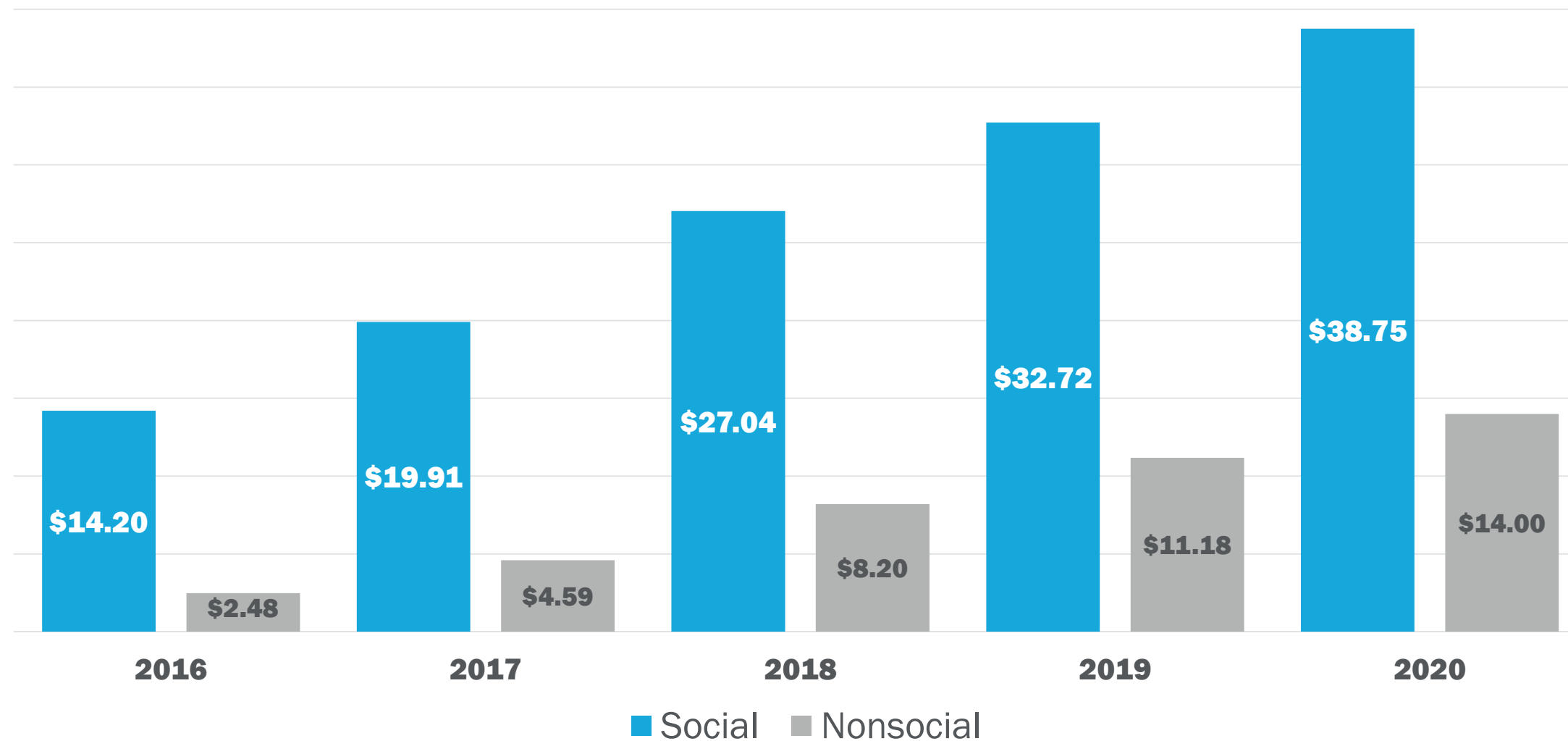
FORECASTED
GROWTH INTO 2020



WHERE WILL WE SEE IT?

NATIVE DISPLAY AD SPENDING, BY SEGMENT

US, 2016–2020



Source: eMarketer, Mar 2019



ADVERTISING TO MILLENNIALS

Aged 17-34 today, millennials are much less likely to pay attention to traditional methods of advertising. However, native advertising—especially when shared over social media—can deliver with this generation. The ability to reach millennials with effective ads will prove crucial for businesses. In just the US, they're a quarter of the overall population with \$200 billion in annual buying power and will spend \$10 trillion within their lifetime.

Sources: Dan Schawbel, Forbes and Erin Nelson, AdvertisingAge

NATIVE KEEP IN MIND



25%

OF CONSUMERS

are more likely to view native ads
compared to traditional banner ads



52%

MORE VIEWS

for native ads
compared to banner ads



18%

HIGHER LIFT

for purchase intent responses
than traditional banner ads

QUESTIONS?
THANK YOU!