

NATIVE ADVERTISING ONE SHEET

Native advertising is an advertising format that matches the look, feel, and function of the media environment in which it appears. In comparison to standard display formats that are placed at the top, along the sides or at the bottom of websites, Native Advertising formats attempt to fit in seamlessly with its environment.

Key Opportunities

1. **Opportunity to drive actions** - native advertising is essentially built to drive results (as opposed to a more **passive** approach like a view), with all of its **attributes** (format, targeting technology) aimed at engaging with the audience by driving attention, developing interactions and ultimately delivering highly engaging traffic to the brand website.
2. **Full funnel solution** - with a diverse range of formats and technologies available, advertisers can address all types of objectives in a media plan. Advertisers can also articulate a digital strategy around the **three main stages** of the sales funnel: awareness, consideration and performance.
3. **Provide scale** - as well as utilising standard display and video formats, native ads provide another environment for advertisers to reach their audiences. It also helps publishers to further monetise their content.
4. **Using Native to Drive Engagement** - Native advertising is a great way to **combat** the phenomenon of "**banner blindness**". Historically sold on a CPC basis, native advertising is essentially built to drive action (as opposed to a more passive approach like a view), with all of its attributes (format, targeting technology) aimed at delivering a click.

Native Ad Placements:

- In-Feed
- In-Article
- Footer
- Native Display

Key Challenges

1. **Brand Suitability** is something to be considered as it is best practice for native ads to be placed in **appropriate content environments** that align with the brands' values and messaging.
2. **Measurement** of native ad performance can be a challenge due to the different ad formats available. Each format may require **different metrics** to measure performance. An additional consideration is that native ads are often used to build **brand awareness** and **engagement** rather than drive direct conversions, making it difficult to measure their performance using traditional metrics like conversions or sales.



Best Practices:

1. Always ensure that your native advertising partners are **compliant with legal requirements** regarding the labelling of ads.
2. **A/B test your creatives:** create multiple variations of your ads and review their performance frequently to reallocate budget and make adjustments.
3. **Focus efforts on the quality** and relevance of the message, by addressing your target in all elements of the ad (image, title & landing page) to drive interaction with the ads
4. **Choose the right measurement tools,** ensuring you monitor attribution & contribution flows, combining the different objectives with a scoring system

