THE MOBILE NATIVE AD FORMATS

MMA Mobile Native Advertising Committee

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MMA Mobile Native Advertising Committee

The mission of the MMA Mobile Native Advertising Committee is to promote the definition of mobile native ads, educate marketers and publishers about native advertising benefits and best practices, and grow the global market for this emerging and increasingly effective digital display format.

These recommended mobile native ad formats are intended to help both buyers and sellers plan, transact, execute and evaluate mobile native ad campaigns. By identifying a limited but robust set of ad formats, the mobile advertising marketplace can more efficiently adopt and include mobile native ads into the repertoire of effective mobile marketing tactics. These recommendations will be the first in a series of three releases that the Committee intends to issue, which will also become part of the MMA's Mobile Playbook:

- Mobile Native Ad Formats
- Mobile Native Ad Effectiveness
- Mobile Native Ad Best Practices

Special thanks go out to the Sharethrough team – Lisa Fong and Chris Schreiber – who spearheaded the entire ad format project. We also want to acknowledge Peter Minnium and the team at the Interactive Advertising Bureau in New York, who have reviewed these recommendations and share our belief that these will help add to the industry knowledge base.

The Mobile Marketing Association welcomes any feedback, from members and non-members alike, so that we can continue to refine and improve the guidance we provide to the mobile marketing ecosystem. Please send feedback to comments@mmaglobal.com.

This MMA Mobile Native Advertising program was formed under the leadership of the Co-Chairs, Richard Jones of InMobi and Steven Schuler of Yahoo. There are currently 22 member companies: Aarki, Ahalogy, Applift Inc., Central Garden & Pet, DataXu, Inc., Electronic Arts Inc., Facebook, Foursquare, Google, InMobi, Kargo, Microsoft, OpenX, PadSquad, Pinterest, PubNative, Quixey, Sharethrough, The Marketing Arm, Time Inc., Yahoo Inc. Any MMA member company is welcome to join this initiative, and if interested please contact us at committees@mmaglobal.com.
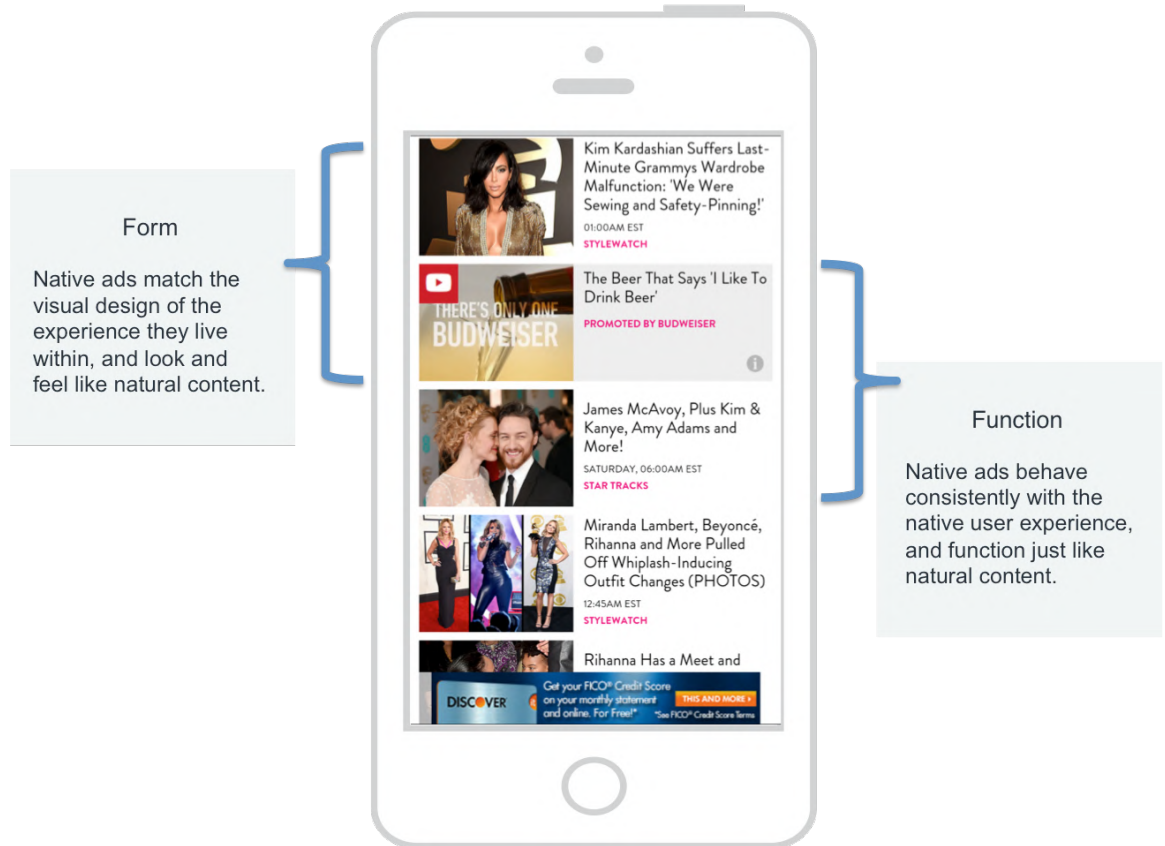
About the MMA

The MMA is the world's leading global non-profit trade mobile marketing association comprised of more than 800 member companies, from nearly fifty countries around the world. Our members hail from every faction of the mobile marketing ecosystem including brand marketers, agencies, mobile technology platforms, media companies, operators and others. The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

Anchoring the MMA's mission are four core pillars; to cultivate inspiration by driving the innovation for the Chief Marketing Officer; to build the mobile marketing capabilities for the marketing organizations through fostering know- how and confidence; to champion the effectiveness and impact of mobile through research providing tangible ROI measurement; and advocacy. Additionally MMA industry-wide committees work collaboratively to develop and advocate global best practices and lead standards development.

What is Native Advertising?

A form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

Form

Native ads match the visual design of the experience they live within, and look and feel like natural content.

Function

Native ads behave consistently with the native user experience, and function just like natural content.

How Do Native Ads Work?

Technology automatically assembles each component into a native ad.

Platform Logo

Thumbnail

Headline

Brand

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Native Ads are Unique on Mobile

Mobile native advertising is a format of advertising that takes advantage of the form and function of the surrounding user experiences, all of which are indigenous to the wide variety of mobile devices.

Native advertising is distinct from content marketing. Where content marketing aims to match content and format, native advertising, at least on mobile devices, is primarily an ad format that matches the style of the site or app where it serves. Moreover, native advertising can be bought programmatically, whereas content marketing usually requires editorial involvement.

An outcome of Native advertising is higher engagement with the viewer, which can help marketers with objectives including branding, as with in-feed ads, or performance, with search or app downloads formats, for example.

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The Formats

The mobile native ads committee reviewed and categorized all of the different types of native ads on mobile. They are complementary to the core six IAB native ad formats: in-feed units, paid search units, recommendation widgets, promoted listings, in-ad (IAB standard) with native element units and custom /"can't be contained."

Because mobile has unique device capabilities, the MMA native ad formats are designed specifically for the mobile marketing channel. They are in-feed social, in-feed content, in-feed content, in-map, in-game, paid search, recommendation widgets and custom.
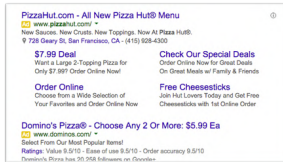

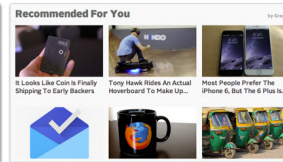**In-Feed (Social)**   **In-Feed (Content)**   **In-Feed (Commerce)**   **In-Map**

In-Game   **Paid Search**   **Recommendation Widgets**   **Custom**
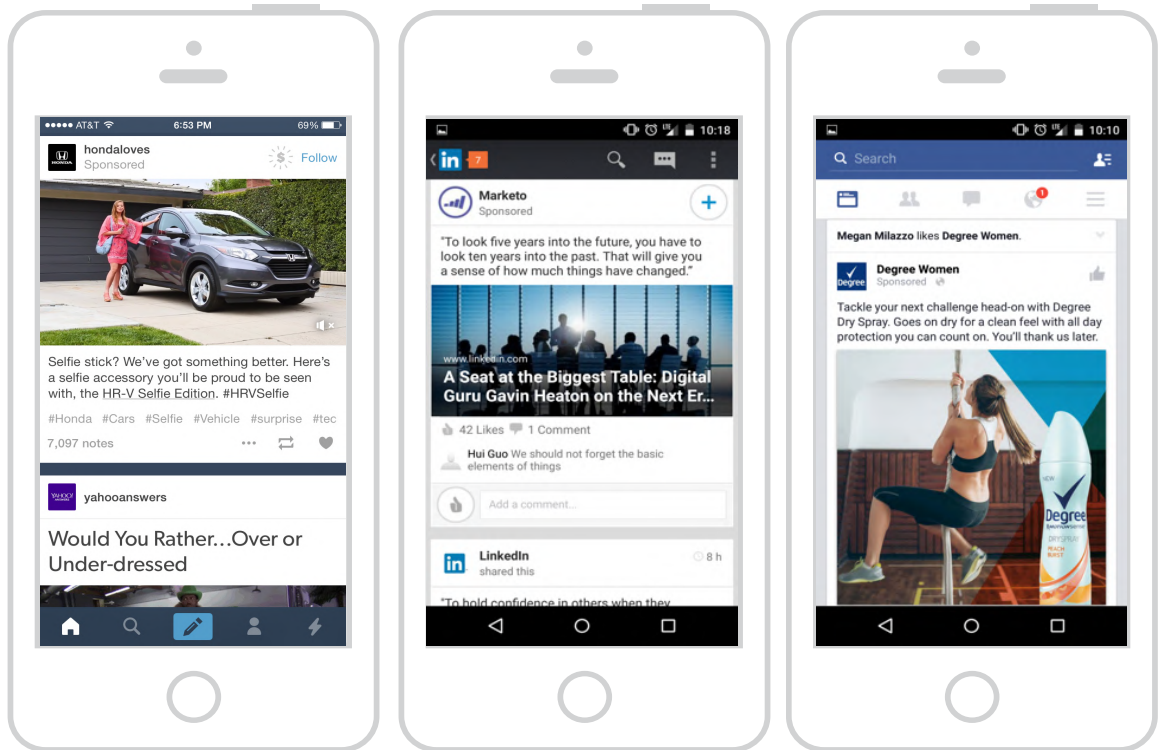
For each format, we explain how it is native by describing the function and form. We provide examples of companies that specialize in each format, and provide guidance for advertiser objectives.

In-Feed Social

Social feeds include users' posts to social networks and sponsored content from advertisers. Social network data pulled into the native ad, such as friends who like the brand and likes or comments, provide social proof to consumers.

- **Form:** Ad blends in to each social network, i.e. Facebook Post, LinkedIn Update, Promoted Pin, and Sponsored Post (Tumblr)

- **Function:** The social network capabilities are available for the ad, i.e. Pin, Like, Tweet, Follow, Repost, etc.

- **Examples:** Tumblr, Pinterest, Twitter

- **Advertiser Objective:** Awareness or content engagement

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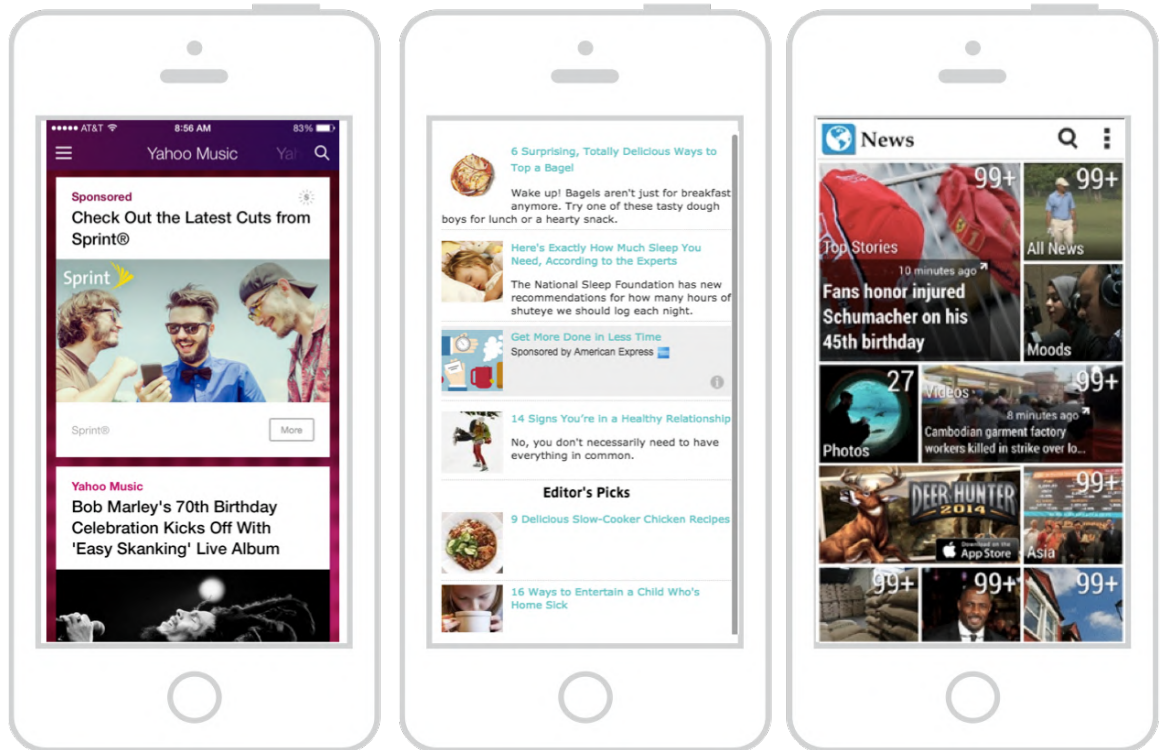
In-Feed Content

Editorial feeds, streams, and walls include both paid and unpaid content in various forms, including written stories, music, games, videos and inboxes.

- **Form:** Ad will match site layout, including fonts, graphics, etc.

- **Function:** Ads have the same user experience as unpaid content, including flipping, swiping, and viewing in-feed

- **Examples:** Yahoo, News Apps, SoundCloud, Sharethrough

- **Advertiser Objective:** Drive engagement with content such as read, view, watch or listen

In-Feed Commerce
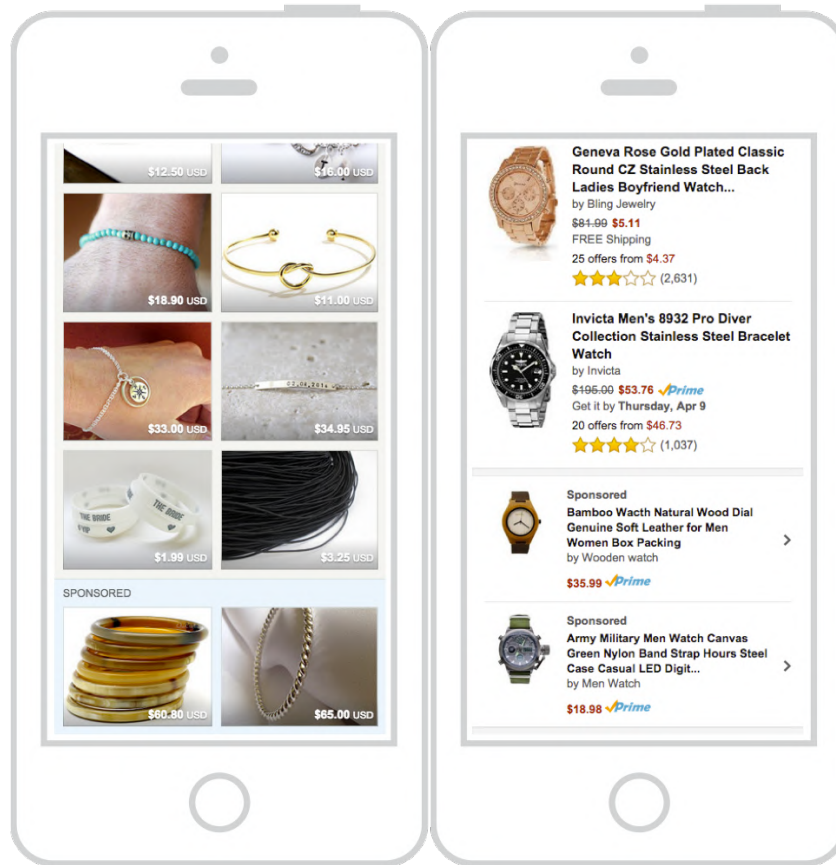
Commerce feeds contain product listings and promoted products are integrated within. This is a big retail opportunity to connect with users near the store or in store with NFC, iBeacons, GPS, and payments.

- **Form:** Ad blends in to site or app. includes same details as organic products such as price, reviews, product details, etc

- **Function:** Ad has same functionality as organic products such as buy, like, wish list

- **Examples:** Amazon, Etsy, Shopkick, App Store

- **Advertiser Objective:** Sell physical or digital products and services

In-Map
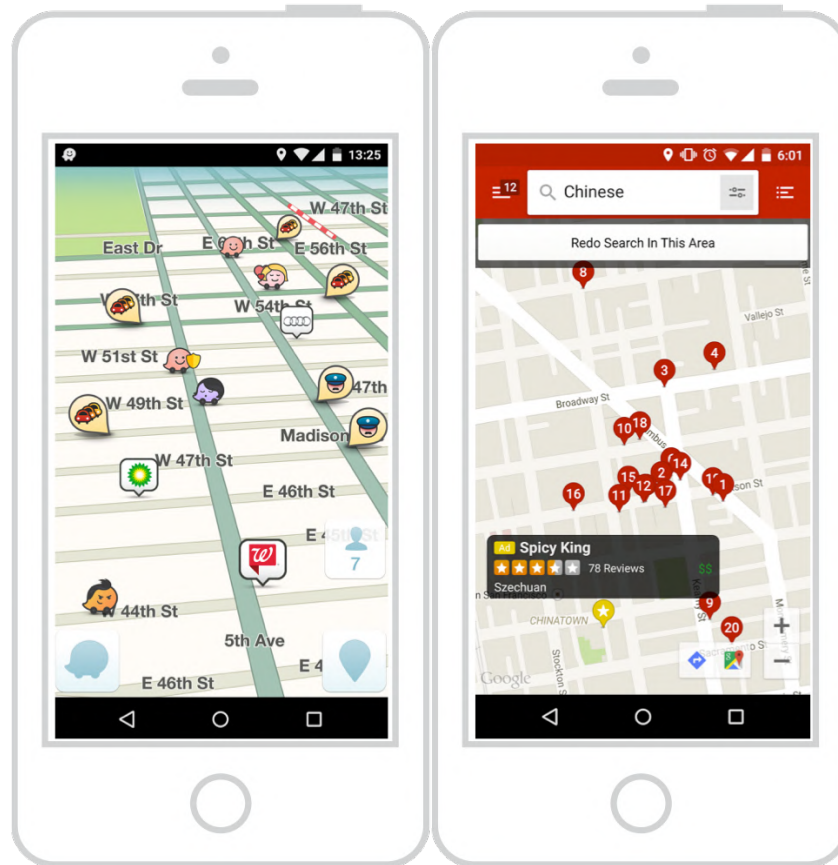
Mobile maps provide location and navigation information. In addition to map data and organically generated business listings, maps also provide native ads in-maps.

- **Function:** Ads appears on map with location context

- **Form:** Ads can show distance to location, navigation, directions, click to call, hours, etc

- **Examples:** Waze, FourSquare, Google Maps

- **Advertiser Objective:** Drive foot traffic

In-Game
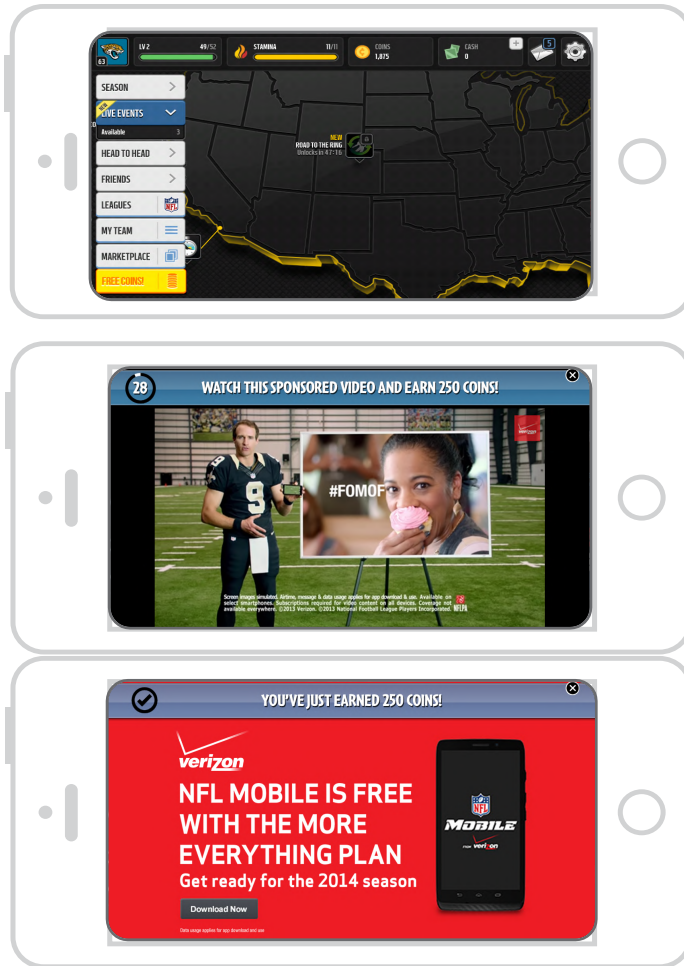
Ads are opt-in where players are invited to watch a video and earn a reward. The reward is a digital currency or feature that adds value to the player experience.

- **Form:** Video runs in ad container that matches the look/feel of the game. The video is not seen unless a player clicks on an icon that offers a reward for watching a video

- **Function:** Ad provides value exchange for players to engage with brands

- **Examples:** Verizon ran a video in Madden 15 where when a player watched the :30 second video, they are rewarded with 250 coins to improve the gameplay experience

- **Advertiser Objective:** Increase brand awareness, better advertising performance, higher engagement

Paid Search
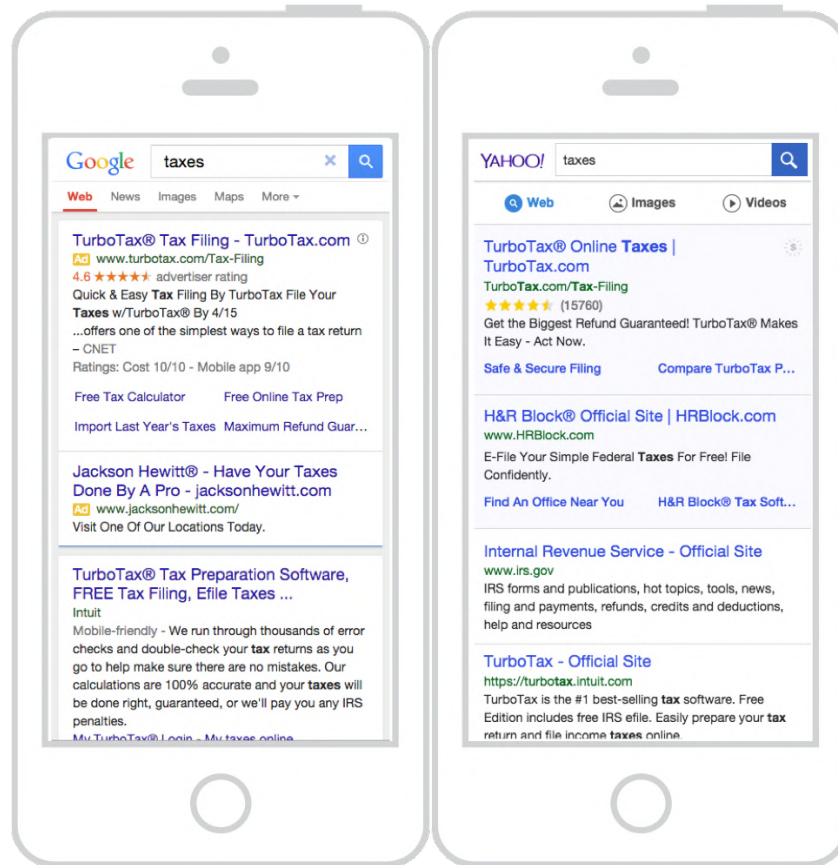
Ads appear on mobile search sites and apps integrated with organic search results. Mobile features such as click to call, nearest location, driving directions, hours of operation.

- **Form:** Ads appear on search results page above and below organic search results

- **Function:** Same functions as organic listings including click, call, etc

- **Examples:** Google, Yahoo

- **Advertiser Objective:** Drive site visits, calls or foot traffic

Recommendation Widgets
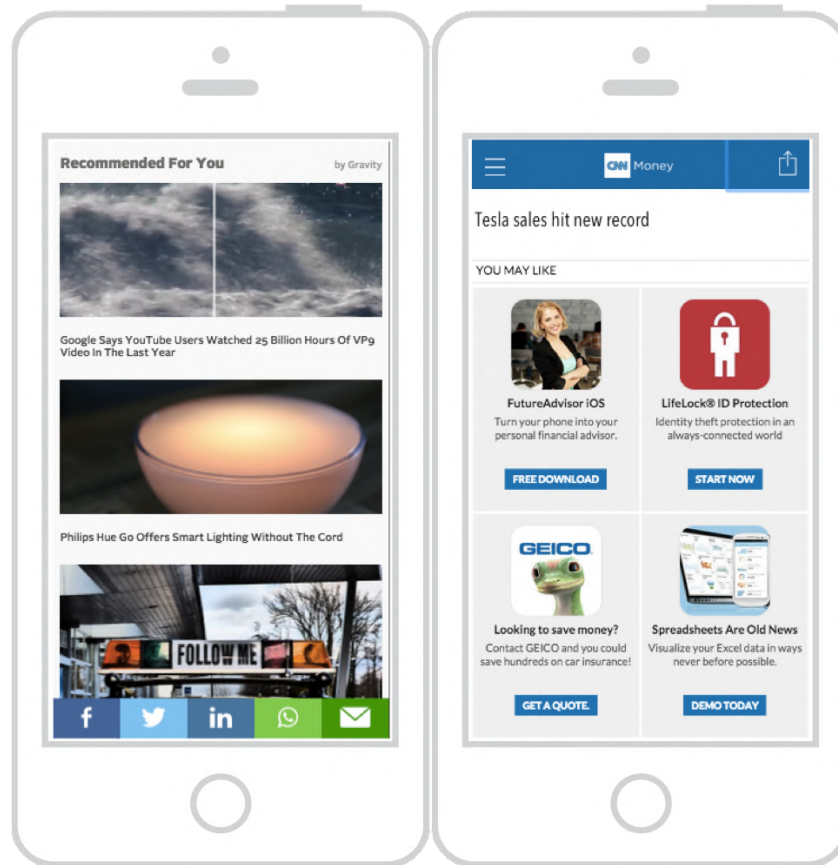
Recommendation widgets feature sponsored links and often appear at the end of a feed or when a user is finished reading an article.

- **Form:** Image and texts match the editorial site

- **Function:** User behavior is same as organic content, click out to full article

- **Examples:** Gravity, Taboola, Outbrain, and Yahoo Recommends

- **Advertiser Objective:** Drive traffic to content

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Custom

Content that is built by a brand. For mobile, it can be editorial, music, apps, games or videos. Custom mobile native ads are great for offline integrations with location data and augmented reality.

- **Form:** Custom sponsorship must match site or app look and feel. Bring in elements from publisher to ad

- **Function:** Ad functionality should match organic app or site functionality

- **Examples:** Sit Or Squat app sponsored by Charmin, Pandora sponsored station, Citibike sponsored app

- **Advertiser Objective:** Increase brand awareness

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