

MMA Ad Tech Innovation Seminar, London 2015



Endless Possibilities of Native Ads on Mobile

# About PubNative

Mobile Native SSP offering innovative, non-intrusive and user-friendly ad integrations to help publishers easily and efficiently monetize their app and mobile web traffic at scale.



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# Outline

- Current state of native advertising and how in-feed is currently ruling native
- OpenRTB 2.3 and it's impact on new inventory opportunities

# Native Advertising is Reviving Digital Advertising

**10.7 Bn**

Native advertising (desktop + mobile) in the US is expected to grow up to 200% by 2018

**52%**

Consumers look at in-feed native ad placements 52% more than standard ad formats

**2.09%**

Native ads enjoy almost 3-5x greater CTR on social media

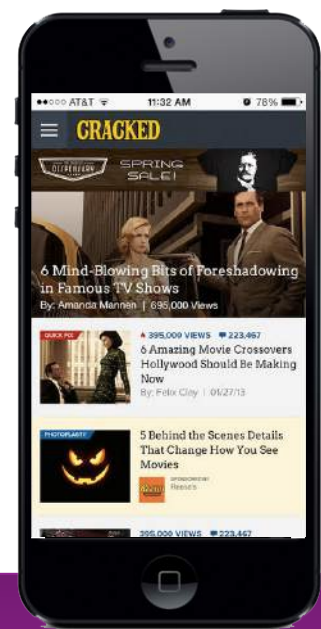
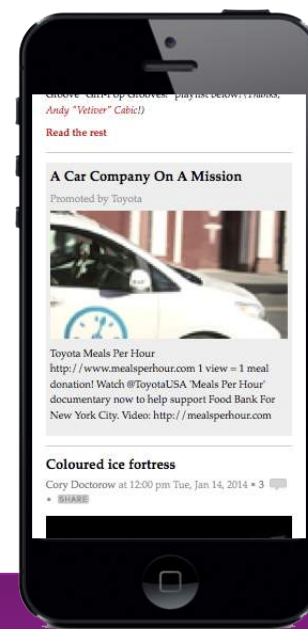
**63%**

Of digital professionals plan to purchase native ads on mobile

## Sources

Business Insider; Dedicated Media; AdExchange; eMarketer

# Current State of Mobile Native Advertising – In-Feed

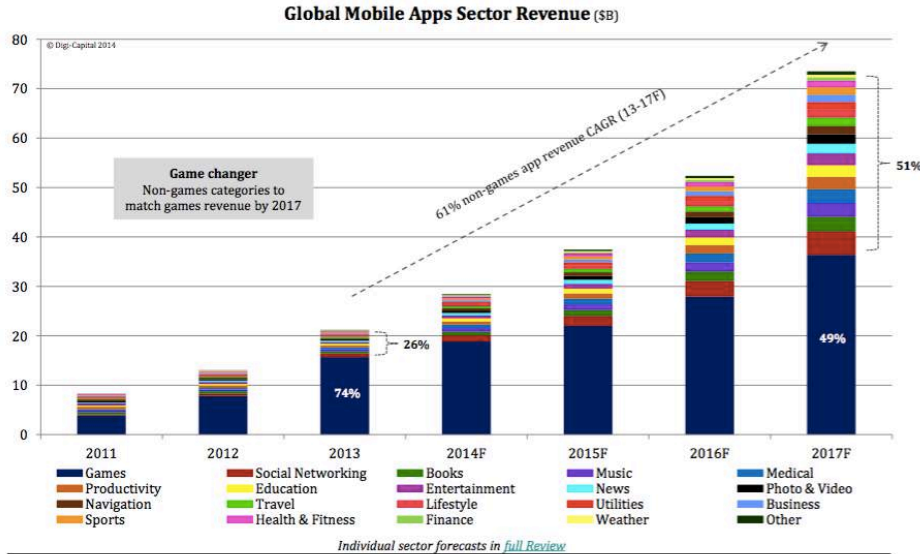


In-App

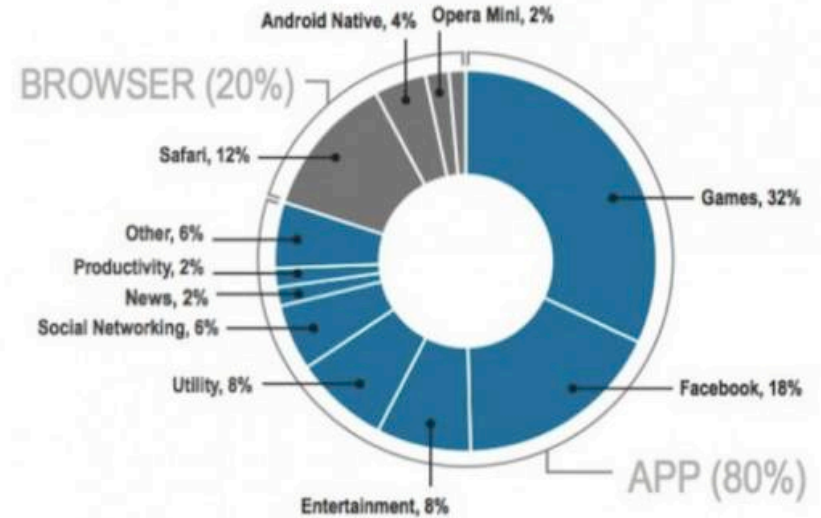
In-Content

# Market Opportunity

## Consumer apps to >\$70B revenue driven by explosion of diversity



## Time Spent on iOS & Android Connected Devices





Target: 75000

Moves:  
49

Score:  
49120



Deliciously sweet fun

## OpenRTB 2.3 Effect

- Larger adoption of native ads: it's included in the next spec of OpenRTB standard. Whenever a DSP upgrades to the new standard, then it means they are native ads compatible (obviously the need to build the UI for advertisers to upload creatives)
- Creative units sizes are not standardized: theoretically any size could be requested/responded with (for both images and texts)



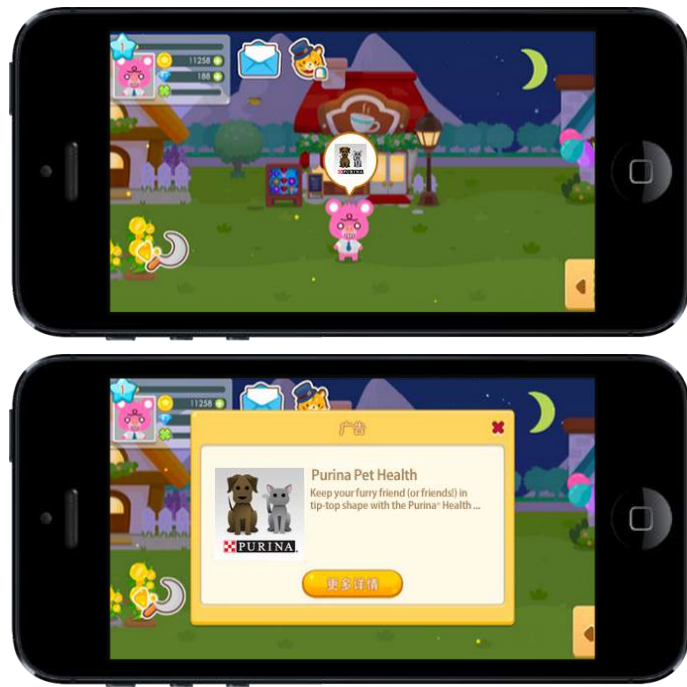
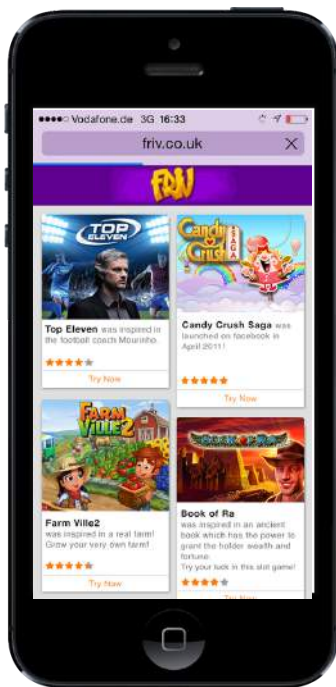
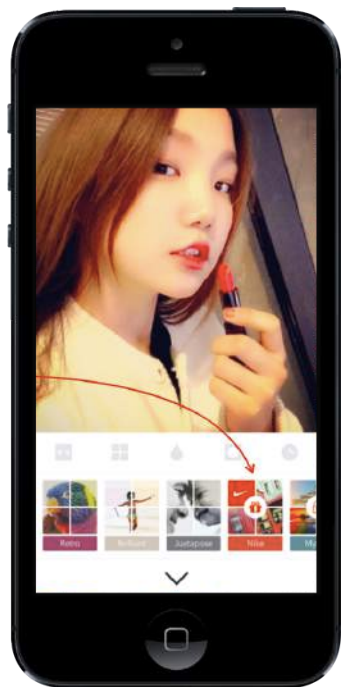
## OpenRTB 2.3 Effect

- You can send the type of native ad unit in the request from the standard 6 types promoted by IAB:
  - In Feed (Social, Content & Commerce)
  - In-Map
  - In-Game
  - Paid Search Units
  - Recommendation Widgets
  - Custom / "Can't be contained"

## OpenRTB 2.3 Effect

- Contains a lot of extra text parameters that allow flexibility for native ads/add valuable content:
  - phone number and address of the advertiser – could work well with an in-map location based ad
  - price, sales-price – could work well for product promotions

# New Formats and Opportunities



# Take-Aways

Don't just think about traditional in-feed units

To buy native at scale, all you need is:

- Icon (80x80, 100x100)
- Text Description
- Large Banner Size (1200x627, 640x960)

# Thank You



[www.pubnative.net](http://www.pubnative.net)  
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