



Top 3 Tips To Nail Native Advertising

MMA Webinar Series
November 10, 2016



Sponsored By:



MMA Purpose

- **WHO** *The People We Serve*
 - Prime Audience: Chief Marketers
 - By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.
- **WHY** *Our Reason for Being*
 - Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.
- **WHAT** *Our Strategic Priorities*



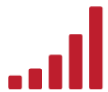
Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data



Advocacy

Working with partners and our members to protect the mobile marketing industry

For more information about membership email: membership@mmaglobal.com

MMA is 800+ Members
Strong Globally

Marketers, Agencies, Media Sellers,
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Managing Your Questions

Share the Insights

#MMAWeb





Presenter



Bill Simmons

Co-Founder, CTO and EVP of Product Development
DataXu

Moderator



Leo Scullin

VP of Industry Programs
Mobile Marketing Association



Agenda

- A Look At Advertising Today
- What *Is* Native Advertising?
- What Has Made Native Such An Instant Hit?
- 3 Tips To Nail Native Advertising
- Audience Q&A



Top 3 Tips To Nail Native Advertising

Dr. Bill Simmons

Co-Founder, Chief Technology Officer
and EVP of Product Development

DataXu

November 10, 2016

Introduction



Dr. Bill Simmons

Co-Founder, CTO &
EVP of Product Development
DataXu

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🐦 [@DataXu](https://twitter.com/DataXu)

DataXu: Making Marketing Better Through Data Science

A Demand-Side Platform For The World's Leading Brands

- Media Activation
- Data Management
- Marketing Analytics
- Cross-Device
- Programmatic TV

“DataXu has set itself apart as a **more complete solution** for marketers.”

Figure 2 Forrester Wave™: Demand Side Platform, Q2 '15



[The Forrester Wave™: Demand-Side Platforms \(DSPs\) Q2 2015](#)

A Look At Advertising Today



Consumer behaviors and expectations are changing



Consumers want faster, in-feed experiences

The image shows a screenshot of the BuzzFeed website's homepage. At the top, the BuzzFeed logo is in red and orange. To the right, there are several circular icons with text: 'LOL', 'win', 'omg', 'cute', 'fail', 'wtf', and a red circle with a white lightning bolt. Below the logo is a navigation bar with links for 'News', 'Videos', 'Quizzes', 'Tasty', 'DIY', and 'More'. There are also buttons for 'Get Our App' and 'Like 9.5M'. A search icon and a user profile icon are on the far right of the navigation bar. The main content area features a grid of article cards. A red box highlights a small card with a yellow 'NEW!' tag and a photo of a group of people. Below this is a large card for 'Lochte, Stock, And Barrel' with a video player. To the right of this is another red-bordered card titled 'Take BuzzFeed's 21-Day Strong Core Challenge!' featuring a man and a woman. Below the 'Lochte' card is a card about a dog tribute: 'People Are Crying Over This Adorably Sweet "In Loving Memory" Tribute To A Dog'. To the right of that is a 'BuzzFeed NEWS' section with a 'RIO OLYMPICS' header and a photo of Usain Bolt on a track. Further right is a 'Trending' section with a list of three items. At the bottom left, a red-bordered card titled '11 Cakes That Prove You Should Never Judge A Book By Its Cover' features a photo of a cake with a GEICO logo and a 'PROMOTED BY' tag.

BuzzFeed

LOL win omg cute fail wtf

News Videos Quizzes Tasty DIY More [Get Our App](#) Like 9.5M

How Ryan Lochte's Robbery Story Turned Into An International Incident

Lochte, Stock, And Barrel

Take BuzzFeed's 21-Day Strong Core Challenge!

BuzzFeed Contributor
BuzzFeed Promotions

People Are Crying Over This Adorably Sweet "In Loving Memory" Tribute To A Dog

Ball is life, and afterlife.

Tanya Chen • a few minutes ago • 8 responses

BuzzFeed NEWS

RIO OLYMPICS

Olympic Updates: Usain Bolt Wins

Trending

1

2 ended to add my number into th obnoxious guy's phone. All I did was edit his mom's contact. Hope she lik click pics and booty calls.

3

11 Cakes That Prove You Should Never Judge A Book By Its Cover

Candy inside of a cake? Super surprising! What's not surprising? How much money you could save by switching to GEICO.

PROMOTED BY
GEICO

Ads are often viewed as abrasive and intrusive interruptions that result in a poor user experience

In a 2016 study from HubSpot, **91%** of people say ads are **more intrusive today than 2-3 years ago**

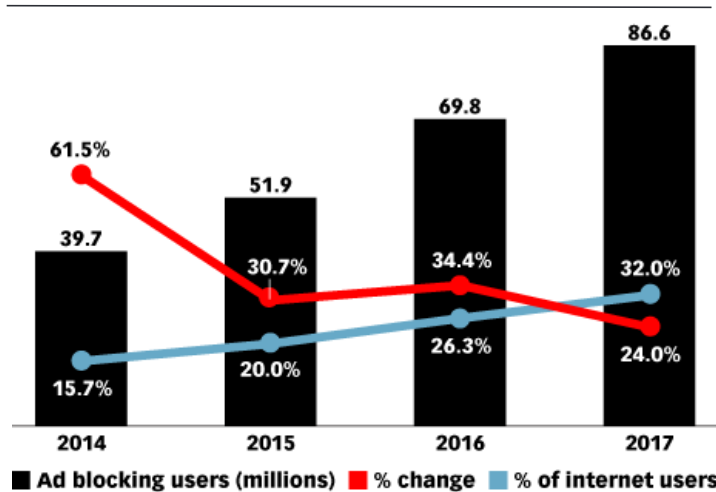


Base: 1055 online browsers in the US, UK, Germany, and France

Source: HubSpot Adblock Plus Research Study, Q2 2016

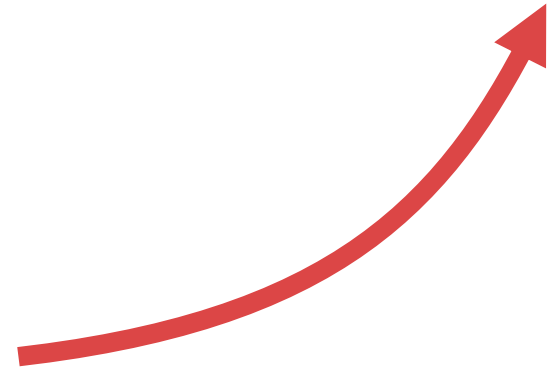
26.3% of Internet users use *at least* one ad blocker when surfing the web

U.S. Ad Blocking Users & Penetration 2014-2017



Note: internet users of any age who access the internet at least once per month via any device (including a mobile device) with an ad blocker enabled

Source: eMarketer, June 2016



Ad blocking has been conservatively projected to likely cost publishers **\$35 billion** by 2020, according to eMarketer

So What Is Native Advertising?



Definition Of Native Advertising

The Official Definition

na•tive ad•ver•tis•ing

n. Native advertising is 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

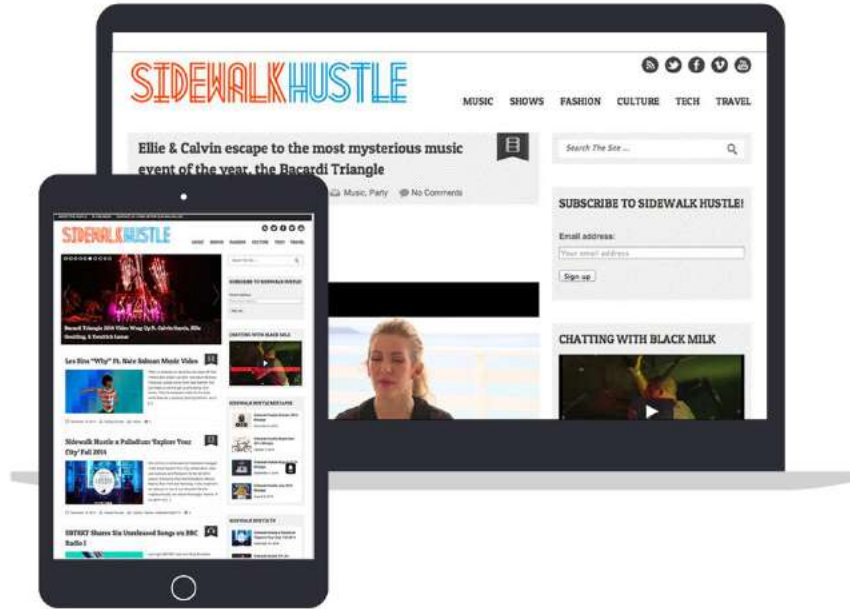
Native ads must behave consistently with the native user experience, and function just like natural content.

How To Recognize Native Ads

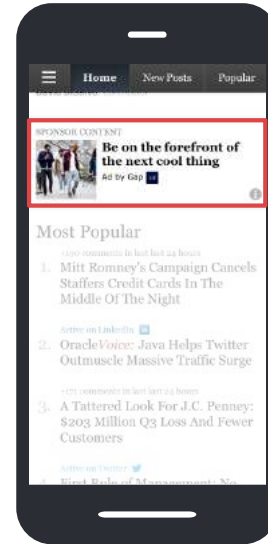
What do native ads look like?



The Two Categories Of Native



A) Bespoke Native




B) Programmatic Native

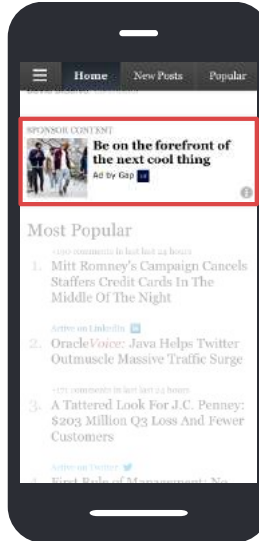
January 2015: IAB rolled out OpenRTB 2.3

Customize Ad

Content URL	Ads by text
<input type="text" value="https://www.styld-by.com/en-uk/part"/>	Ad by
Advertiser Name	Brand logo URL
<input type="text" value="Gap"/>	<input type="text" value="https://dumb-waiter.s3.amazonaws.c"/>
Content Title	Custom Button URL
<input type="text" value="Be on the forefront of the next cool t"/>	<input type="text" value="https://styld-by.com"/>
Description	Custom Button Text
<input type="text" value="Constantly on the search for new locations and hidden corners in New"/>	<input type="text" value="Visit Styld.by"/>
Thumbnail URL	
<input type="text" value="https://dumb-waiter.s3.amazonaws.c"/>	

Update Ad



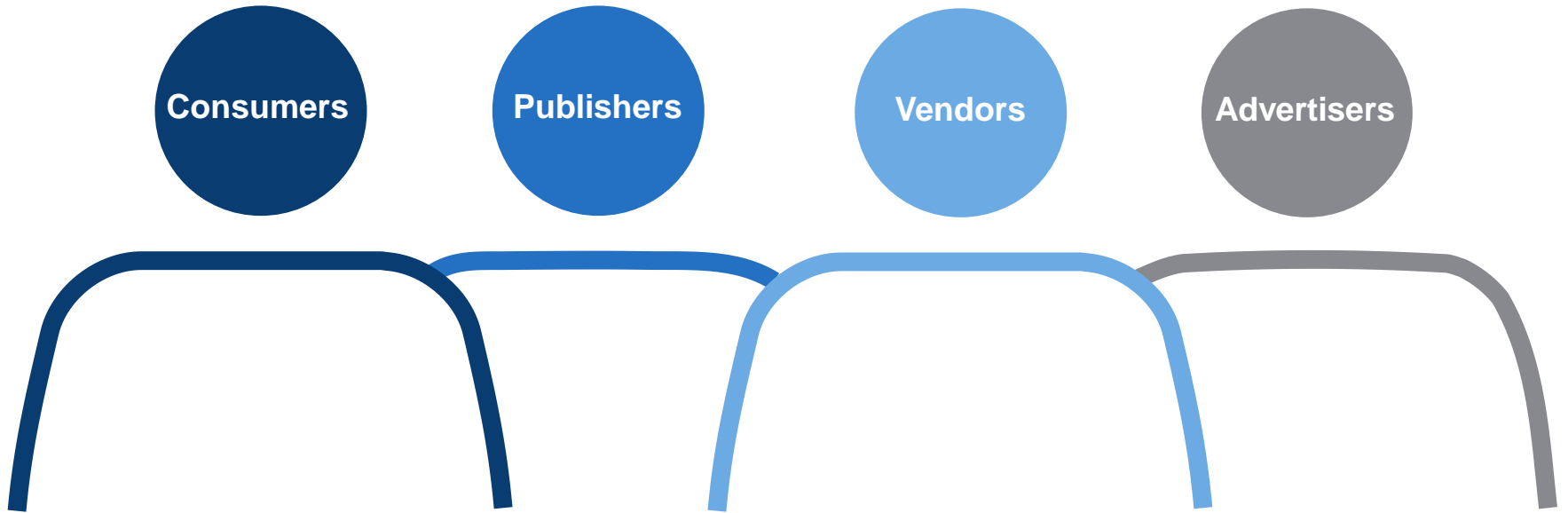


OpenRTB 2.3 is set of guidelines that set the standard for how native ads could be bought and sold through real-time bidding

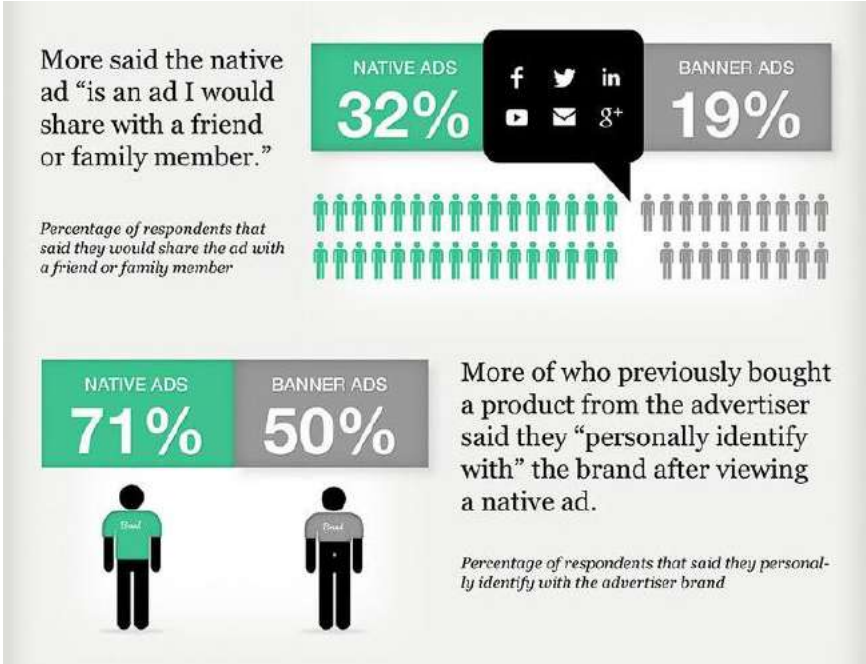
What Has Made Native Such An Instant Hit?



Native advertising appeals to a wide variety of industry players



Consumers are more willing to share native ads



In a recent study conducted by Sharethrough, **users looked at native ads 52% more often than display ads**


Major ad networks and exchanges support the buying and selling of native ads through programmatic

Examples: TripleLift, Teads, Unruly



Programmatic native brings a slew of advantages to marketers


Non-contextual **Interruptive**



BANNER ADS
Standard 300x250 ad placements in the upper right hand corner of the webpage



Seamless **Likeable** **Shareable**



NATIVE ADS
Content-based ads that are integrated within the editorial feed

Targeted, bought and broadcasted

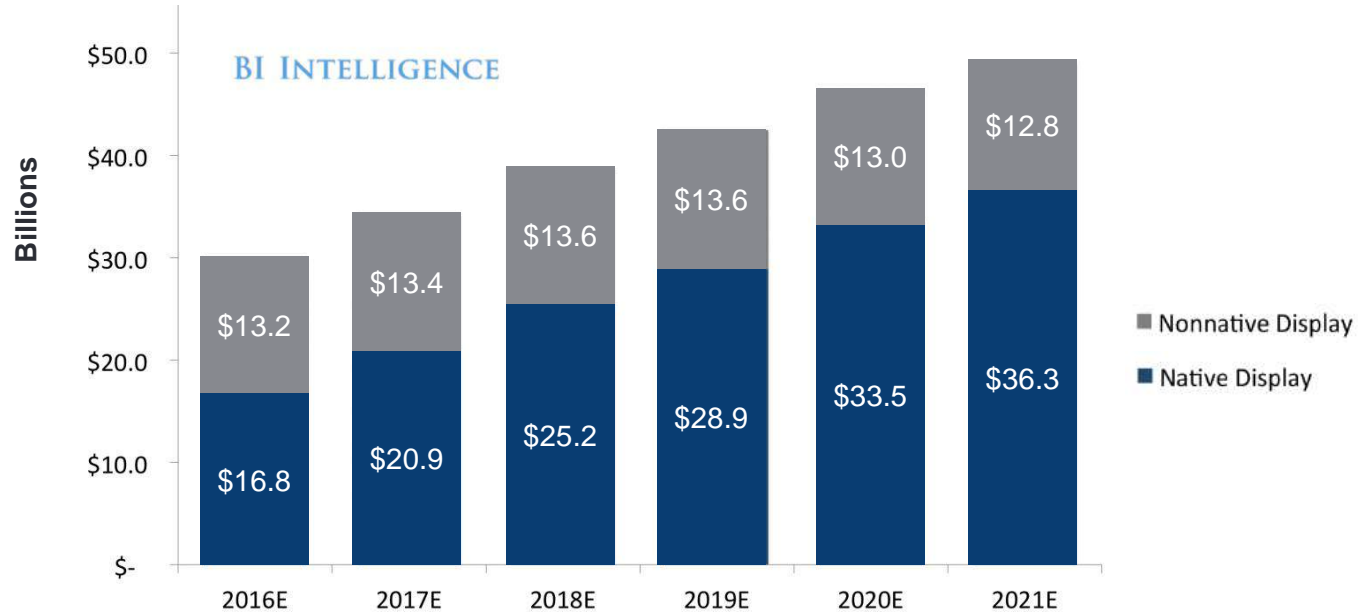
- Brands are trying to figure out ways to get around such ad-avoiding behavior as “banner blindness,” skipped pre-roll ads, and highly fragmented media
- Limited screen real estate on mobile

Targeted with large social component

- Emphasis on being discoverable within the user experience.
- Consumers will only flock to and share stories that feature content they love.
- Solves mobile scale issue

By 2021, native advertising is slated to account for 74% of total U.S. display ad revenue

US Native Display Ad Revenue

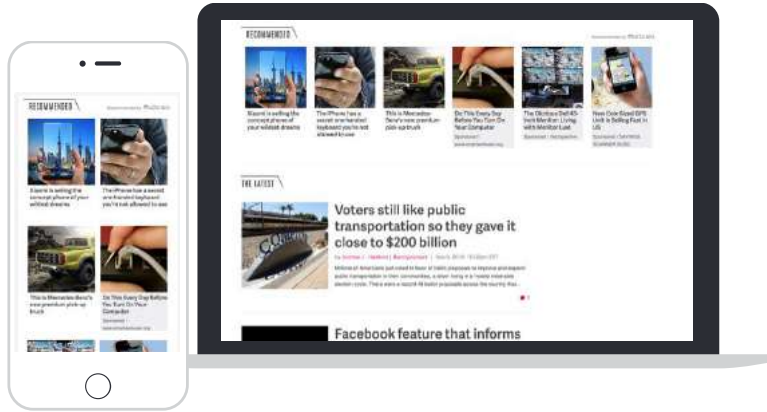


Note: Display includes all banner, rich media, sponsorship, and video ads
Source: BI Intelligence estimates based on historical data from the Interactive Advertising Bureau and PricewaterhouseCoopers, and IHS

3 Tips To Nail Native Advertising



1. Get started with content



Content Recommendation Widgets



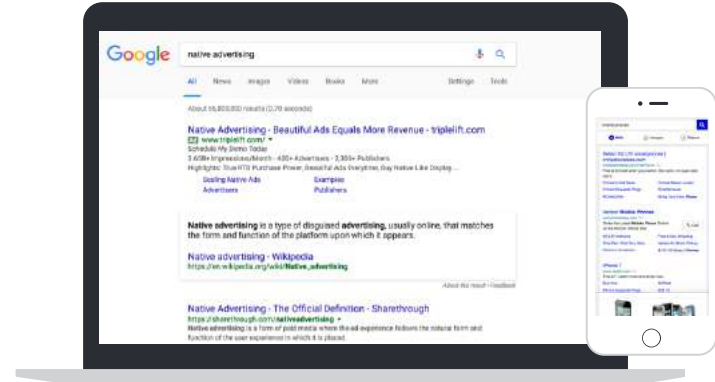
Custom Content Units

- The easiest way to start is by promoting content
- Content is a story you are trying to tell, and native is similar to a sponsored story

2. Treat native advertising differently



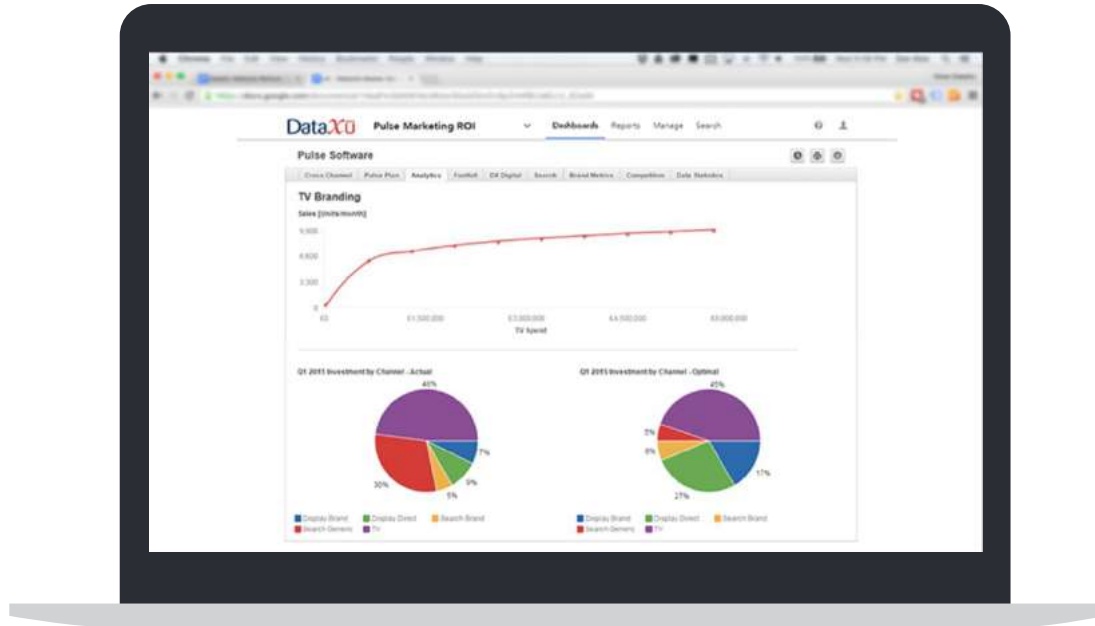
In-Feed Native Ads



Search & Promoted Listings

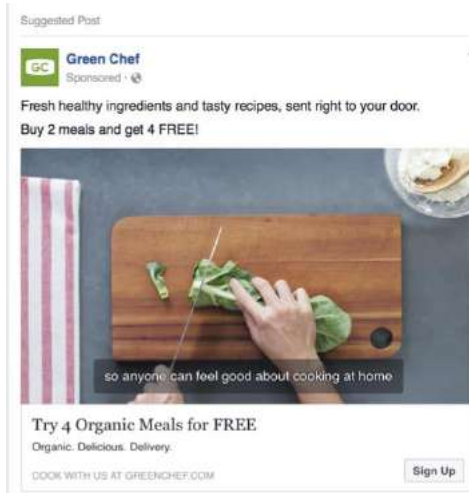
- **Don't** treat native like just another banner
- Use a very high quality image, but it **should not** be overlaid with a call to action
- The headline should be engaging – but not clickbait
- The text body should be enough to get your message across even if the viewer does not click

3. Partner with analytics experts

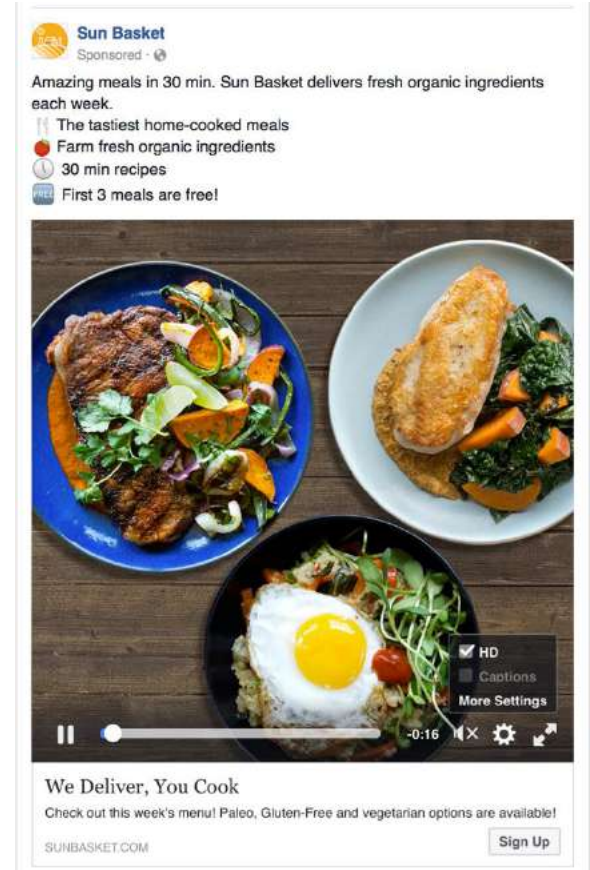


- **Work with a partner that can provide you with the analytics** needed to understand how effectively native ads are reaching your target audience

4. Consider silent video



- Native silent video (with captions) is the **fastest growing type of native**
- The completion rate for this format is far **superior to standard digital video**, according to research conducted by Sharethrough



Examples of bad native creative vs. good

The New York Times

2. David Brooks Rhapsody in Realism 3. Will Cool at 12, Adrift at 23 4. Union Square Cafe Joins Other Victims of New York City's Rising Rents 5. Demonstrating the Perfect Burger

PAID FOR AND POSTED BY DELL

Will millennials ever completely shun the office?

January 8, 2014

BY KIM ANDERSON



More paid posts from Dell

- Can the government become anti-entrepreneur?
By Michael Baker
While legislation ending the automatic debt suspension of federal agencies goes before the House today.
- Reaching across the office from marketing to IT
By Kathryn Cooper
As companies streamline jobs, what marketing and IT can learn from each other.
- For women entrepreneurs, mentors help bridge the gap
By Christina Palumbo
When author and founder Fidelity Wealth met the founder of a women's real-estate network, she learned a lot.

No workplace topic these days, it seems, is as suited, discussed and dissected as what might be called the "Millennial Problem."

Specifically, how do millennials — loosely defined as anyone born between 1980 and 1999 — fit into traditional office settings? Does the first generation to grow up in the Internet era have any use for 9-to-5 office culture, or an office at all?

Bad

Forbes

New Posts Most Popular Lists Video 27 me Issues of Forbes Search magazine

INSIDERS' GUIDE TO GETTING RICH

Interactive: What Will Obamacare Cost You?

The Biggest Mistakes The Wealthy Make When Divorcing

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INVESTING 4/29/2014 @ 10:27AM 1,544 views

Should You Accept Your Employer's Pension Buyout Offer?

Fidelity Viewpoints Team Fidelity

Faced with mounting pension costs and greater volatility, companies are increasingly offering their current and former employees a critical choice: Take a lump sum now or hold on to their pension.

"Companies are offering these buyouts as a way to shrink the size of their pension plans, which ultimately reduces the impact of that pension plan on the company's financials," says John Beck, senior vice president for benefits consulting at Fidelity Investments. "From an employee's perspective, the decision comes down to a trade-off between an income stream and a pile of money that's made available to them today."

Good

Thank You!

Questions? Get In Touch.



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[@DataXu](https://twitter.com/DataXu)



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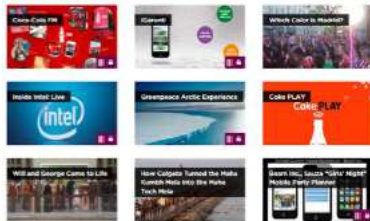
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Thank You!