



# In Flow:

Native & content marketing in mobile



Cognitive

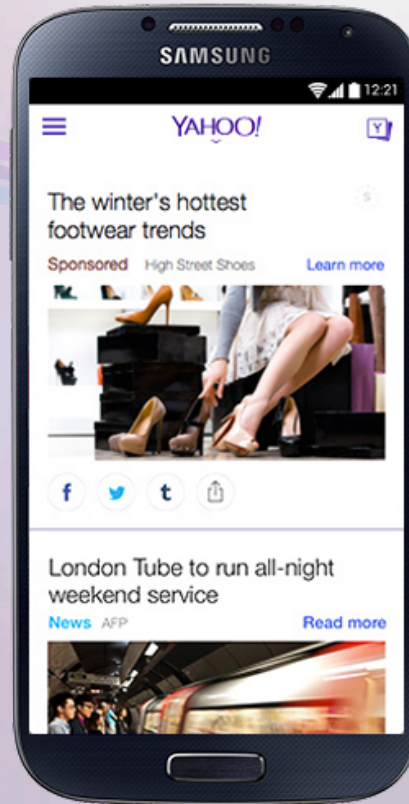


Medium



Attention

# How does this affect advertising?



# Understanding the consumer in flow

B2B  
leadership

with media and  
digital advertising  
backgrounds

Digital safari  
groups

environments on  
respondent's own  
devices

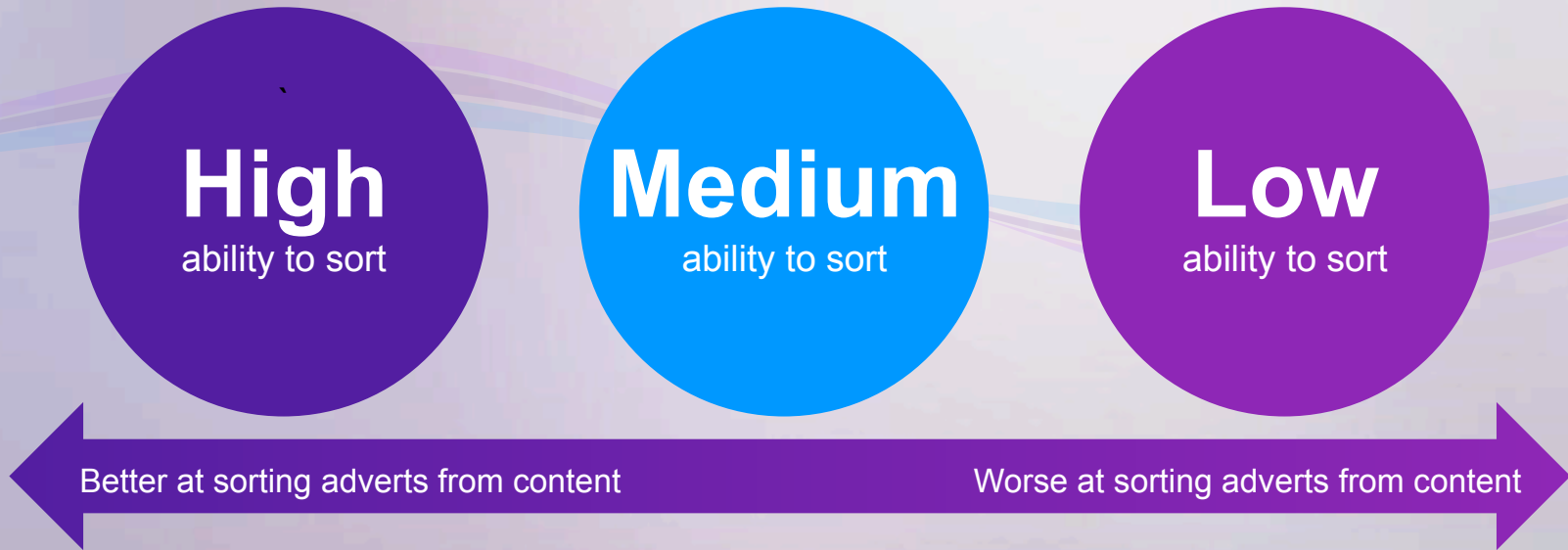
1500  
smartphone  
sample

1500  
smartphone  
sample  
via mobile

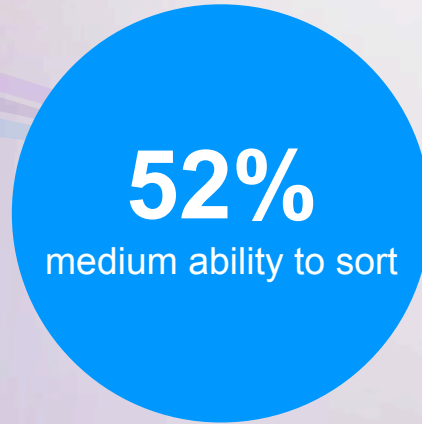
neuroscience

# Changing attention

# Brain plasticity: sorting ads from content?



# Brain plasticity: sorting ads from content?



Users see a flow, not ads and content in silos

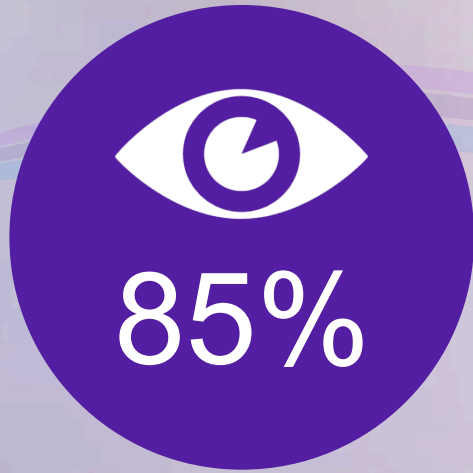




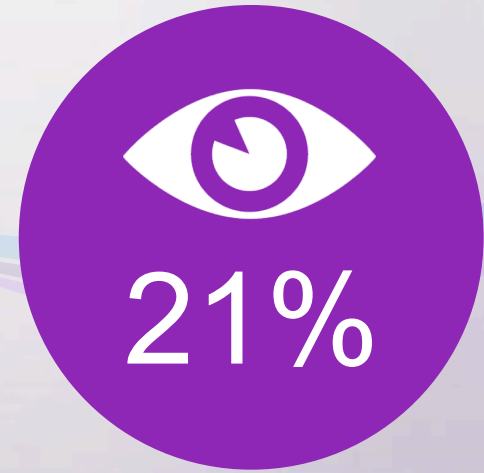
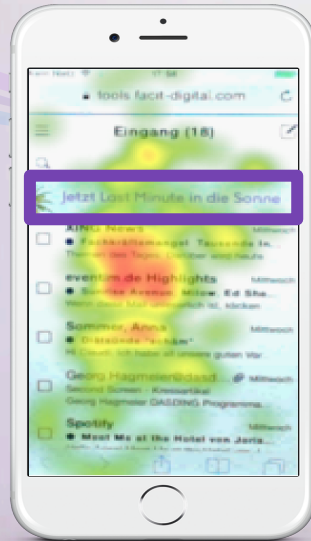


# Native ads drive visual engagement

Behavioural eye tracking



See native ad on a  
smartphone



Greater visibility  
than mobile display  
advertising

# A seamless experience

Stream  
advertising is  
less  
intrusive

**+55%**

Sits better with  
content on the  
website

**+51%**

More in keeping  
with how  
people use  
the web

**+41%**

**YAHOO!**

**+62%**

**+58%**


**+54%**

# Tailoring ads in the flow


# The tailoring spectrum

Non branded case study for global autos brand


Brand

 **Car Brand**  
Sponsored


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Product

 **Car Brand**  
Sponsored


Go Further




Call to action

 **Car Brand**  
Sponsored

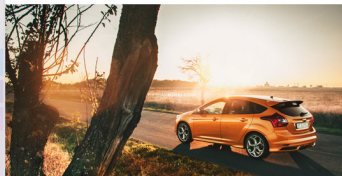
Take the ultimate Car Brand test drive



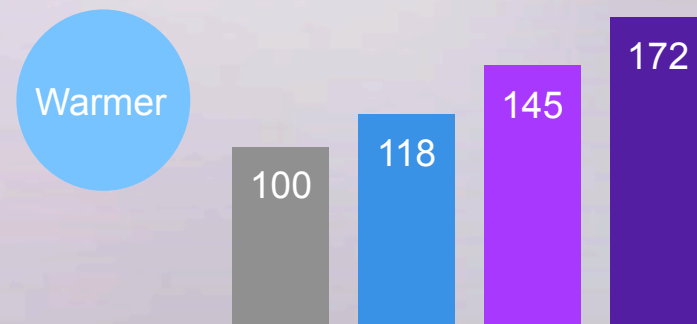
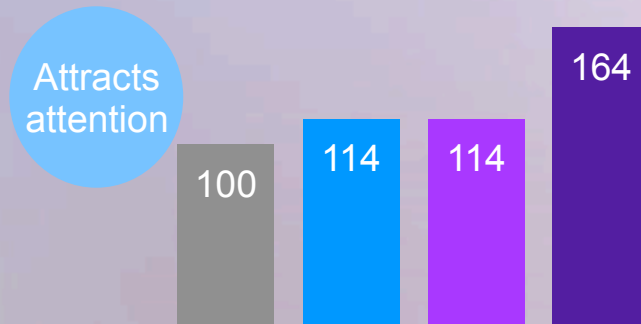
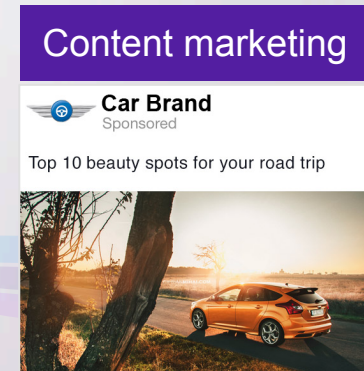
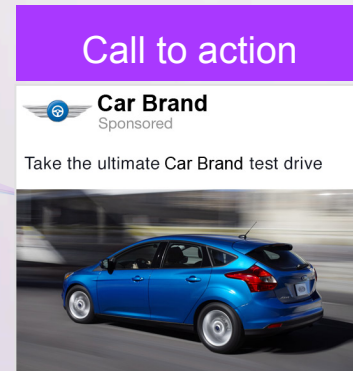
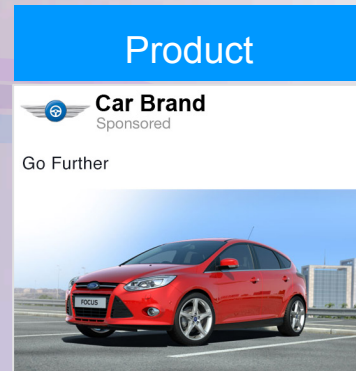
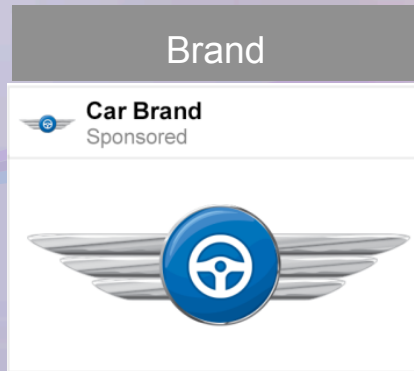
Content marketing

 **Car Brand**  
Sponsored

Top 10 beauty spots for your road trip

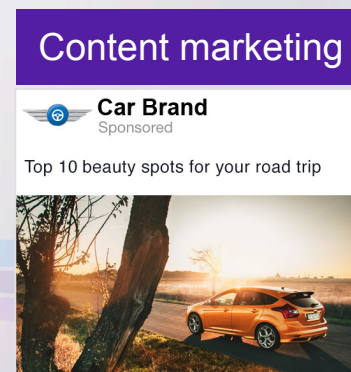
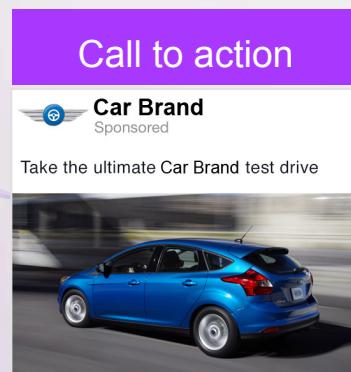
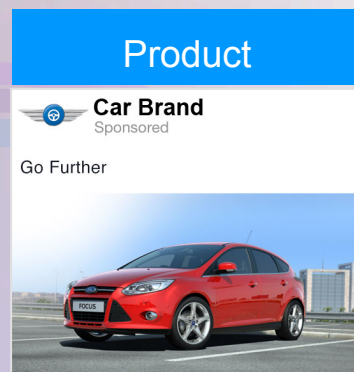
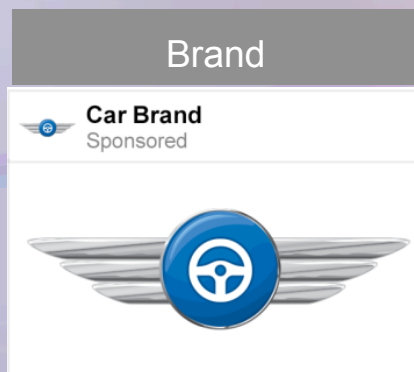


# The tailoring spectrum



Sample per ad type (370)

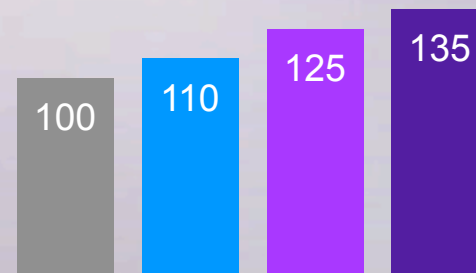
# The tailoring spectrum



More memorable than competitor ads



Makes me think differently about the brand

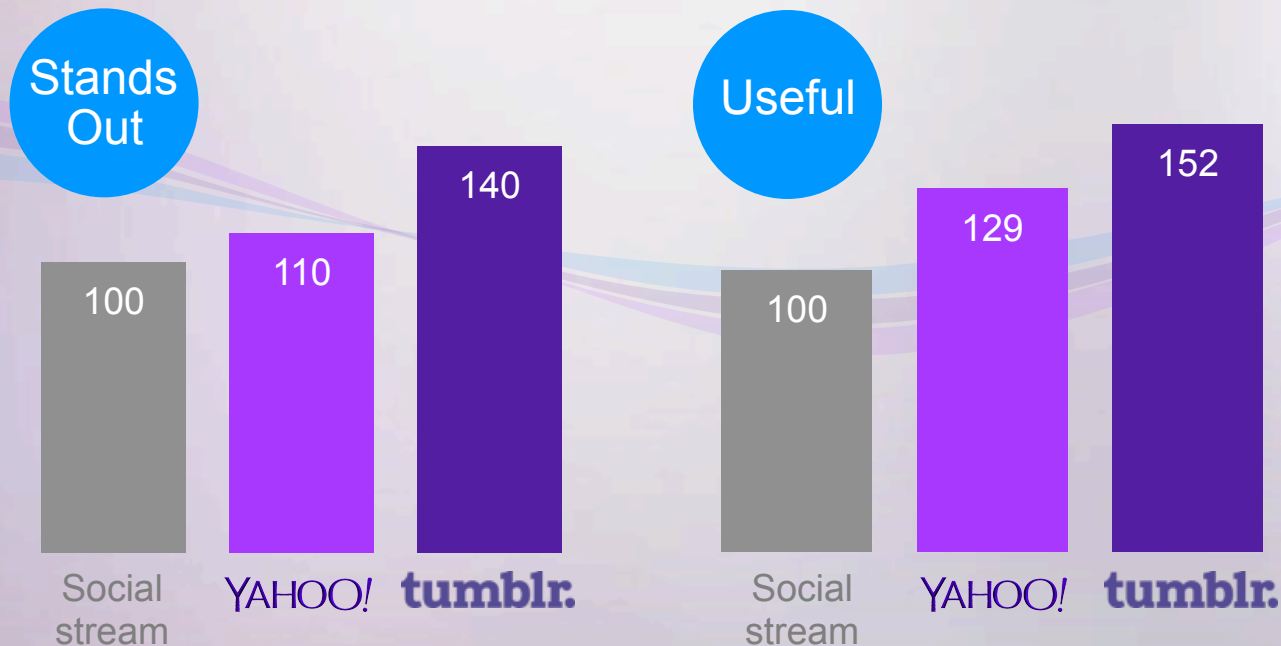
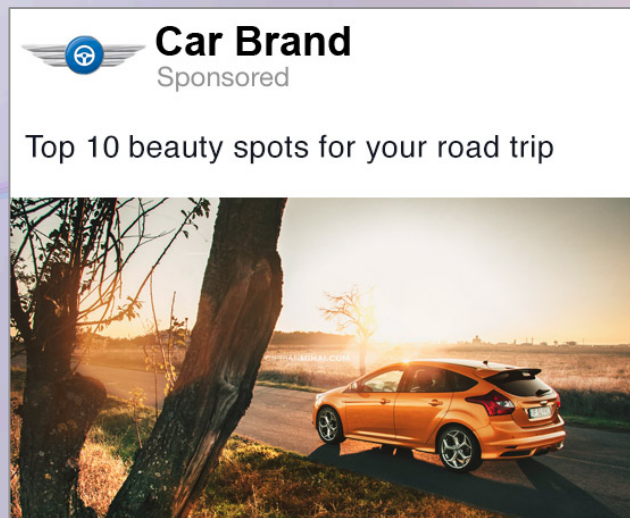


Sample per ad type (370)

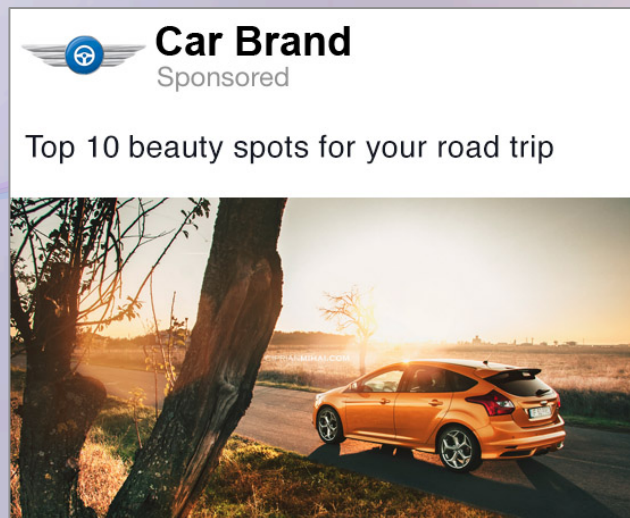
# Content marketing in the flow



# Y+T proving greater impact: upper funnel



# Y+T proving greater impact: lower funnel



Likely  
to click



Social  
stream



YAHOO!



tumblr.

Call to  
action



Social  
stream

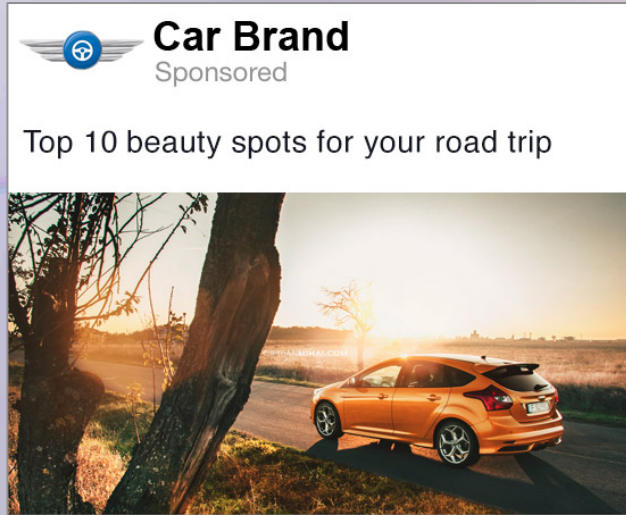


YAHOO!



tumblr.

# Driving brand favourability and differentiation



Increased  
favourability



Social  
stream



YAHOO!



tumblr.

Makes  
me think  
differently  
about the  
brand



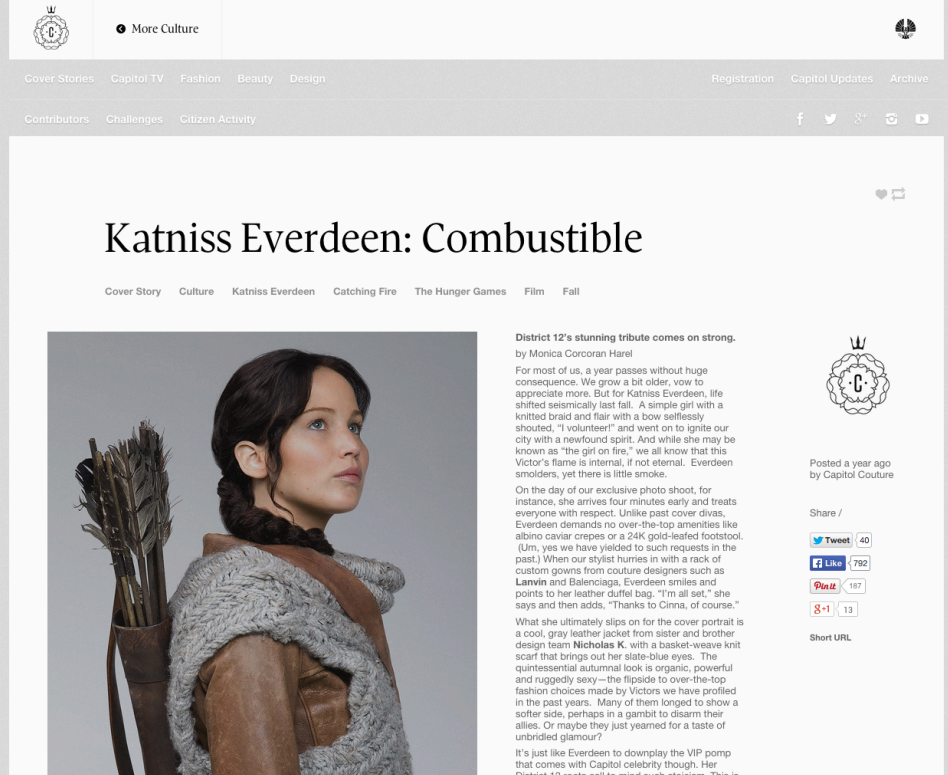
Social  
stream



YAHOO!



tumblr.

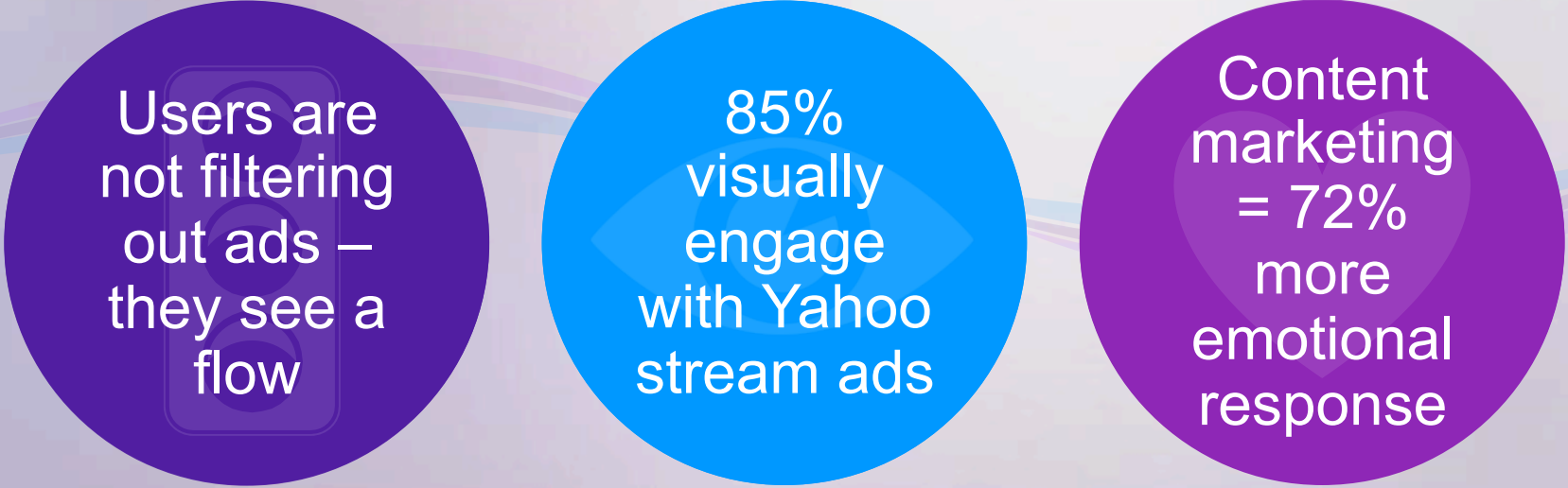


If content is engaging  
then I don't care it is  
an advert

x2.2

YAHOO!

# Flow insights



Users are  
not filtering  
out ads –  
they see a  
flow

85%  
visually  
engage  
with Yahoo  
stream ads

Content  
marketing  
= 72%  
more  
emotional  
response





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