

# ADVANCED NATIVE SOLUTIONS



Native ads blend into content on a publisher's website by matching aspects like font, feed location, and image size to increase the likelihood of a consumer engaging with the ad. By matching the aesthetic and content of a site, native ads provide consumers with a seamless, non-disruptive advertising experience.

## BENEFITS OF NATIVE

- ✓ Brand safety across premium inventory
- ✓ Turnkey creative execution
- ✓ High audience engagement
- ✓ Improves customer experience
- ✓ Future-proof solution
- ✓ Non-disruptive target ads
- ✓ Highly viewable

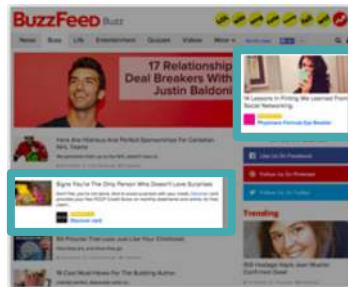
In 2023, native advertising is expected to reach **\$98.59 billion**, growing 12.5% year-over-year.

## CREATIVE FORMATS

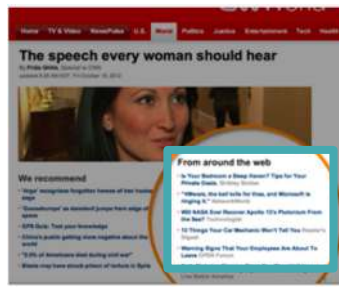
Social



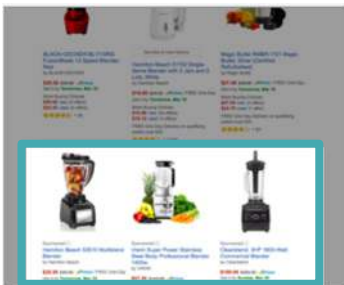
In-Feed



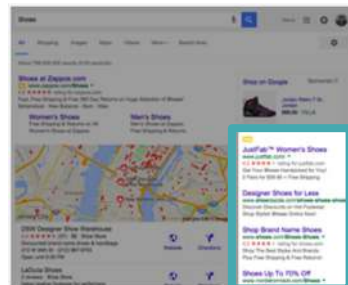
Sponsored Content



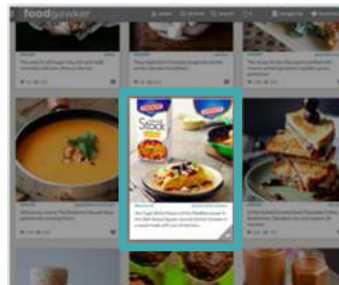
Promoted Listing



Paid Search



Recommended Widget



## SAMPLE PREMIUM SITES



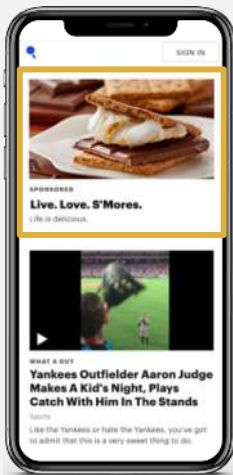
## KEY PARTNERS



# ADVANCED NATIVE SOLUTIONS AD FORMATS

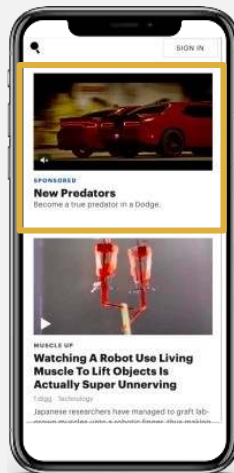


## IMAGE



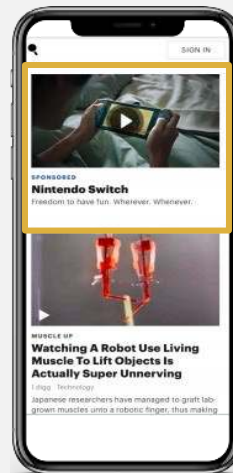
- Simple & Effective
- Increase Reach & Traffic

## INSTANT PLAY VIDEO



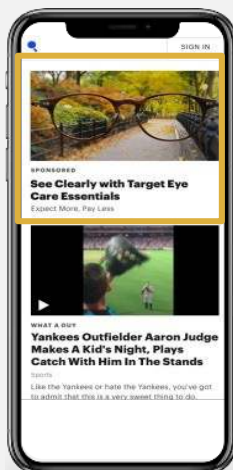
- Higher Visibility
- User-centric Design
- Drive Recall & Awareness
- Increased Efficiency

## CLICK TO PLAY VIDEO



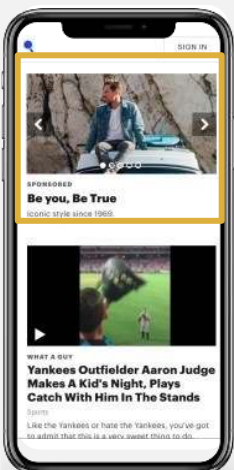
- Higher Visibility
- 100% Opt-in Experience
- Drive Recall & Awareness

## CINEMAGRAPH



- Eye-catching
- Unique Experience
- Increase Traffic & Brand Awareness

## CAROUSEL



- Highlight Multiple Images
- Tell a Story
- Drive Engagement & Product Sales

## ADDITIONAL AD FORMATS

### Social to Display Ads

Utilize existing social assets across Native for consistent branding & turnkey activation.

### Native Article

Allow consumers to discover branded content within a publisher's editorial feed and engage them on-site.

## WAYS NATIVE CAN FIT INTO MEDIA BUYS

### TARGETING

- Retargeting
- 3<sup>rd</sup> Party Audience Targeting
- Prospecting
- Branding

### CHANNELS

- Desktop
- Mobile
- Video