Native Advertising

Rising above the Cacophony of Banner Noise

Basis®
Technologies

CONTENT

Why You Should Read this Guide...

Marketers today play an all-encompassing role—they are the creative, the business analyst, the investigative journalist, the idea generator, and much more.

At Basis Technologies, we are on a mission to empower performance marketers like you with the best-in-class tools and digital media expertise you need to amplify your narrative. Our unique blend of technology and people will meet you where you are and take you where you want to go. This guide is a part of these efforts, designed to cut through the clutter and equip you with critical knowledge about the latest trends in our industry.

01

Introduction

The balance of power between consumers and brands has shifted. With evolving access to information, widening choices of goods and services, and growing opportunities to share their experiences more broadly, consumers are in a position of strength like never before: firmly in control of their browsing and shopping journeys. Over the last decade there has been a gradual decline in the effectiveness of traditional online advertising methods, in part a result of increasing skepticism among digitally savvy younger internet users, but predominantly due to general ad fatigue whereby consumers have become so desensitized to run-of-the-mill online advertising tactics that they simply no longer respond to them.

To be successful in the modern age, brands must be nothing short of exceptional in their advertising execution, demonstrating relevance and delivering value across every phase on the pathway to purchase. Fortunately, marketing organizations are equipped with the tools to help them do that. Sophisticated technologies are empowering brands to unlock a tidal wave of data that they can leverage to understand consumer motivations and craft impactful content that will resonate with their audiences.

The problem facing advertisers is that many methods of implementation today are not fit for purpose. Consumers have developed an insatiable appetite for dynamic content, seeking insight and inspiration from brands rather than product pitches; they are looking to independently navigate their way to a purchase decision as opposed to being pushed through a company's sales funnel. This evolution and maturation of the market has not been met in parallel by digital ads that still take the form of static banners appearing as a mere afterthought in the user interface.

There is one advertising experience, however, that is rising above the cacophony of banner noise to overcome the established norms and satisfy the growing demands of consumers: native.

THE NATIVEWEB
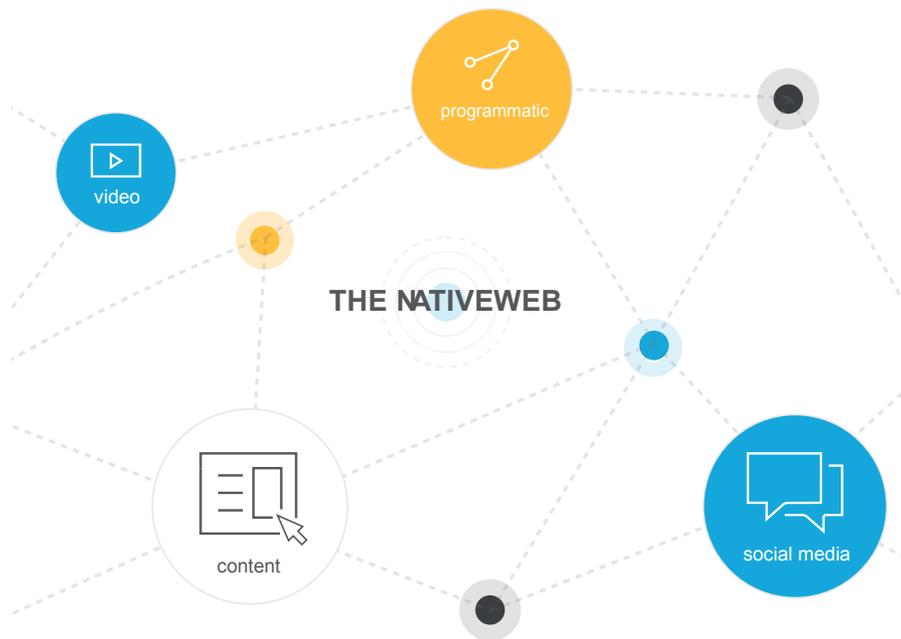
Designed to disrupt the display ecosystem, native reimagines what powerful advertising looks like—by connecting brands with their target audiences in meaningful and less-disruptive ways. And what is more: it is proven to deliver. A study conducted by IPG Media Lab and Sharethrough, one of the leading native ad exchanges in the world, showed that visual attention was superior for native ads than standard banners.[1] The research found:

52% Consumers looked at native ads 52% more frequently than display ads

25% 25% more consumers were measured to look at in-feed native ad placements than display ads.

18% Native ads elicited a 18% higher lift in purchase intent than banner ads.

9% Native ads registered 9% lift for brand affinity responses than banner ads.

Compelling numbers that signify how native advertising is set up to drive performance and enhance consumer connection.

In this guide, we'll explore definitions, creative best practices, and industry trends, all with the goal of helping you conquer the lucrative world of native advertising.

02

What Is Native Advertising?

The beauty of native advertising lies in that there is no single definition of what it is. It is fluid. It is adaptable. It is a belief that ads must be constantly in flux. Native touches upon multiple facets of the existing media landscape, blurring the boundaries between marketing channels and creating hybrid models that are difficult to categorize. It adopts many different forms, ranging from sponsored articles and videos to in-feed promoted posts and other more extravagant paid ad experiences. The sheer versatility of native enables marketers to harmoniously connect their ads to what people want to see in micro-moments of intention.

In other words, native ads do not simply appear in random instances of the browsing experience; they meaningfully integrate into consumer passion points and look to satisfy specific needs at specific times. When implemented skillfully – that is, the promoted content is hyper-relevant, educational, and valuable all at once – native ads are highly effective at capturing attention, building brand awareness, and cultivating a relationship with the customer that is founded upon trust and credibility.

The cornerstone to unlocking these performance gains is the characteristic that truly sets native apart from alternative advertising methods: non-disruption. The very essence of native efficacy is well-crafted content accompanied by dynamic visuals that together blend naturally into the form, and function, of the editorial habitat in which it lives. Native ads are most at home on social media networks, placed among in-feed environments, yet more recently non-social publishers have been aggressively adding native into their inventory. This is primarily a consequence of continued advances on the programmatic native front, whereby advertisers can employ automated systems to buy ad placements through publisher-erected APIs and more standardized RTB technology. The possibilities really are virtually endless for native adopters and according to the latest forecast by market research firm eMarketer, native is currently sitting right at the center of publisher revenue streams, accounting for 59.7% of total display ad spending in 2023.[2]

Suffice it to say, native is a powerful medium! Creating winning situations all round – providing purposeful content to consumers, a lucrative source of advertising for publishers, and high brand recall and engagement for brands – native can be a dynamic addition to any marketing mix.

The Native Landscape Today

Total

$97.46B

2023 projected native display ad spend
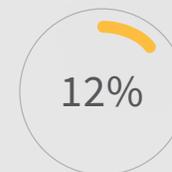
12%

Up 12% YOY from $87.03B in 2022.

59.7%

59.7% of US display ad spending will be native in 2023.

By Segment

Social

$68.17B

2023 projected native display ad spend on social media.

69.9%

Represents 69.9% of total native display ad spending.
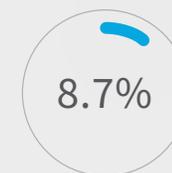
8.7%

Up 8.7% YOY from $62.70 in 2022

Non-social

$29.29B

2023 projected native display ad spend on non-social channels.

30.1%

Represents 30.1% of total native display ad spending.

20.4%

Up 20.4% YOY from $24.33B in 2022.

03

What's Behind the Growth of Native?

To understand why the native trend is taking off at such speed, it is important to explore the industry and societal changes that have altered how consumers are absorbing content today.

Native ad spending is predicted to surpass $100 billion for the first time in 2024 (to $109.08 billion, to be precise). That equates to a massive 85% growth rate since 2020.[3]

The story behind those numbers can be traced back to two phenomena: the rise of the connected consumer and the unprecedented explosion of digital channels. These two advancements have left modern marketers facing a cocktail of questions centered around how to improve engagement amidst all the clutter online, how to target desired audiences with pinpoint precision, and how to reach customers on multiple devices. The reason native advertising is so popular is because it excels in answering each of these three issues.

Improving Engagement - Circumventing Ad Fatigue

Banner blindness. Banner noise. Ad fatigue. Whatever name you prefer, they are all very real. From interruptive pop-up ads to distracting banners and invasive auto-playing videos, people have long faced nuisances from marketers that aggressively force products and services into their news and shopping feeds. Evermore intelligent consumers have become wise to it, however, with increasing numbers actively looking for ways to avoid these types of advertisement.

The reason for this hostility is simple: while digital marketing continues to evolve immeasurably, pop-ups and banners have remained largely the same since their introduction into the game back in the mid-nineties. They were intrusive then, they are intrusive now, and people just do not click on them. Consumers today have taken control of their browsing experiences by skipping ads, paying for ad free experiences, and, most troubling to the industry, blocking online ads altogether.

Research suggests that more than 820 million devices globally have ad blocking technology installed on them.[4] Numbers like that have caused hysterical levels of panic among traditional advertisers, and understandably so. Now that close to a billion consumers are blocking them, marketers must find shrewder ways to distribute content and engage with their target audiences.

Ad Blocking Usage.
By the Numbers:

62% — 62% of the top 100 US publishers were using at least one ad block monetization strategy to reclaim advertising revenue in 2021.

82% — 82% of ad block users prefer a lighter ad experience by default over receiving prompts to disable their ad blocker or whitelist a site.

**64%** — 64% of global ad blocking happens on mobile devices.
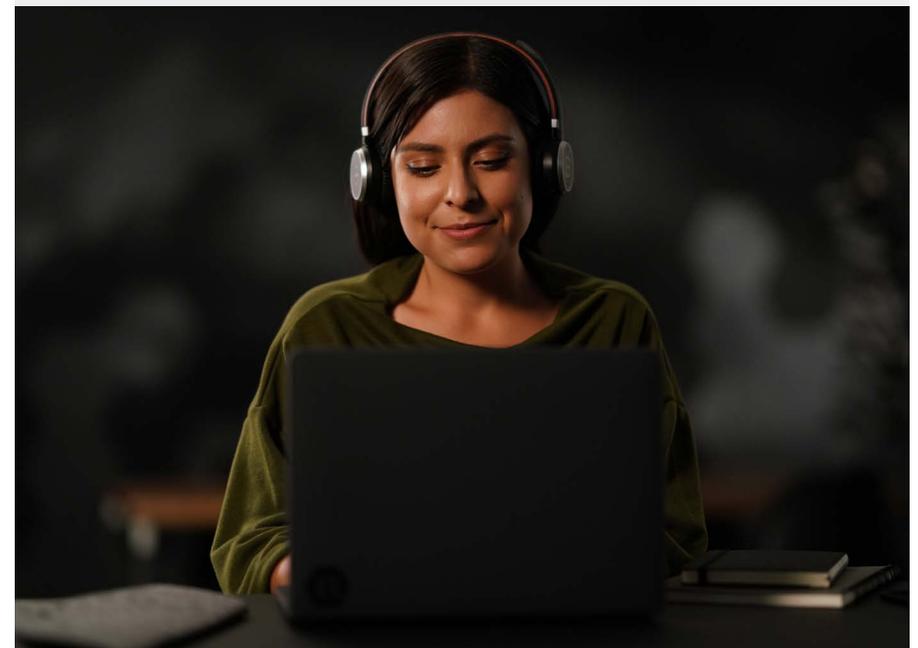
Enter native advertising.

Native ads are brand exposure masquerading as editorial content from the host publisher, meaning they do not invade and interfere as people scroll through their webpages.

Brands can use them to get creative and think outside the metaphorical box with their messaging. Take Marriott Bonvoy, for example. As part of their exploration into regenerative travel, they partnered with the Washington Post to produce an in-depth, multi-dimensional piece focused on how this new breed of tourism benefits local communities, economies, and the environment.[5] Or DHL, who joined forces with National Geographic to shine a spotlight on the story of conservation and relocation projects for big cats.[6] The thread here is that both of these stories would have worked equally well as editorial content produced by the respective publishers themselves – features about an emerging travel trend and the loss of natural habitats are exactly the types of journalism that The Washington Post and National Geographic are renowned for.

Which brings us to the main point: by the time viewers have engaged with the content, they most likely forget they are absorbing an advertisement at all. Naturally not every advertiser is equipped with the means to realize campaigns as elaborate as this, but the good news is that inventory has become available allowing for scalability, reach, and cost efficiencies in this space.
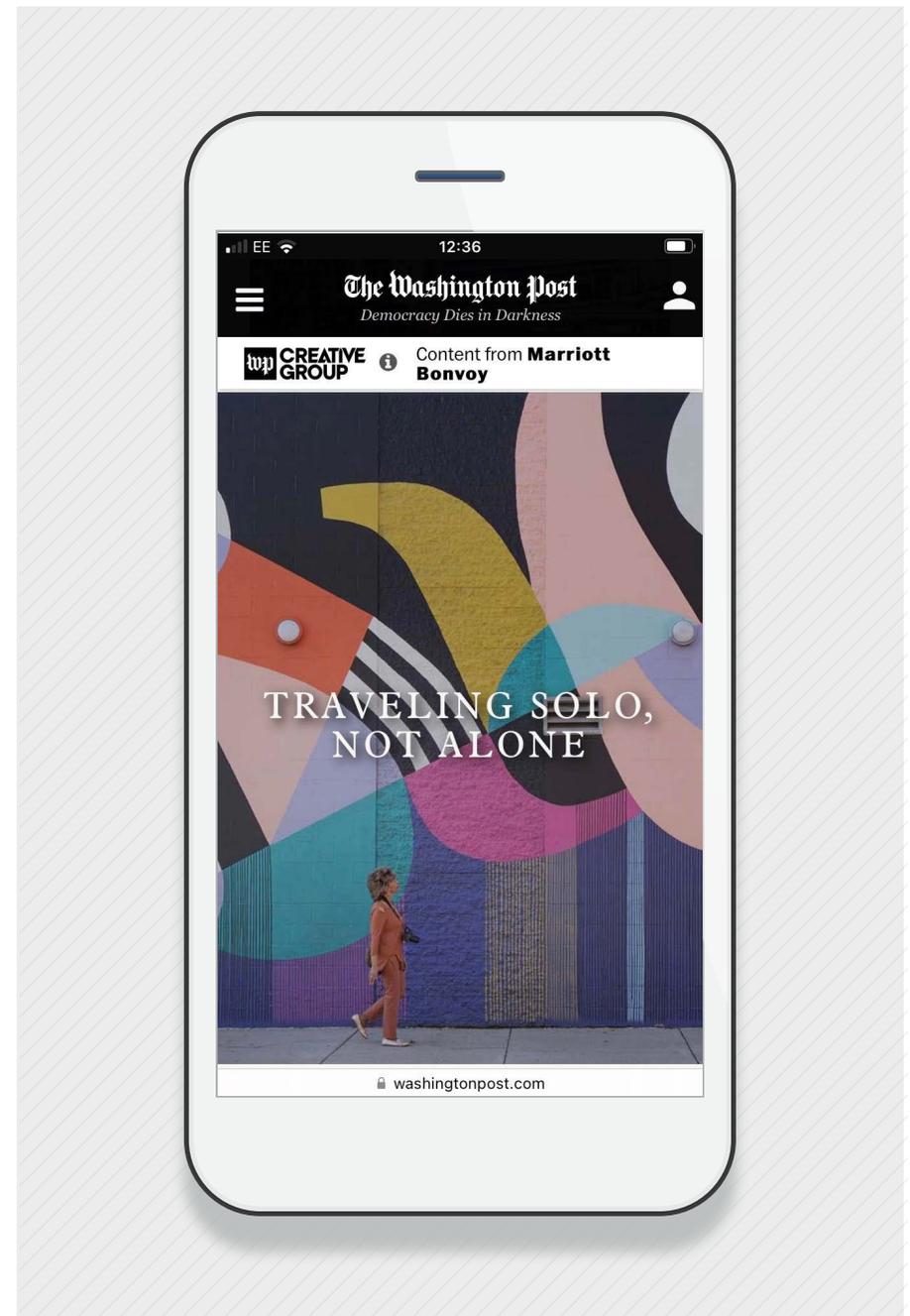
Solving the Mobile Conundrum

We are living in a golden age of mobile. The proliferation of smartphone and tablet devices has fundamentally changed marketing and the way people digest content.

Consider these four statistics:

65.6%

Mobile will account for 65.6% of total digital ad spending and 48.9% of total media spending in 2023.[7]

256M

The number of US adults using mobile phones is forecast to grow from 253.3 million in 2023 to 256.0 million by 2024.[9]

4:36

The average US adult will spend 4 hours and 36 minutes per day using a mobile device for nonvoice activities in 2023.[8]

84%

84% of US adults engage with second screens while watching TV, with 70% of those using their smartphone most often.[10]

So much digital browsing is now taking place on mobile, with younger generations leading the charge. This is an important reality for advertisers to weave into the foundations of their execution strategy given that Gen Zers and millennials hold tremendous influence over the market. They are the trendsetters across many industries and their buying potential is becoming vast as they come of age. It is mission-critical for brands to strike a chord with young consumers on the smaller screens.

This is an area where native advertising thrives.

The reason is simple: all the top mobile sites use a feed-based design, and it is one of the core functions of native ads to command focus and attention in these in-feed landscapes.

Intelligent marketers have responded to today's mobile-first audience with smart, responsive websites and innovative apps that are tailored to organic navigational movements like swiping and tapping. Ultimately, this means that the classic banner ads – rigidly rectangular in configuration and inflexible in placement – simply do not cut it anymore. In contrast, mobile native ads are adaptable to the media that renders them and are infinitely less disruptive to the browsing experience, which aligns much more with the expectations of modern consumers. In a Sharethrough study that was commissioned to determine how readers visually process mobile ads, it was found that across native ads and banners, eye gaze appeared to be consistently

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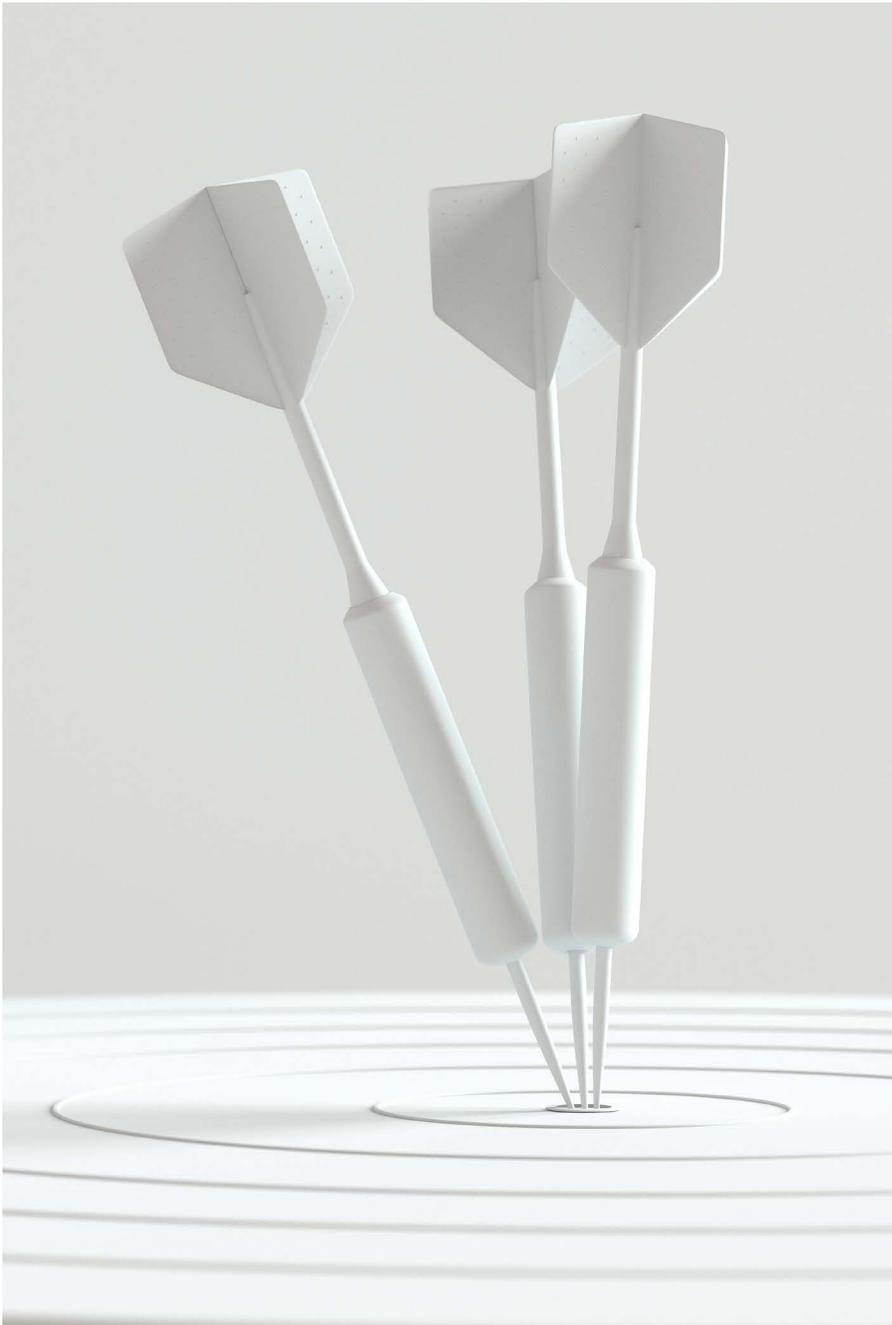
more concentrated on the native ads despite both formats being placed in-feed.[11]

Mobile devices are used on a much more personal and private basis as compared to desktops that are primarily used for professional purposes today. As a result, users are more receptive to advertising on mobile. Rather than disturbing them in a working environment or in spaces in which they are in a focused mode, advertisers can meet them on their personal terms in a more relaxed setting. This difference is why native mobile ads must be a part of every marketing team's arsenal.

Granular Audience Targeting

Customer engagement. For many it is a buzzword surrounded by a degree of mysticism, yet it should be a top priority for every business given its direct and proven correlation to profitability.[12] From a marketing perspective, customer engagement is about creating emotional and meaningful experiences that consumers willingly partake in, and it is a critical aspect in politely nudging them along their journey to purchase.

Programmatic native comes into its own here.

One of the key advantages that this type of advertising holds over alternative options is its ability to target audiences with unrivalled accuracy and all but eliminate display waste. Brands can produce hyper-relevant content with specific personas in mind and then serve that content on niche sites where they know those people frequent.
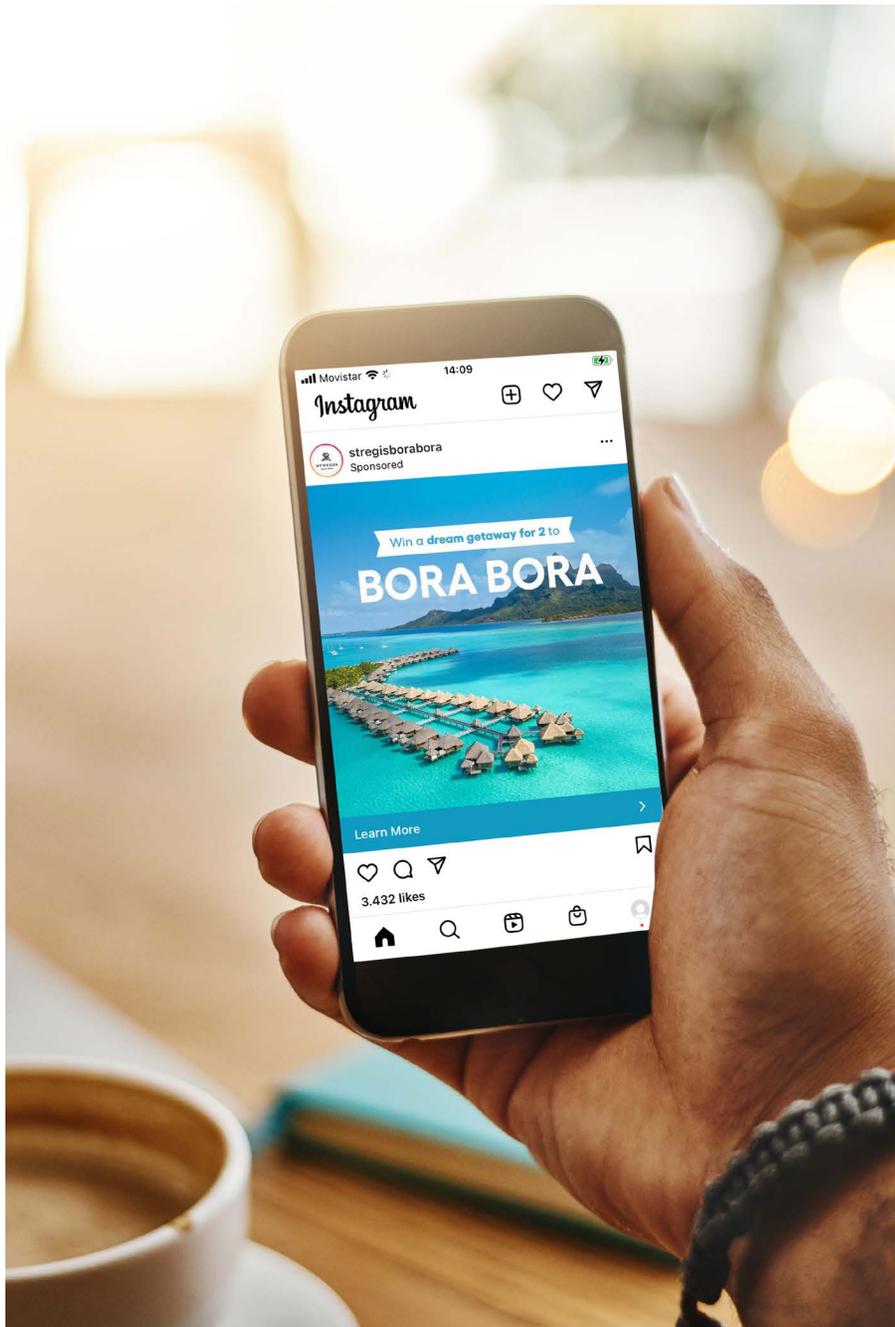
Picture it this way: a major airline develops a campaign with the goal of selling consumers on a discounted trip to a single region. The content is inspirational and informative, and the brand wants to get it in front of a small subdivision of their wider target audience – this could be prospects from a certain country who typically express an interest in the destination, or young travelers who want a comfortable yet affordable solution to flying. By running a programmatic native ad, the airline can pay to insert the content-like promotion into strategic online locations where readers are much more likely to perform the action of first engaging with the material, and second, booking a flight.

This is just a small snapshot of the advanced targeting options brands can employ with programmatic native. Device targeting, language targeting, behavioral targeting, and conversion tracking are some further examples of what advertisers can do when crafting their campaigns.
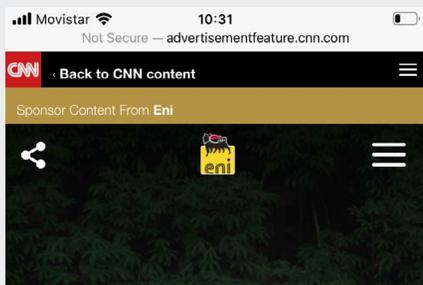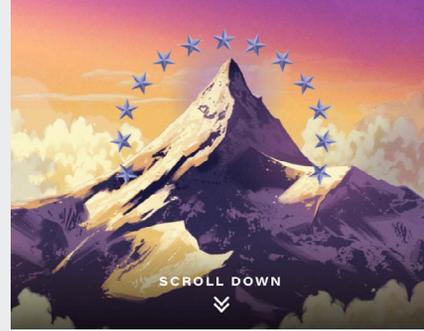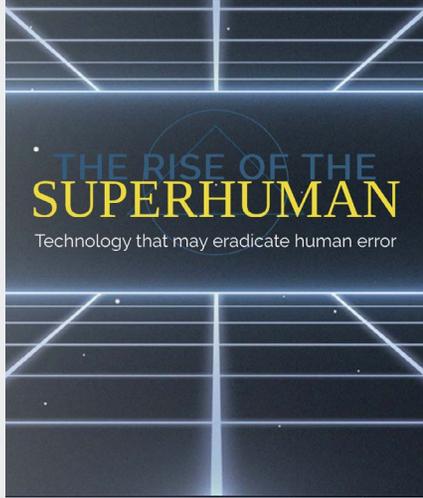
What Does Native Look Like?

So, they are a direct-paid opportunity. They are typically education-based as opposed to overtly product-focused. They should be assimilated cohesively in-feed. They unlock the door to the elusive millennial. And, most importantly, they succeed in a whole host of engagement-related areas.

Now the biggest questions remain - what do native ads look like? And which format is the most effective?

04

Predictably, there is no right or wrong answer to the latter. It truly depends upon your business model and your target audiences. Native is an ad medium that rips up the rulebook, challenging what established go-to-market campaigns across different industries look and feel like. It overlaps into countless business sub-classifications, permeates paid search and social media marketing heavily, and is rife with popular terms including branded content, in-feed distribution, native display, content partnerships, in-stream native, in-ad native, true native, premium native, content recommendation, content discovery, and many more. The nuances between some of these phrases are extremely subtle and have been the root of significant confusion to the point where the Interactive Advertising Bureau (IAB) deemed it necessary to refine and clarify the formats of native.[13]

Here are the three most commonly deployed.
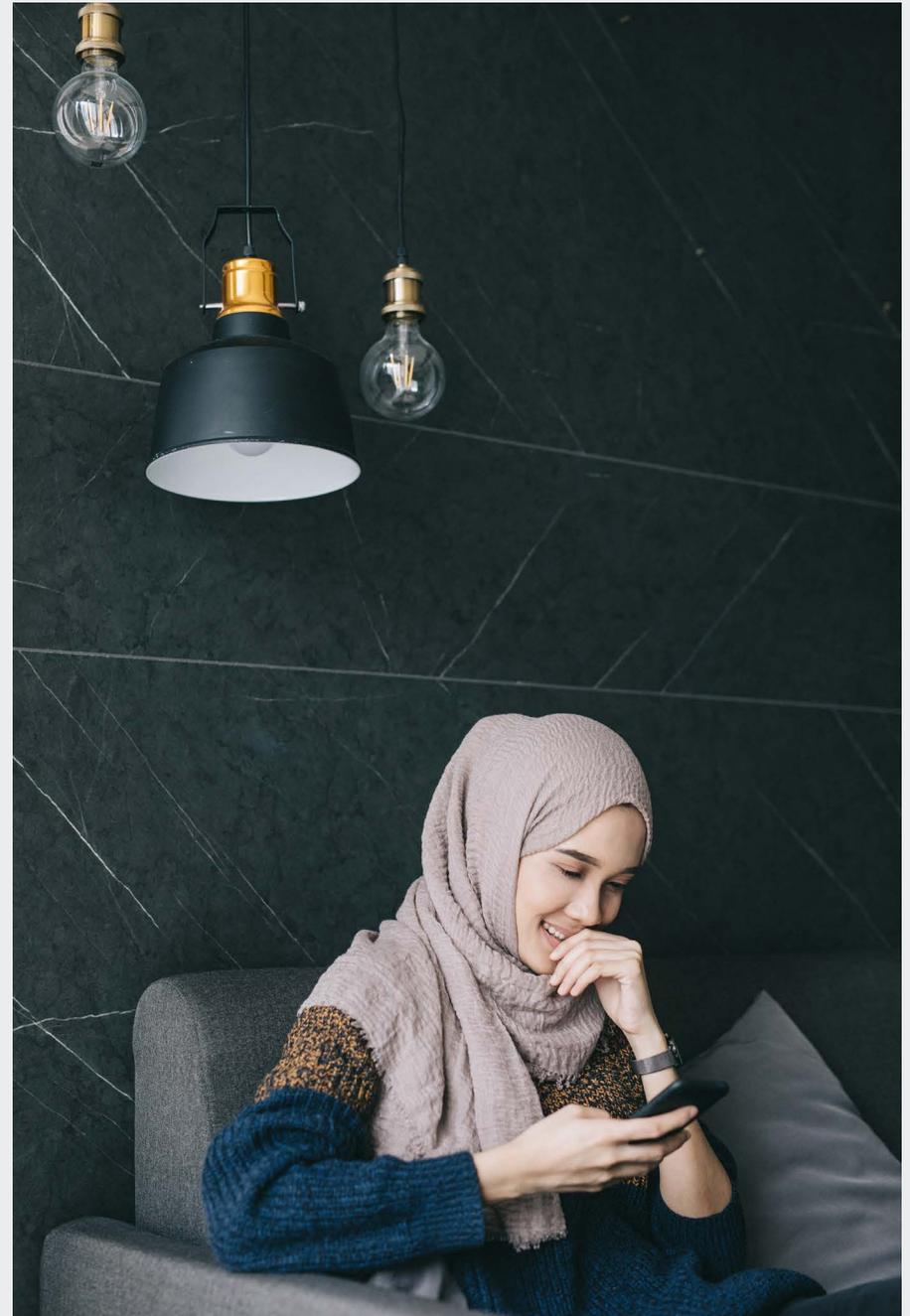
# In-Feed/In-Content Native Advertising

What Are They?

In-feed ads are the most popular form of digital native ads with the largest variation in execution. At their core, these types of ads are served in story form and typically appear embedded on publisher home pages, in category fronts, within content on article pages, or in product pages and social network feeds. An endemic in-feed ad will mimic the layout (arrangement of elements) and the design (font, color scheme, aesthetics) of the surrounding platform and include visual cues informing the reader that these are paid advertisements and not organic content.

When a consumer clicks, taps, or swipes on an in-feed ad, they will either remain on the same website, or be directed to a different, external destination site. The content in the native ad itself can be anything from traditional text-based editorials, to videos, podcasts, infographics, interactive webpages, and more.
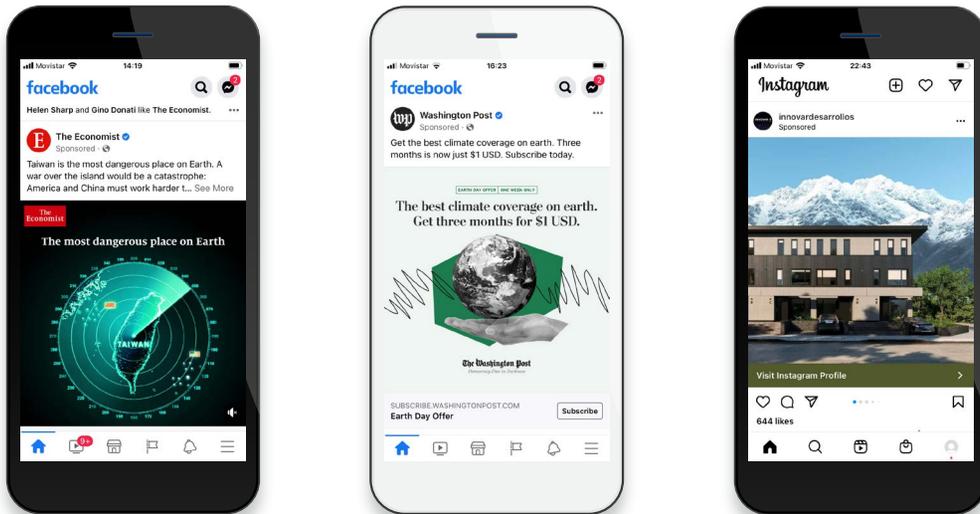
Why Use Them?
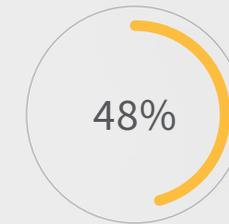
48% — 48% of younger consumers believe that brands that use in-feed native ads are interested in establishing a positive relationship with them.[14]
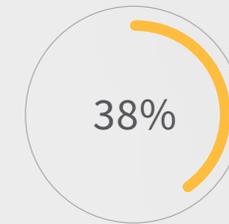
38% — 38% of younger consumers say that in-feed native ads make them more likely to purchase the brand featured in the content.[15]

85% — 85% of younger consumers say in-feed native ads are the same or better than the other content on the page.[16]

91% — 91% of younger consumers consume their content via discovery in-feed (shared (directly by email, text) and search account for the other 9%).[17]

Content Recommendation Ads

What Are They?

Content recommendation ads offer huge scale for marketers and they are a highly successful facet of native, empowering advertisers with the ability to establish critical relationships with consumers beyond a mere impression. While many may be unacquainted with the term, everyone will almost certainly be familiar with the product. Take a tour of any leading news website, scroll to the end of an article, and lying-in wait there will be a selection of articles accompanied by disclosure language in the style of "promoted stories" or "sponsored content". Clicking one of these ads will redirect readers to an external publisher where they will be encouraged to sift through additional content onsite.

The theory goes that since these ads are traditionally displayed at the foot of medium to long-form editorial pieces, those clicking through to digest more material are very much in content consumption mode and therefore more receptive to promoted articles. The argument stands true when you look at the stats.
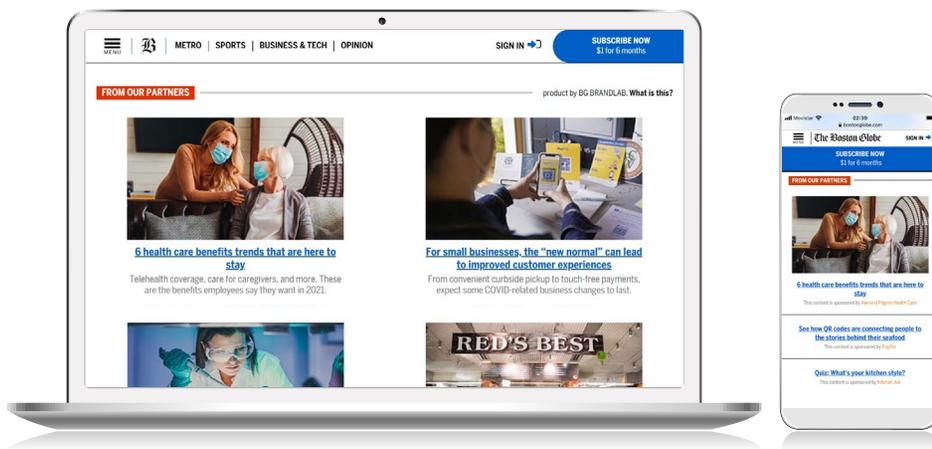
Why Use Them?

100% Site visitors from content recommendation ads view 100% more pages per session than search traffic.[18]

23% Site visitors from content recommendation ads are 23% less likely to bounce than search traffic.[19]

165% Site visitors from content recommendation ads view 165% more pages per session than social traffic.[20]

32% Site visitors from content recommendation ads are 32% less likely to bounce than social traffic.[21]

Branded Content

What Are They?

The most extravagant of the three principally because they are publisher-led. This form of native bridges the gap between advertisement and editorial and refers exclusively to paid content from a brand that is showcased in the same format as a full feature served on the host publisher's website. The content for these ads is typically crafted by the publisher and their highly sophisticated in-house commercial teams that specialize in producing powerful, multi-dimensional stories that empower brands to make an impact in the world. Think T Brand Studio at The New York Times or Brand Studio at The Washington Post. These internal agencies are dedicated solely to developing branded content solutions and ultimately ensure the ad meets the precise needs of their client's audience.

The critical thing to remember here is that branded content is based upon point-to-point relationships – these are bespoke pieces of content driven by the publisher on the brand's behalf. They are, for this reason, expensive to roll out. Still, if there's room in the budget, they are undeniably worth the investment.

Five Popular Creative Ad Formats

For advertisers going down the in-feed/in-content route, there are a host of creative formats that can be leveraged to provide a richer experience for consumers, all while offering greater digital real-estate to ignite action.

Cinemagraph | *Best for: increasing traffic and building brand awareness.*

Part cinema (moving image) and part photography (static image), these dynamic ads engage audiences with faint movements that grab attention and entice readers into viewing the brand message. By bringing screens to life, cinemagraphs - when executed well - can deliver much more depth and impact than standard stills.

01

Carousel | *Best for: improving user engagement and increasing product sales.*

Carousels have the capacity to showcase myriad products and highlight specific features through multiple images in a single ad. These swipeable cards afford brands the opportunity to relay a story and educate consumers without taking them away from the original content. Advertisers can run carousel ads on most major social platforms including Facebook, Instagram, TikTok, Twitter, and LinkedIn.
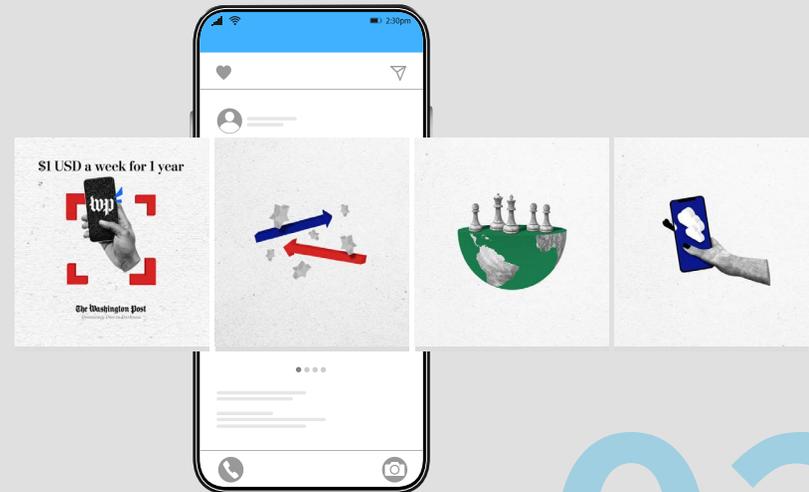
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Scroll | *Best for: improving user engagement and driving traffic to multiple links simultaneously.*

A user-activated experience that empowers brands to tell a quick and captivating story through a series of still photographs that change based upon the user's movement up and down the page.

03

Click-to-Play | *Best for: improving user engagement and building brand awareness.*

A video viewing experience that puts users in total control and empowers them to connect with a brand on their own terms with opt-in behavior of needing to click to play. Native video ad spending currently sits at $38.30 billion, representing 39.3% of all US native display ad spending. Both the dollar amount and share are expected to grow in 2024, reaching $44.15 billion and 40.5% respectively in 2024.[22]

Instant Play | *Best for: driving video views and building brand awareness.*

Beginning on social platforms but now becoming more widespread, instant play videos combine sound, motion, and text to capture attention and drive brand awareness. In keeping with the native philosophy of non-disruption, these videos only play when the placement is within view and will not emit audio unless the user engages with it.

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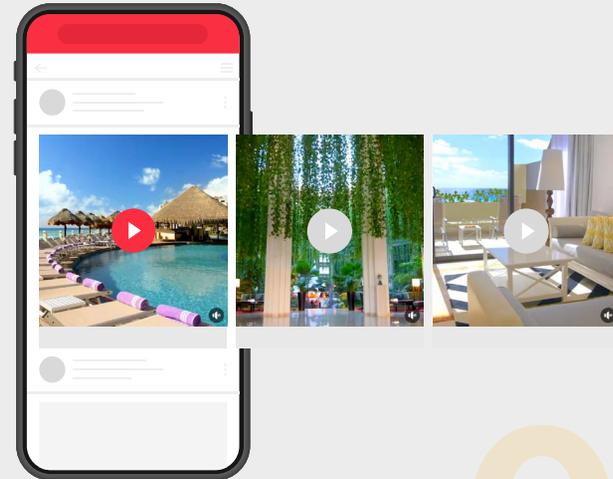
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Getting Started and Best Practices

A great many companies are blessed with the financial clout to reserve premium placement in major media outlets for their native advertising, but few of them appreciate that it is the production processes behind the content that will determine its success. Advertisers looking to take advantage of the medium must embrace the philosophy of quality over quantity. Native advertising is strategic storytelling at its very core and

that means its creators must activate the entire journalistic toolbox to build and refine content that is compelling and aligned with the company's overarching goals.

The trends and best practices that work best for traditional forms of advertising don't always apply to native, so mastering the nuances of this ad format is key.

Selecting the Right Platform

It is important to acknowledge that consumers visit different sites for different reasons and to digest certain types of content. In order to get the right message to the right audience, marketers must select the most appropriate channels. This simple concept is significant as it relates to native advertising, in which the commercial content is fully immersed in the look, feel, and, most critically, the emotional tone of the site. This is vital for brands to consider when they decide where to communicate their message.

Ads generally only have a few seconds to capture the attention of the typical reader. Every element must be made to count. From headline and creative best practices to tips around effective campaign execution, here's how marketers can ensure flawless native ad execution.
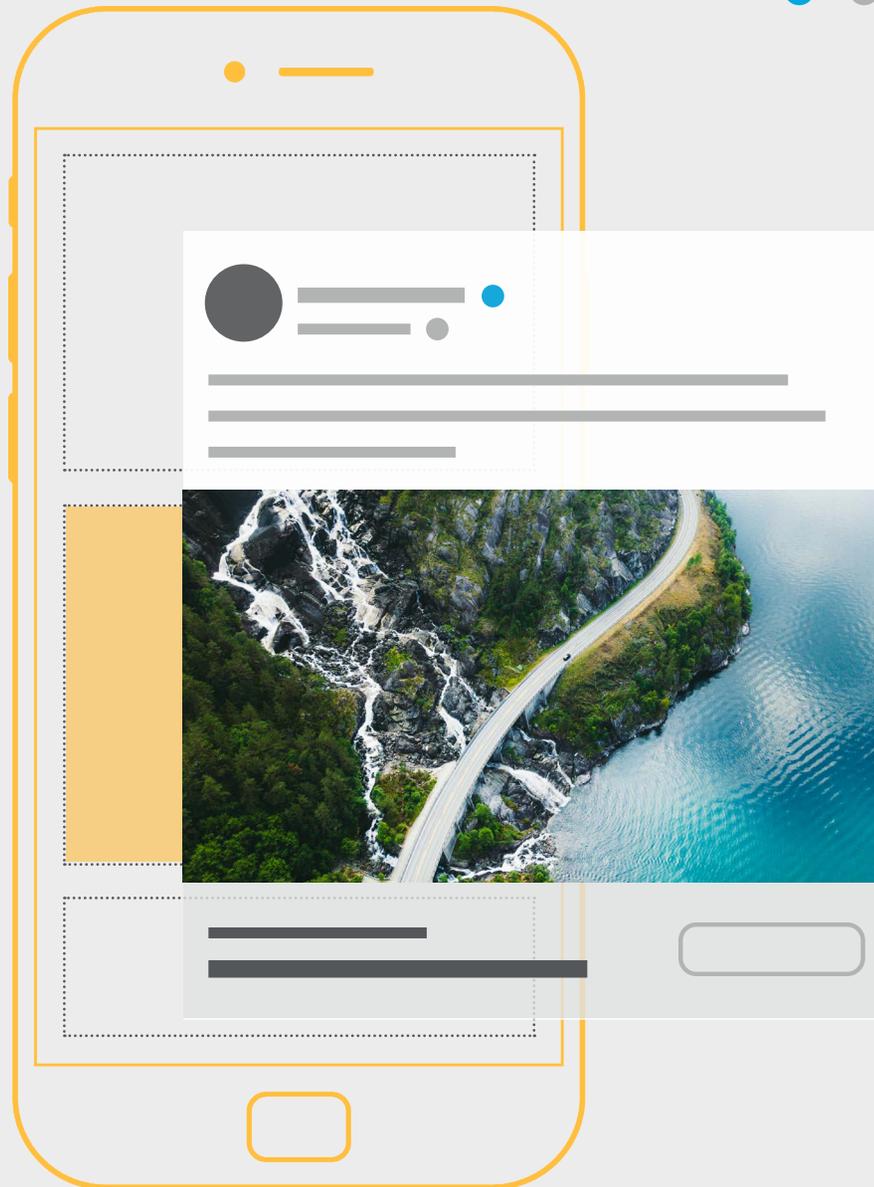
Headline Best Practices

- Include the target audience in the headline.

- Be direct: address the reader assertively.

- Keep the character count between 70 and 90.

- Embrace the use of listicles. Odd numbers outperform even.

- Activate associations that are closely aligned with the campaign.

- Utilize questions to entice the reader to look for answers.

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Image Best Practices

- Use images that will resonate with the target audience.

- Relevant lifestyle photographs are more effective than illustrations.

- The more cues of experience, the better.

- Use close-up photographs that humanize the product or service.

- Avoid using images overlayed with text.
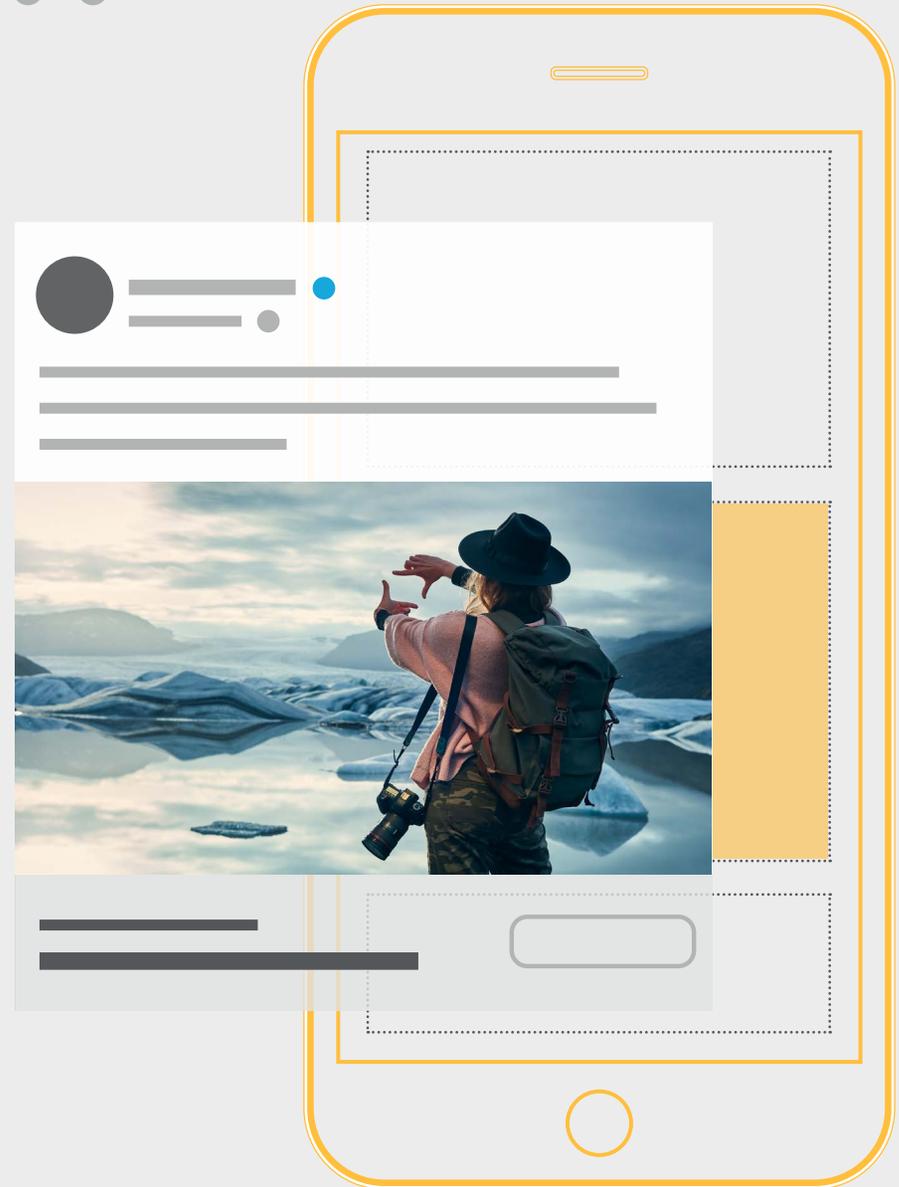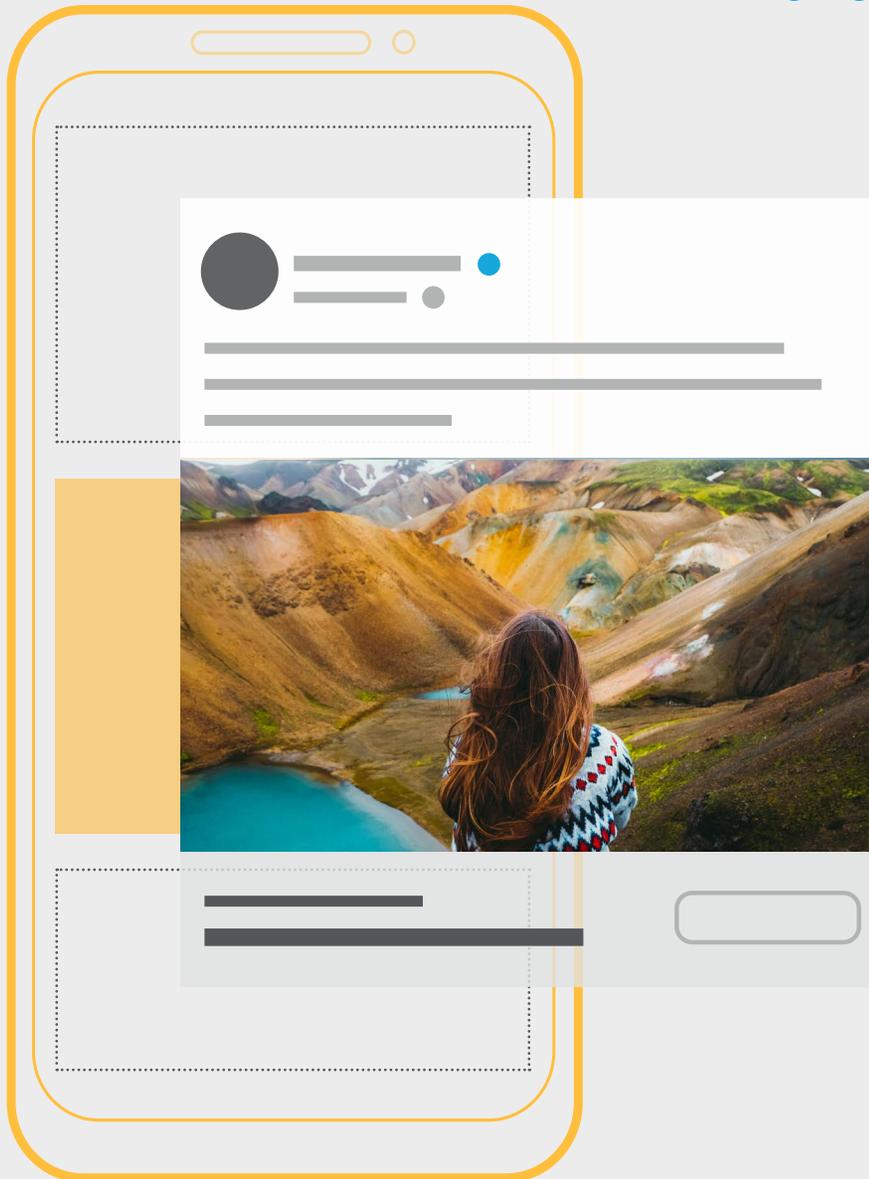
Content Best Practices

- Get the message across quickly: short paragraphs perform well.

- Build an engaging and informative narrative.

- Provide a clear call-to-action (CTA).

- Add a personalized touch: use third person terminology.

- Get creative! Videos and quizzes are great ways to generate interest.

04

Campaign Execution

- Start by developing a deep understanding of the target audience.

- Identify the types of content they would find valuable.

- Consider current consumer priorities and how native ads will meet them.

- Set clear goals for what constitutes success (typically generating brand awareness and demonstrating thought leadership).

- Ensure the ad matches the type of content in its host environment.

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## Post-Launch Optimization for Programmatic Native

- If a campaign is underperforming, pause it and allocate the budget to the most lucrative in the portfolio. Give it a second chance at a later date.

- Duplicate campaigns and introduce one subtle change in an A/B Test. Foray into new locations, experiment with a different device, or add in new segments.

- Use Custom Audiences to assemble retargeting campaigns and re-engage interested consumers.

- Ensure campaigns are working in sync with cross-channel marketing plans throughout display, mobile, search, and social. While native is an integral aspect of marketing today, it cannot live in a silo.

- Draw inspiration from other channels. If certain messages and creative are outperforming others, integrate them into the native strategy.
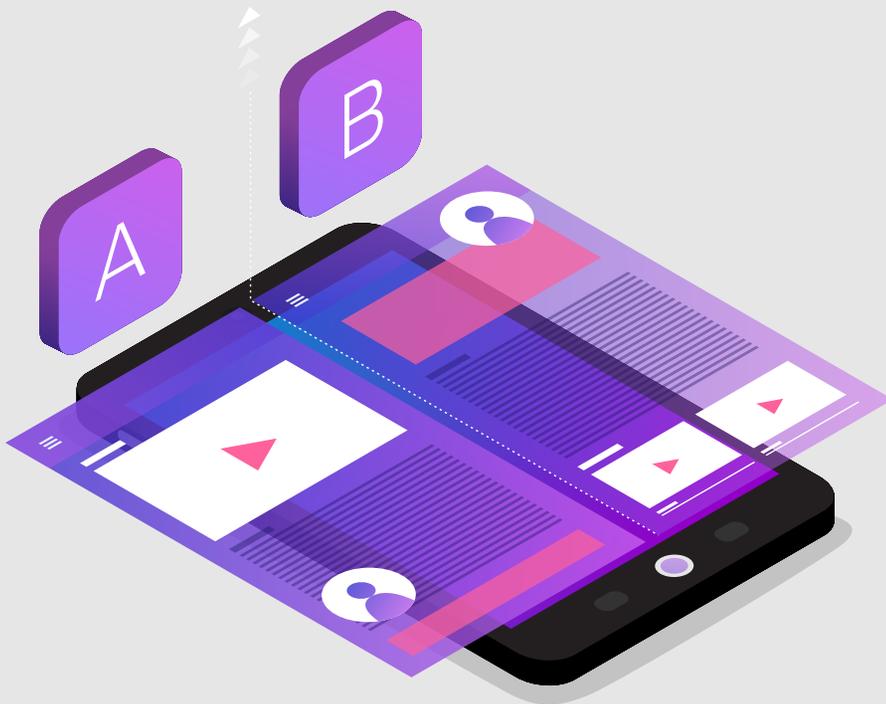
06

How to Succeed on Social Media

In the third quarter of 2012, the number of active Facebook users surpassed one billion, making it the first social network ever to do so. Today there are a further six social platforms with ten-digit monthly active users, namely YouTube, WhatsApp, Facebook Messenger, WeChat, Instagram, and most recently, TikTok. These industry powerhouses are also joined by a whole supporting cast of sites with hundreds of millions of users including QQ, Tumblr, Qzone, Twitter, Reddit, LinkedIn, Viber, Snapchat, Pinterest, Line, and Telegram. And the list goes on and on.

One of the great benefits of the native medium is that brands can quickly tap into an existing mass audience by publishing content on an established, populous platform. With consumer adoption of social media through the roof, native advertisers are compelled to invest heavily on these channels; a reality echoed in research conducted by eMarketer that shows a massive 69.9% of all native display ad spending is currently on social networks.[23] Ultimately, the fact that more than half of the world's population is hanging out on social media channels makes them fertile advertising ground, and the chances are extremely high that a target group of every business is on them, somewhere. Here is a breakdown of the best options.
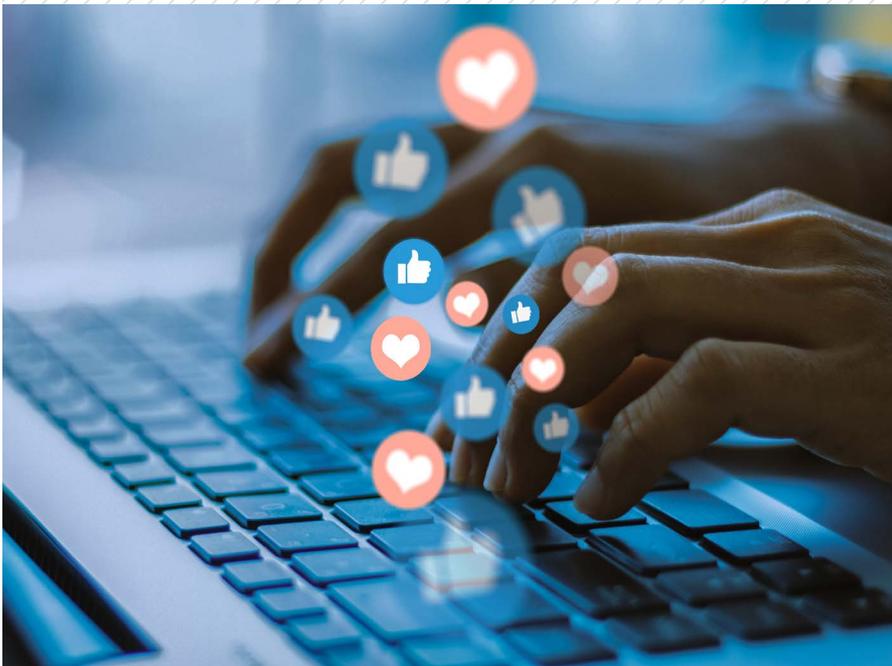
Facebook
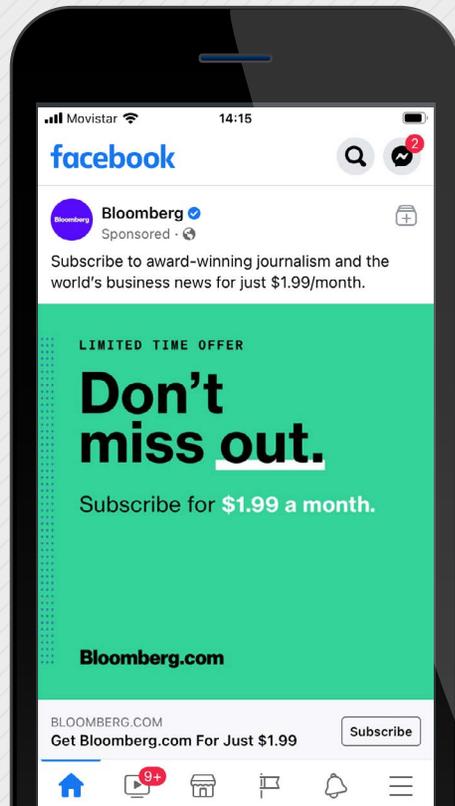
Despite all its recent and ongoing turmoil, Facebook remains very much alive, and it continues to be a safe bet for most advertisers. With over two billion users worldwide (dwarfing the user numbers of TikTok, Snapchat, and Twitter), Facebook still offers unrivaled reach, but to cut through the advertising noise on the platform and command attention, there are a couple of simple best practices native advertisers should adhere to.

First, and most importantly, think mobile first. A staggering 86.9% of Facebook users access the site via mobile device.[24] It is crucial, then, that ads are optimized for small screens: that means concise copy, clear calls-to-action, a simple yet gaze-grabbing headline, and clean images that characterize the content. All very basic and easy-to-execute principles.

The second rule to remember is avoid generality. Content should be refined and crafted for specific personas. Facebook's built-in audience targeting tools offer advertisers a range of options designed to help ads reach select groups of consumers more accurately, and thus eliminate wasted display spend. Aside from being empowered to target audiences based on criteria including age, gender, education, job title, interests, hobbies, and more, advertisers can also take advantage of functionalities that allow them to connect with consumers in certain communities where business is thriving or reach new people with similar traits to current customers. Regardless of how much experimentation is done with creative pieces and audiences, though, the content should always be inspirational.

The high intent shopping mindset of Instagram users makes them the perfect audience. Essentially, brands advertising here have already won half the marketing battle as consumers log in to the app ready and raring to actively engage with new content. For ecommerce businesses especially, the inherently visual nature of the platform offers a plethora of opportunities to promote products and captivate consumers. Whether that is through regular photographs, interactive carousels, video features, shoppable posts, or Instagram Stories, brands are learning that a running presence on Instagram is a key supplement to their marketing efforts.

To be successful on the platform, advertisers must focus on finding ways to curtail rapid scrolling speeds and drive message retention in exceedingly small windows of time. The rise in smartphone adoption and the aging up of digitally astute consumers has created an environment whereby individual pieces of content are receiving less and less attention. The key to breaking that trend starts and ends with eye-catching, thumb-stopping visuals.

The foremost aspect to consider when starting an Instagram campaign is that 100% of the inventory is on mobile, meaning creative should be vertical in orientation in order to maximize screen real estate and elicit the most significant impact. Vertical formatting also opens opportunities via Instagram Stories where brands can indulge the hyperactive nature of users by giving them space to tap rapidly through collections of cohesive content. Other elements to consider include being bold with color choices, creating bite-sized videos bursting with overlays and effects, keeping accompanying captions short and sweet, and utilizing relevant and discoverable hashtags. Fundamentally, advertisers need to do more than make an ad; they need to make a lasting impression.

Instagram

When it comes to TikTok, advertisers should all but forget what they practice on other platforms: it is unique and its users go there for very specific content – light-hearted, original, and inspiring short-form videos. The polished, professional advertising a brand might run on the likes on Facebook and Instagram simply will not resonate with the TikTok audience, most of whom are Gen Zers and millennials and prefer relatable content that explores real stories of everyday life.[25] It represents a refreshing outlier in the vast social media universe.

Adoption of the platform first exploded back in early 2020, and it is showing no signs of slowing down. The average time spent per day with TikTok by US adults is expected to reach 56 minutes in 2023 and then climb to 58 minutes in 2024.[26] If advertisers get to grips with the expectations of consumers here, it can be an incredibly lucrative outlet. The point to remember on TikTok is that focus must be placed on entertainment – content based on the latest memes and branded hashtag challenges that actively engage users are the type of initiatives that will draw attention and success. Strive to be authentic, don't stage anything, and look to strike an emotional chord.

TikTok
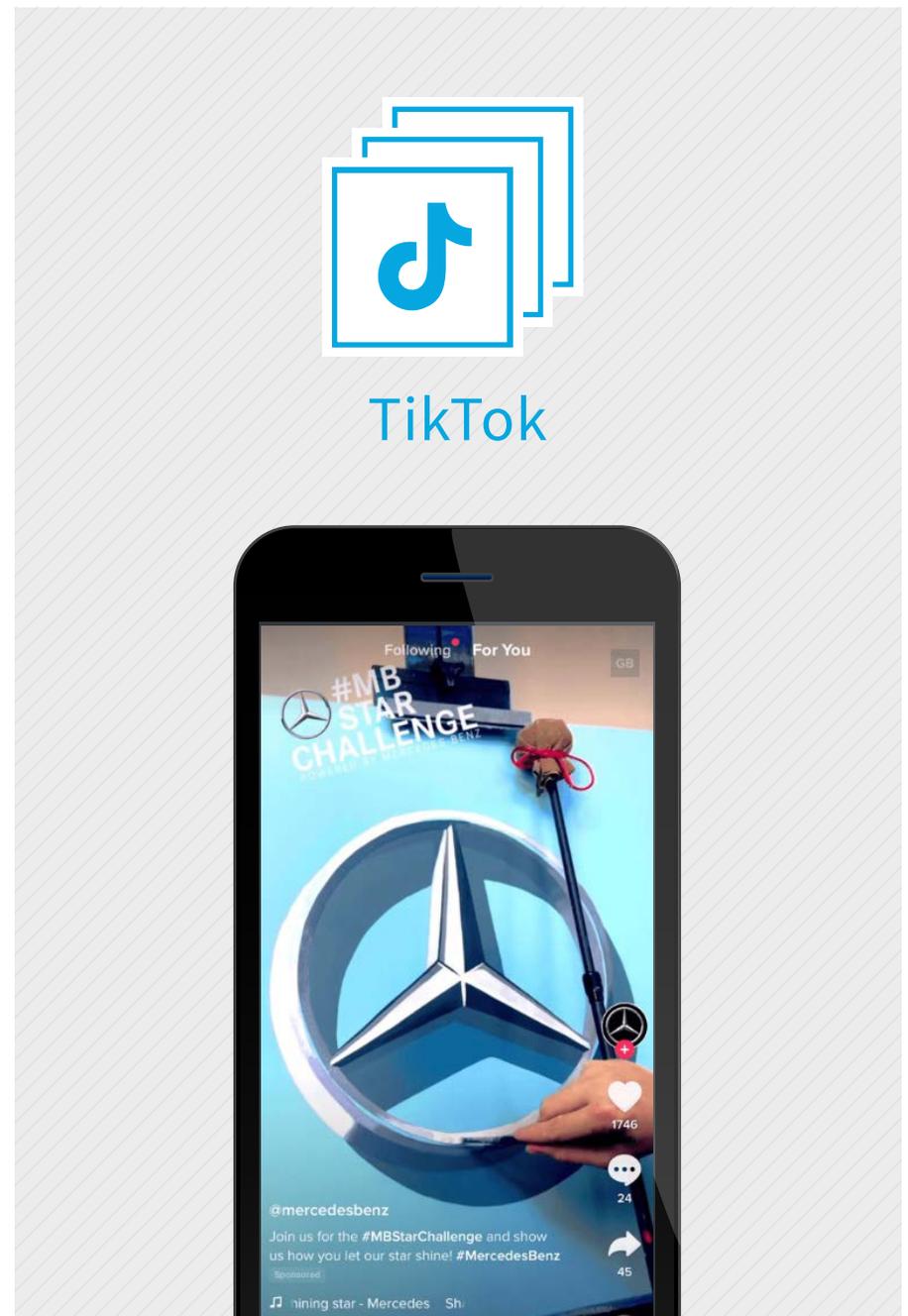
How Basis Technologies Can Help

Basis' intelligent automation platform makes managing native advertising seriously simple. By offering integrated activation processes as well as access to major exchanges and native inventory sources, media strategists using Basis are empowered to place their brand front and center in premium locations to drive engagement and influence action.

07

The Benefits of Basis

Enhanced Operational Efficiencies

Create and upload native display ads directly in the platform without having to utilize external tools to go-to-market quickly and cost-effectively, minimizing discrepancies and implementation time.

Powerful Partnerships

Basis' exchange and private marketplaces (PMP) provide access to multiple trusted publishers such as Nativo, Google, One by AOL, MoPub, and Smaato. Support for native-video ads is exclusive to TripleLift and ShareThrough.

The Major Players

Other Publishers

Transparency and Control

Leverage customizable reporting in Basis to connect effort with outcome at aggregate and granular levels and slice and dice engagement data, including time spent on ads, conversion rates, and more.

Precise Targeting

Explore both the open exchange and PMP library to determine how best to activate native messaging. Deals range from content vertical to demographics and provide a plethora of advanced targeting options to help reach desired audiences at scale. This inventory can be beneficial in testing out new exchanges or expanding reach in a limited geography. It can also address scaling sponsored content campaigns.

Basis Technologies **TIPS**

- Don't forget to use native exchanges when using native. That seems obvious but many advertisers forget.

- Add in native ads as a retargeting strategy for longer flights versus standard display ads.

- If a campaign is floundering, boost traffic with a one-two punch of new creative and higher CPCs.

08

The Changing Balance of Power

In an era that has seen advertising and ad measurement become increasingly sophisticated, two trends have emerged: first, brands are employing innovative technologies to bombard consumers with messaging, and second, consumers have developed an intolerance for advertising they find irrelevant and disruptive. The perfect storm of ad blockers, banner blindness, and shorter attention spans has left brands scrambling to put their content in front of the people that matter. Tuning out the noise has become instinctual for modern consumers as they assert more dominance over their browsing experiences.

Native advertising is so successful because it counters these problems, putting the consumer first by reaching them at the right moment with the right content. Time and time again, the industry is reminded that the wants and needs of consumers must be the first consideration of any business strategy or innovation. The rapid ascendency of native is the latest example of this. The medium has challenged advertisers to think beyond traditional impressions and more about the value they are creating with each interaction. It is a symbol of just how far the balance of power has tipped in the consumers favor.

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