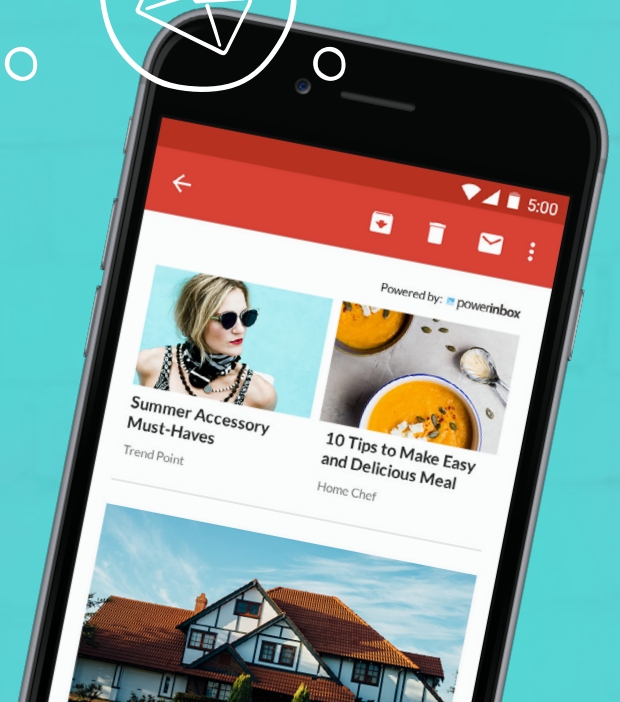
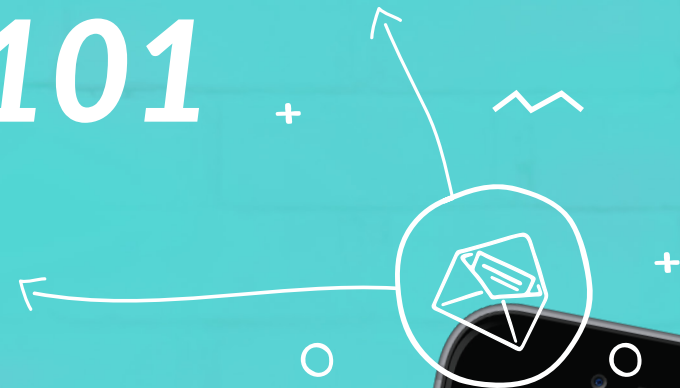


jeeng *Native Ads* 101



How to Launch Engaging Cross-Channel Ad Campaigns that Drive Revenue

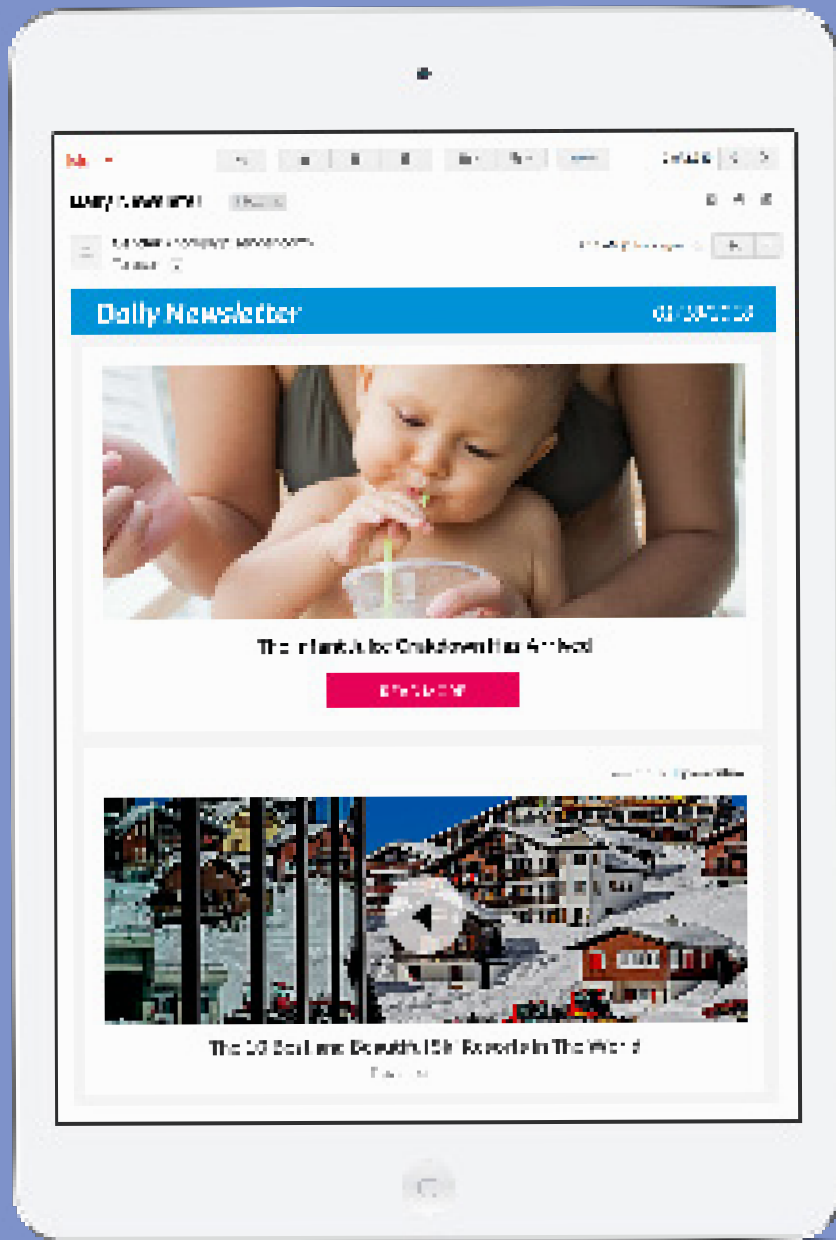
Native ads are getting a lot of attention these days as marketers increasingly seek out innovative ways to reach new audiences and publishers look to create ways to monetize their platforms and content. In fact, Business Insider (BI) predicts that spending on native advertising will reach \$21 billion by 2018 in the U.S, and by 2021, native ads will drive 74% of all ad revenue.

With banner ads, pop-ups and other traditional digital formats becoming blasé, native ads represent a great way to please everyone in the advertising relationship—brands, publishers and audiences. And, with so much spending expected, now is a great time for e-mail publishers to get in on the action.

So, maybe you've heard of native ads and how great they are. But, what if you have no idea what makes a native ad different from any other kind of ad? Or, maybe you're ready to take the first step, but need some guidance on getting started.

We're here to help. Our Native Ads 101 dives into the details to give you a head start in the high-ROI native ad territory. Let's take the plunge!





What are Native Ads?

Native ads are named for their ability to appear right at home in the channel in which they appear. They blend seamlessly with the shape, size, and font of organic content, so they feel natural to the consumer. They can take the form of a sponsored article, an image or even rich media content, such as an animated .gif or a video.



Why Do Native Ads Work so Well?

- 1 They provide high-value content—typically information about a new product or an article that provides helpful tips. Conveniently, about 70 percent of consumers would rather learn about products through content instead of traditional advertising. It's like they're practically asking for native ads!
- 2 Native ads have zero interference with the browsing experience, and unlike banner ads or pop-ups, they're not at all disruptive and don't clutter the screen. In fact, nearly half of consumers have never even heard of native ads and 85 percent say their media consumption experience isn't hindered by them at all—compared to the 85 percent who do find ads on social media, news aggregators and applications annoying.
- 3 They're engaging. Consumers look at native ads 53 percent more frequently than display ads and they spend practically as much time looking at native ads as they do editorial content—a difference of just 2 seconds.
- 4 They drive action. Nearly a third of consumers say they would share native ads with friends and family, and even better, 67 percent say they're more likely to click on sponsored articles than banner ads. The purchase intent for native ads is 53 percent higher, and when they include rich media, conversion rates go as high as 60 percent.



What Makes a Native Ad Campaign Successful?

Most successful native advertising campaigns rely on 5 primary factors:



TRUST

Because native ads do blend so well with organic content, this leads the audience to naturally place a certain level of trust in the sponsored content. It's almost perceived as an endorsement by you, the publisher, in much the same way as earned media coverage. That means publishers and advertisers must work together to ensure the advertising content meets their mutual targeting and topical objectives.



COLLABORATION

Cross-channel native ad campaigns require teamwork between the e-mail, mobile, online media buying and social marketing teams to ensure a consistent strategy and a user experience that's fitting for each medium.



PORTABILITY

Content that can be leveraged across multiple channels, campaigns and targeted audiences maximizes agility, reach and ROI. Native ads and sponsored content that can be tweaked slightly for placement across multiple platforms offers brands maximum exposure while making things easier to manage for publishers.



SCALE

Engaging in one-off campaigns with multiple individual publishers can be difficult to manage for brands. Instead, working through a native ad delivery platform can reduce the overhead burden for both brands and publishers. This allows the platform to do the work when it comes to targeting, placement and tracking, enabling publishers to offer native advertising programs at scale, without having to build their own ad server.



MEASUREMENT

Like most other forms of digital ad campaigns, native ads should be measured and billed for in CPM or CPC terms across every platform. Accurate measurement helps to refine targeting and make each user experience more personalized with content cultivated based on their interests and behavior.

How can I get started?

For publishers, launching a native ad program can be a daunting task, especially for those that operate multiple email newsletters, web properties and mobile apps. In fact, building a native ad program yourself basically requires building your own ad server to deliver appropriate ads on the right channel based on user demographics and behavior. This, of course, requires a considerable investment of time, money and resources that many publishers simply don't have.

Instead, consider working with an established partner that specializes in native ad placement. Not only will this get you up and running quicker and more smoothly, but it also allows you to tap into an existing network of brands already set up to place their ads into your customer-facing properties.

Our RevenueStripe email monetization ecosystem makes it extremely easy to get started. Simply drop our html snippet into your existing email template, and we take care of the rest, serving up relevant, dynamically personalized and targeted ads to your subscribers.

With our established platform and broad advertising network, RevenueStripe provides a ready-made native ad strategy that's ready to deploy at any scale. Our compatibility across every platform and operating system guarantees that ads are delivered reliably and accurately with complete tracking for accurate reporting and billing.



Ready to get started?

*Contact us today to put
RevenueStripe's native ad
strategy to work for you.*

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