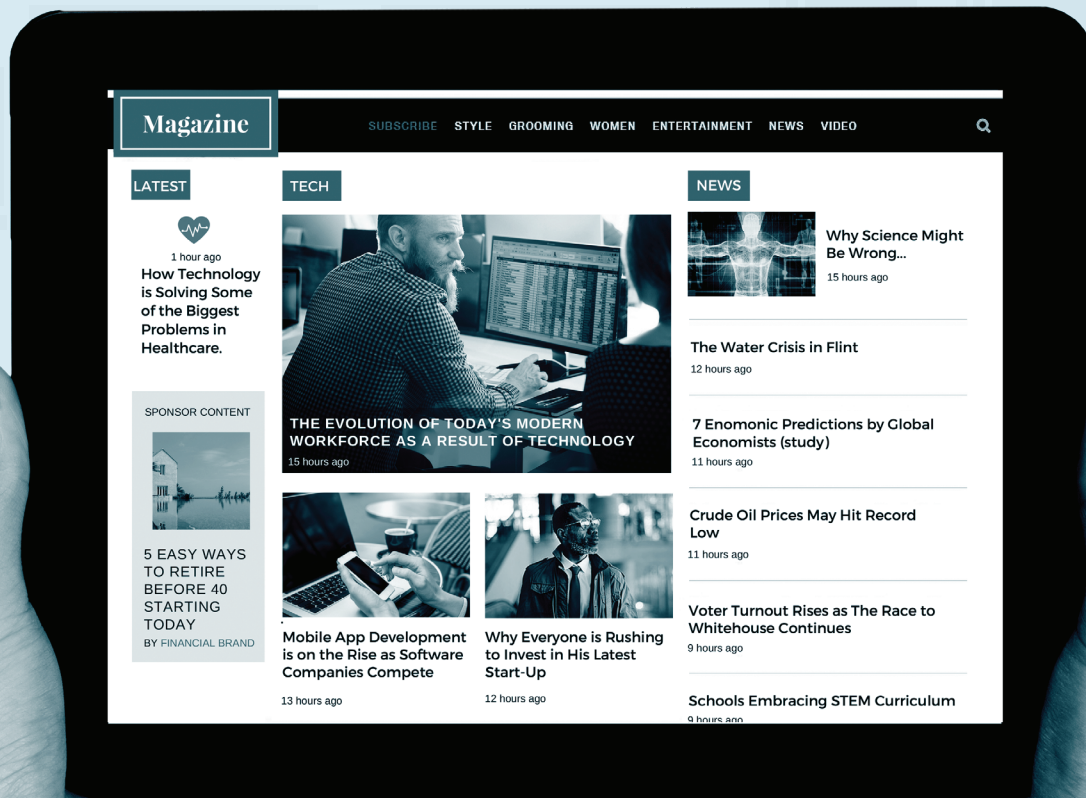


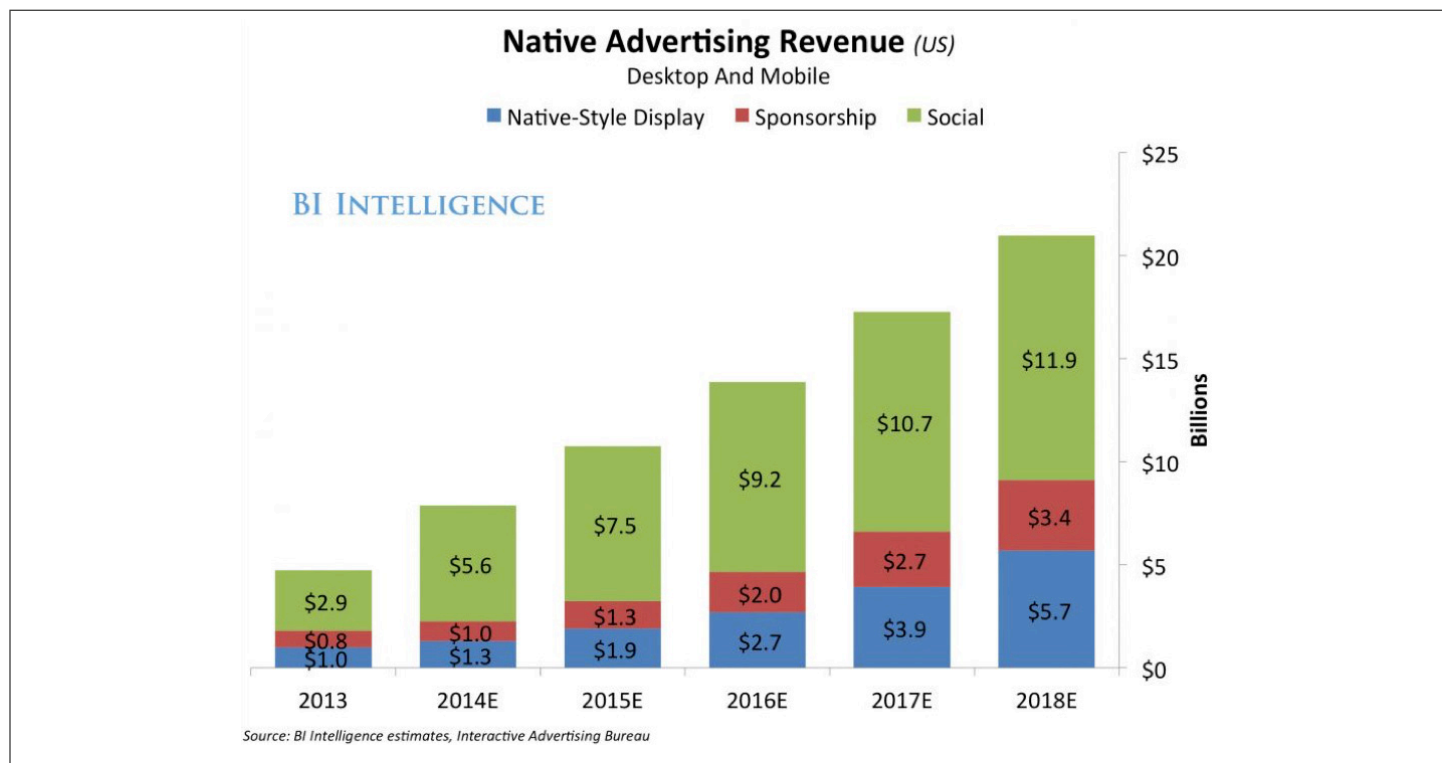
# THE NATIVE ADVERTISING GUIDE

WRAP YOUR HEAD AROUND THE AD FORMATS AND PLATFORMS  
THAT WILL MAKE YOU A SUCCESSFUL DIGITAL MARKETER



# INTRODUCTION

With the rise of ad blocking technology and banner blindness, native advertising is set up to not only grow exponentially in the next three years but potentially change the face of advertising we have grown accustomed to. BI Intelligence estimates that native ad spend will jump to approximately \$21 billion by 2018, a nearly 347% increase in just five years.



The digital advertising landscape is changing before our eyes; however, with its many diverse and sometimes fluid ad formats, native advertising can be hard to define. To be great marketers today, we all have to be digital marketers, conversant in the latest in digital media and marketing in order to speak with the digital designers, developers, engineers, ad exchanges, and ad platforms we work with on a daily basis.

What does that mean for today's advertisers and marketers? That you need your head around the terms, technologies, and concepts of the growing native advertising universe in order to understand what is possible and how to articulate what you want done. After that, you need to know how to measure success.

That's why we wrote *The Native Advertising Guide*. We wrote it to help everyone become not just better online marketers but better marketers!

Enjoy!

Harry J. Gold  
CEO, Overdrive Interactive

# OVERVIEW

Native advertising is a form of paid media that positions the ad as a seamless continuation of the user experience respective to the platform it is placed within. Some of the most obvious examples are sponsored posts, articles, and content. Native ads are similar to what we used to call advertorials in print.

The Interactive Advertising Bureau (IAB) defines the following ad units as the most recognized in native advertising:

- |                     |                          |                                 |
|---------------------|--------------------------|---------------------------------|
| + In-Feed           | + Recommendation Widgets | + In-Ad (with Native Elements)  |
| + Paid Search       | + End-of-Post            | + Custom / “Can’t Be Contained” |
| + Promoted Listings | + In-App                 | + In-Article                    |

## What Makes Native Advertising Different?

Native advertising has undeniable power within the industry. With so many forms, as shown above, it has an ability to significantly outperform display ads. Because native blends in so effortlessly within its surroundings it achieves the following rather easily.

### Capturing Attention

Consumers view native ads 53% more often than display ads.\*

### Increased Shareability

Of consumers viewing ads, 32% share native ads versus only 19% for display ads.\*

While native ads appear in many different forms and ad units, they commonly share two defining traits:

#### 1. Less-Disruptive Nature

Native ads share an aspiration to be less disruptive than traditional ads, blending naturally into the experience of the site that an ad is placed within and matching the look of the content surrounding it.

#### 2. Disclosure Language

Native ads typically contain some sort of disclosure language identifying themselves as ads. This is currently shown in the forms of the words “promoted” or “sponsored” appearing in or around the ad.

Except in noted cases, all native ad units commonly contain the following disclosure language near the ad:

- + “Advertisement” or “AD”
- + “Promoted” or “Promoted by [brand name]”
- + “Recommended by [brand name]”
- + “Sponsored” or “Sponsored by [brand name]” or “Sponsored Content”
- + “Presented by [brand name]” AND “Featured Partner” tag
- + “Suggested Post” AND “Sponsored” tag
- + “Elsewhere from around the web” or “From around the web”
- + “You might [also] like” or “You may have missed” or “Recommended for you”

\* Source: <https://www.sharethrough.com/resources/native-ads-vs-display-ads>

# NATIVE AD FORMATS

## In-Feed

In-feed native ads appear in one of the following three ways:

### (A) Endemic Ad

These ads are in story form, appearing to match the surrounding stories within that page in both topic and layout. These ad links look like other editorial links on the site but lead off-site, and the ad has been sold with a guaranteed placement, ensuring the buyer knows exactly what content is surrounding the native ad.

### (B) LinkedIn In-Feed Ad

This promotional ad is also known as a LinkedIn Sponsored Update. For more information about LinkedIn's advertising opportunities beyond Native, please see the Social Ads section of *The Digital Advertising Guide*.

### (C) Gmail In-Feed Ad

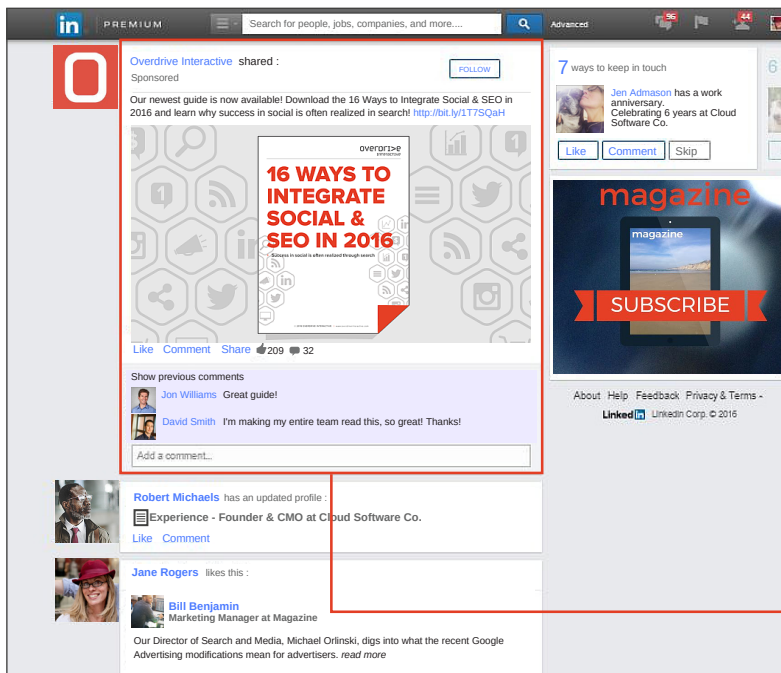
This promotional ad sits at the top of the Gmail inbox feed and links off-site to an advertiser's website or landing page.

### (A) Endemic Ad In-Feed Example

The screenshot shows a magazine website layout with a navigation bar at the top containing 'magazine', 'Latest', 'Top 50', 'How To', 'Lists', 'Subscribe', and a search icon. The main content area features several articles. A red box highlights a native ad titled 'Finding the People That Can Buy What You Are Selling - Today.' which is labeled 'Sponsor Provided Content' and 'Presented by OVERDRIVE INTERACTIVE'. Other visible articles include 'Market Research Specific to the Healthcare Industry' by Jane Martin, 'How Entrepreneurs Can Have It All' by Bob Wolfe, and 'The 4 Things You Must Do Every Morning' by Lisa Cheng. A 'SUBSCRIBE' button is visible in the bottom right corner of the page.

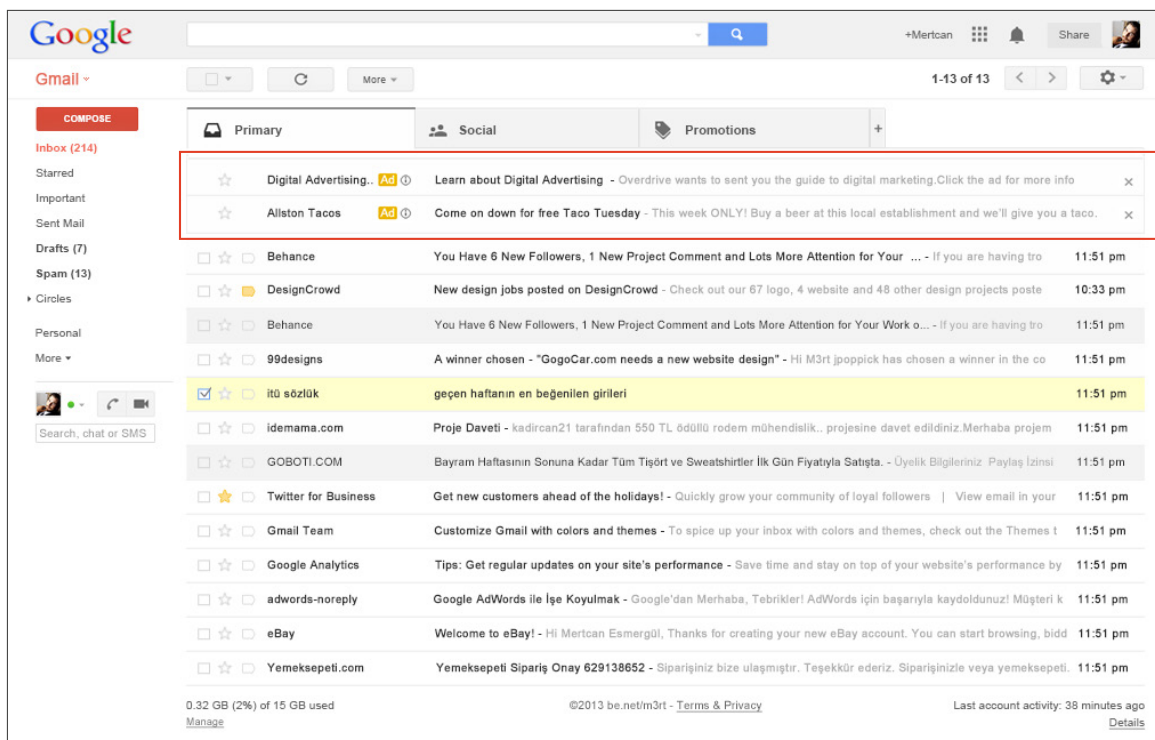


## B) LinkedIn In-Feed Ad Example



Sponsored Updates

## C) Gmail In-Feed Ad Example



The above example shows the placement of a native Gmail in-feed ad. Note the bolded call-out stating “Ad.”

### Paid Search and Promoted Listings

Paid search and promoted listings are text ads that typically appear above organic search results within Google, Bing, or Yahoo and within search-based apps such as Yelp. They are used to place a brand's message at the critical moment when a consumer is actively looking for a particular brand or solution via keyword search. These are typically purchased on a real-time bid, cost-per-click basis determined by the competitiveness of the particular search term being targeted. For more information about the many different types of paid search ads and their uses, please see the Paid Search section of *The Digital Advertising Guide*.

### Widget and Recommendation Ads

Recommendation and widget ads are outside-linking ads that are integrated into the main body of the publisher's page that do not mimic the look of the editorial content feed or offer advertisers guaranteed placement.

Widget ads commonly contain a combination of disclosure language or cues, including "Suggestions," sponsor identification, and third-party identification, such as "Recommended by Outbrain" or "Sponsored content by Taboola."

### End-of-Post Ads

These appear as recommended further reading or viewing after the main content or article on a publisher's site. These most often use the "Recommended by" or "From around ...." or "From our partners" disclosure language.

### In-App Ads

In-App units offer seamless integration for advertisers seeking to target specific mobile users. While they flow with their surrounding content, their disclosure language is prominently displayed either above or below the ad unit.

### In-Ad Units (Native Elements)

In-ad units are composed of standard IAB units layered with native ad elements, such as combining a contextually relevant editorial-like piece of content with native ad disclosure.

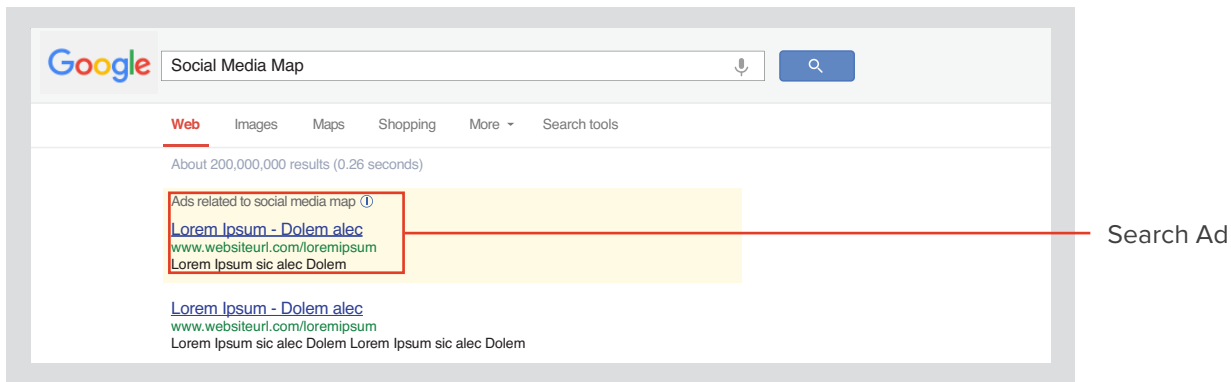
### Custom / "Can't Be Contained"

This is the most unique of the native ad units as it is one in which the advertisement is native but by design or use it cannot be contained to one of the other formats. Custom native ads are able to take the form or function of a site's actual visual design and truly become part of the content and infrastructure of that page.

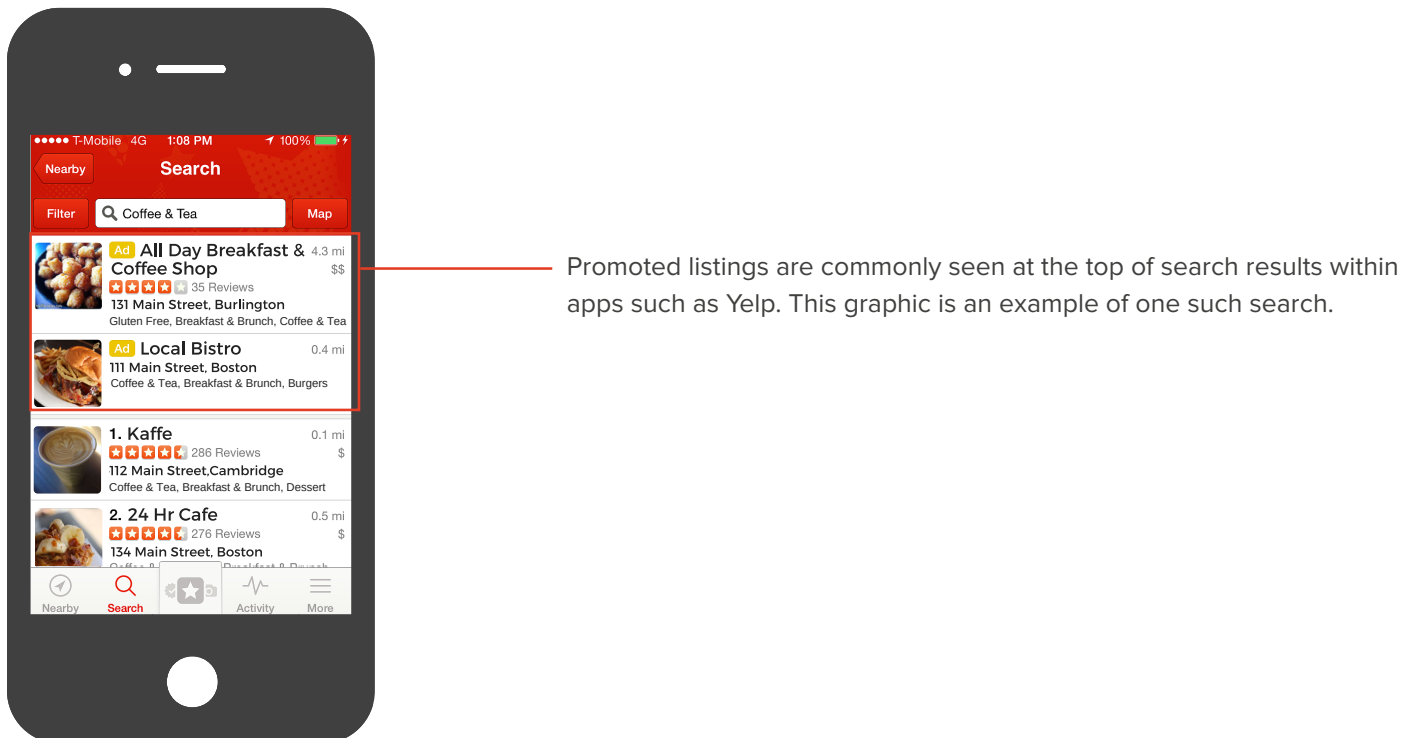
### In-Article Ads

The in-article ad unit is the original form of native advertising. Formerly known as an advertorial, this is the perfect example of how an ad can look and feel like an organic piece of the publisher's site.

## Promoted Listing Examples



This example shows a relevant search ad being delivered against a Google search query.



## Widget and Recommendation Ad Example

**magazine**  
FROM THE MARKETERS AT  
OVERDRIVE INTERACTIVE  
*a clever tagline*

**MUST READ:** 'Did Native Video Kill The Radio Star?'

**PROMOTED STORIES**

**Who Was Voted Most Used Accounting Software**  
Accounting Monthly

**The World's Most Beautiful Private Vacation Homes**  
Retirement Planning Journal

**Cyber Attacks Cost Trillions**  
Total Security Today

**Remote Workers Are Happier & More Productive**  
Manager's Daily

**Why Women Like to Buy From These Websites**  
Business Strategy News

**Retiring is Easy for Some People**  
Finance & Planning

**5 Reasons People Are Living Longer**  
Healthcare Tech Review

**What Cities Have the Best Water**  
National News

**Sponsored Links by Outbrain**

**POPULAR**

**How You Take Your Coffee Can Determine Your Career Success!**

**The Average U.S. Worker Spends How Long on Their Daily Commute?!**

**MORE FROM THE MARKETERS AT OVERDRIVE INTERACTIVE**

## End-of-Post Ad Example

**WEB SITE**

**SHARE >**

**Comment on this story**

Print

Report Corrections

Reprints & Permissions

**SEE ALSO**

CURRENT RESUME STYLES

TIPS FOR A SUCCESSFUL INTERVIEW

INTERVIEWING SKILLS TRAINING

HIGH PAYING CAREERS

**From the Web**

**5 Reasons You Won't Ever Retire**  
RETIREMENT NOW

**The Healthiest People Do These 5 Things**  
A HEALTHCARE JOURNAL

**The ONE Thing You Must Do Today**  
BUSINESS & MONEY

**Top 10 Risk-Free Investments for Women**  
SMART MONEY

**Why Science Might Be Wrong...**  
A SCIENCE JOURNAL

**This City Has the Best Economic Future**  
GLOBAL NEWS

**Retire with More with This Small Trick**  
SMART MONEY

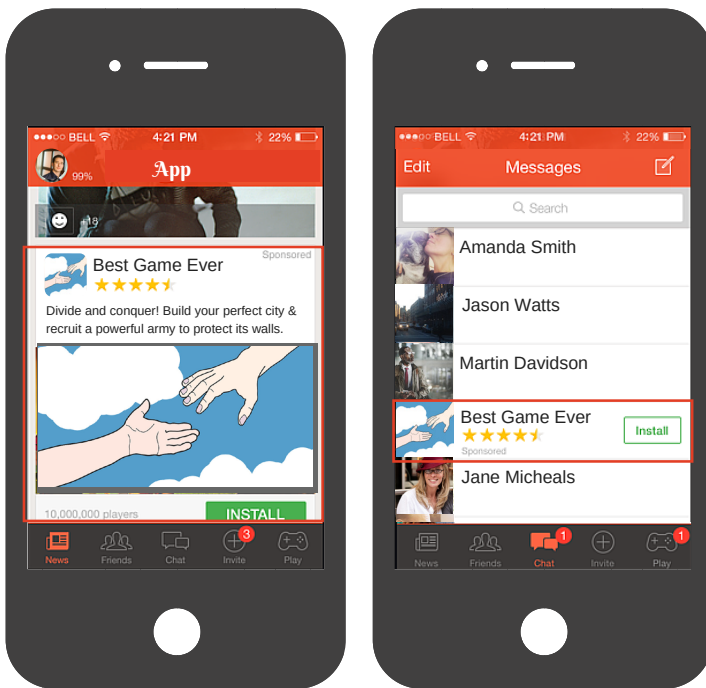
**How Business Will Change As We Know It**  
MARKET RESEARCH

**Ads by Ad Partner**

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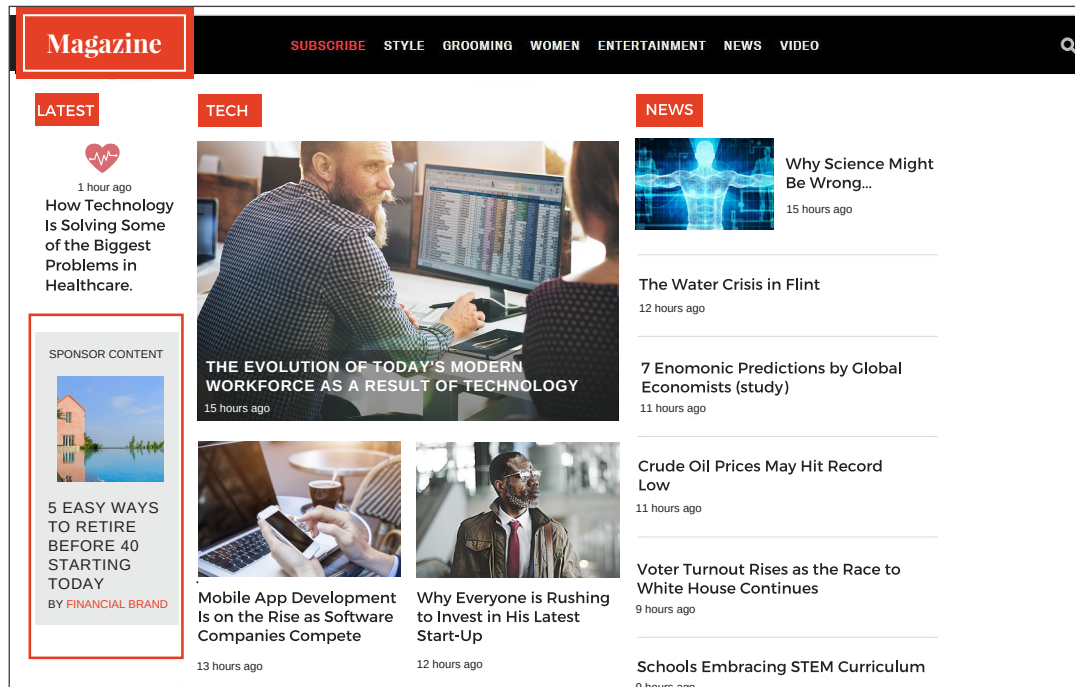
## In-App Ad Example



These in-app examples show how the ads can blend into the content surrounding it.

Note the use of “Sponsored” to denote this as an ad.

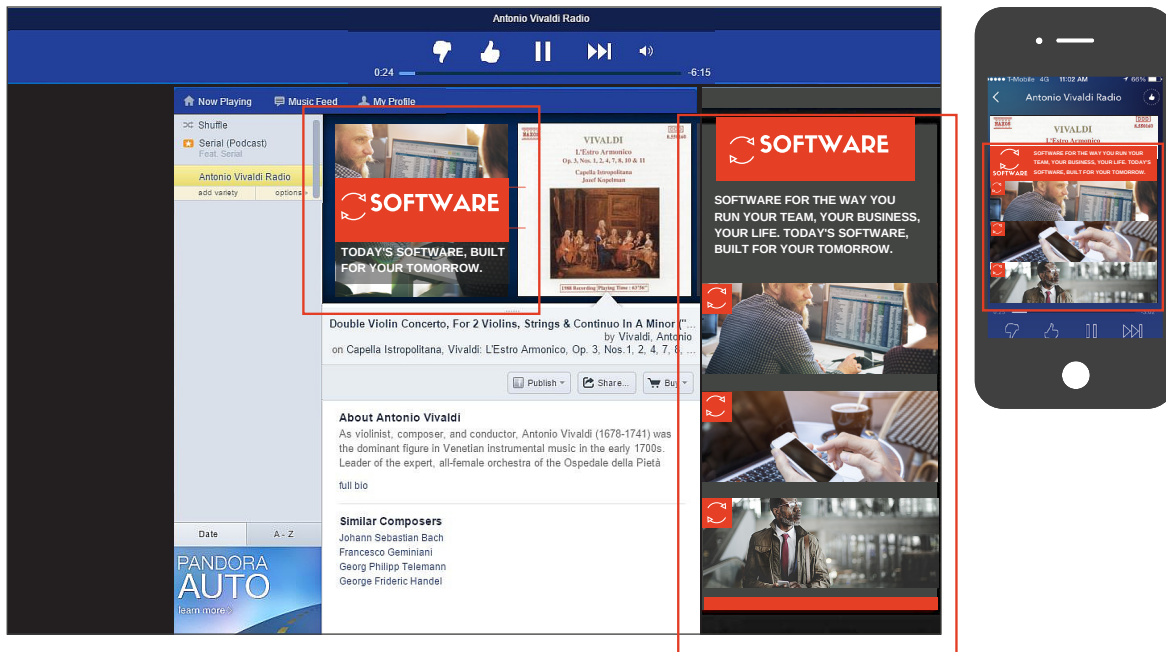
## In-Ad (Native Elements) Example



This example illustrates how a native ad can take the form of a universal IAB format, in this case a wide skyscraper.

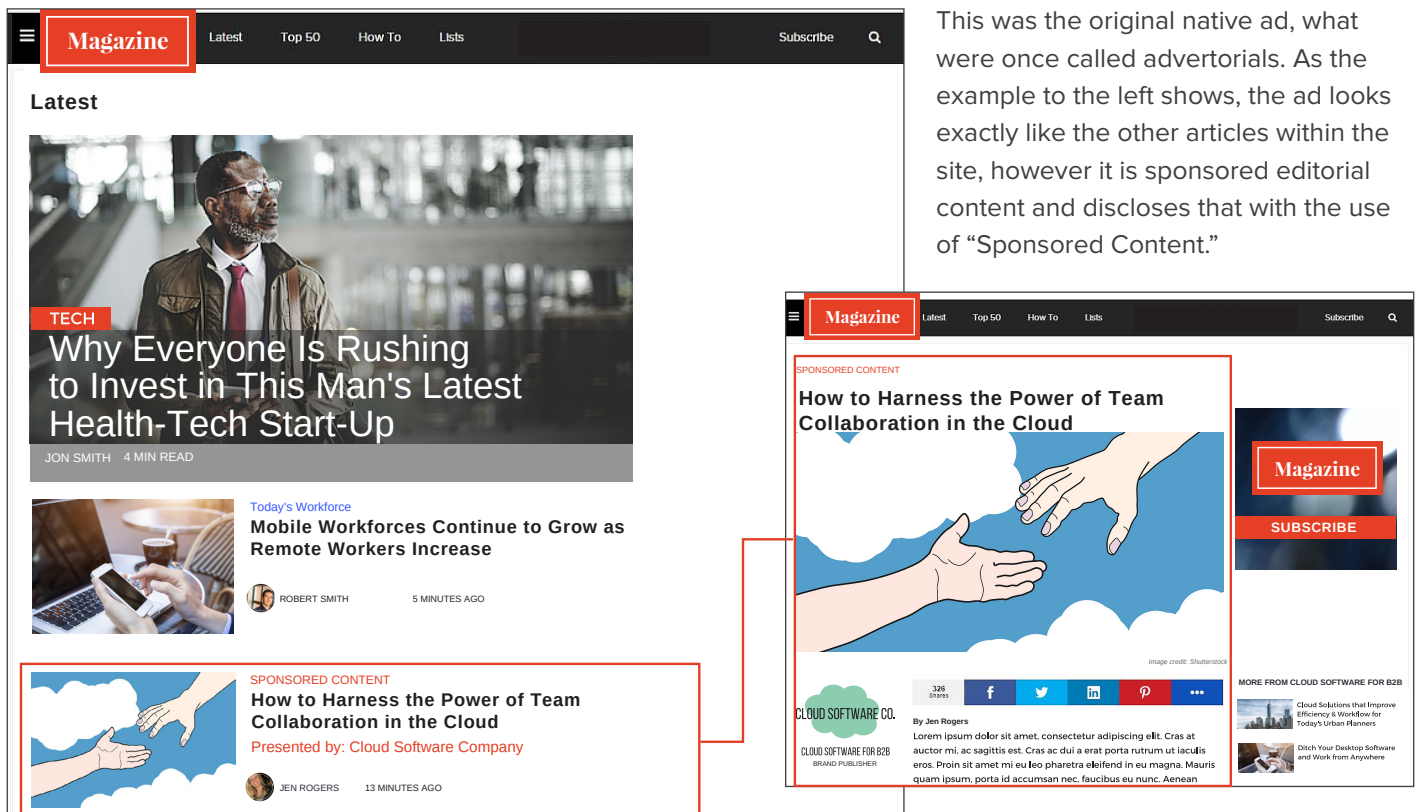


## Custom / “Can’t Be Contained” Ad Example



In the example above, the ad was built into the infrastructure of the site, becoming a seamless part of the site’s visual design.

## In-Article Ad Example



This was the original native ad, what were once called advertorials. As the example to the left shows, the ad looks exactly like the other articles within the site, however it is sponsored editorial content and discloses that with the use of “Sponsored Content.”



## Native Advertising Platforms

There are numerous ways to manage the creation and purchase of performance reporting of native ad units.

### Closed Platforms

When brands are creating and promoting ads and content within the same platform. Examples include Promoted Tweets on Twitter, Sponsored Stories on Facebook, and TrueView video ads in YouTube. Large publishers, such as *The Washington Post*, have recently begun introducing their own native ad closed platforms.

### Open Platforms

When promoting a singular piece of branded content across multiple platforms and within native ad formats, an advertiser is using an open platform. Unlike closed platforms, the branded asset lives outside the platform.

### Hybrid Platforms

Hybrid platforms offer dual functionality. A publisher often installs a private marketplace but allows advertisers from other platforms the option to bid on the same inventory of ads, either through direct sales or programmatically through real-time bidding (RTB).

## Native Advertising Platform Vendors and Publishers

The table below shows a small selection of native advertising platforms and publishers that help brands to target the relevant media outlets with their branded content.

NATIVE ADVERTISING PLATFORM	URL
OUTBRAIN (RECOMMENDATION WIDGETS)	<a href="http://www.outbrain.com">www.outbrain.com</a>
TABOOOLA (VIDEO RECOMMENDATION & WIDGETS)	<a href="http://www.taboola.com">www.taboola.com</a>
SHARETHROUGH (IN-FEED AD EXCHANGE)	<a href="http://www.sharethrough.com">www.sharethrough.com</a>
ADSNATIVE (IN-FEED AND IN-AD)	<a href="http://www.adsnative.com">www.adsnative.com</a>
TRIPLELIFT (RESPONSIVE CROSS-DEVICE AD EXCHANGE)	<a href="http://www.triplelift.com">www.triplelift.com</a>
NATIVO (PROGRAMMATIC AD EXCHANGE)	<a href="http://www.nativo.net">www.nativo.net</a>
INSTINCTIVE (CONTENT SYNDICATION)	<a href="https://instinctive.io/">https://instinctive.io/</a>
INMOBI (MOBILE VIDEO AD EXCHANGE)	<a href="http://www.inmobi.com">www.inmobi.com</a>
DISQUS (SPONSORED COMMENTS)	<a href="http://www.disqus.com">www.disqus.com</a>
MOPUB (MOBILE AD EXCHANGE)	<a href="http://www.mopub.com">www.mopub.com</a>
YIELDMO (MOBILE AD EXCHANGE)	<a href="http://www.yieldmo.com">www.yieldmo.com</a>
OPENX (MOBILE AD EXCHANGE)	<a href="http://www.openx.com">www.openx.com</a>
PUBMATIC (CROSS-CHANNEL PROGRAMMATIC AD EXCHANGE)	<a href="http://www.pubmatic.com">www.pubmatic.com</a>
UNRULY (SOCIAL PROGRAMMATIC VIDEO)	<a href="http://www.unruly.co">www.unruly.co</a>
DISTROSCALE (CROSS-CHANNEL AD EXCHANGE)	<a href="http://www.distroscale.com">www.distroscale.com</a>
POWERLINKS (CROSS-CHANNEL OPEN AD EXCHANGE)	<a href="http://www.powerlinks.com">www.powerlinks.com</a>
ADBLADE (IN-CONTENT AD EXCHANGE)	<a href="http://www.adblade.com">www.adblade.com</a>
REVENUE (SELF-SERVE AD PLATFORM)	<a href="http://www.revenue.com">www.revenue.com</a>
CONNATIX (IN-FEED AD EXCHANGE)	<a href="http://www.connatix.com">www.connatix.com</a>
PUBNATIVE (MOBILE AD EXCHANGE)	<a href="http://www.pubnative.net">www.pubnative.net</a>