Native advertising and RTB

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Global market and global challenges

Buying / Selling

## Methods, objectives and targets are multiple

Unsold inventory = wasted?

Ad buyers are looking
to reach their target audience
in the most optimized way

You have the audience.
How can you organize
to sell it in the best way?

Ad blockers refocus
the debate

Share internet users using ad blocking software across Europe by Country (Q2 2015)

8% 38%

20.3%
UK

25.3%
DE

34.9%
PL

10.4%
FR

12.8%
IT

36.7%
GR
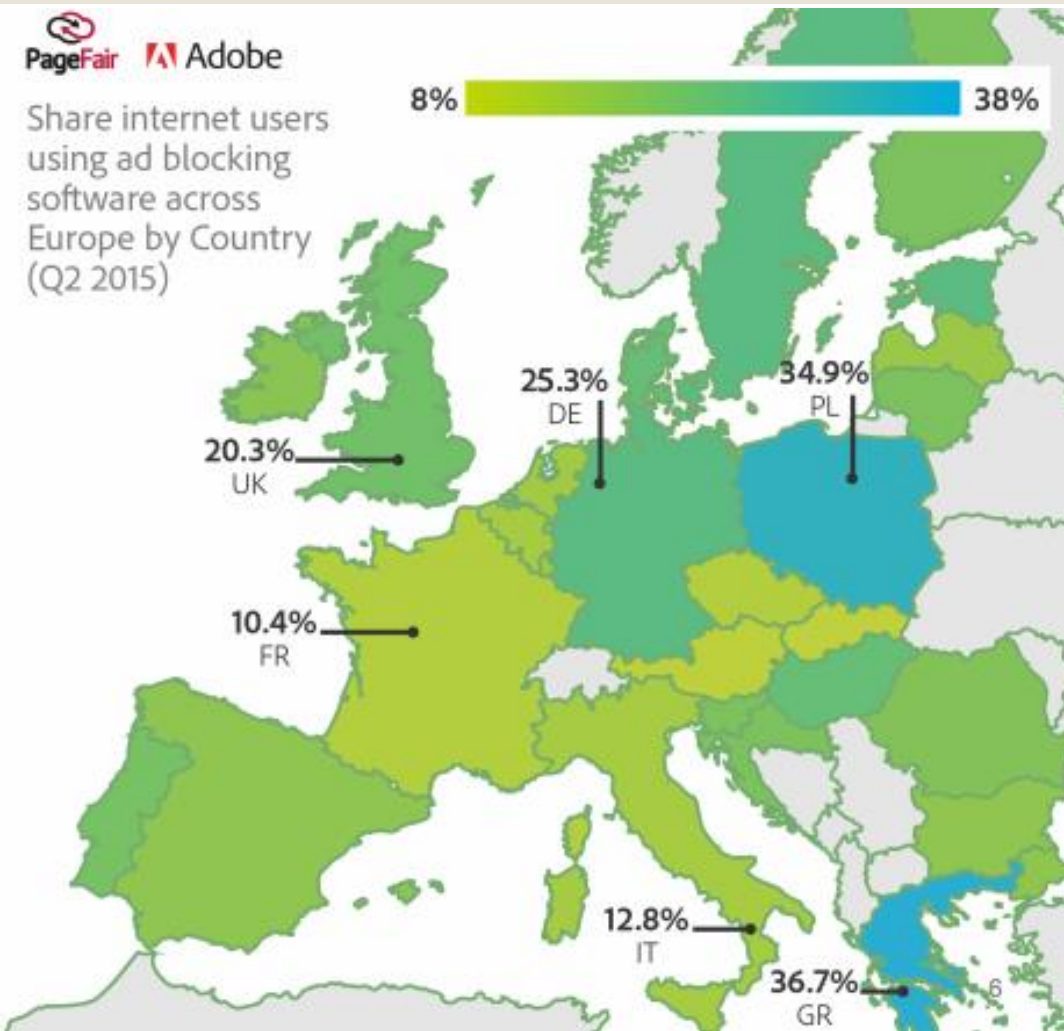
WHY?

- awareness among users
- big data and tracking
- people want more control over their user experience
- intrusive formats can be disturbing
- intrusive ads decrease the loading speed of pages
- intrusive ads deplete cell phone battery life

Sell side has been forced to come up with some creative ways to fight back.

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What is native advertising?

- All native ads serve the same purpose: to provide publicity for a product in a non-intrusive manner in order to reach a customer in a more "organic" fashion.
- Native advertising is about creating advertising content that will fit into an editorial environment.
- It is more relevant and less intrusive than traditional ads.
- Native ads can come in any format - an article, a video, an infographic
- native advertising isn't just online

  - Sponsored content
  - Branded content
  - Editorial sponsorship
  - In-feed
  - Advertorial
  - Product placement

Make the difference

- Native ads have always been around, but now that ad blockers have come on the scene, they're even more relevant.
- Publishers are looking to native ads as a key strategy against ad blockers.
- BUT native ads can be blocked

- Native ads are a way to win back not only users with ad blockers, but any user who is fed up with low quality ads
- Native ads can bring the focus back to the user and even incite them to add publishers to their whitelists or to disable their ad blockers completely.
- In short, native ads have the potential to act as a deterrent against ad blocking and, at the same time, push the industry to create more responsible advertisements.
- That means better and more comfortable ads that users want to see, read and interact with.

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Native ads are efficient

2x
more visual focus

18%
higher lift in purchase intent

27%
average click-through-rate
on mobile

59,4 bn

30,9 bn

24%

18%

x2 →
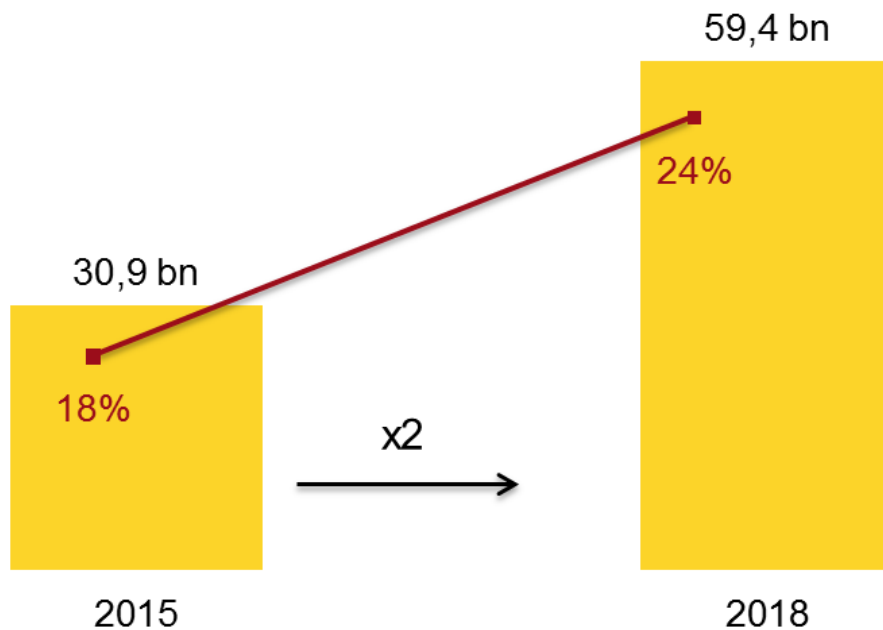
Native ad spend ($)

% of total display ad spend that comes from native ads

2015

2018

Business Intelligence, eMarketer

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The future of mobile advertising is native

75.9% 2020

By 2020, 75.9% of all digital ad spend will be mobile

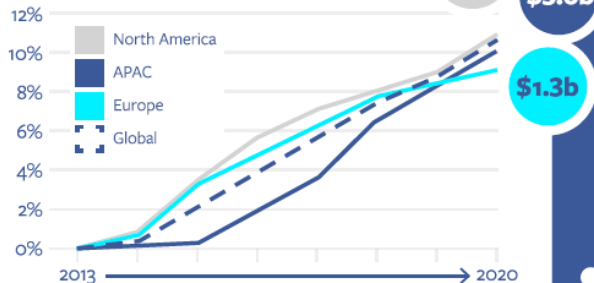Brought to you by **facebook** Audience Network

By 2020

63.2% of mobile display advertising will be native, which will make up...

$53 billion in advertising spend

Share of mobile display

$3.9b
$3.6b
$1.3b

- North America
- APAC
- Europe
- Global

2013 → 2020

70.7%
Forecast increase

$8.9 billion
Value in 2020

10.6%
Mobile display advertising

100% · 60% · 20%

Consumers engage with native ads 20% to 60% more than standard banner ads

Native ads result in up to 3x higher user retention

3x

People prefer native advertising

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RTB

Ad blockers

Native Advertising

Chris Quigley

Chris Quigley
Managing Director at Sharethrough

Publishers and ad blockers in technology arms race

The world of publishing changed radically in 2015 with the introduction of innovations like Facebook Instant articles; the world of advertising innovated with the introduction of RTB2.3 and rocked by the growth of ad blocking.

With all these changes and challenges in mind, here are Sharethrough's top 5 predictions for 2016:

1. The Media Embraces Its New Function As A Wire Service

Between the threat of adblocking and a surge of fancy new news apps like Facebook Instant Articles, Apple News and Google's AMP project, publishers are finding new ways to get their content to where people are spending time, which is on their phones and in apps. In 2016, publishers should see their owned apps and sites as just one piece of a distributed publishing pie.

2. Native RTB, For Real

Now that the RTB 2.3 spec is fully completed and DSPs are working rapidly to build out this new functionality, native ads will be bought in unprecedented volume in 2016. For publishers, this means making native a permanent part of the ad stack in 2016.
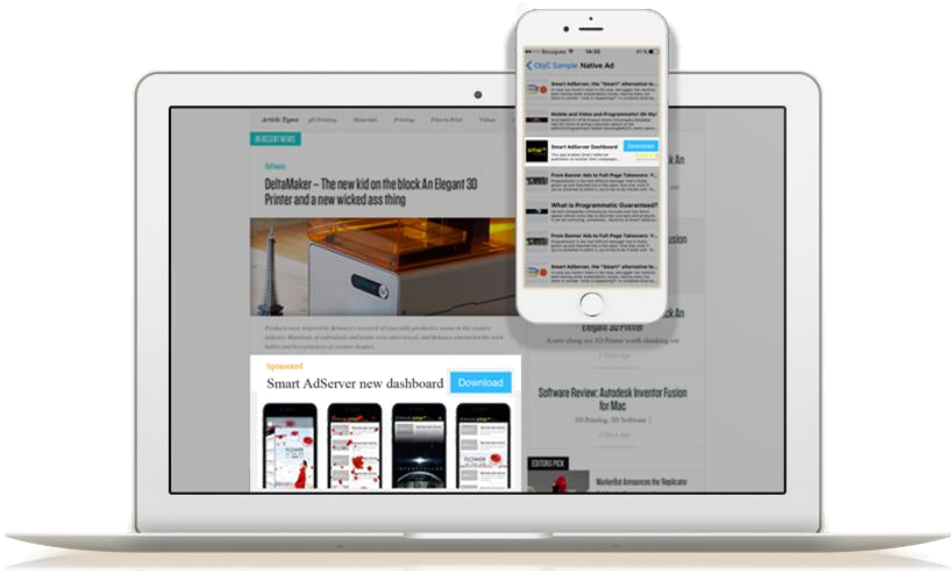
The IAB has defined the Core Six types of native advertisements
- *in-feed*
- *paid search*
- *recommendation widgets*
- *promoted listings*
- *in-ad*
- *custom*

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In-Feed Native Ad

The in-feed native ad format is located within the website's content. It matches the content of the page in both form and behavior. The template is available for web and mobile web.

What is Programmatic Guaranteed?
October 19, 2015 - (0) comments

Ad tech companies continuously innovate and new terms appear almost every day to describe concepts and products. It can be confusing, sometimes… Recently at Smart AdServer, we debated about the usage of the term: […]

Smart AdServer, the âSmartâ alternative to AdJuggler
September 18, 2015 - (0) comments

In case you havenât been in the loop, AdJuggler has recently been having some sustainability issues, leaving many out there to wonder âwhat is happening?!â in complete disarray. Instead of panicking, trying to find the […]

Cosmetics shake up your look

L'Oréal Paris offers a complete head-to-toe range of cosmetics. We have the know-how and product performance to give you what you need. You'll feel worth it with sophisticated nail polish colours, a flawless foundation base and eye looks perfect for any occasion. Whether you need your everyday cover-up or you're getting ready for a night out, explore our range to discover your perfect match.
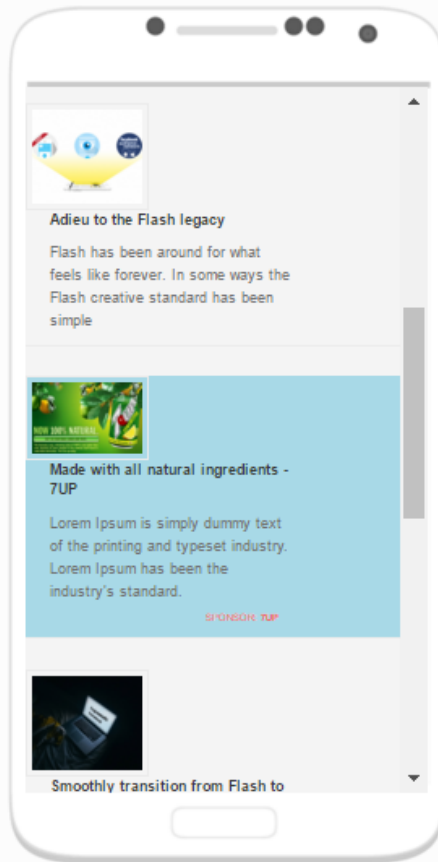
Sponsor — L'Oréal

Adieu to the Flash legacy
September 04, 2015 - (0) comments

Flash has been around for what feels like forever. In some ways the Flash creative standard has been simple, but ensuring clicktag compatibility between platforms was not so straightforward. Everyone seems excited about letting […]

News

Smart AdServer, the âSmartâ alternative to AdJuggler
Mobile Deals already generate 40% of publishersâ mobile programmatic revenue
Comment on Smoothly transition from Flash to HTML5 creatives
Comment on New Smart AdServer iOS and Android SDKs 6.0
Flash legacy

October 2015 (1)
September 2015 (3)
July 2015 (2)
June 2015 (1)
April 2015 (1)
March 2015 (1)
February 2015 (1)
January 2015 (1)
December 2014 (2)
November 2014 (4)
October 2014 (1)
September 2014 (4)
August 2014 (1)
July 2014 (1)
June 2014 (2)
May 2014 (2)
April 2014 (1)
March 2014 (2)
February 2014 (2)
January 2014 (1)
December 2013 (1)
November 2013 (1)
October 2013 (1)
September 2013 (2)
July 2013 (1)
April 2013 (1)
March 2013 (1)
February 2013 (2)

Phone screen content:

Adieu to the Flash legacy

Flash has been around for what feels like forever. In some ways the Flash creative standard has been simple

Made with all natural ingredients - 7UP

Lorem Ipsum is simply dummy text of the printing and typeset industry. Lorem Ipsum has been the industry's standard.

SPONSOR 7UP

Smoothly transition from Flash to

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iab. THE THREE MAIN FEED TYPES AT A GLANCE

	1 CONTENT FEEDS	2 PRODUCT FEEDS	3 SOCIAL FEEDS
Where found:	Publisher content sites and news aggregators such as CNN, Forbes, Yahoo	Retail sites and app listings such as Amazon, Etsy, eBay	Social networking and messaging apps such as Facebook, Instagram, Tango
Most common ad types/content objects:	Story ad, video ad	Product ad, app install ad	Story ad, video ad, app install ad, product ad
Most common types of links:	Articles, videos, stories, images, music	Products and apps	Social content, articles, videos, stories, images and music
Representative view on mobile:			
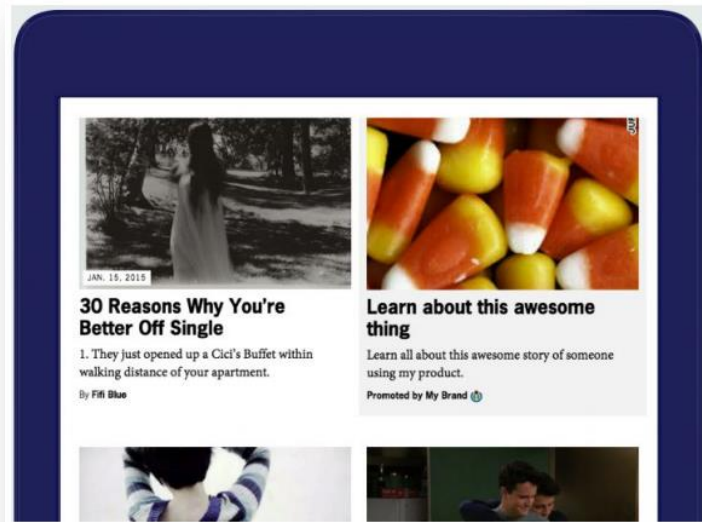
Bid Request
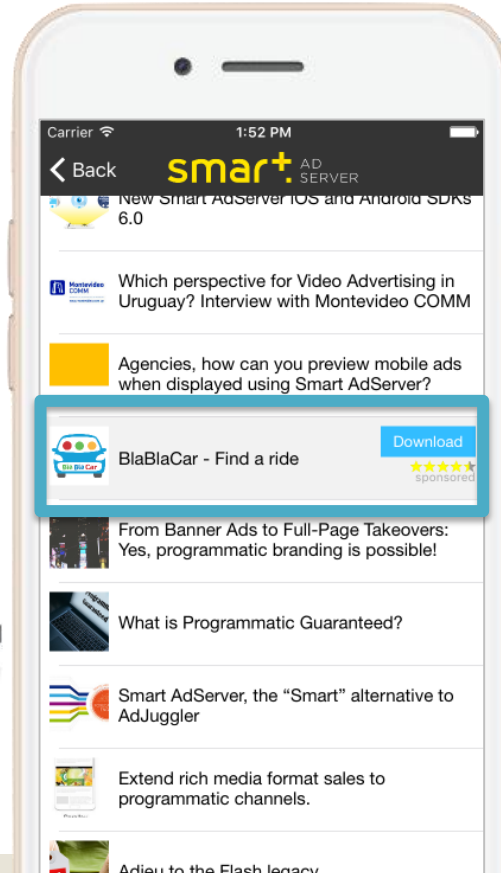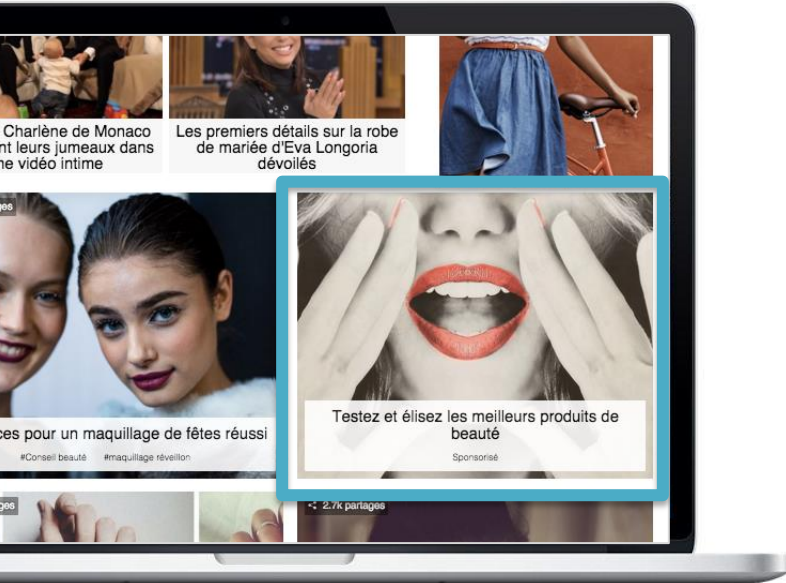
```
"native":{
    "ver":"1.1",
    "context":2,
    "contextsubtype":20,
    "plcmttype":11,
    "plcmtcnt":1,
    "assets":[
        {
            "id":123,
            "required":1,
```
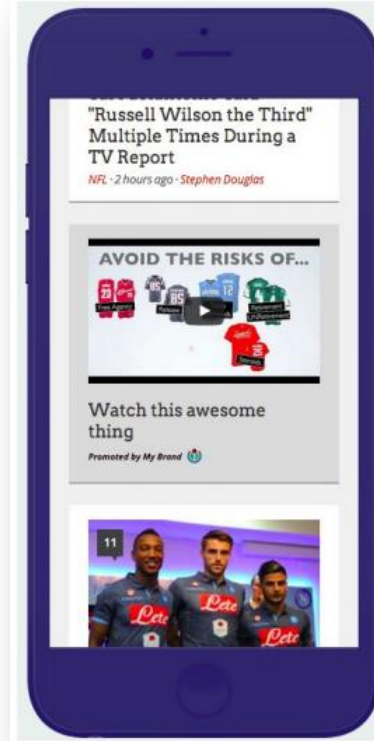
Bid Request

```
"native":{
    "ver":"1.1",
    "context":1,
    "contextsubtype":10,
    "plcmttype":11,
    "plcmtcnt":1,
    "assets":[
        {
            "id": 4,
            "video": {
                "linearity": 1,
                "minduration": 15,
                "maxduration": 30,
                "protocols": [
                    2,3
                ],
                "mimes": [
                    "video/mp4"
                ]
```

CUSTOMIZE your native ads experience

Content
- Title
- Subtitle
- Body
- Pictures

Call to action

Sponsored label

For App or Social Network promotion
- Rating
- Likes
- Downloads

CUSTOMIZE your native ads experience

IMAGES

Brand logos (required)
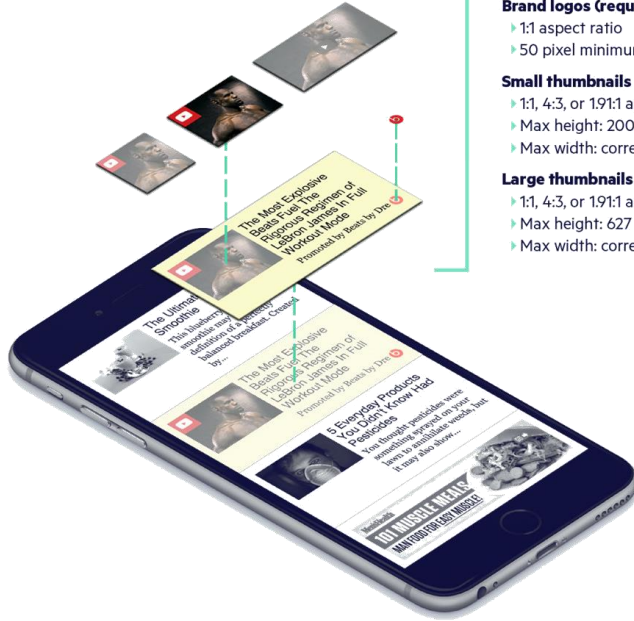- 1:1 aspect ratio
- 50 pixel minimum size

Small thumbnails
- 1:1, 4:3, or 1.91:1 aspect ratio
- Max height: 200 pixels or larger
- Max width: corresponds to aspect ratio

Large thumbnails
- 1:1, 4:3, or 1.91:1 aspect ratio
- Max height: 627 pixels or larger
- Max width: corresponds to aspect ratio

TEXT ELEMENTS

Brand name (required)
- Support at least 25 characters

Headline/title (required)
- Support one of 3 maximum lengths – 25, 90, or 140 characters

Description (recommended)
- Support at least 140 characters

Rating (optional)
- 0-5 integer value

CTA text (optional)
- Support at least 15 characters

Nativeadvertisinginstitute.com

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Full customization

Adjust the look and feel to fit perfectly with the site content.

+ Apps: native integration
+ Web: CSS import

Easy set-up and trafficking

+ Set-up based on publisher source code

+ Template-based trafficking: manage native ad campaigns the same way you manage standard ones.

Viewability, third party tracking, click tracking

Cross-channel monetization

+ Direct sales
+ Smart RTB+

How to start

IN-APP →

1.

[Integrate SDK 6.2](#) in your app(s)

Set the native look and feel within your app code

2.

Publish the app on the app store

3.

Create a native insertion in Manage

Note that the same insertion can run on all your native placements

4.

Activate Smart RTB+

WEB →

1.

Activate the template "in-feed native"

2.

Extract the CSS of your website to set the native look and feel

3.

Create a native insertion in Manage

The same insertion can run on all placements. You'll get the same look and feel.

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Thank you!

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