



Laissez Faire Advertising

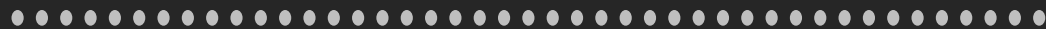
# "Trends of Native Advertising 2019"

Alex Karageorgis - Managing Director Project Agora



# Who we are

Project Agora launched in Q4 2014 and is currently a multi awarded, brand-safe, **native advertising marketplace** matching **local publishers** with **advertising demand coming from a multivariate number of sources**. Project Agora is also the exclusive partner of Taboola in CEE, SEE & MENA.



## Offering

At Project Agora we help **publishers** and **advertisers** to expand their audience and engage with new users and increase revenues.

579  
Buyers

1.834  
brands

3,5  
billion  
monthly  
impressions

640  
websites  
across  
CEEMEA

Project  Agora



# What is Native Advertising?

"Native advertising" describes any situation where branded messages fit seamlessly within their surrounding environment, **engaging** audiences rather than **disrupting** the user experience.

*"Definition by Taboola the World's largest Content Discovery Platform"*



A group of diverse women in a professional setting, possibly a workplace or a social gathering. One woman in the center is wearing an orange shirt, while the others are in light-colored tops. They are all looking in different directions, some smiling, some serious. The image is overlaid with a dark, semi-transparent layer.

“Is Native  
Advertising the new  
Black?”





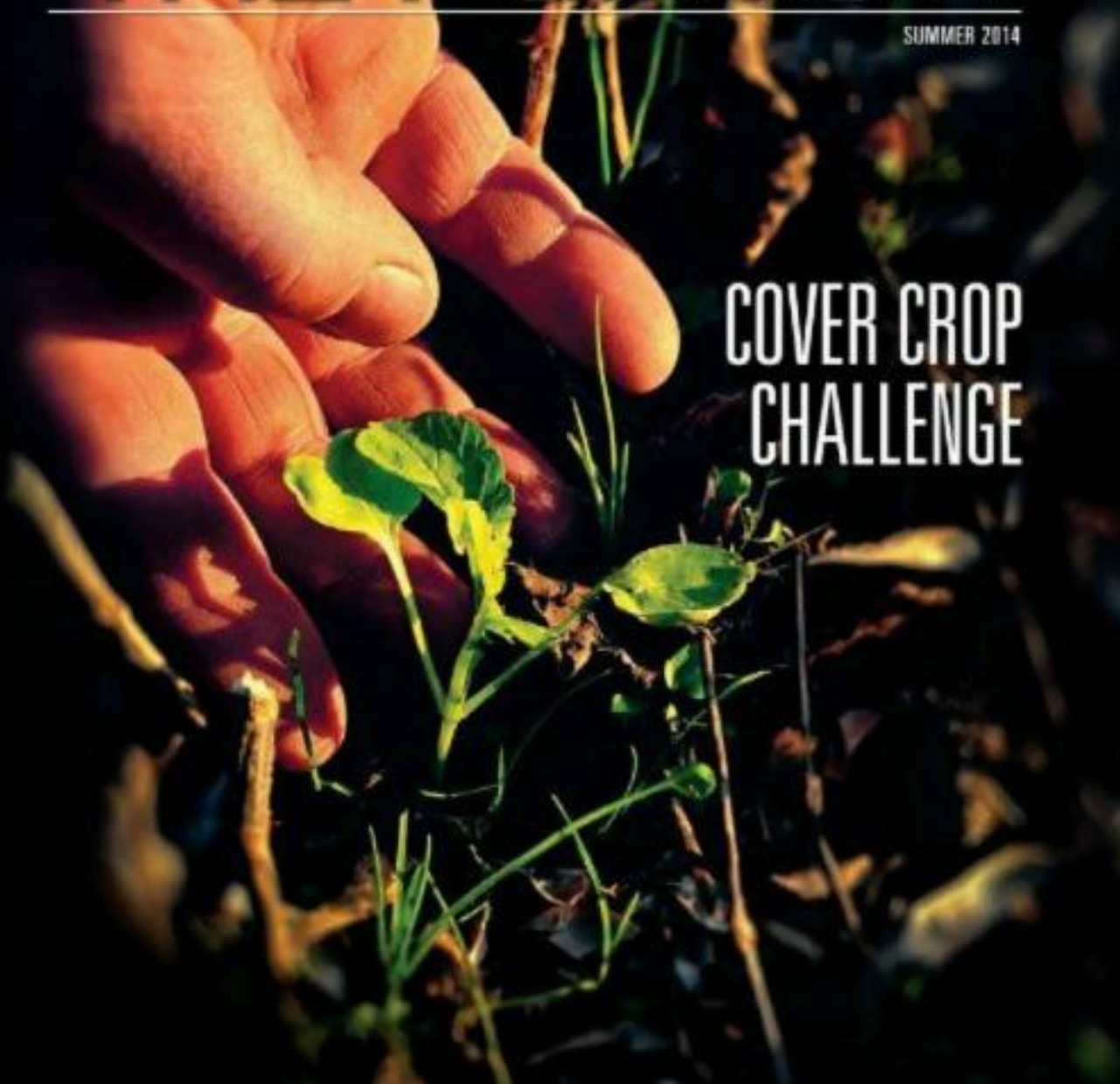


LEVERAGE TIGHT WATER / GO FAST, GET IT DONE

# THE FURROW

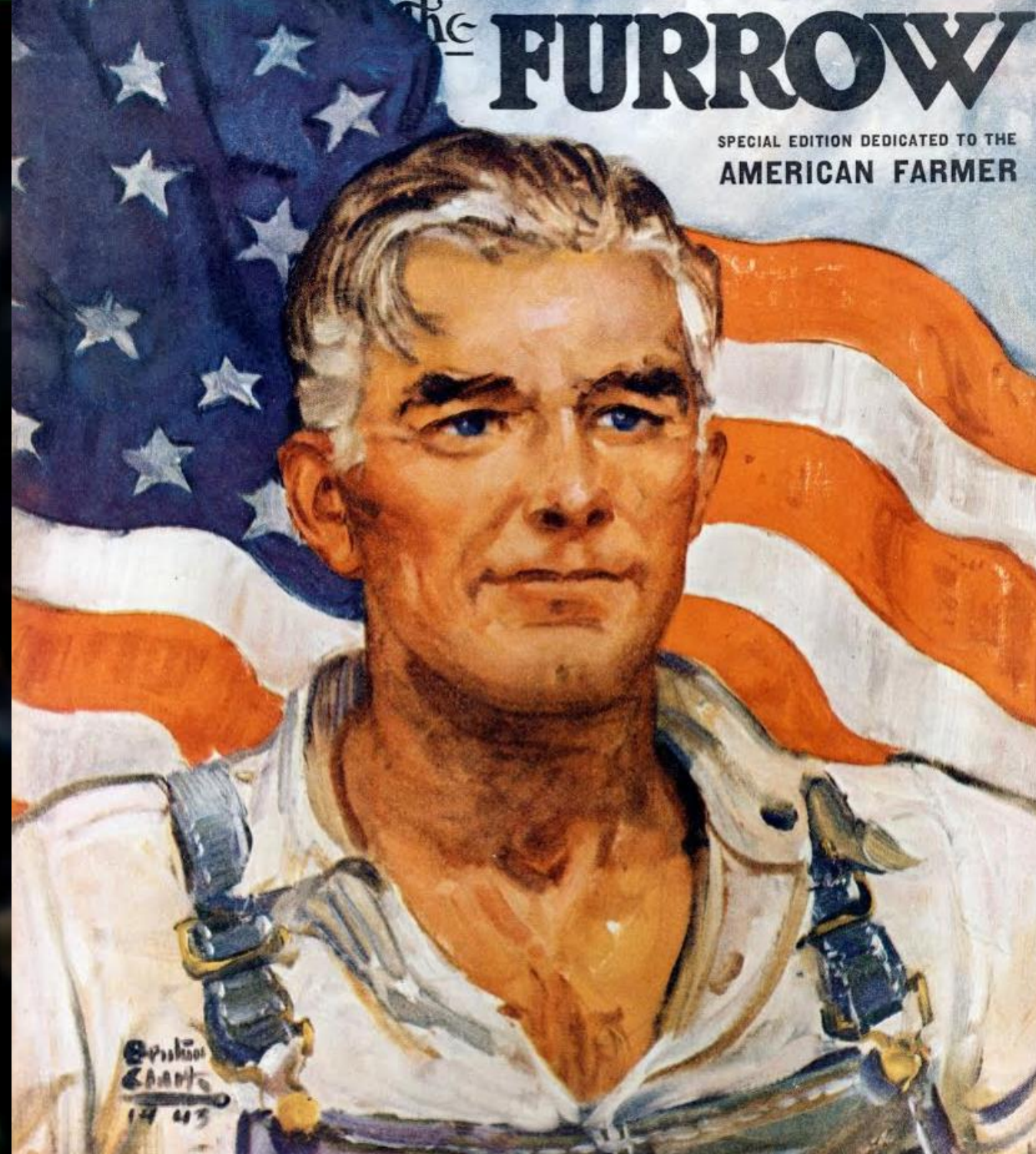
SUMMER 2014

COVER CROP  
CHALLENGE



# THE FURROW

SPECIAL EDITION DEDICATED TO THE  
AMERICAN FARMER

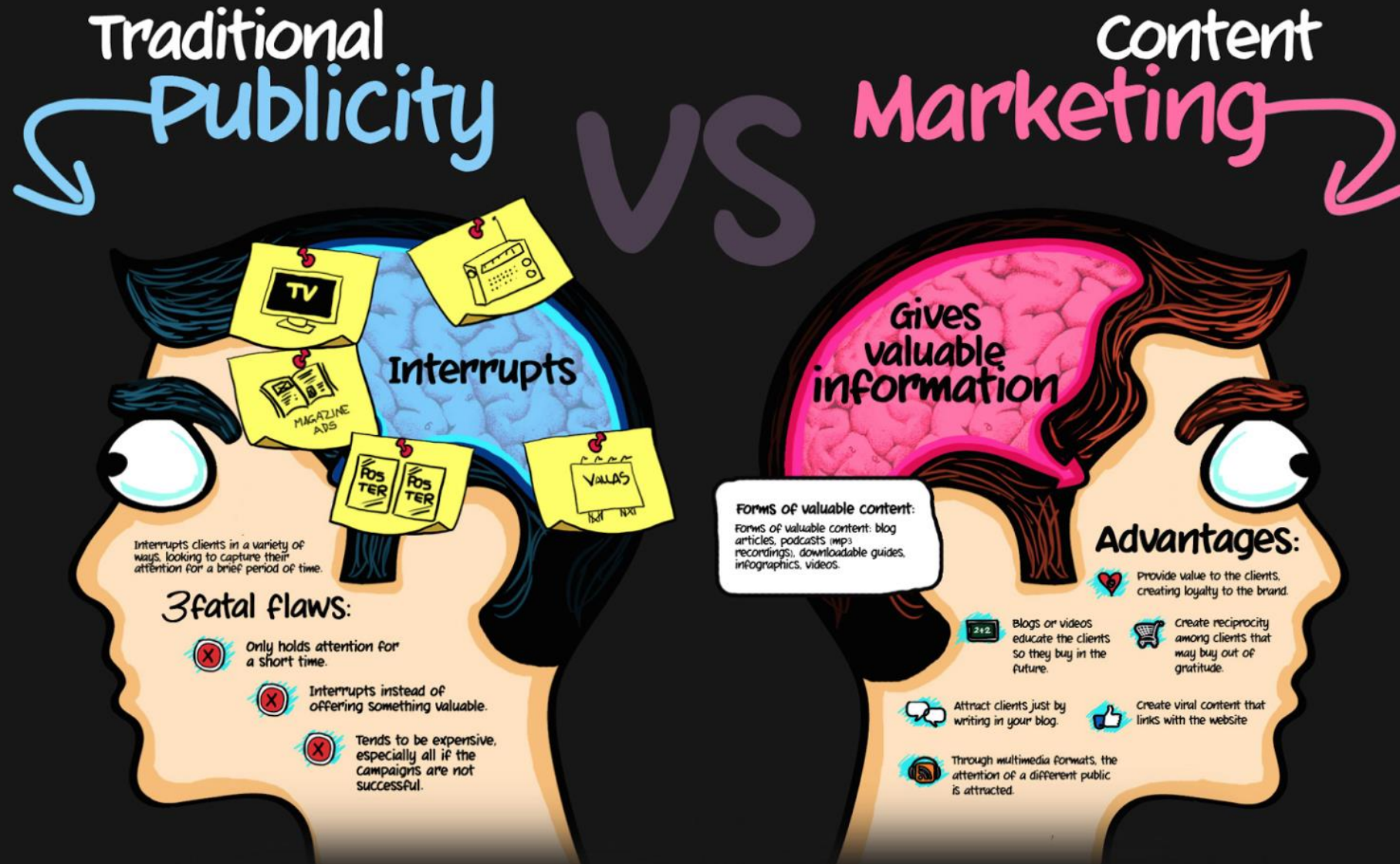


Erin  
Gantt  
14 415





# Traditional Publicity VS Content Marketing







# How do Brands benefit from Native Advertising?

- Consumers are 25% more likely to engage with a native ad when compared to a traditional banner advertisement. Even more impressive is the fact that 53% of native ad engagement is positive, which helps to build credibility and a great brand experience.
- Native advertising on mobile is the ad format of choice for millennials — In a survey of 300 millennials, 38% said that in-feed native ads make them more likely to purchase the brand featured in the content.



# Are Brands using Native?

## Top Native Product Categories (JANUARY–AUGUST 2018)

### MEDIA AND ENTERTAINMENT

**\$269MM**

TOP 3:

Comcast  
Hulu  
Cox

### TECHNOLOGY

**\$75MM**

TOP 3:

Microsoft  
Google  
Grammarly

### FINANCE & REAL ESTATE

**\$75MM**

TOP 3:

Bank of  
America  
Discover  
Charles  
Schwab

### PROFESSIONAL SERVICE

**\$57MM**

TOP 3:

HomeServe  
Stitch Fix  
Kelley  
Blue Book

### RETAIL

**\$46MM**

TOP 3:

Amazon  
Walmart  
Best Buy

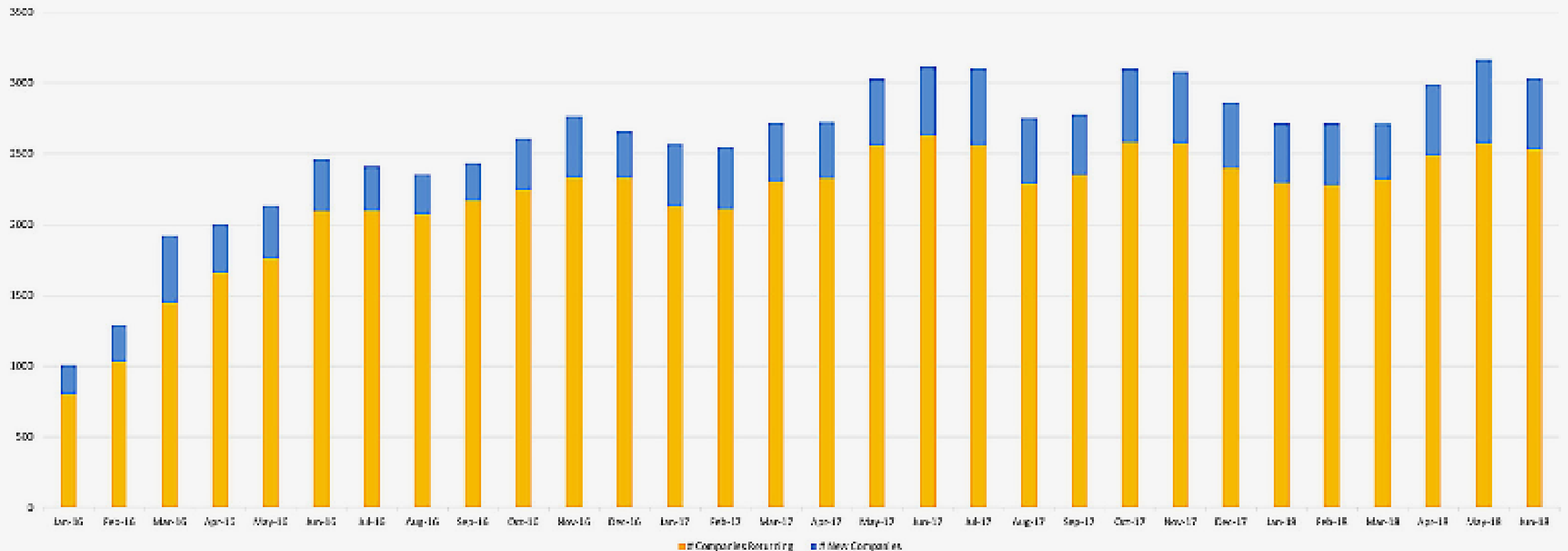




# How is the market doing for Native?

## Advertisers Buying Native

JANUARY 2016-JUNE 2018





# Native ads through different perspectives

*“Native ads provide a win-win opportunity for all players in the digital ecosystem”*

Advertisers use Native Advertising at all stages of the marketing funnel – from awareness and telling their story to consideration to conversions.

&

Publishers use it to engage with their audience users and keep them coming back; maximize time on site, pages per session and user satisfaction and increase revenues on their properties.





# Its a Distribution Game







# What is Taboola



THE BUSINESS OF DISCOVERY IS  
HUGE



1.4B

Monthly Unique Users



52%

Global Desktop Reach



550B

Monthly Recommendations



10,000+

Advertisers



20,000+

Digital Properties





# What does it look like?

msn | sport ▾



hledání na webu

Přihlásit se

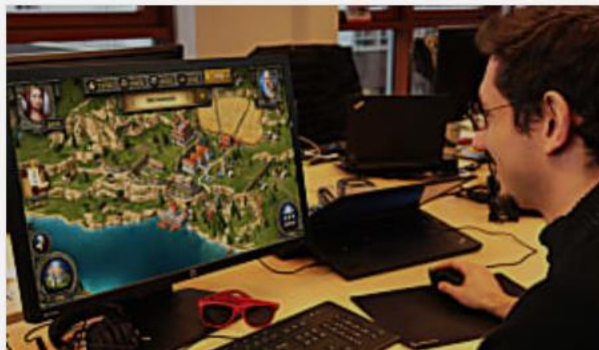


## VICE PRO VAS



< Prozkoumejte 4 destinace  
v Indickém oceánu

Reklama Lete s Emirates



Hráči z celého světa  
čekali na tuhle hru!

Reklama Grepolis - Free Online Game



Tahle hra je naprosto  
epická – připoj se k nám v  
naší mocné říši

Reklama Forge of Empires - Free Onlin...



> Marek se naučil 2 cizí  
jazyky. Stačilo...

Reklama cesta do cizího jazyka



api.taboola.com/1.2/json/msn-czechrepublic/recommendations.notify-click?a...



Ochrana osobních údajů a cookies Podmínky použití ...

Váš názor



# What does it look like?

Autor: Julien Dimitrov

## Zajímavosti z webu



**1 domácí trik na zlepšení sluchu.**

Český lékařský portál



**Toto likviduje degenerace kloubů za 6 dnů**

Articulatio Pro



**Do jakých oborů se dnes vyplatí rekvalifikovat?**

Greenfox Academy



**1 domácí trik na bolesti kloubů. Stačí...**

pro bolesti kloubů



**Tento dron za 2 241 Kč je nejúžasnějším vynálezem roku 2018**

DroneX Pro



**Použití Toho Triku snižuje Spotřebu Paliva o 2.2l na 100 km**

ProEngine ULTRA

Kotlíkové dotace naposledy ve vašem kraji

Chci dotaci >



EVROPSKÁ UNIE  
Fond soudržnosti  
Operační program Životní prostředí

REKLAMA

Využijte dotaci až 127 500 Kč na nový, úsporný kotel.

Chci dotaci >



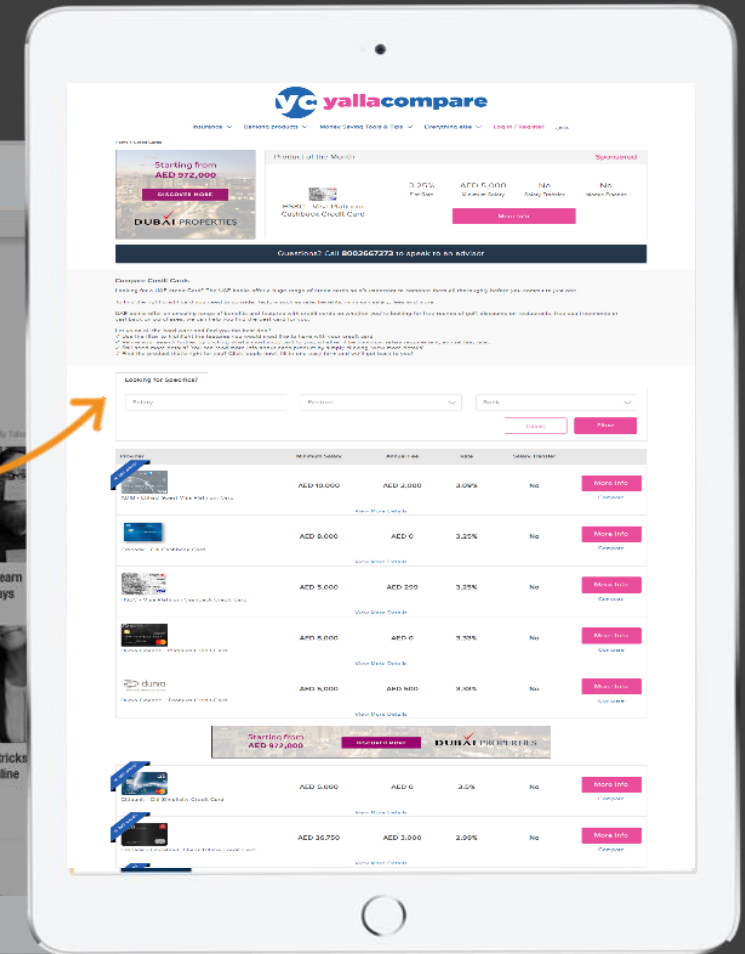




# Finance Sector

## Insights

- Average CPL -20% compared to GDN campaigns
- Increased conversion rates by 100% through internal retargeting

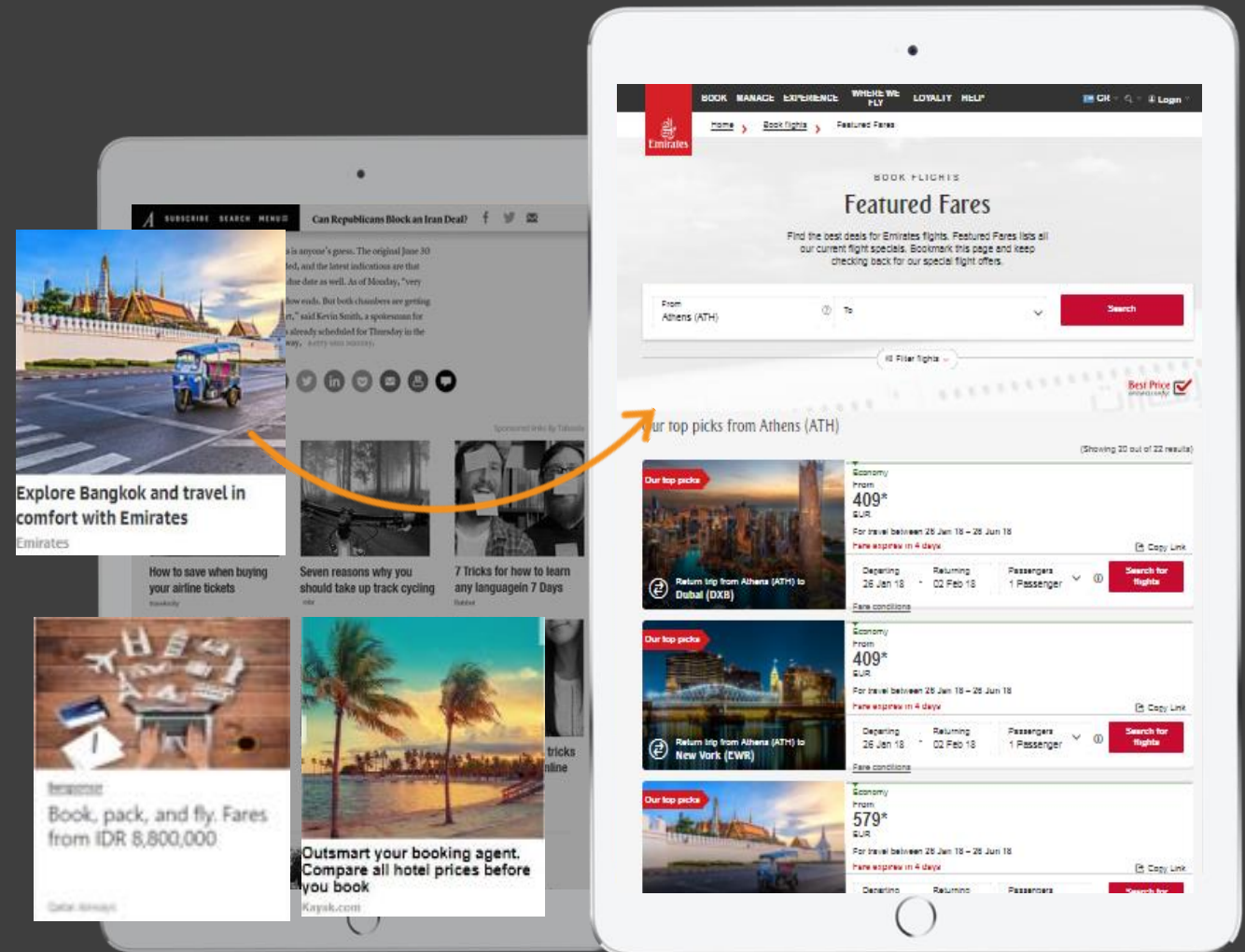




# Travel Sector

## Insights

- Self Optimized campaigns against Flight / Hotel / Trip searches
- +28% average more Pages per Session &
- +100% Session Duration, compared to rest traffic sources



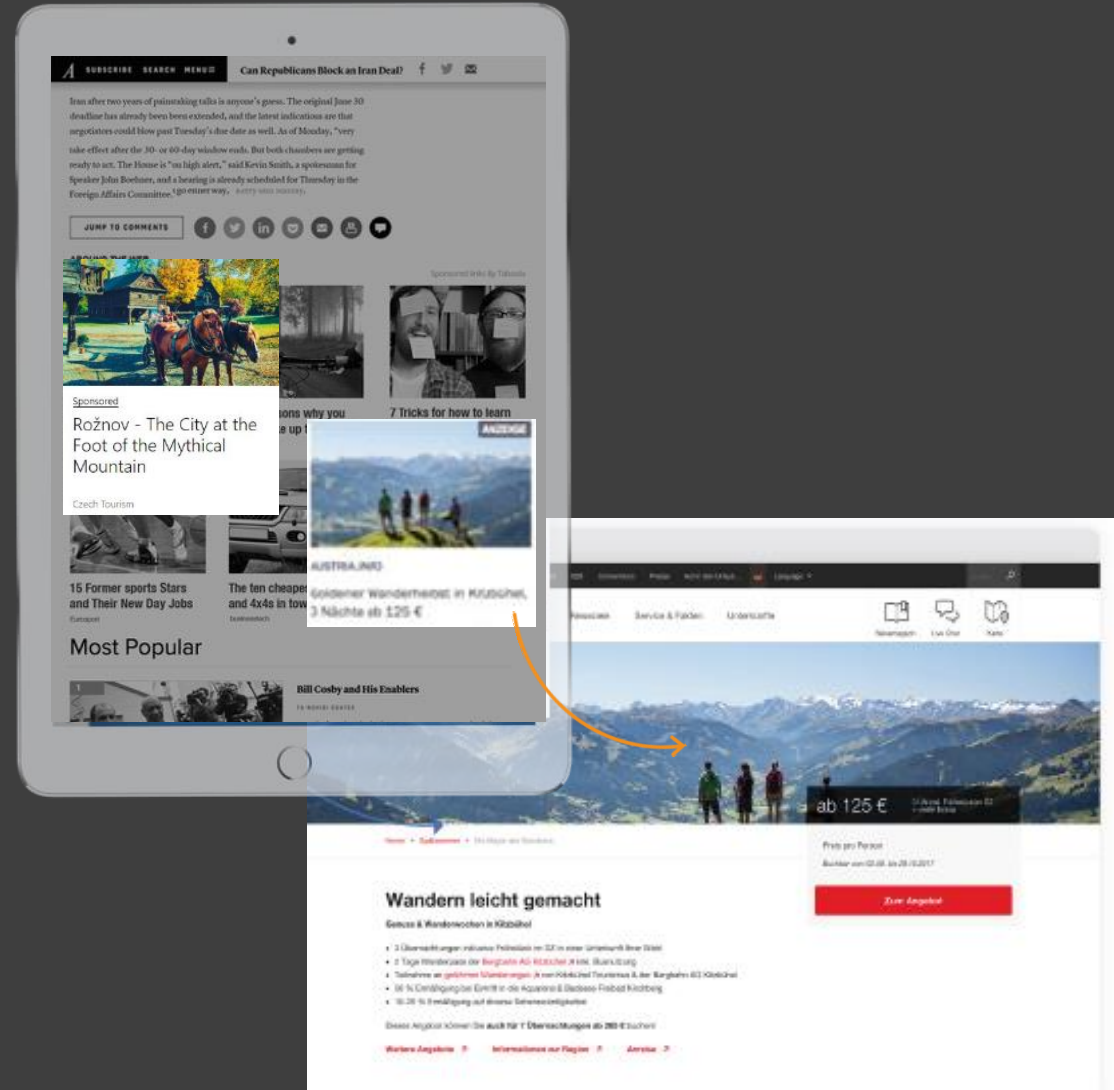




# Tourism Sector

## Insights

- 33% Better Performance than Display Channels in delivering Leads for leisure travelers

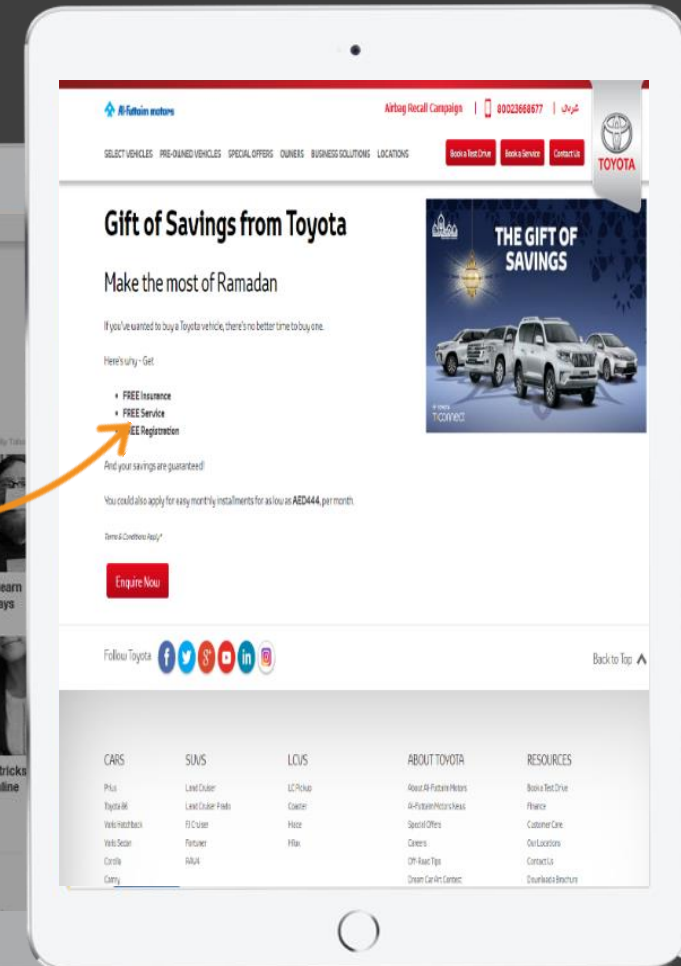
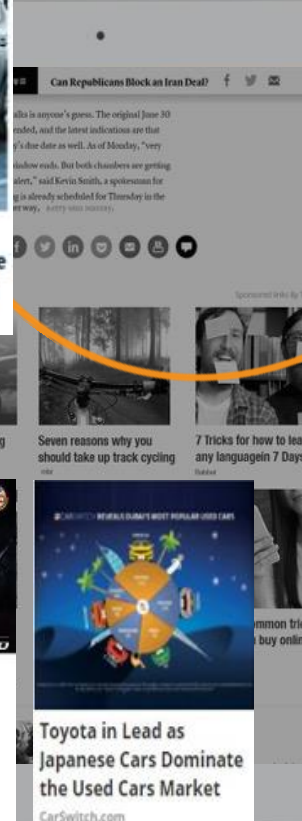




# Automotive Sector

## Insights

- Video and Sponsored Content together drive better performance in CPA campaigns
- x2 Higher Conversion Rates, compared to rest paid channels
- -35% avg CPL for Test Drive campaigns in GCC, compared to Display campaigns







# Publishers

A game-changer for **Publisher**  
**Revenue &**  
**User Engagement.**



Organic  
Content  
Sponsored  
Content  
Sponsored  
Video

Ongoing Optimization of Content & UI ensures  
you deliver the right content to the right user at  
the right moment within the optimal experience.

30%

Average RPM

Uplift

60%

Average Sponsored CTR

Uplift

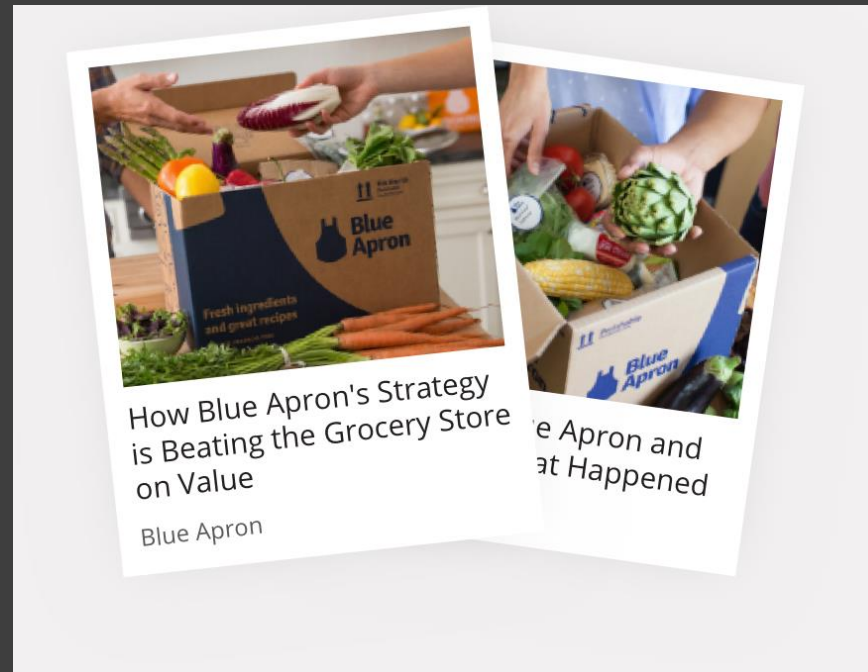
A woman with blonde hair is shown from the chest up, holding a large bouquet of Grammy awards. She has a surprised expression on her face. The background is dark with faint, stylized circular patterns. The text "What Does it Take to Win?" is overlaid in white, serif font across the center of the image.

What Does it Take to Win?





# Tips and Tricks to success

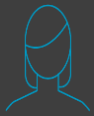


## Test Multiple Creatives

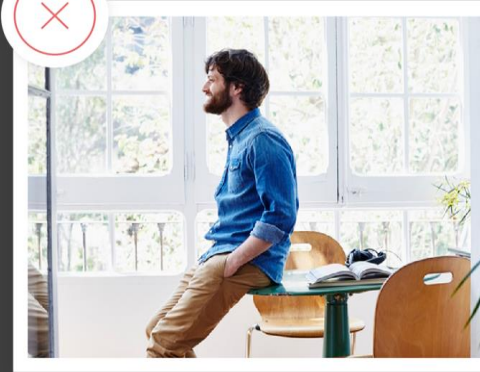
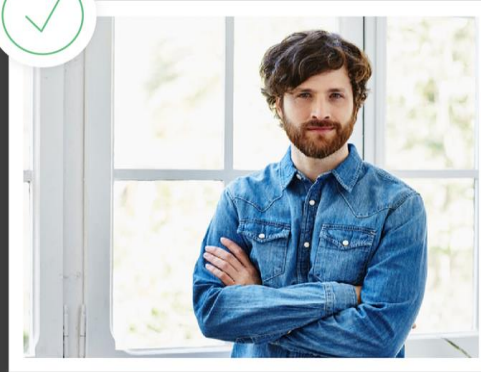
Test multiple title variations and images per URL, to see what works best for your content. Start with at least two images and five titles, though you can always test more.



# Tips and Tricks to success



People are always preferable - even better if they're at medium zoom from the shoulders up, or even closer.



Avoid image clutter. Clean images with a single center of focus will help you stand

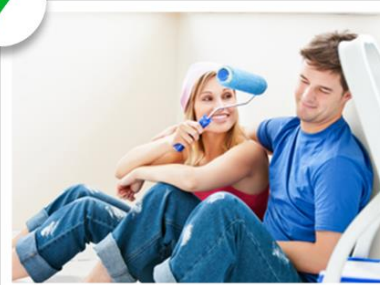






# Tips and Tricks to success

Use images of people interacting with products to increase CTR.



The Surprising Color Trend Turning Heads This Year



The Surprising Color Trend Turning Heads This Year

CTR for images with people interacting or wearing the product is 6.4% higher than CTR for product shots only, so make sure to use images with people when possible.



We Tested This New Hair Dryer.  
Watch What Happens Next.



We Tested This New Hair Dryer.  
Watch What Happens Next.



# Tips and Tricks to success



Here's Why Parents Love This New Video Streaming Service



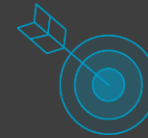
Here's Why People Love This Website



How Bad Customer Service Can Be Hurting Your Business



New Research Can Shed Light on How Bad Customer Service Can Hurt Your Business



Your title can be a powerful targeting tool. Call out your audience or your product when possible.



Front-load titles with an eye-catching main point.





# Some Takeaways

- ✓ Native and Content are Two sides of a coin
- ✓ There is substantial investment in the field
- ✓ Scaling Native requires distribution
- ✓ Success requires:
  - ✓ Testing
  - ✓ Using People to communicate
  - ✓ Calling out your audience
  - ✓ Use intrigue – its kinda like flirting!



Thank you!