BEST PRACTICES FOR PROGRAMMATIC NATIVE ADVERTISING

DEFINING NATIVE ADVERTISING

Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed. At Big Reach Network we generally break native advertising into two types.

1 Native Display – This is the traditional form of Native advertising with an Image, Headline and Body Text. Often it is experienced in-feed or as Recommended Content.

2 Native Video – Native video is typically placed in-feed between paragraphs or sections of an article or webpage. In-feed video may be accompanied by a headline and body text.
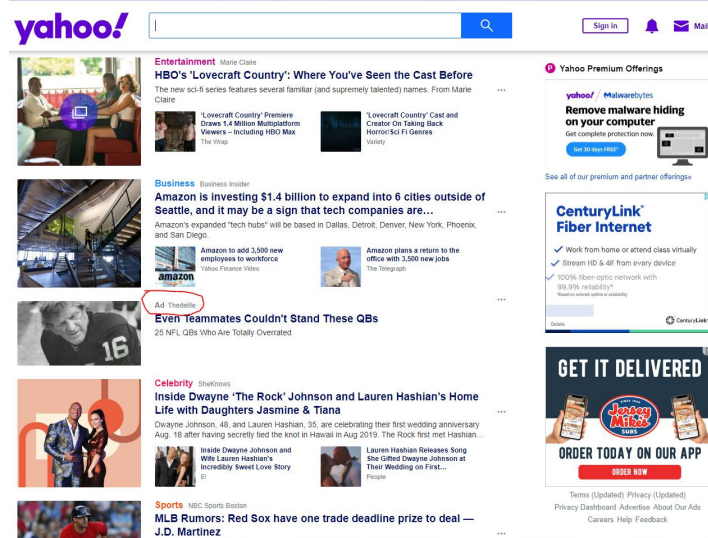
NATIVE DISPLAY CREATIVE RECOMMENDATIONS- MULTIPLE HEADLINES & OTHERS

1 For Native Display creative provide article image sizes of both 600x600 and 1200x627. This will allow for the widest inventory reach across the native landscape. The image can be the same, but only sized differently.

2 Logos: Since native placements will have a white background, we recommend applying a square logo with a white background to match as a best practice.

3 We also recommend including several creative or text varieties. Variations on headline are critically important. 3-5 headlines are highly recommended. Similarly, the body copy variations can be beneficial. 2-3 versions of body copy are recommended. These variations allow the platform to optimize towards the top performing creative combinations, while also ensuring users aren't being served the same ad over and over (especially for the campaigns running 3X+ months). At the very least, 4-5 headlines for each campaign flight (i.e. monthly) are strongly recommended.

OPTIMIZATION RECOMMENDATIONS & METRIC EXPECTATIONS FOR DISPLAY NATIVE

1   CTR is the default optimization if not otherwise requested.

2   Engaged Click Optimization is recommended for Native and the only requirements are that you place a pixel that we provide and that you request this optimization. An engaged click is defined as the visit to the click through website lasting at least 15 seconds. This is the recommended KPI to optimize, for most native campaigns.

3   Viewability: Native Ads are not designed for a "viewable branding effect" and optimizing towards that metric is irrelevant. Native Ads are designed to drive engaged site traffic, a metric that should mean much more to advertisers compared to if their display banners were seen at a highly viewable rate.

NATIVE AD VIEWABILITY DOESN'T CORRELATE WITH PERFORMANCE

1 Native Ads are designed to entice users to click while also promoting engagement on the ad's landing page.

2 Native Ads see better CPC's and better Site Engagement despite limited viewability measurement capabilities.

3 Frequently, Native Ads with "lower viewability % scores" perform better for engagement / CPA than Native Ads with High viewability %.

4 https://www.storygize.com/what-is-the-connection-between-ad-viewability-and-performance/

NATIVE AD VIEWABILITY IS CHALLENGING FOR 3RD PARTY VALIDATION TECHNOLOGIES TO MEASURE

1 Unlike Display Banners, Native Ad placements do not load in standard ad containers. These placements load within different layers of websites specific to how each website was designed.

2 Unlike Display Banners, the size of a Native Ad varies with the design of each site. This creates a technical challenge when measuring the viewability of Native Ad units.

3 Many publishers have not enabled detection triggers or SDK's for viewability. This creates gaps across the ecosystem which makes holistic reporting on this metric challenging.

4 https://insider.integralads.com/native-challenges-overcome/

KPI CONSIDERATIONS FOR NATIVE VIDEO

1 Video Completion Rate (VCR). Since Native Video is designed to provide a mix of VCR & CTR performance, VCR can be slightly lower than traditional pre-roll video. This is because it exists within a Native Outstream Video Placement that isn't a forced view. Also, the format displays headline & body text that will likely contain a CTA. When a CTA is present users may click through before the video ends which of course would lower VCR metrics. However, benchmark VCR of 65-70% can still be anticipated!

2 Viewability % - Since Native Placements mimic the look and feel of the websites they appear on, viewability measurement across them isn't standardized. This can cause gaps in measurement for viewability. For this reason, we wouldn't rely heavily on viewability as a KPI. However, it will be measured and could be optimized towards.

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