



Go Native

Place your ad in the editorial flow to capture readers' interest

Native ads mimic, or are “native” to, the content around them so, for the reader, moving from publisher content to ad is a natural segue to additional relevant information. While consumers recognize natives as ads, they readily absorb them along with the content that piqued their interest in the first place.

Native ads capture readers' attention 53% more than do display ads and just as much as the content itself (Outbrain).

Your Native Ad Here

- **In-feed native ads** appear in the newsfeed on social networks.
- **Search and promoted listings** appear at the top of Google search results or in the sidebar
- **Content recommendations** appear below an article just read.

Native ads — including headline, image, body copy, logo and URL — are a great way to promote a blog post, a video, a review or other branded material.

As with standard banner and video ads, we deliver your native ads to your specified audiences, on mobile, tablet, computer and TV screen, through these targeting tactics:

KEYWORD SEARCH. Deliver your ads to people who are searching the terms most relevant to your business.

CONTEXT. Target users based on the content they are viewing online and/or keywords within that content.

GEOFENCING. Identify locations where your prospects are spending time, and serve ads to the phones of people who visited those places.

RETARGETING. Remind your website visitors about your brand and nudge them back with your ads.