



centro.

# AUDIENCE EXTENSION WEBINAR

Programmatic Native

August 2021

# AGENDA

- What is it?
- What are the benefits?
- When should it be pitched?
- How do I include it in a media plan?
- Questions?



**WHAT IS IT?**





# PROGRAMMATIC NATIVE

is an ad unit that aligns itself with the look and feel of the webpage.

# ADS WITH A SENSE OF BELONGING

**Effortlessly** include native in a media plan using a variety of inventory sources in the DSP.

Native ad units **align** themselves with the **look and structure** of the site or content in which they are displayed.

Native creates a **less disruptive advertising** experience and gives users a sense the ad belongs.

# TYPES OF NATIVE

## TRADITIONAL NATIVE

Custom content created specifically for the advertiser by a publisher. The content lives on the publisher's page.

Ex: A medical blog sponsored by the local hospital.

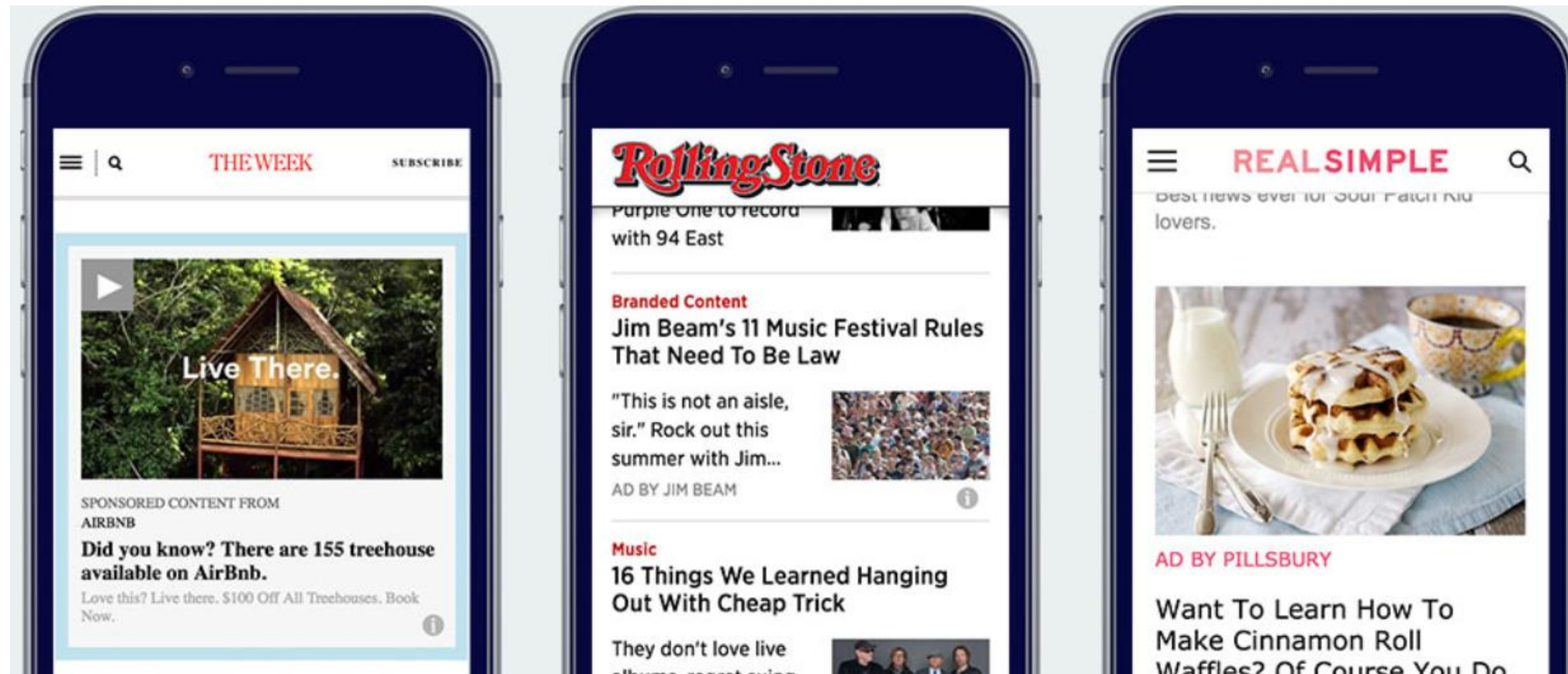
## PROGRAMMATIC NATIVE

Creative appears on the webpage outside of the traditional ad sizes and appears to be part of the content on the page. These ads can appear on a variety of different sites.

Ex: Use a programmatic platform to access a variety of inventory sources all at once.



# PROGRAMMATIC NATIVE EXAMPLES: DISPLAY



# NATIVE DISPLAY AD SPEND

- According to eMarketer, native display advertising spend will reach \$57.27 billion dollars in 2021.
  - This is up 21% from \$47.33 billion in 2020, and will equate to 62% of all display ad spending in 2021.







**WHAT ARE THE BENEFITS?**

# NATIVE ADS DRIVE ENGAGEMENT

**8.8X**

higher CTRs for native display ads compared to the average display ad

Source: ShareThrough

**308X**

more time is spend reading a native ad headline as opposed to a non-native ad.

**52%**

Consumers looked at native ads 52% more frequently than display ads

Source: IPG Media+ ShareThrough

**18%**

lift in purchase intent from native ads compared to banner ads

# REACH MILLENNIALS WITH NATIVE ADS

**48%**

believe that brands that use in-feed native ads are interested in establishing a positive relationship with them.

**85%**

say in-feed native ads are the same or better than the other content on the page

**38%**

say that in-feed native ads make them more likely to purchase the brand featured in the content.

Source: Native Advertising Institute





# EASE OF USE

- Basis allows users to build and serve native ads all within one platform
- Native ads can run as one tactic within a media plan, allowing the buyer to seamlessly optimize between top performing tactics
- A/B creative test banner and native ad units to determine best performance



**WHEN SHOULD IT BE  
PITCHED?**





# LISTEN FOR....

- 1 "We need more engagement..."
- 2 "I am tired of display ads."
- 3 "Custom content is expensive."
- 4 "We want to reach a younger audience."





# DISCOVERY QUESTIONS

- Have you used programmatic native before?
- Do you know what a programmatic native ad looks like?
- What are your campaign goals?
- How are you combating “banner blindness” to ensure you are hitting your goals?





**HOW DO I INCLUDE IT IN A  
PLAN?**

# PROGRAMMATIC NATIVE

THERE ARE A VARIETY OF TARGETING OPTIONS AVAILABLE

## TARGETING

Native can be targeted using 3<sup>rd</sup> party data (audience and contextual) and PMP deals, as well as by geography.

## DEVICES

Desktop, mobile, and tablet devices are all available for use in a native campaign.

## CREATIVE TYPE

Display and video formats are both available for programmatic native.

## OBJECTIVES

Site traffic and on-site user action are ideal objectives for native campaigns.



# PROGRAMMATIC CASE STUDY

## TRAVEL – CITY TOURISM

### OVERVIEW

City tourism board working on promoting travel to their city.

Campaign goal was conversions through confirmed bookings.

The conversion pixel was used to track revenue through booked travel.

Campaign targeted the entire US.

**\$6.21**

eCPA\*

\*Platform Spend

### SOLUTIONS

Utilized native ad units exclusively.

Audience targeted with publisher 1<sup>st</sup> party data as well as 3<sup>rd</sup> party segments.

Contextually targeted travel, entertainment, and sports segments.

**263**

Conversions resulted in **\$93K** in tracked revenue



**QUESTIONS?**





**THANK  
YOU.**