

NATIVE ADS

8.8X

higher CTR than the average display ad

EASE OF USE

Easily **build** and **serve** ads that align with the look and feel of the webpage

IMPACTFUL ADVERTISING

Native ads drive more **attention** and **brand lift** than traditional display

EXPAND REACH

Multiple device and ad format support enables you to effectively expand the reach of your campaign

FIGHT AD FATIGUE

Native ads align with the look of the site in which they are displayed, giving the user a sense, the ads belong there

COMMAND ATTENTION

Reading a native headline yields 308X more consumer attention than processing an image or banner ad

THE DETAILS



Targeting can be applied to native campaigns including audience, contextual, and geo targeting.



Native can be used on desktop and mobile devices with display, video, or cinemagraphic ad units.



Basis' exchanges and Private Marketplace Deals provide access to trusted publishers native inventory such as Nativio, Google, Mopub, TripleLift, Sharethrough, and more!