

N A T I V E

MAKE ADVERTISING GREAT AGAIN!

Paid for by the  
Donald Trump Exploratory Committee





## CREATING A SUCCESSFUL NATIVE ADVERTISING STRATEGY IN 2017

 @advant\_tech

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# LET'S DEFINE A NATIVE AD





**nose**<sup>2</sup> /nəʊz/ v [I, T] (cause sth to) move forward slowly and carefully [pv] **nose about/around (for sth)** look for sb, esp information about sb: *He's been nosing around in my desk.*

**nosey** = NOSY

**nostalgia** /nɒ'stældʒə/ n [U] feeling of sadness and pleasure when you think of happy times in the past ▶ **nostalgic** /-dʒɪk/ adi

**native** / n. 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.

notepaper n  
letters on ■ 'notev  
ing to be noticed;  
**nothing** /'nʌθɪŋ/ p  
no single thing  
since lunch. ◇  
arm.' 'It's -' (= It  
serious, etc). [IDM]  
**to do with sb/sth**  
tion with sb/sth fo  
out payment: He c  
2 with no reward c  
effort was for -/ n  
no more/less than  
**nothing like (infml)**  
*She's ~ like her siste*

A woman with long blonde hair, wearing a black jacket and a patterned scarf, is walking from left to right in the foreground. She is holding a white coffee cup in her right hand and a blue folder or bag in her left. In the background, a train station platform is visible with a large digital billboard. The billboard has a white background with the text "THE EVOLUTION OF NATIVE ADVERTISING" in bold, dark grey letters. A train with a white body and blue and red accents is stopped at the platform behind the billboard. The station has a white metal structure with rivets and blue support beams.

**THE EVOLUTION OF  
NATIVE  
ADVERTISING**

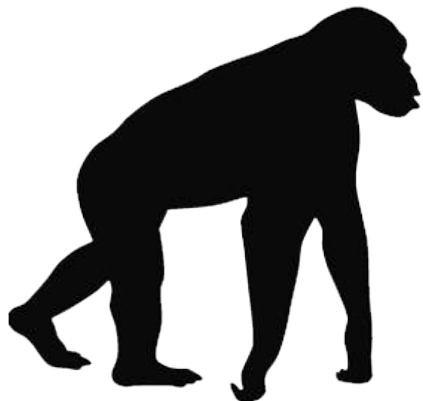


## The PENALTY OF LEADERSHIP

IN every field of human endeavor, he that is first must perpetually live in the white light of publicity. ¶Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work. ¶In art, in literature, in music, in industry, the reward and the punishment are always the same. ¶The reward is widespread recognition; the punishment, fierce denial and detraction. ¶When a man's work becomes a standard for the whole world, it also becomes a target for the shafts of the envious few. ¶If his work be merely mediocre, he will be left severely alone—if he achieve a masterpiece, it will set a million tongues a-wagging. ¶Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting. ¶Whatever you write, or paint, or play, or sing, or build, no one will strive to surpass, or to slander you, unless your work be stamped with the seal of genius. ¶Long, long after a great work or a good work has been done, those who are disappointed or envious continue to cry out that it can not be done. ¶Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius. ¶Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced argued angrily that he was no musician at all. ¶The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by. ¶The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership. ¶Failing to equal or to excel, the follower seeks to depreciate and to destroy—but only confirms once more the superiority of that which he strives to supplant. ¶There is nothing new in this. ¶It is as old as the world and as old as the human passions—envy, fear, greed, ambition, and the desire to surpass. ¶And it all avails nothing. ¶If the leader truly leads, he remains—the leader. ¶Master-poet, master-painter, master-workman, each in his turn is assailed, and each holds his laurels through the ages. ¶That which is good or great makes itself known, no matter how loud the clamor of denial. ¶That which deserves to live—lives.

Cadillac Motor Car Co. Detroit, Mich.

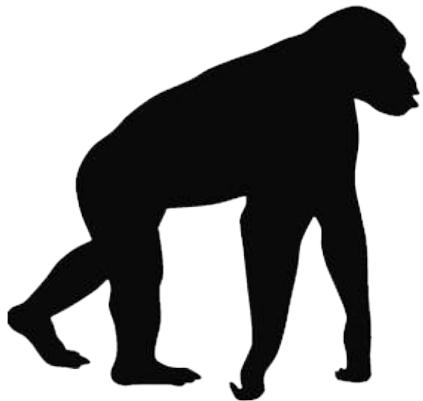
Copyright 1911, Cadillac Motor Car Co.



1. Newspaper Advertorials 1910s

# Google!

BETA

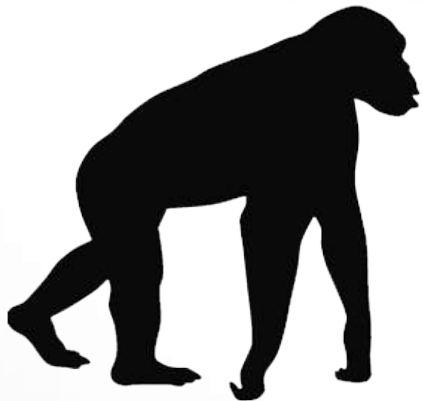


1. Newspaper Advertorials



2. Google AdWords

# facebook



1. Newspaper Advertorials



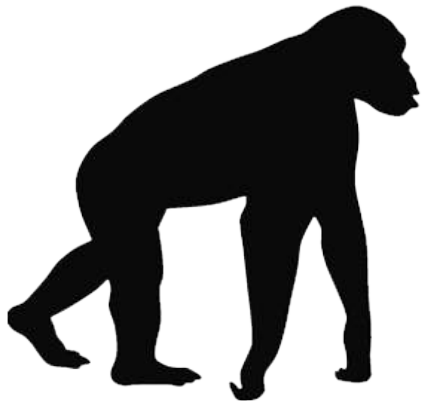
2. Google AdWords



3. Facebook Ads



# BuzzFeed



1. Newspaper Advertorials



2. Google AdWords



3. Facebook Ads



4. BuzzFeed

1. Climate Change Threatens to Strip the Identity of Glacier National Park

2. The Downside of the Boom

3. NEWS ANALYSIS Studying for the Test by Taking It

4. THE WORKING LIFE When Their Workday Ends, More Fathers Are Heading Into the...

5. THE MEDIA EQUATION 'Serial,' Podcasting's First Breakout Hit, Sets Stage for More

PAID POST

BrandStudio

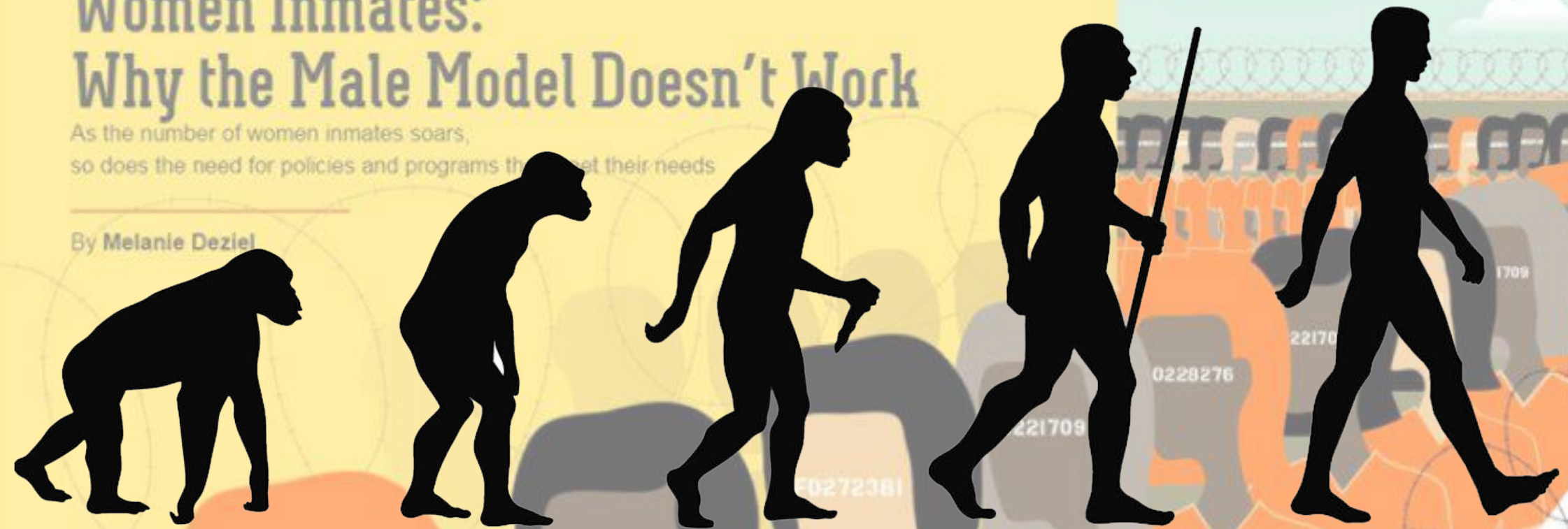
NETFLIX ORANGE & BLACK



# Women Inmates: Why the Male Model Doesn't Work

As the number of women inmates soars, so does the need for policies and programs that meet their needs

By Melanie Deziel



1. Newspaper Advertorials

2. Google AdWords

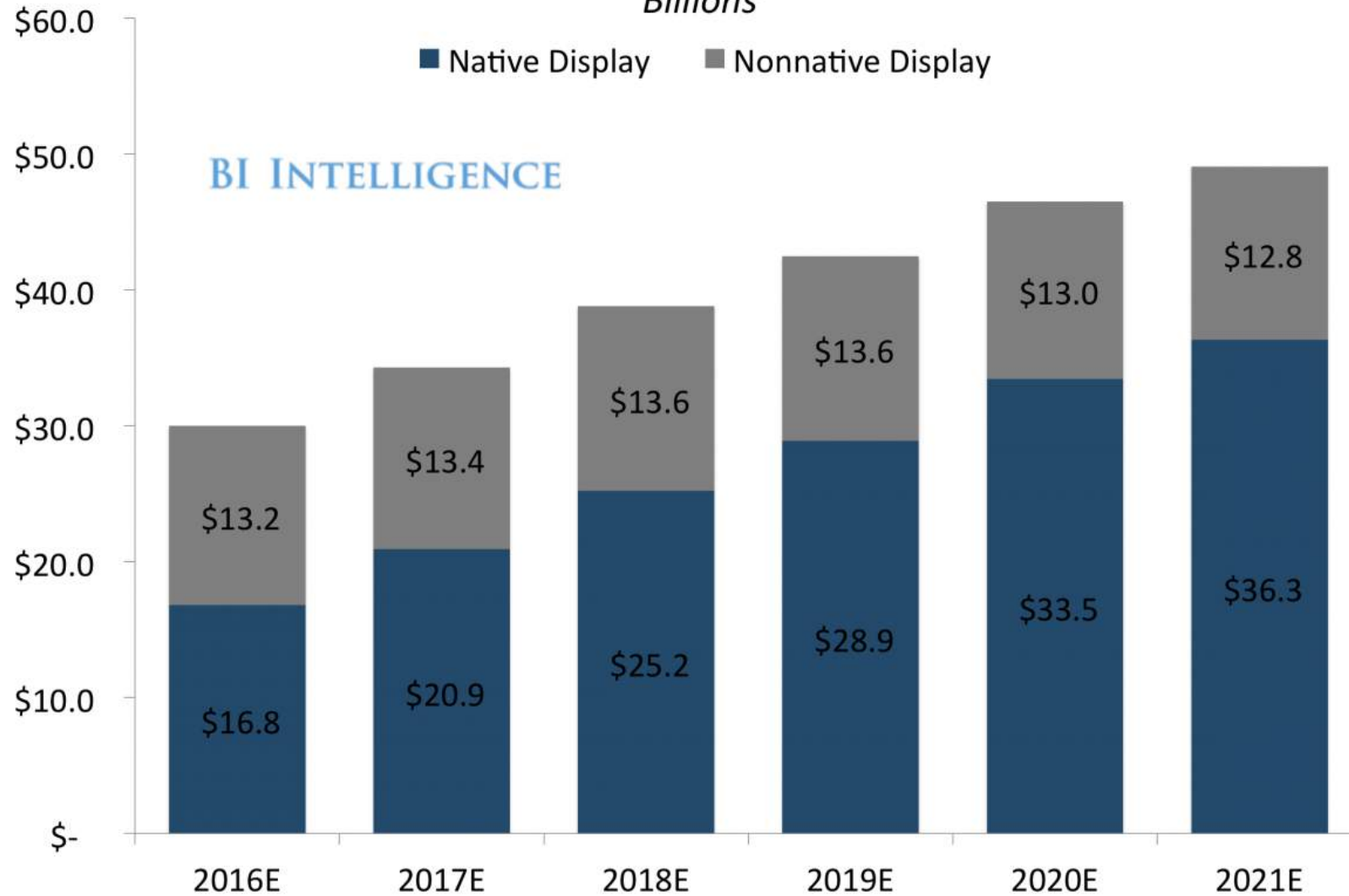
3. Facebook Ads

4. BuzzFeed

5. All Digital Publishers

# US Native Display Ad Revenue

Billions



Note: Display includes all banner, rich media, sponsorship, and video ads

Source: BI Intelligence estimates based on historical data from the Interactive Advertising Bureau and PricewaterhouseCoopers, and IHS

# NATIVE FORMATS



# THE BASICS

## Open RTB 2.3



← IMAGE

← HEADLINE

← 'SPONSORED BY' .....LABEL

← DESCRIPTION

← LOGO

# ONE SOLUTION FOR ALL FORMATS

## 1. In-Feed



High SOV, Mobile 1<sup>st</sup>,  
Branding & Awareness

## 2. In-Ad



Scaled for retargeting: Repurpose  
standard banner assets for Native

## 3. In-Content

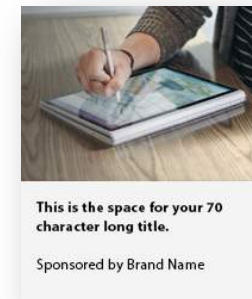


Tactical, for context and unique content  
alignment

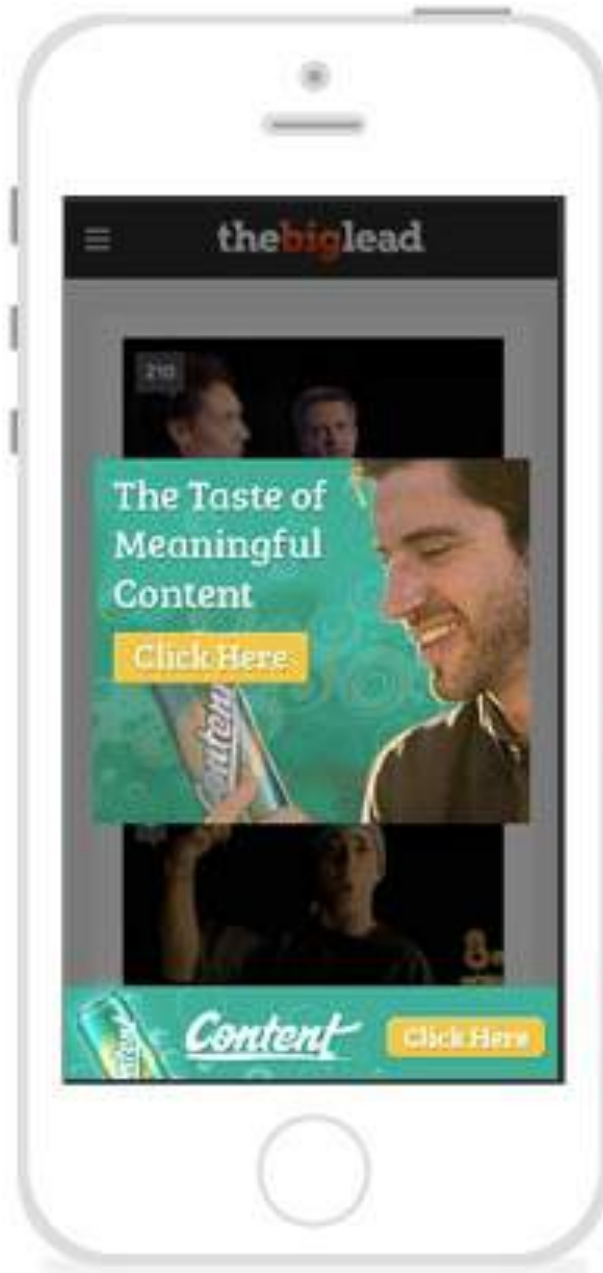
## 4. Content Recommendation Grids



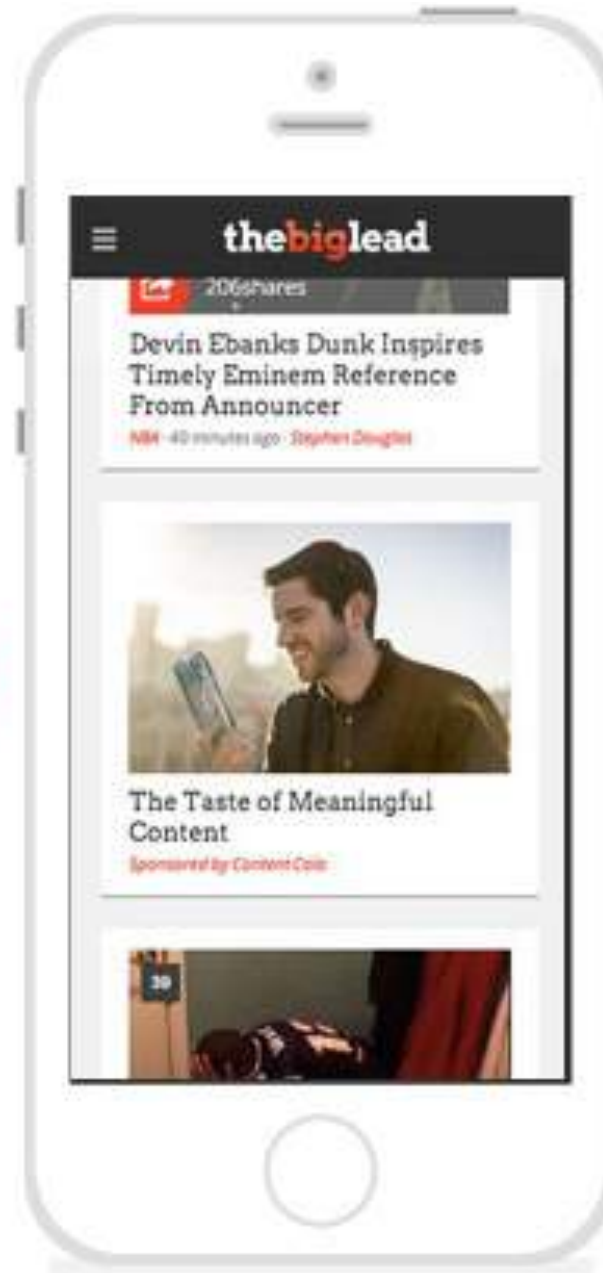
DR/awareness, Desktop 1<sup>st</sup>



# IN-FEED



VS



## Key Benefits:

- High share of voice
- Great for branding
- Strong Awareness

Kim is red hot after complaining about weight

Chicago socialite in Bali suitcase murder received part of \$800,000 settlement in 2011

Mother, 25, jailed for a YEAR for attacking school staff when they said she needed a visitor's badge to have breakfast with her seven-year-old special needs son

**FEMAIL TODAY**

- She looks pretty red hot to us! Kim Kardashian shows off her fabulous curves in a bikini... after complaining she needs to lose 20lbs
- So is this the future Mrs Seacrest? Ryan's girl, 23, wears bridal white after his candid marriage talk. The 39-year-old Idol host wants to settle down
- PICTURE EXCLUSIVE: It's Mr & Mrs Kennedy! An intimate glimpse at Cheryl Hines and Bobby Kennedy's Cape Cod nuptials... the kiss and a very grumpy Larry David
- Mariah Carey's divorce is a "total deal"... after singer saw red over presenter's sex revelations
- Doctor Who's phone box and a penchant for bow ties: The A-Z guide for Americans to a very British sci-fi show (and why the Queen is a fan)
- Is the feud finally over? Former couple Taylor Swift and John

MailOnline U.S. Showbiz

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### Victorian London, Tyrannosaurus Rex and a 'Journey into darkness': Can Peter Capaldi's first Doctor Who episode REALLY beat our favorite Time Lord moments?

- Peter Capaldi's first episode as the 12th Doctor Who on TV August 23
- 10.8 million people tuned in to watch Tom Baker's Time Lord regeneration
- Matt Smith - who took over from David Tennant - was youngest Doctor

Sponsored by BBC America

INTRUDERS SERIES PREMIERE SAT AUG 23RD 10/9C BBC AMERICA

It's the TV series that's been hotly anticipated by Whovians across America. And as Peter Capaldi gears up to step into Doctor Who's shoes, millions will be tuning in to see exactly how the Time Lord bursts onto their TV screens when series eight kicks off on August 23 on BBC America.

Capaldi, who will be making his first appearance in Deep Breath as the 12th Time Lord, will be adding a dark twist to the much-loved character - with Jenna Coleman alongside him as his trusted assistant, Clara Oswald.

U.S. Showbiz

### Doctor Who's phone box, a penchant for bow ties and eating FISH CUSTARD: The ultimate A-Z guide for Americans to a very British sci-fi show (and why even the Queen is a fan)

By Tom Teodorczuk for MailOnline  
Updated at 10:37 AM on 21 August 2014



# In-Feed

evo

REVIEWS

NEWS

VIDEOS

IN-DEPTH ARTICLES



ANTHONY INGRAM | 19 JUN 2015

## Just looking – Mercedes-Benz 190E 2.3-16 Cosworth

Having delivered our verdict on the latest AMG C63, we've returned to its historical predecessor



SPONSORED BY Groupon

## Up to 67% Off Exotic Car Driving Experiences

Deals to feed your need for speed



ANTHONY INGRAM | 19 JUN 2015

## Porsche 918 Spyder is no more – last car rolls off production line

Porsche's hybrid hypercar finishes production after 21 months



SAM SHEEHAN | 18 JUN 2015

## evo 211 - on sale now

The latest issue of evo is now on the newsstands - we run through its contents

## Exotic Car Driving Experience from Velocity Driving (Up to 67% Off). Four Options Available.

MetLife Stadium

👍 92% of 26 customers recommend



FROM

\$49

BUY! ▼

VALUE	DISCOUNT	YOU SAVE
\$150	67%	\$101

📁 GIVE AS A GIFT

🕒 Limited time remaining!

👤 LIMITED QUANTITY AVAILABLE

👤 Over 370 bought

SHARE THIS DEAL

📧 📱 🐦 📌 📧 Like 67

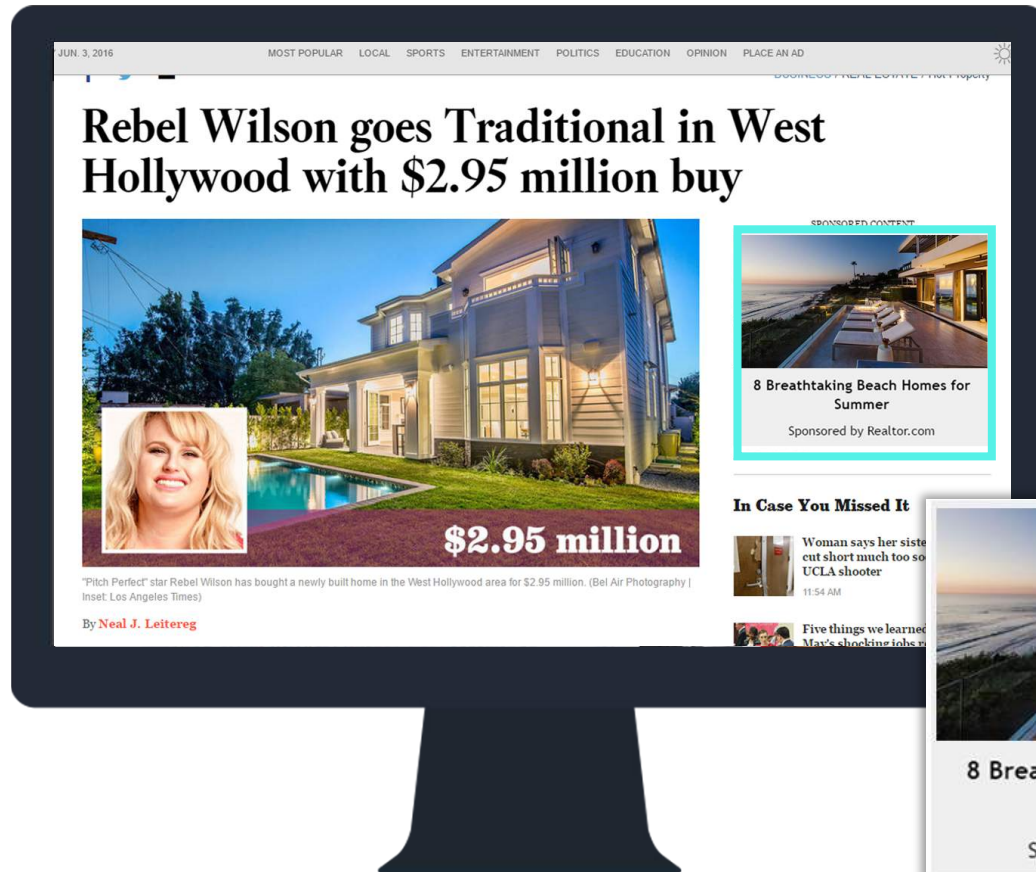
In a Nutshell

Strap into a Lamborghini Gallardo, Nissan GTR, or other high-powered sports car and race around the



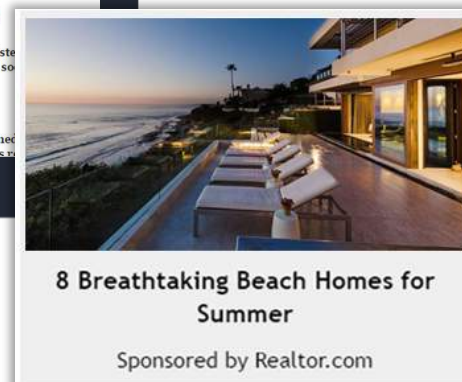
Giving this as a gift? Father's Day is June 21st! Send an awesome experience instantly with one of our e-cards, or print a handy gift envelope and card.

# IN-AD

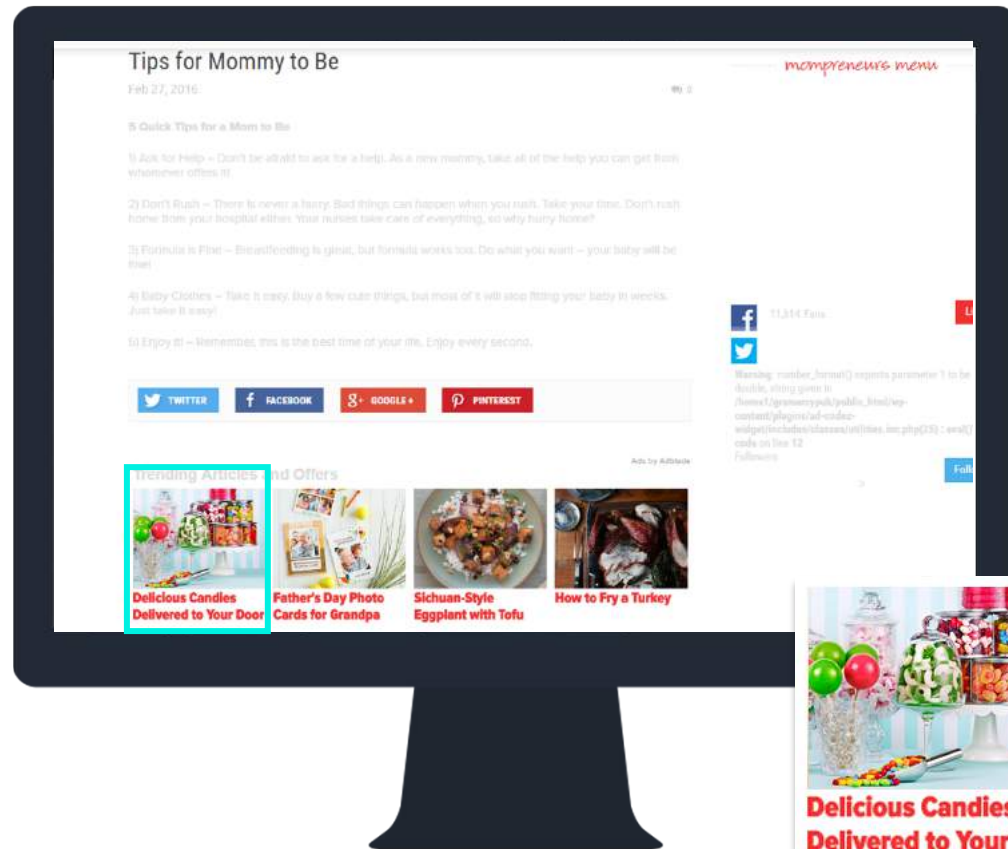


## Key Benefits:

- Match with page-level context
- Performs up to 5x as effectively as standard IAB banners
- Excellent for retargeting as it delivers huge reach



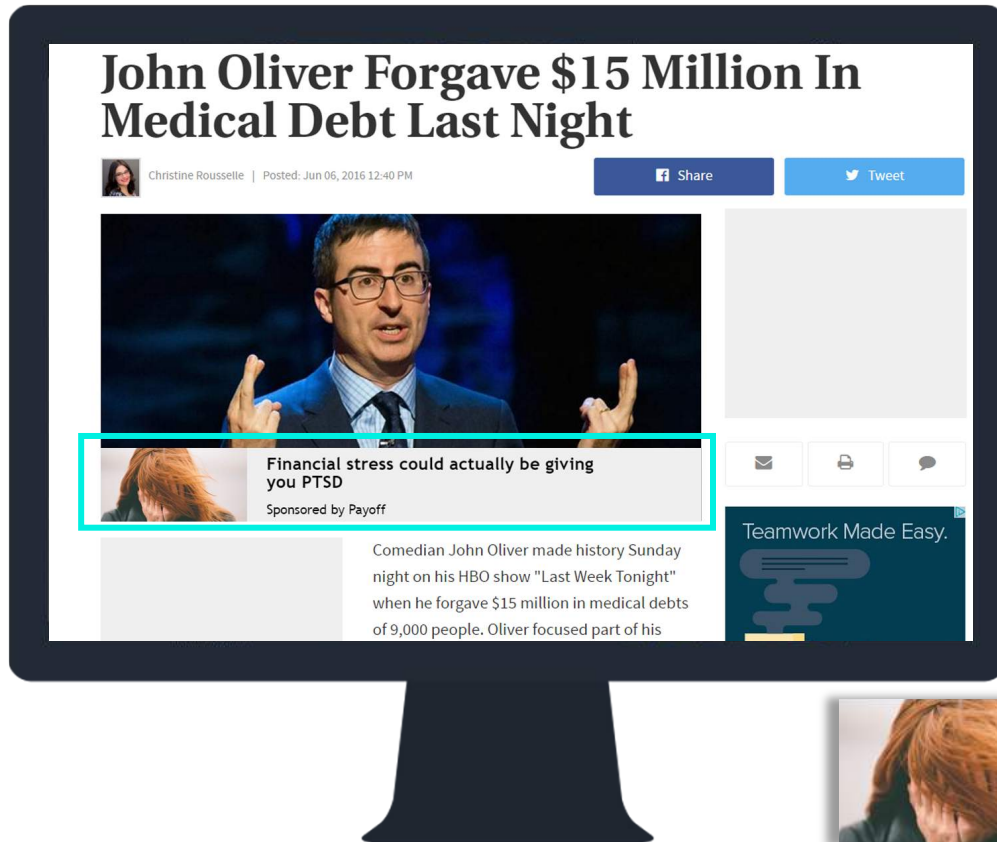
# CONTENT RECOMMENDATION UNITS



## Key Benefits:

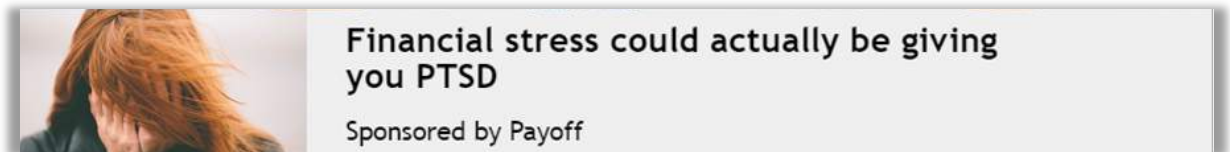
- Measured for brand engagement & Direct Response
- Reach users at key discovery and decision making moments

# IN-CONTENT



## Key Benefits:

- Create viewable placements across the visual web
- High SOV within the viewable content area
- Effective for building awareness as well as a compliment for DR messages



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\*Emotional rejection of 18% above the average for non-labelled content and 7% below the average where content was clearly labelled.

Increased transparency also drove heightened engagement across a wide range of emotions.



# WHY NATIVE?

A GREATER OPPORTUNITY  
TO BE NOTICED

A MECHANISM TO  
SEGMENT  
AUDIENCE NEEDS  
AND INTERESTS

A MORE  
SUSTAINABLE  
MECHANISM

AN OPPORTUNITY  
TO DIFFERENTIATE  
BRAND THROUGH  
SERVICE







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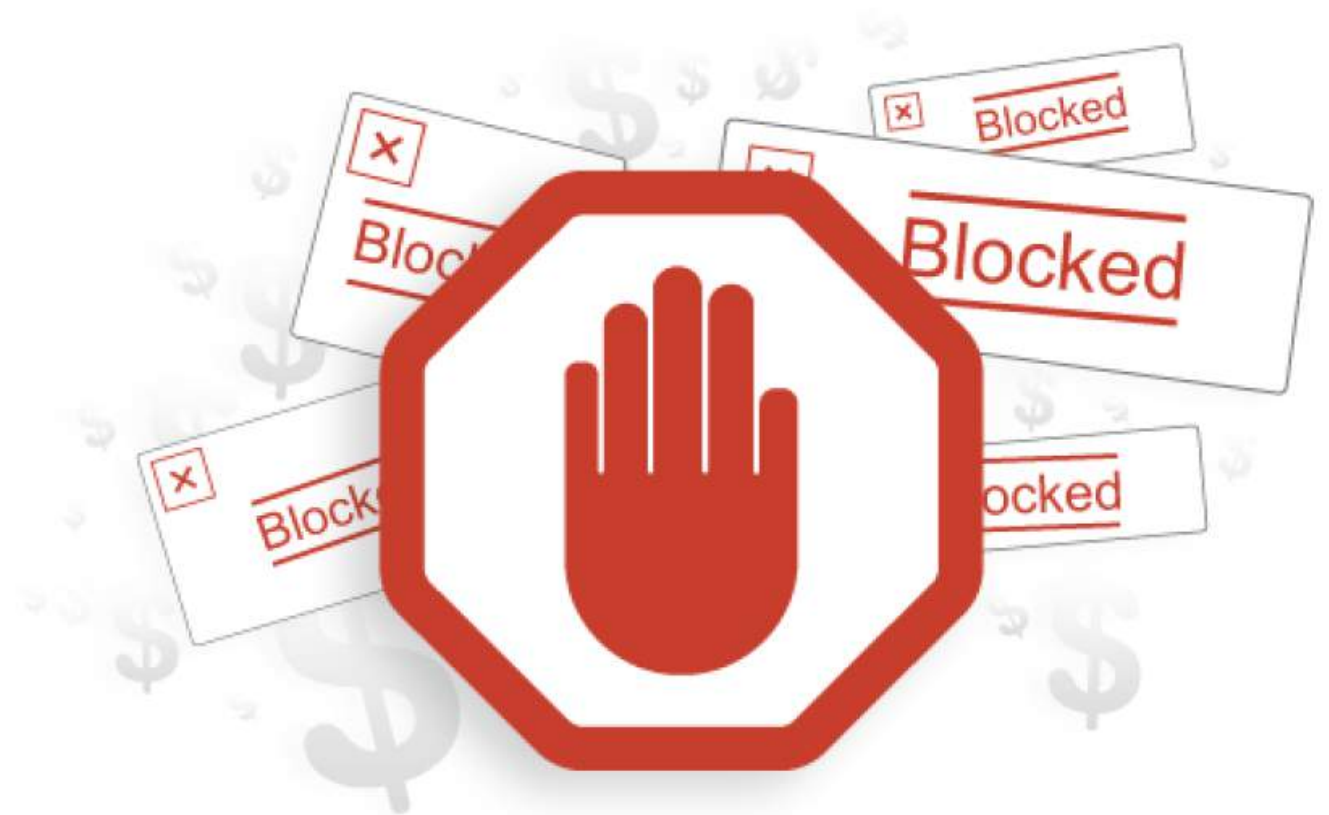
A MORE  
SUSTAINABLE  
MECHANISM

AN OPPORTUNITY  
TO DIFFERENTIATE  
BRAND THROUGH  
SERVICE



# AD BLOCKING

1. Acceptable Ads are **not annoying**.
2. Acceptable Ads **do not disrupt or distort** the page content we're trying to read.
3. Acceptable Ads **are transparent** with us about being an ad.
4. Acceptable Ads **are effective** without shouting at us.
5. Acceptable Ads **are appropriate to the site** that we are on.



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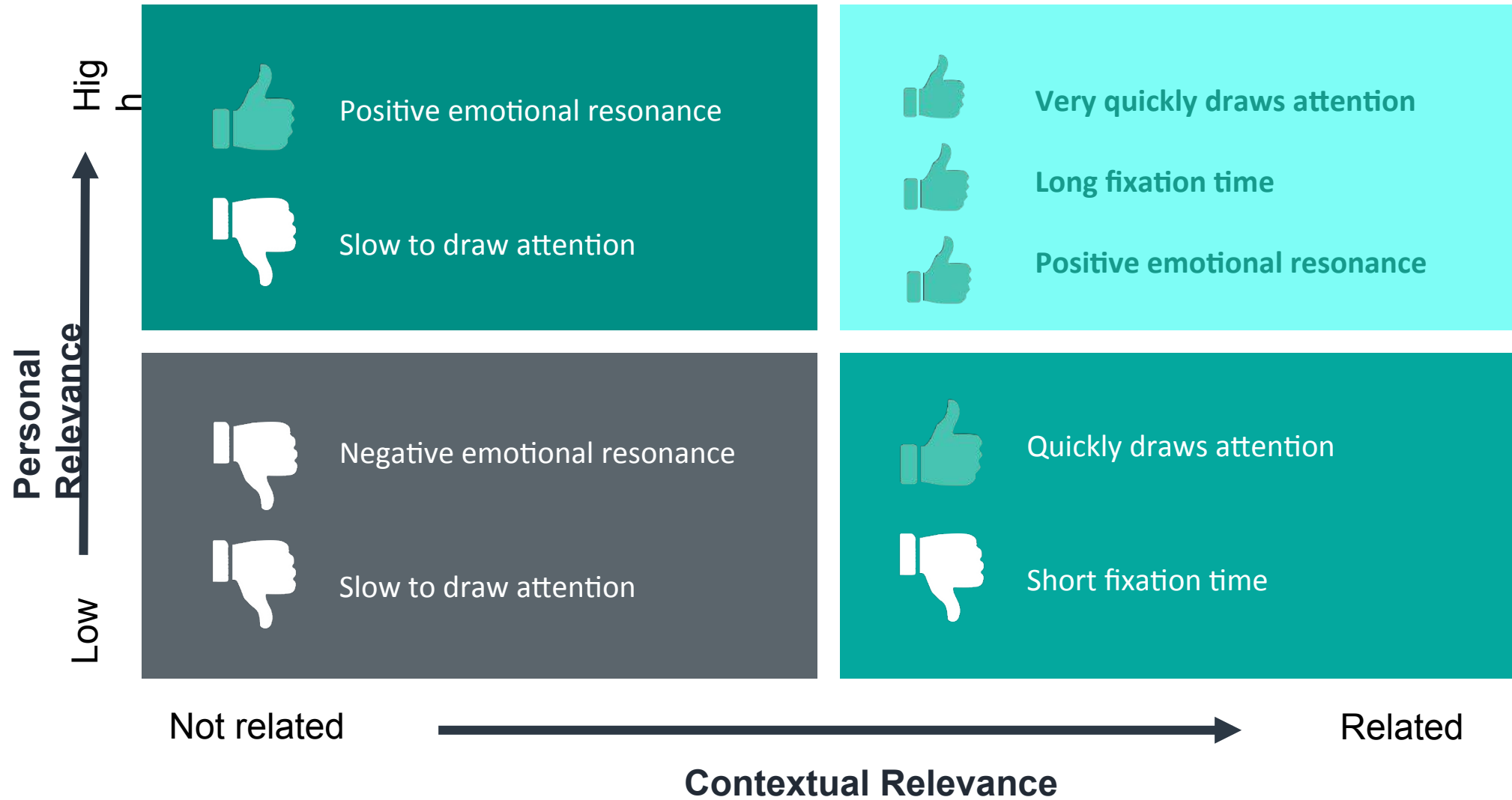
A MECHANISM TO  
SEGMENT  
AUDIENCE NEEDS  
AND INTERESTS

A MORE  
SUSTAINABLE  
MECHANISM

AN OPPORTUNITY  
TO DIFFERENTIATE  
BRAND THROUGH  
SERVICE



# THE IMPORTANCE OF PERSONAL AND CONTEXTUAL RELEVANCE



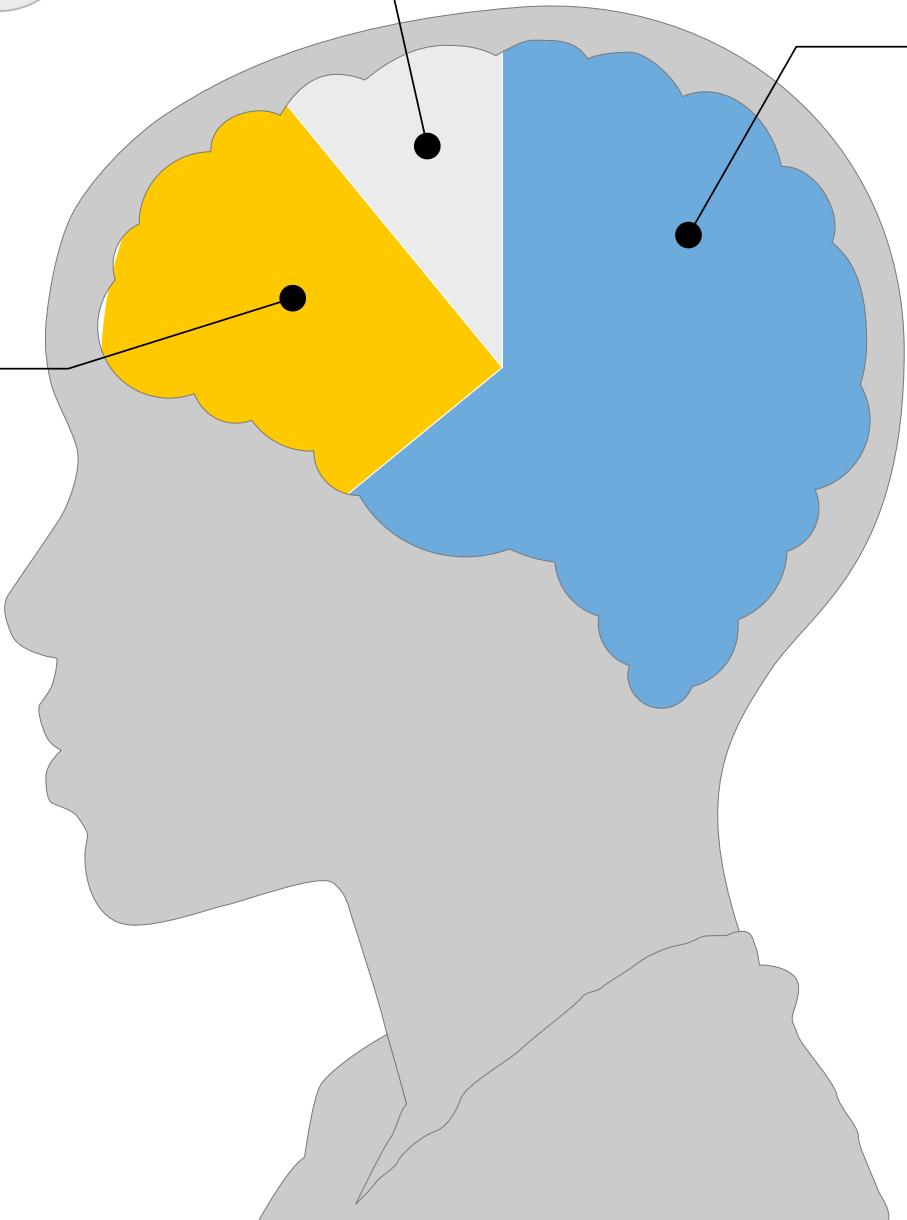
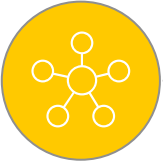
**RIGHT TIME**



**RIGHT MESSAGE**



**RIGHT PERSON**

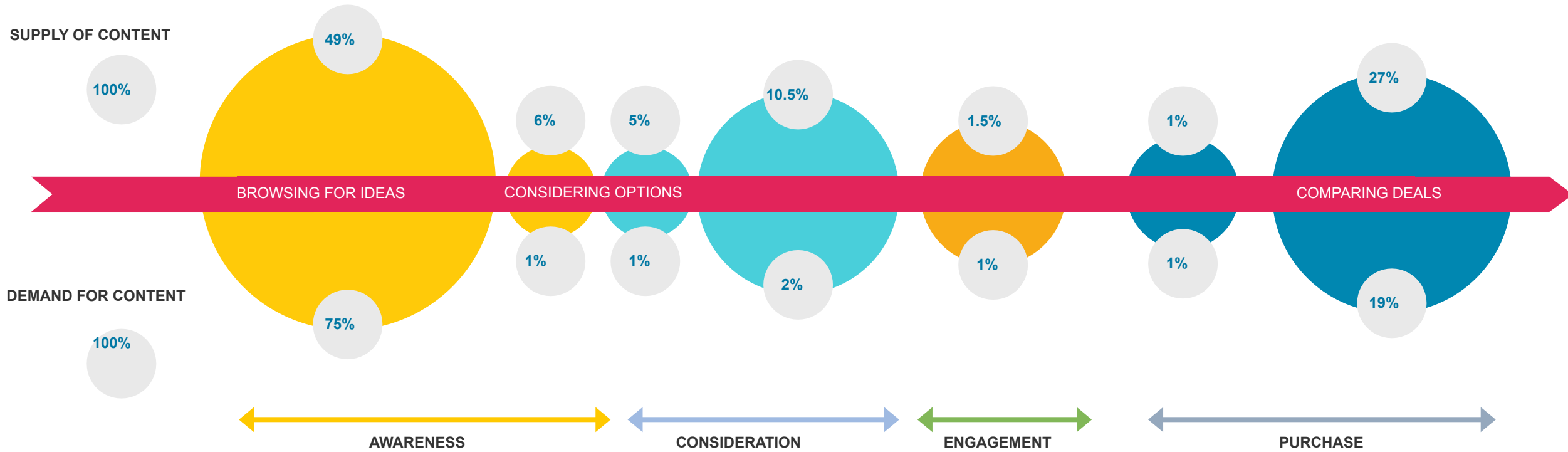


# RESEARCH TO IDENTIFY THE RIGHT CHANNELS FOR YOUR PERSONAS

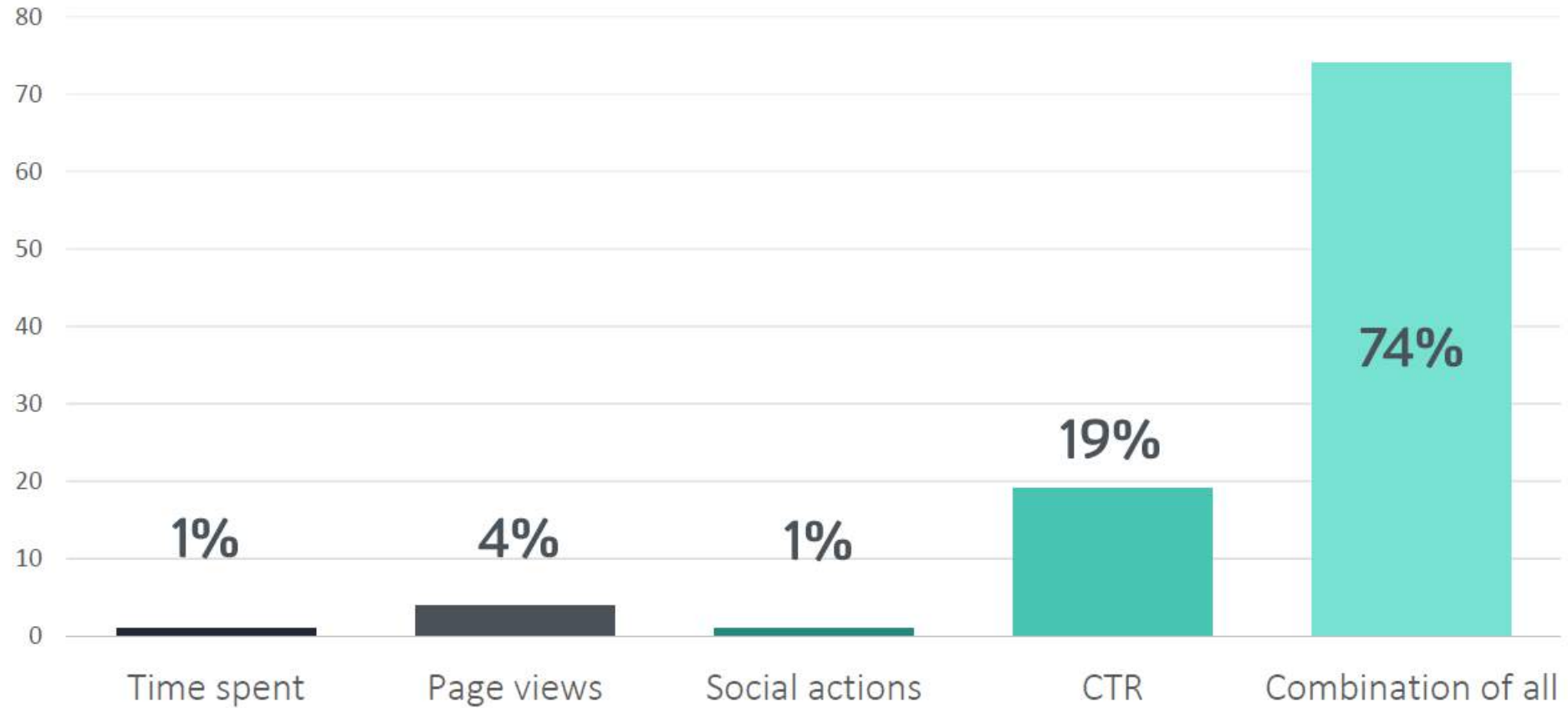




# USER JOURNEY ANALYSIS

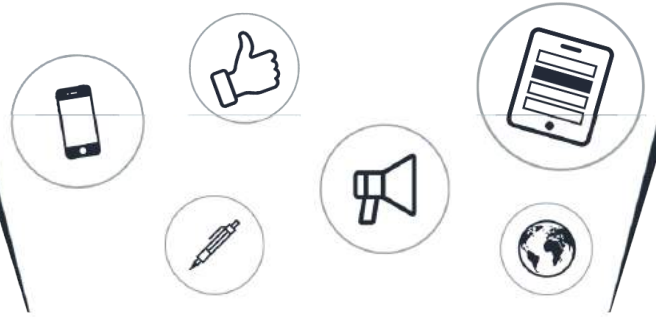


## TOP METRIC FOR MEASURING SUCCESS FOR NATIVE ADS?



-Polar

## 1. PLAN



## 2. REACH

## 3. ACT

**Publish and promote** your content. Allow sharing to outposts and networks. Draw people to your content hub.

BUYER STAGE: EXPLORATION

## 4. CONVERT

**Be worth finding.** Your content hub needs to be relevant, inspirational, useful and problem solving.

BUYER STAGE: DECISION MAKING

## 5. RE-ENGAGE

**Capitalise on marketing investment.** Develop re-marketing and email automation to ensure relevance at buyer stage and drive repeat sale.

BUYER STAGE: PURCHASE

**Thrilled customers** are key to social media marketing, social proof, repeat sales and referral.

BUYER STAGE: ADVOCACY

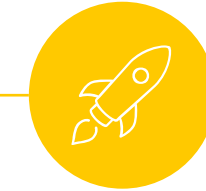
# KEY TO SUCCESS

**BE ETHICAL**  
Disclosure is key!



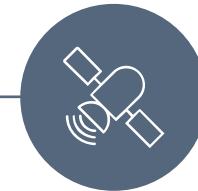
**EXPERIMENT**

**MAKE IT RELEVANT**



**DEFINE GOALS & KP**  
Consectetur lacus

**ADD VALUE**  
Is this useful?  
Is it enjoyable?



**THINK LIKE A PUBLISH**