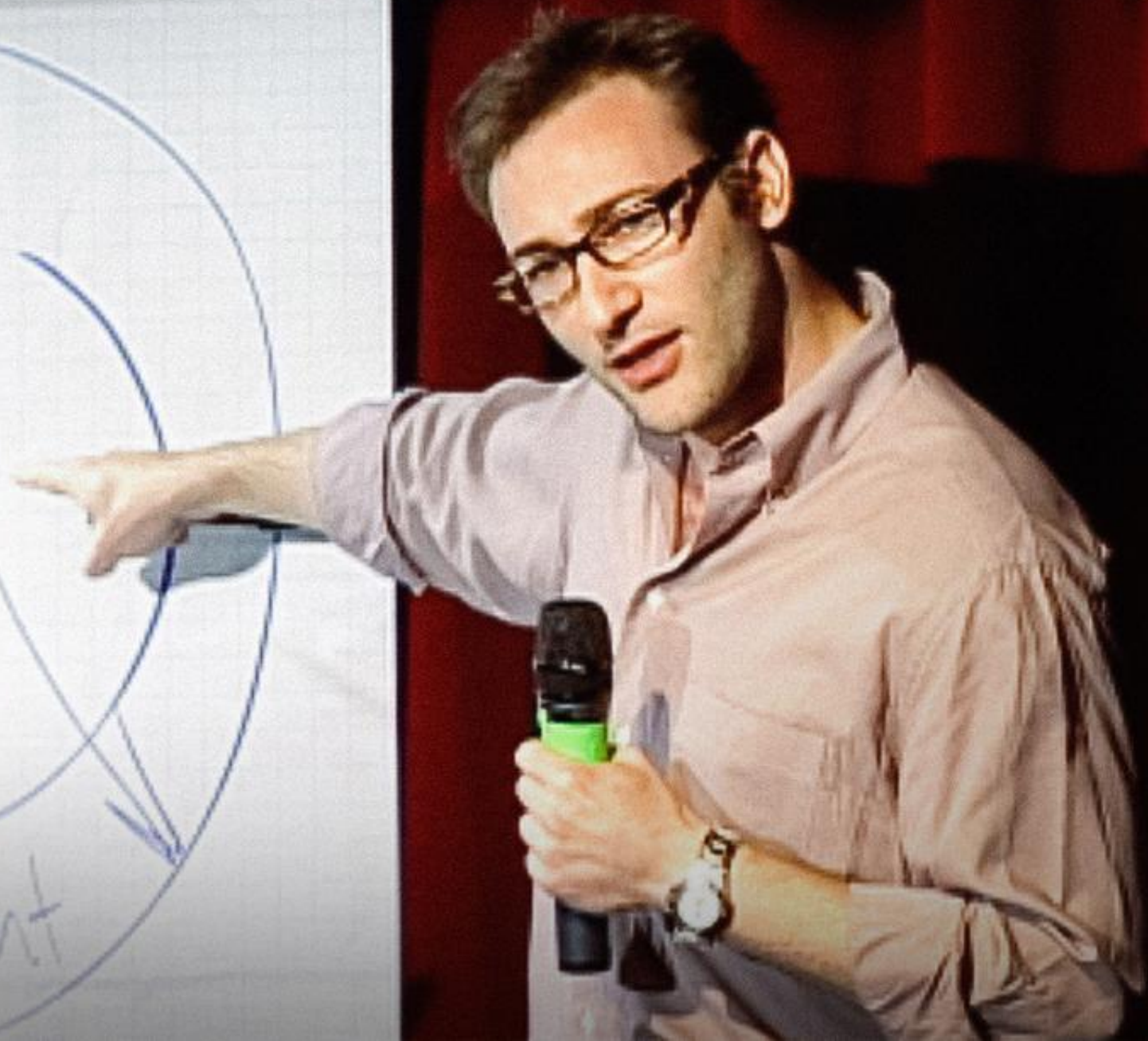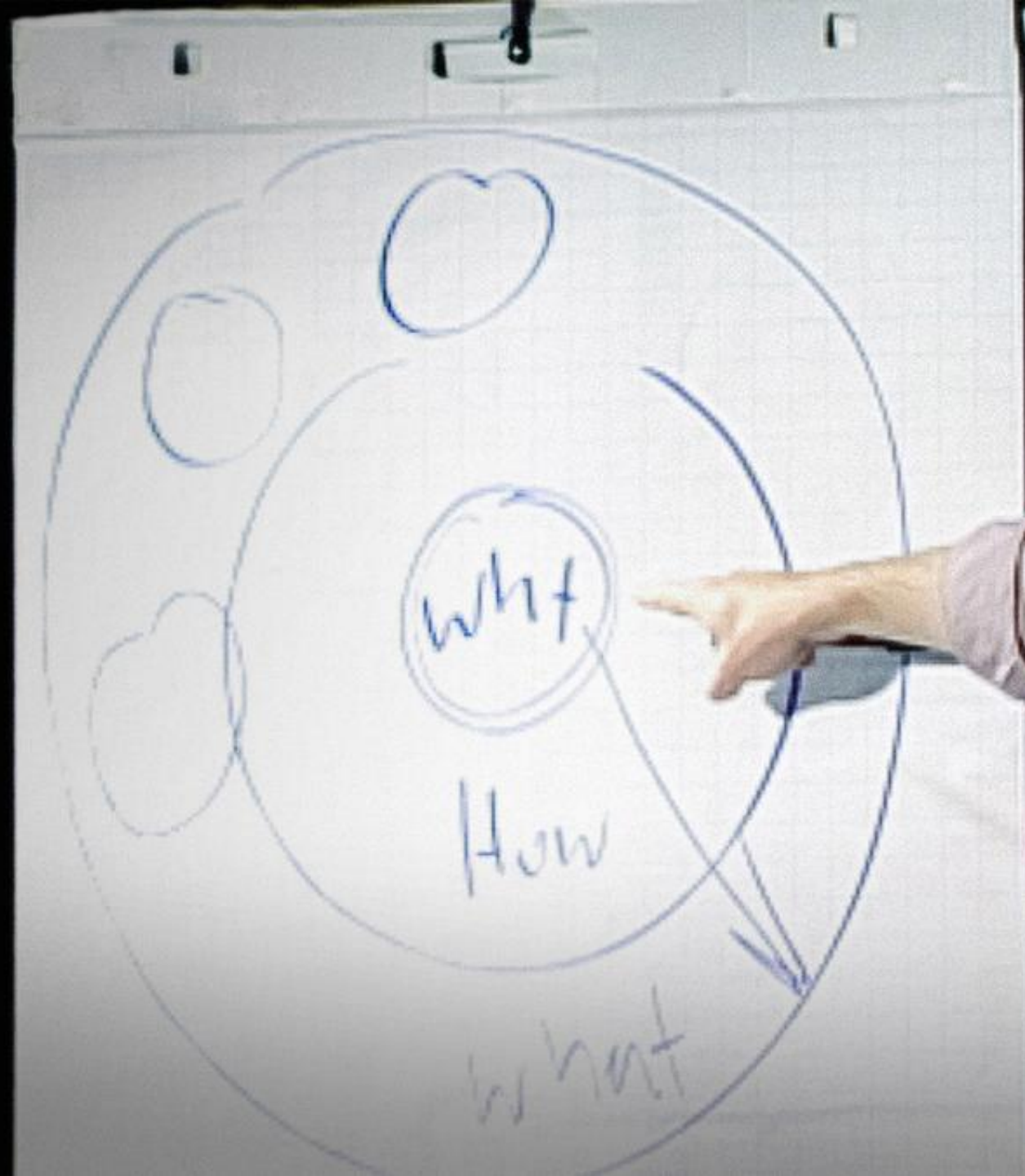# How to Win with Native Advertising

Jesper Laursen

CEO, Native Advertising Institute

@jesperlaursen

Native Advertising Institute

WHAT
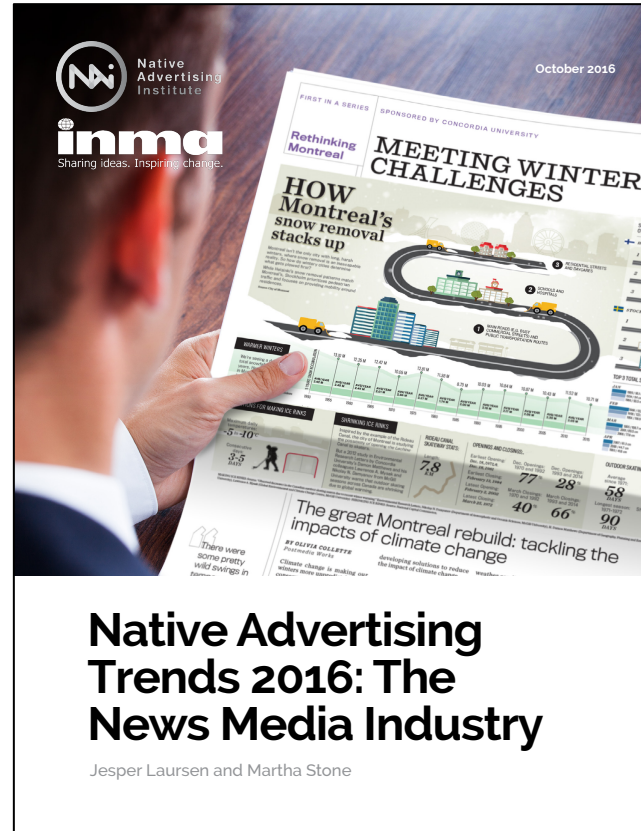## is native advertising
(vs content marketing)

THE GLOBAL GUIDE TO NATIVE ADVERTISING TECHNOLOGY

A Resource for Marketers, Advertisers, Media Buyers, Communicators, Publishers and Ad Tech Professionals

By Chad Pollitt

BONUS CHAPTER
The Content Marketer's
How-to Guide to Programmatic
Native Advertising

Native Advertising Institute™

Foreword written by Douglas Karr, Founder, MarTech Zone

Native Advertising Trends 2016: The News Media Industry

Jesper Laursen and Martha Stone

Native Advertising Trends 2016
The Magazine Industry

Native Advertising Institute™

#NADK

Native Advertising DAYS 2018™

November 6-8 2018, Berlin

WHAT
is native advertising
(vs content marketing)

Native advertising is
paid advertising where the ad
matches the form, feel, function
and quality of the content of the
media on which it appears.

Native
Advertising
Institute ™

Native advertising is **paid advertising** where the ad matches the form, feel, function and quality of the content of the media on which it appears.

Native Advertising Institute™

Native advertising is paid advertising where the ad matches the form, feel, function and quality of the content of the media on which it appears.

Native Advertising Institute™

HUDPLEJE

ET LET VALG
i en travl hverdag

Din hverdag påvirker din hud, og i travle perioder med for lidt søvn og mange gøremål kvitterer den med et træt og slidt udtryk. Dagdrømmer du om en løsning, der får dig til at se friskere ud, end du måske egentlig er?

Du gnider dine øjne, som klør af træthed. Klapper dit ansigt for at få en smule farve i kinderne, der er matte af mangel på søvn. Du hører et vræl fra børneværelset, sætter kurs mod lyden, og erkender, at du netop har haft de få minutter foran spejlet, som det bliver til i dag. Fik du udnyttet minutterne optimalt? Eller gik du i stå ved tanken om, at alverdens produkter ikke kan rette op på nætter uden søvn, endeløse dage med gøremål og stjålne stunder med ro?

Du må ikke give op. Det kan godt lade sig gøre at have en fornuftig plejerutine for din hud, selv om du har hænderne fulde som travl småbørnsmor.

Plej dig selv, så du kan pleje din familie
Du står med dit barn i armene. Gråden er stoppet. Du vil gøre alt for dette lille væsen. Men husker du også at passe godt på dig selv, midt i din iver efter at passe godt på din familie? Nej vel? Men du skal huske på, at når du passer på dig selv, passer du også bedre på dit barn og din familie. Og det behøver ikke at være svært.

Vichy har udviklet en hudplejeserie, IDEALIA, som giver din hud den optimale pleje, uden du behøver spilde tid på komplicerede og krævende rutiner. Med få produkter opnår du det ideelle resultat – din træthed bliver mindre synlig, dine linjer i huden reduceres og din hud vil igen få en glansfuld glød.

En nødvendighed, du glemmer
Men hvorfor er alt det nu nødvendigt? ... En creme kan jo ikke fjerne min træthed, tænker du måske. Nej, men den kan gøre træthed mindre synlig, og samtidig kan den fjerne de aldringstegn, du får ved at leve, som du gør.

Når din hud bliver udsat for pres som mangel på søvn, stress, for lidt motion og skæv kost, sætter det en betydelig aldring i gang. Natten er din vigtigste skønhedspleje, da det er om natten, at hele din krop, dine organer, hormoner og celler genopretter sig selv efter dagens slid. Din søvnkvalitet spiller altså den helt store hovedrolle i forhold til din huds velvære. I løbet af natten topper fem videnskabeligt identificerede mekanismer, som er med til at genoprette din hud. Tidsrummet kaldes 'Skin Deep Sleep Period', og det er altafgørende for, hvordan din hud fremstår, når du næste morgen kigger dig i spejlet. For som mor rammer du ofte lige netop de tre problemer, der påvirker din hud allermest – mangel på søvn, dårlig søvnkvalitet, fordi du er vågen mange gange, og desynkroniseret søvn, hvor du ikke sover på de rigtige tidspunkter i døgnet – fordi dit lille barn kræver din opmærksomhed, når din

hud egentlig har allermest brug for den.

Heldigvis behøver du ikke acceptere, at din rolle som mor går ud over din hud. Produktserien fra Vichy går ind og plejer på flere niveauer og efterlader din hud med de bedste levevilkår – serum, dagcreme, den genoprettende gelé natcreme, den beskyttende øjencreme og den farvede BB Creme kan føre dit ansigt tilbage til sit bedste jeg.

Indsats på særlige områder
Er din huds sundhed i fare på grund af en klassisk mor-livsstil med for lidt søvn, for meget stress og måske ikke helt sund nok mad, så overvej at hjælpe den lidt på vej om natten. Med IDEALIA SKIN SLEEP får din hud en "god nattesøvn i en krukke", og du kan nyde din begrænsede skønhedssøvn, velvidende at den nye natcreme hjælper de mekanismer på vej, som genopretter din hud, mens du sover. IDEALIA SKIN SLEEP giver dig dermed et mere udhvilet udtryk, en friskere og mere ensartet teint samt en forbedret tekstur i huden – også selv om du ikke helt får søvn nok.

Gør hele IDEALIA-serien til en del af de få minutters skønhedspleje, der er plads til i dit liv, og du får en glattere hud, mere ensartet hudtone, en reducering af de fine linjer samt mere glød. Det er da en håndsrækning, der kan bruges til noget i en travl hverdag.

Brug IDEALIA LIFE SERUM om morgenen efter rens og opnå synlige forbedringer af hudens struktur på kun otte dage. Den lette serum giver en frisk, ensartet hudtone med en glød, som giver færre træthedstegn og finere porer

Efter serum bør du påføre IDEALIA DAY CARE. En dagcreme, der dagligt forbedrer din hud og giver dig en glattere overflade, mere ensartet hudtone og reducerer de fine linjer i din huds overflade

Giv din hud dagens afsluttende, afslappende og forkælende pleje med gelé natcremen IDEALIA SKIN SLEEP, som giver en ideel fugt om natten. Den gør, at du vågner op med en udhvilet hud, selv på de dage hvor du har sovet dårligt

VICHY fås kun på apoteket

VICHY

GODE RÅD TIL EN SMUK OG SUND HUD

En velplejet hud kan blive endnu flottere, hvis du husker at tage hensyn til den i hverdagen – det kræver så lidt, og resultatet bliver så godt.

RENS DIN HUD
Gode skønhedsrutiner gør meget for dit ansigts udtryk, og du skal derfor huske at rense din hud både morgen og aften, før du påfører din dagcreme.

DRIK VAND
Vand er livseliksir for din hud og en nødvendighed, hvis du vil forbedre din huds renhed og glans.

SOV GODT
En god nattesøvn er som balsam på din hud, og du opnår både en bedre livskvalitet og en smukkere hud, når du får nok søvn.

SPIS SUNDT
Det handler om at nyde livet med god og sund mad. På den måde får du mest mulig energi til dagen, og din hud vil samtidig få mere glød.

DYRK MOTION
Du får en naturlig farve i kinderne og liv i dit ansigt, når du husker at motionere og bruge din krop på en god måde.
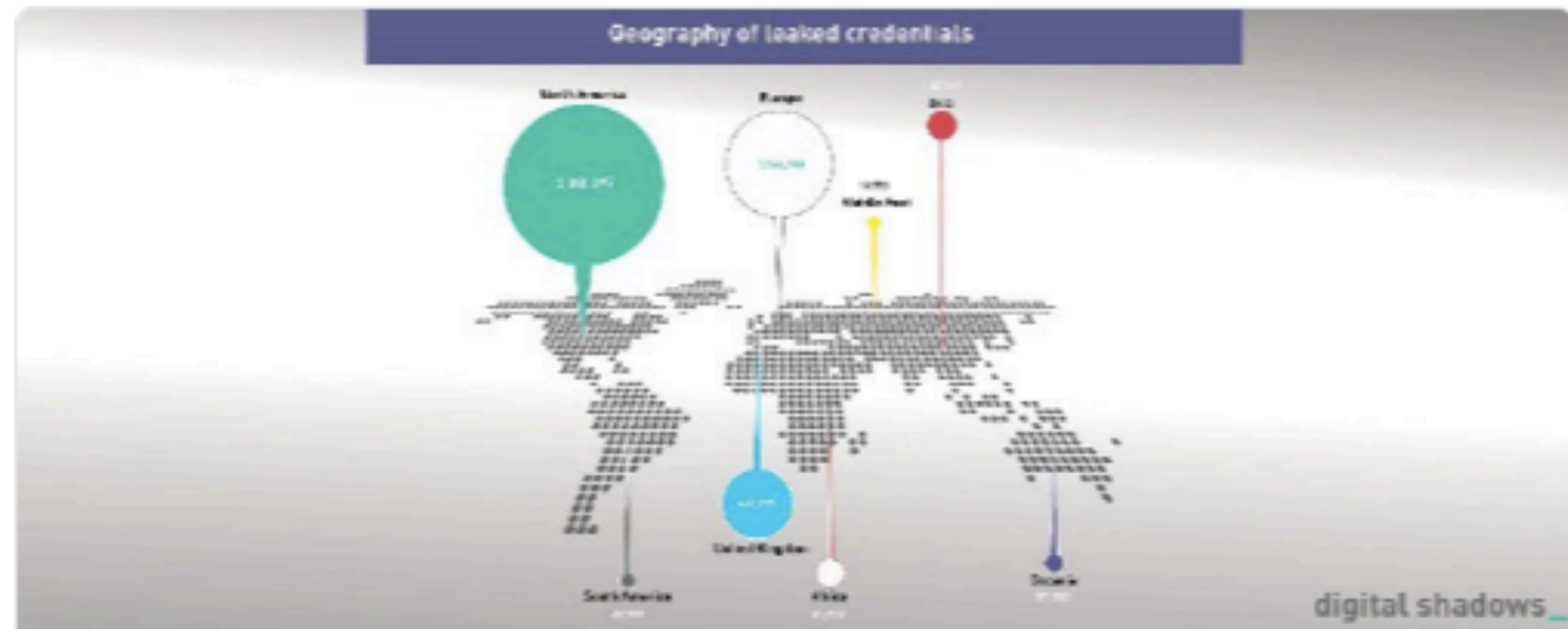
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info.digitalshadows.com

4   7

MOST READ

Nadal should have a new coach, says McEnroe

MOST SHARED
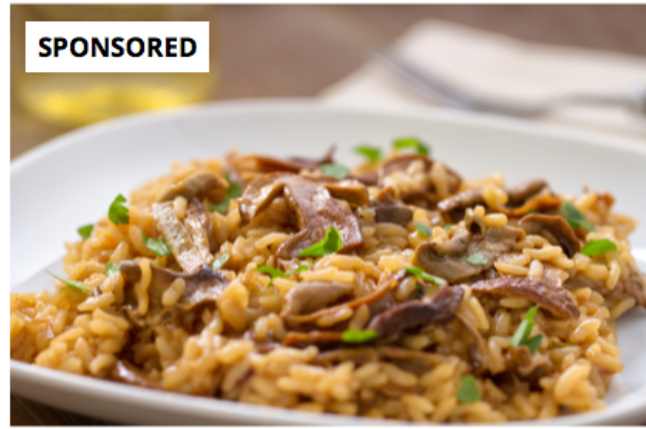
Alberto Contador: "I don't know if I'm fully recovered"

Robots may outsmart people already in 2028
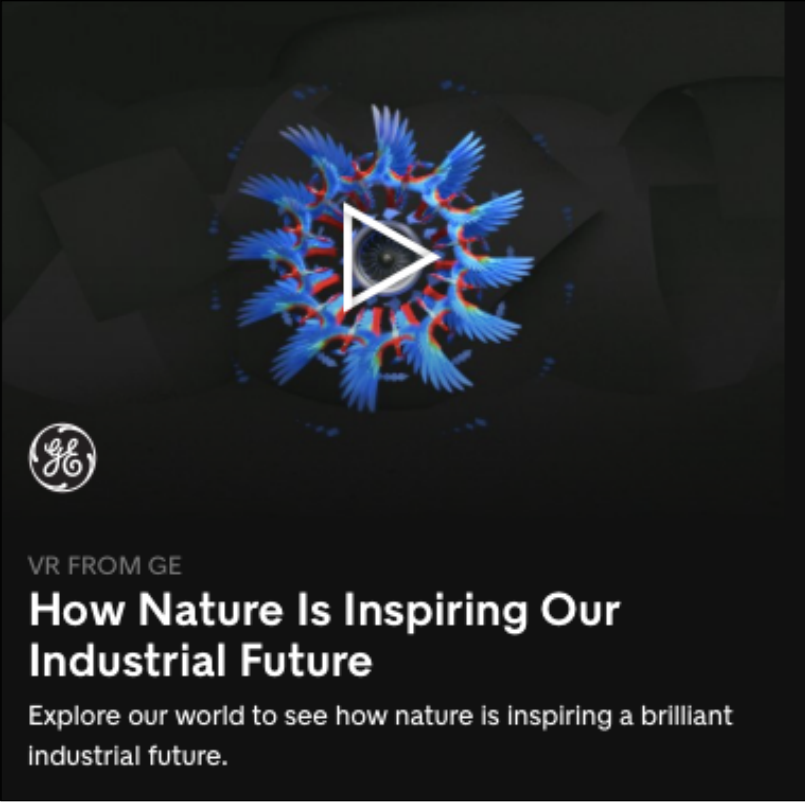
Young urban creatives are are taking over the world

SPONSORED

Six great risotto recipes for the summer

Why owning a dog helps you live longer

VR FROM GE

How Nature Is Inspiring Our Industrial Future

Explore our world to see how nature is inspiring a brilliant industrial future.

Problem #1

44%

0,2%

Problem #2

If you build it
They will come

Native
Advertising
Institute

3,706,301,522	**1,239,611,496**	**167,926,689,778**	**1,974,261,406**	**539,132,588**	**309,130,347**
Internet Users in the world	Total number of Websites	Emails sent today	Facebook active users	Google+ active users	Twitter active users
3,827,511,011	**3,586,683**	**476,822,480**	**266,657,170**	**168,101,901**	**60,209**
Google searches today	Blog posts written today	Tweets sent today	Pinterest active users	Skype calls today	Websites hacked today
4,348,042,521	**49,241,451**	**78,736,008**	**385,864**	**2,898,412**	**348,849**
Videos viewed today on YouTube	Photos uploaded today on Instagram	Tumblr posts today	Computers sold today	Smartphones sold today	Tablets sold today

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You can't rely on the Viral Wings of Social or the Spiders of Search

You need to pay to play

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Native's share of the total marketing budget

20 %

2017

Native's share
of the total
marketing budget

20 %

10 %

2015   2017
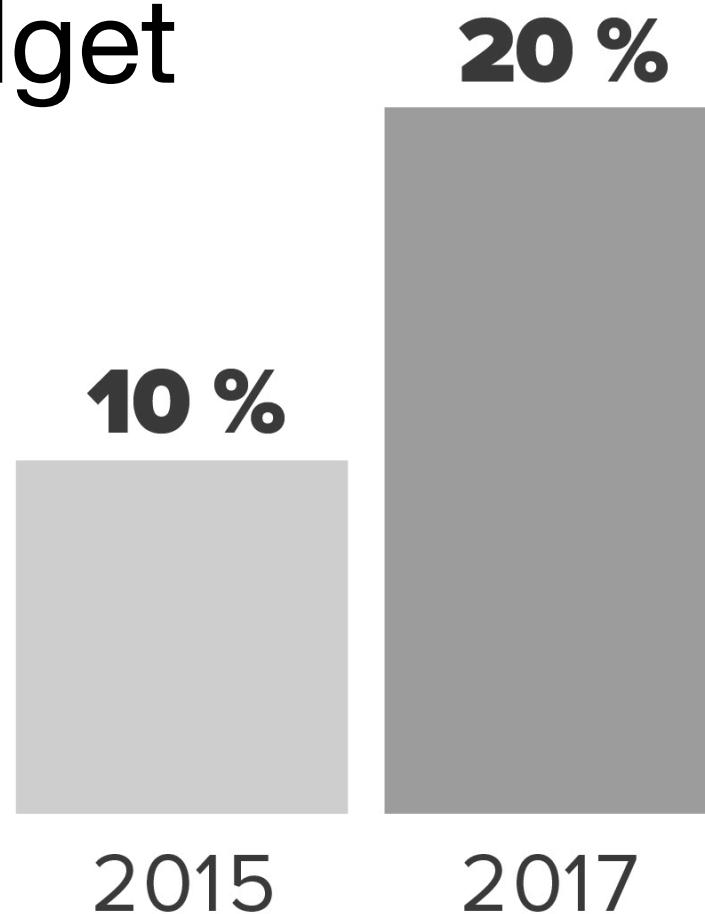
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Advertising
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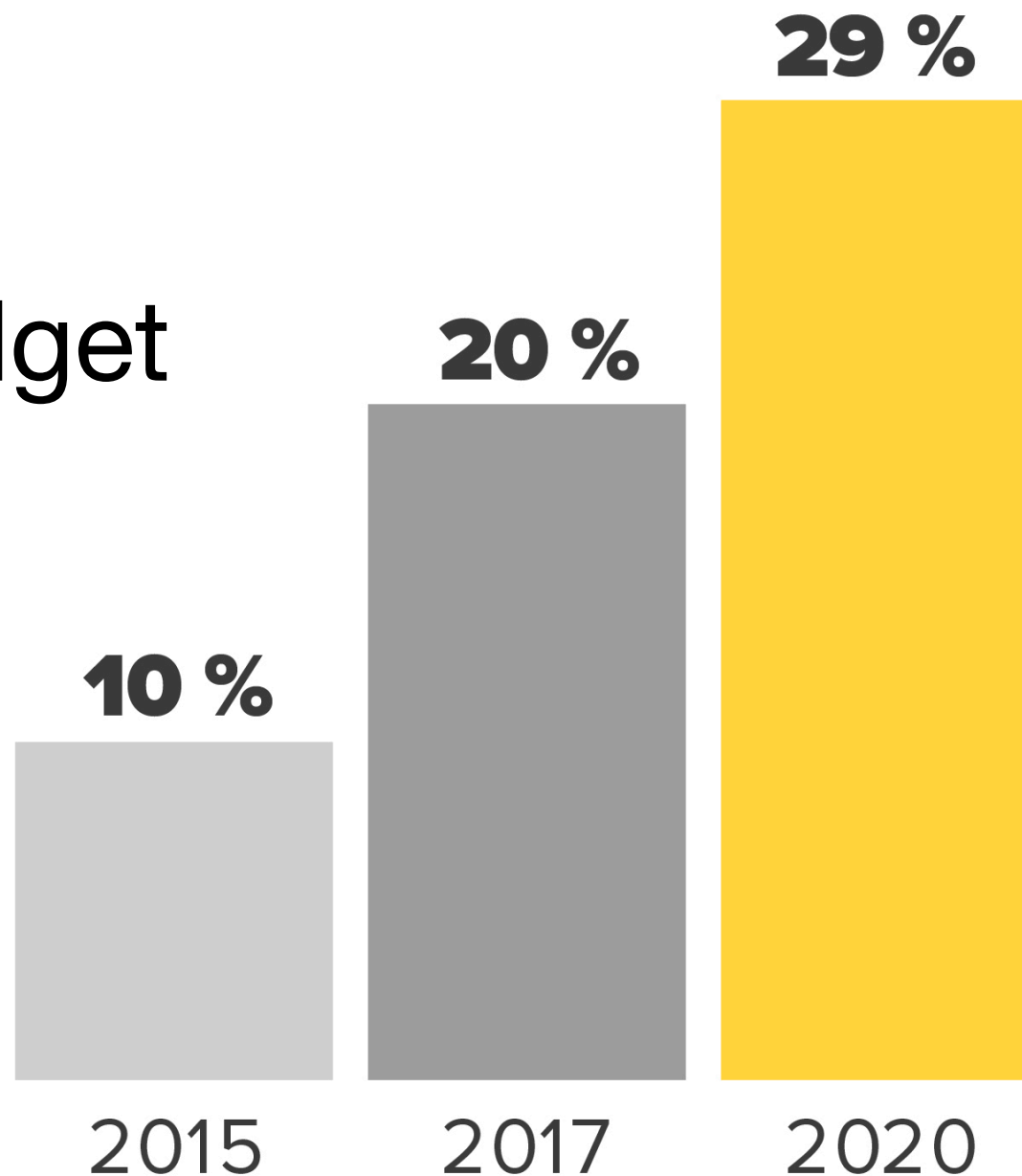
Of your overall advertising revenues, what percentage came from native advertising in 2016?

2016: **21%**

2020: **40%**
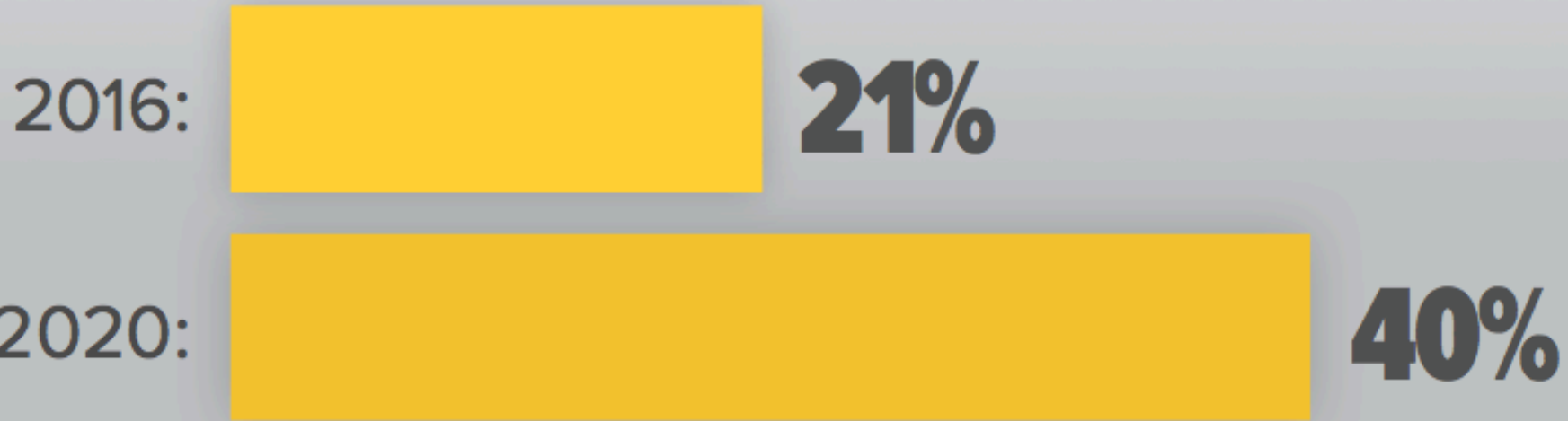
HOW
do you become succesful with native advertising?

#1 Have a clear strategy

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BUILDING AN INNOVATIVE PLATFORM
BE BOLD. CHANGE BEHAVIOR. IMPROVE LIVES.

sleep number.

RAISE AWARENESS & ESTABLISH TRUST
THROUGH A CURATED PUBLISHING PLATFORM ROOTED IN RESEARCH & DATA, TO POSITION SLEEP NUMBER AS THE IRREFUTABLE LEADER IN SLEEP

DISCOVER THE REAL POWER OF VIDEO
ALIGN SLEEP NUMBER WITH ARIANNA HUFFINGTON THROUGH *THRIVE SCIENCE**, A NEW WEEKLY VIDEO SERIES PROVIDING MULTICHANNEL CONSUMPTION AND DISTRIBUTION MOMENTS

BUILD EMOTIONAL CONNECTIONS
ENGAGE & EDUCATE AN INFLUENTIAL COMMUNITY WHILE ESTABLISHING A DISTINCTIVE BRAND VOICE THAT BUILDS CREDIBILITY AND THOUGHT-LEADERSHIP THROUGH THE CO-CREATION OF NATIVE CONTENT
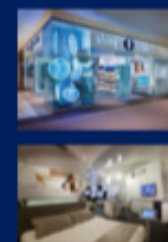
INDIVIDUALIZE EXPERIENCES AT SCALE
BE DEVICE AGNOSTIC AND USER CENTRIC, USE PEOPLE BASED TARGETING TO REACH KEY CONSUMERS AT THE RIGHT TIME, ON THE RIGHT DEVICE

PERSONALIZED MARKETING
USE DYNAMIC DATA DRIVEN CREATIVE TO BUILD BRAND AFFINITY THROUGH PREMIUM INDIVIDUALIZED AD EXPERIENCES

1 by Aol. | CREATIVE

CAPTURE THE IN-STORE EXPERIENCE
DIGITIZATION OF CONVENTIONAL MARKETING TACTICS FOR INCREASED FOOT TRAFFIC & ENHANCED CONSUMER DATA MANAGEMENT

OPTIMIZE IN REAL-TIME
MARRY DATA WITH PREMIUM AD FORMATS TO INFLUENCE & PERSONALIZE CREATIVE AND ENHANCE ENGAGEMENT & PERFORMANCE ROI

EMPOWER ADVOCATES
LEVERAGE HUFFPOST'S SOCIAL PROWESS TO AMPLIFY SLEEP NUMBERS SOCIAL CHANNELS BY GIVING BRAND ADVOCATES A FORUM TO SHARE STORIES

INSPIRE CHANGE
USE OFFLINE ACTIVATIONS TO ENGAGE WITH CONSUMERS ON THE BENEFITS OF SLEEP

MEASURE IMPACT
MEASURE CROSS CHANNEL IMPACT OF MARKETING STRATEGY USING MTA DATA AND INSIGHTS

* Other video series include Weird Things Couples Do in Their Sleep, Man on the Street: What Do My Dreams Mean

THE HUFFINGTON POST | Aol.

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① CREATIVE
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THE HUFFINGTON POST | Aol.

START | VERISURE

Verisure blogg

Kundehistorier og sikkerhetstips

Måtte evakuere festen etter brann i kjelleren

Huset var fullt av gjester da det begynte å brenne i kjelleren.

Vanndetektor reddet kjøkken

Takket være Verisures vanndetektor fikk Tor Voldsund stoppet en vannlekkasje under vasken på kjøkkenet.

Slik sikrer du deg mot julens brannfeller
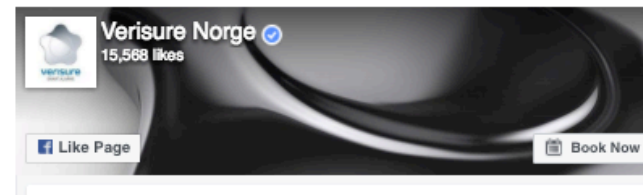
Ti tips for en brannsikker jul

Ikke slurv med brannsikringen

Fem dårlige grunner til å slurve med brannsikringen.

Hovedstrømledning tok fyr

Rask utrykning fra brannvesenet ble redningen.

ing

#2 Learn to DIY

2017 NATIVE ADVERTISING
TECHNOLOGY LANDSCAPE

400+

Mobile Programmatic/Networks/SSPs/Exchanges

AdColony | AdMob | ad platform | adtile | MADS | MEDIALETS | KARGO | FLURRY | Fyber | GAMELOFT | heyZap | Yieldmo

AERSERV | airpush | AMPIRI | appnext | mopub | namomedia | MobFox | hyprMX | INMOBI | INNERACTIVE | MEDIA SPIKE | TAPSENSE

APPODEAL | Chartboost | dashbid | epom ad server | smaato | supersonic | PubNative | unity | nativeX | Tapjoy

DSPs / Managed Services Technology

Adaptly | adform | adzooma | AFFIPERF | ACQUISIO | Bidtelle | amazon advertising

Bucksense | Chameleon.ad | CHARGEADS.COM | criteo | CrossChannel | CyberAge

GetIntent | goldLasso | simplereach | StackAdapt | storygize | TAPA

onespot | Visible MEASURES | POWERLINKS | inPowered | Recommended Revenue | my6sens

Anti Ad Blocking (For Publishers)

adrecover | PageFair

Content Discovery Optimization (For Publishers)

ThoughtLeadr | TILLER

Native Advertising Intelligence

Adbeat | adjust | ADPLEXITY | advault

anstrex | AppsFlyer | BRANDTALE | NATIVE AD BUZZ

WhatRunsWhere

Social Media

BigOven | digg

Pinterest | Quora | reddit | LinkedIn | SlideShare | snapchat | StumbleUpon | Targo | tumblr. | twitter

Sponsored Content (long-form)

CHORUS | CISION | Cooperatize | MOB SOC MEDIA | NewsLauncher | nudge. | Parse.ly | syndicate | pressboard | streamspread

Social Media Native Ad Management

4C | AdEspresso | adglow | adlucent | adparlor | adQuadrant | ADSTAGE | SOCIAL AdTOOL | WordStream | sprinklr turn it on.

Ahalogy | AMPUSH | Automate Ads | Balihoo | bounceexchange | catvertiser | evocalize | facelift | upcast | SOCIALFLOW

Funnely | Kenshoo | Marin SOFTWARE | mylikes | nanigans | pagemodo | Perion | Polygraph | StitcherAds | SOCIAL CODE

Qwaya | refinedads | ReFUEL4 | Seevibes | SIDECAR | SMARTLY.IO

Programmatic/Networks/SSPs/Exchanges

Adblade | adnow | ADSKEEPER | adtaxi | AD YOU LIKE. | amazon advertising | AMOBEE

Aol Advertising. | AppNexus | avocarrot | ayboll | BID SWITCH | Bing ads | buzzoola | CONNATIX

content.ad | ContentNet | dianomi | DISQUS | DistroScale | doubleclick | earnify | EngageYa

GIANTMEDIA | Gravity.com | gumgum | HEARST digital media | hexagram | Instinctive | jun group. | kakao

LIGATUS | lockerdome | logly | MAGNETIC | meredith | mgid | Native20

NativeWay | NATIVO | OpenX | Outbrain | PayClick | plista | popIn

ubMatic | quantum Native Solutions | ReklamStore | revcontent | REVENUE | RhythmOne | Shareaholic

smart ad server | smarty | SOVRN | Spoutable | STROSSLE | Taboola | TAPSTONE

triplelift | UNRULY | UPSIGHT | virool | YAHOO! | Yandex | ZergNet

idzouk | affle | AppLift | APPLOVIN | AppNexus | APPRECIATE | avazu

AXONIX | Bidsopt | byyd | FIKSU DSP | GO2MOBI | Hike | hyper | LIFTOFF

limei | madvertise | MEDIASMART | millennial media | mobusi | Mobvista. | NUVIAD | pocketmath

RevX | Splicky | StrikeAd | tamome | TRADEMOB | xAd | Yeahmobi | YuME

ZUMOBI

Influencer Advertising

adMingle | Adproval | Blogsvertise | BRANDPLUG | Content BLVD | IZEA | LINQIA | Markerly. | MEGAN MEDIA

peadler | SC | sway group

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Good afternoon, Jesper

Let's learn something new today!

1
History

Skills I'm interested in: (Content Strategy)   Edit skills

Recommended for you

COURSE
Content Marketing: Social Media
By: Luan Wise

15,138 viewers   🔖

COURSE
Writing Headlines
By: Starshine Roshell

21,584 viewers   🔖

COURSE
Danny Sullivan on SEO
By: Danny Sullivan

26,525 viewers   🔖

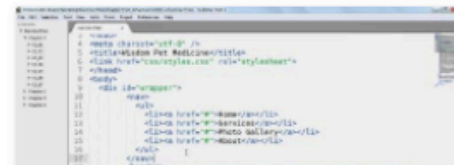**COURSE**
SEO Foundations
By: David Booth

167,558 viewers   🔖

Show more ⌄

Because you're interested in Content Strategy

BUILD

SOMETHING GREAT

Ready to grow your business? Learn how to use Facebook marketing tools with Blueprint.

Start Courses   Learn More

Learn the skills you   Explore courses >

Welcome to Twitter Flight School

A dynamic learning experience to help you craft the best ways of integrating Twitter into your work.

Sign in to get started

Up-to-date

Master the Twitter Ads landscape with in-depth product tutorials and continually refreshed content

Personalized

Select a job-specific learning track customized to your specific learning needs

On-the-go

Access on-demand exclusive content to keep you ahead of the digital curve

Why Twitter Flight School?

THE GLOBAL GUIDE TO **NATIVE ADVERTISING** TECHNOLOGY

A Resource for Marketers, Advertisers, Media Buyers, Communicators and Ad Tech Professionals

Native Advertising Institute™

Foreword written by Douglas Karr, Founder, MarTech Zone

BLOG DE   BLOG EN   RESSOURCES   PARTNER EVENTS   NATIVE DAYS 17   AWARDS

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Native Advertising Technology Directory

| Cat 10 ✕ | Select region | **Find it** |

Categories: Cat 10   Cat 10   Cat 10   Cat 10   Cat 10   Cat 10   Cat 10   Cat 10

ad2games — Premium

Company	Ad2Games
Site	www.ad2games.net
Region	Region x
Categories	Cat 1010 Cat 1020 Cat 1030

VIEW PROFILE

ad2games — Premium

Company	Ad2Games
Site	www.ad2games.net
Region	Region x
Categories	Cat 1010 Cat 1020 Cat 1030

VIEW PROFILE

— Pro

Company	Ad2Games
Site	www.ad2games.net
Region	Region y
Categories	Cat 1040 Cat 1050 Cat 1060
	Cat 1070 Cat 1080 Cat 10 90

#3 Chose the Right Partners

Native Advertising Institute
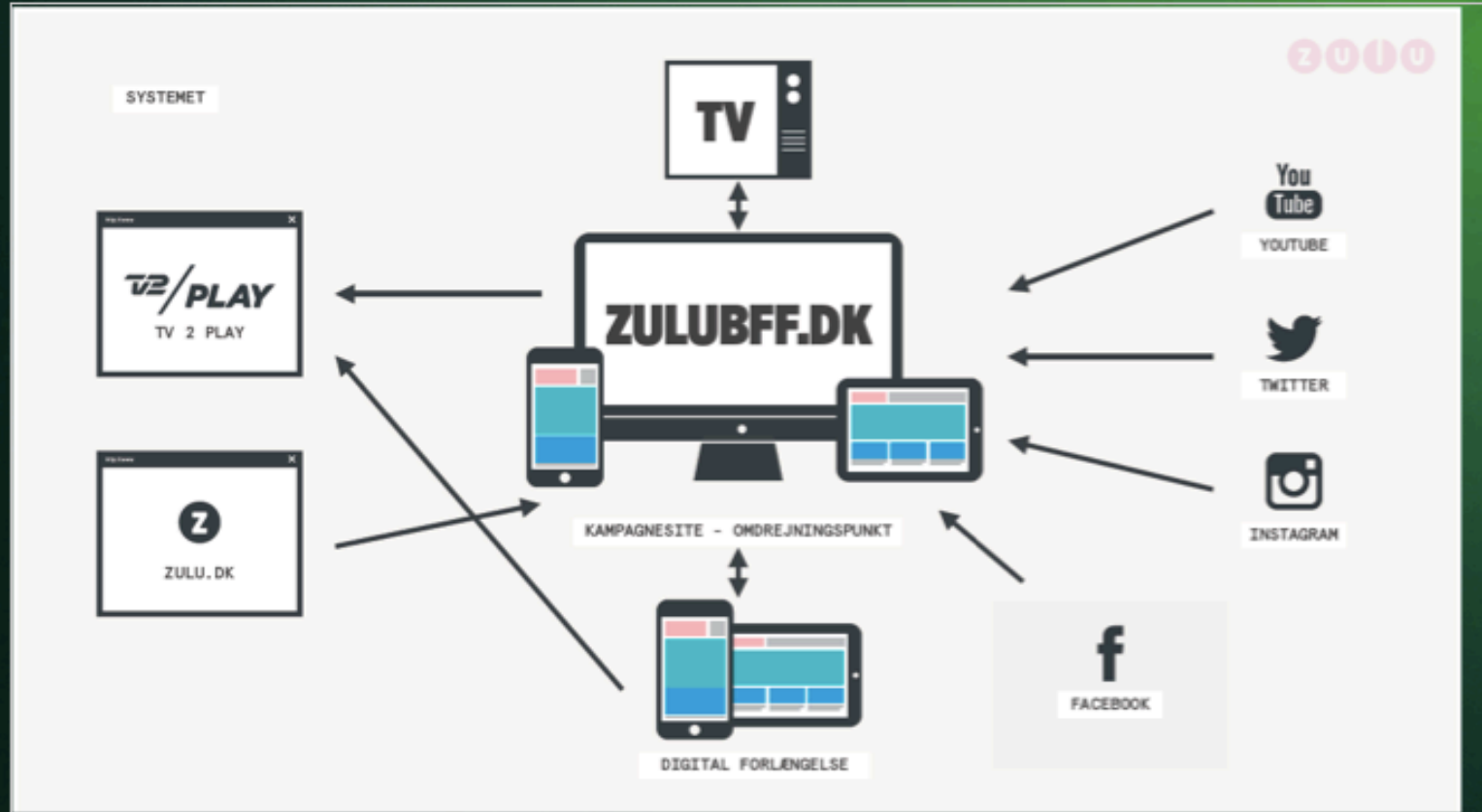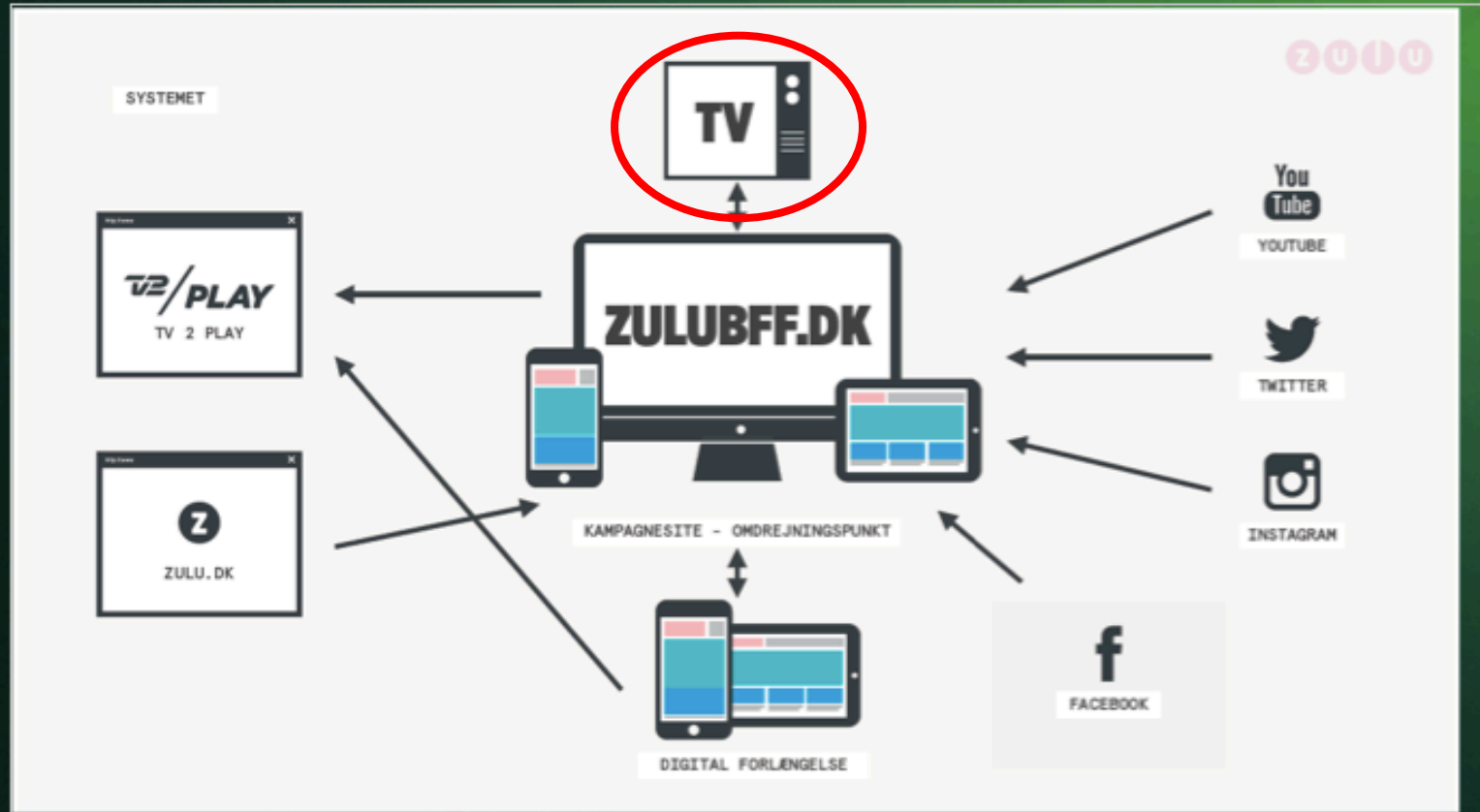
REDINK

#4 Think multi channel

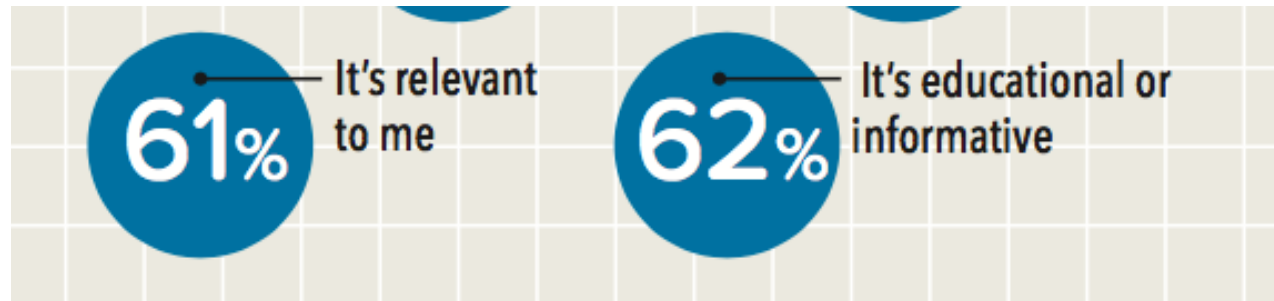# A NEXT GENERATION ENTERTAINMENT SERIES – INTEGRATION SOCIAL AND MOBILE PLATFORMS
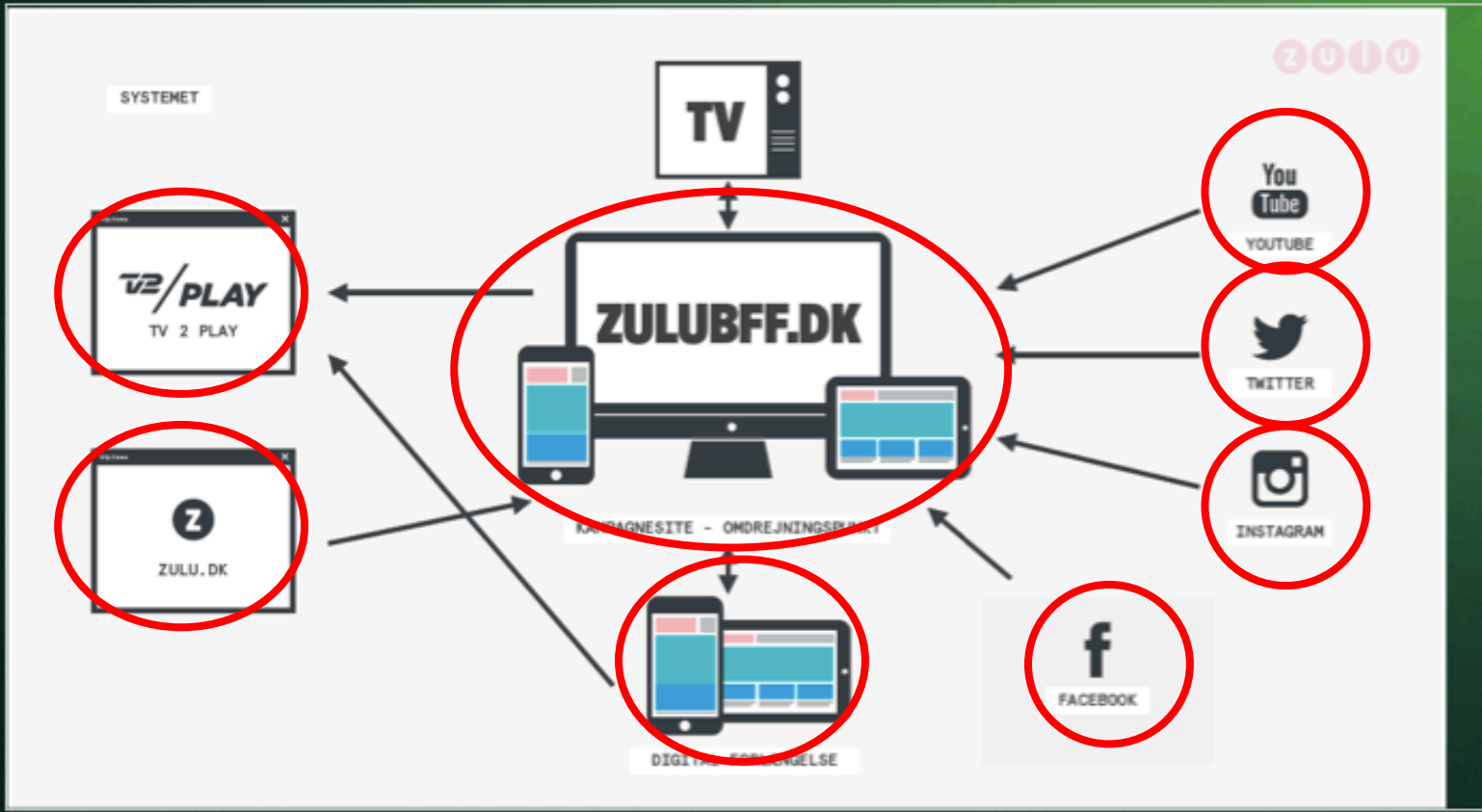
#5 Be native
(and creative)

#6 Ad value

PAID FOR AND POSTED BY

UBS

NOBEL PERSPECTIVES

UBS

BRAND STUDIO

what it takes to be **human** _

talk to artificial intelligence. enter your name here.

CONTINUE

#7 Shoot for the moon

Tak

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