



## **Marketing in Motion: Native Advertising**

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Native advertising is actually paid content such as an article, an infographic or a video that is placed in context of the existing user's experience.

Think back to print when you had an advertorial that appeared to be a news story. It looked just like editorial. Native advertising is similar, but in the digital space. And I am 100 percent sure that native advertising is the new little black dress for marketing.

This is a trend that I talked with clients about as we were planning for 2016. So the first chart that I'm going to show you is the spending on Native Advertising versus traditional display. And you can tell that we are on track to outperform it within the next couple of years.

This next chart is very interesting. It's actually a study that was done from the IAB (Interactive Advertising Bureau). IAB interviewed 5,000 people to find out what they find to be the most helpful, useful advertising. In the upper right corner in that sweet spot is native advertising, followed by video in the middle.

There are a variety of different ways that native advertising is purchased. You can purchase advertorials that are Branded, Sponsored Content where you will partner with a particular publisher. You need to really think about whom you're partnering with and the credibility of that brand as it aligns with your brand. The next type of native advertising is Related Content. When you're on a website and it says, "here are some more interesting stories for you", that is actually related content. And then the final way is Social/Sponsored posts. As you're going through your news feed and you see these interesting stories, a lot of those are actually paid posts that are there.

The five reasons why native advertising is effective is first, 70 percent of people prefer to learn about products through content rather than traditional ads. That's staggering. The second is that people engage with these ads. They're able to share them via social and they can forward them to their friends. Thirty-two percent of people have actually shared paid sponsored content.

The third reason is that people will view these just as much as editorial. I know that sounds shocking, but it's true. As long as it's interesting, relevant content to them, they don't care if it's paid or not as long as it's giving them what they need. Even some publishers say that native advertising is three-and-a-half times more effective, but it gets the point across of how effective it can be.

The fourth reason is that it really improves your interaction with your audience, so you're going to reach a larger number of people. When people read the brand content, you receive an uplift of 82 percent. And the best part is, your conversion rates will go up. There is about a 60 percent rate of conversion increase.

And the final reason why native advertising is so important is that as ad blocking continues to grow, we need to find new ways to reach our potential audience. Native Advertising is one way to work around those ad blockers.

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