

Native

Native and Native video creatives

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Native

What is native?

Native advertising involves using paid advertisements that are in line with the look, feel, and purpose of the format in which they're served. You'll often find these advertisements in social network feeds, or as suggested content on a website.

Unlike display or banner ads, native ads do not really look like advertisements. They seem to be a part of the website's editorial flow. The biggest benefit of these ads is that they are non-disruptive. So they expose the viewer to marketing material without popping out.

Why native?

Effectiveness

Customers view native advertisements 53% more than display advertisements. These ads increase buying intent by 18%.

Engagement

The visual engagement with native advertisements is similar, at times even better than the actual editorial content.

Less disruptive

As native ads are placed within content, they're incorporated better. They are less obvious and, consequently, less disrupting. They don't alter user experience much.

Beats ad fatigue

Ad fatigue occurs when the users get tired of seeing advertisements and start ignoring them. Native advertisements offer brand publicity masked in editorial content, so they do not exhaust the users.

Requirements

Icon - 128x128px (app/product icon)

Main image - 1200x627px

Second image - 600x600px and up to 10 additional different size creatives, where the most popular of them 300x250px, 300x174px

Title - product or service, 25 symbols*

Description - advertising text, 90 symbols*

CTA - described call-to-action for the destination, 15 symbols*

Advertiser - name of the advertiser, 25 symbols*

* including the spaces between letters


Limitations

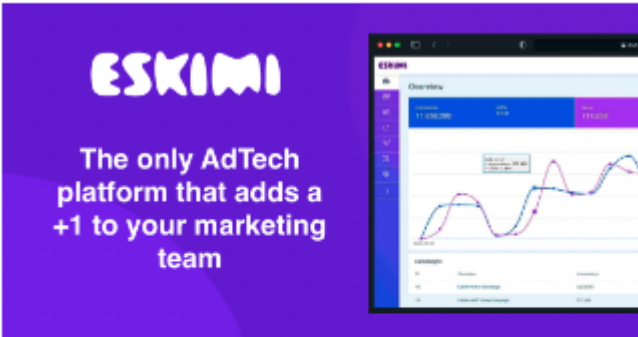
Viewability of native ads is not tracked and reported.

Example:

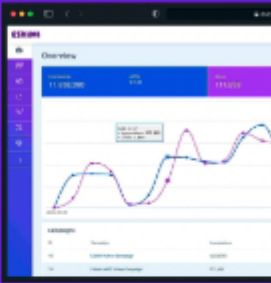
Ad


Eskimi





The only AdTech platform that adds a +1 to your marketing team





Increase reach & brand awareness

Reach customers across publishers, apps or games, pick ad placements and cap the frequency

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Uploading native ad

Step 1: Log in to your DSP account, go to Creative Sets, and on the new page click "Add creative set".

Screen Shot 2018-08-24 at 15.31.34.png

Step 2: Select the type of your creative set: native and name it.

The screenshot shows a web form titled "Add Creative Set". It has two main input fields: "Title *" and "Creative format *". The "Creative format *" field is open, showing a dropdown menu with the following options: Banner, Native (highlighted in blue), Video, Native video, Engagement, and Carousel. The "Native" option is selected.

Step 3: Upload a **128x128px** icon of your ad, a **1200x627px** and 600x600px main images. You can upload up to 10 different sizes creatives-images, i.e. most popular 300x250px, 300x174px.

Step 4: Write down the product title - eg. "Lowest mortgage rates". **Recommended 25 symbols** of length to get best performance and all available traffic. 50 or maximum 90 characters can be used, but this will limit available traffic.

Step 5: Short descriptive text associated with your product - eg. "Your home sweet Brooklyn home - cheaper and sooner than you think!". Max length 90 symbols with spaces.

Step 6: Write a call to action text - a text that will describe a button for your destination URL (eg. INSTALL).

Step 7: Write the name of the advertiser.

Step 8: Write the number of likes that is being offered to the user (eg. 100), number of downloads, the price for product purchase, sale price, phone, address, star rating, additional description, and display URL. Most used for app-install campaigns. This step is not necessary so you can leave these forms blank if you wish to do so.

Step 9: Save your native ad.

Native video

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Beats ad fatigue

Ad fatigue occurs when the users get tired of seeing advertisements and start ignoring them. Native advertisements offer brand publicity masked in editorial content, so they do not exhaust the users.

Requirements

Icon - 128x128px (app/product icon)

Poster image - 1200x627 px (Upload an image file to be displayed while the video loads)

Title - product or service, 25 symbols*

Description - advertising text, 90 symbols*

CTA - described call-to-action for the destination, 15 symbols*

Advertiser - name of the advertiser, 25 symbols***Title** - product or service, 25 symbols*

Video format - MP4 or remote URL

Video dimensions - 1280x720 (16:9)

Weight - above up to 3.2 MB

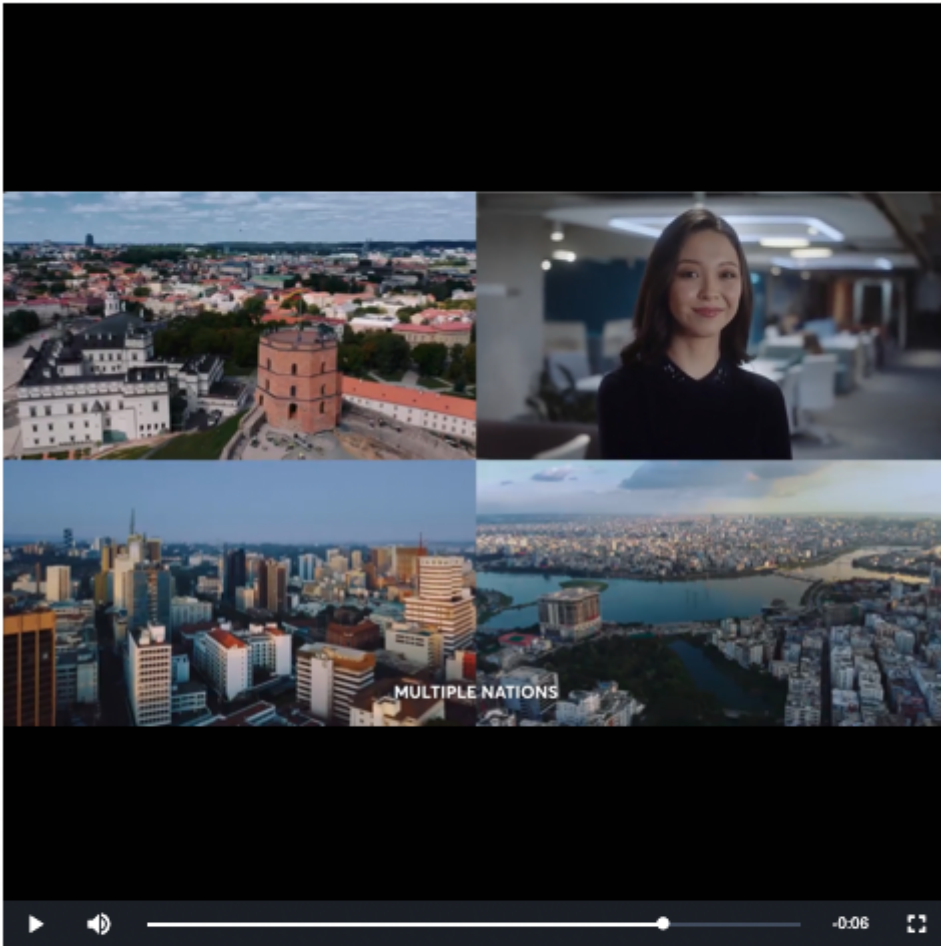
Video duration - 10-25 seconds

including the spaces between letters

Limitations

Viewability of native ads is not tracked and reported.

Example:



Increase reach & brand aw

Reach customers across publishers, apps or games, pick ad placements and cap the frequency

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Pinterest Native Ads

Contents:

- **Intro**
 - **Programmatic Ad Specs for Pinterest**
 - **Specifications**
 - **Available Geolocations / Countries**
 - **Ad Visuals / Examples**
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Pinterest Native Ads

Native ads are designed to blend naturally with the platform's content, creating an organic and non-disruptive experience. Matching with the look and feel of regular posts, they capture attention in a way that feels natural rather than forced.

On Pinterest, Native Ads take the form of promoted Pins that appear right where users are already discovering new ideas. These ads integrate effortlessly into feeds and search results, making them a part of the inspiration journey rather than an interruption while browsing.

Programmatic Ad Specs for Pinterest

- **Pinterest Ad Placements and accepted Creative Formats**
 - Where will ads serve on Pinterest?
 - Home Feed, Search Results, Related Pins
 - Which Pinterest ad formats are available?
 - Standard Image, Standard Video, Max Width Image, Max Width Video
 - Which DSP creative formats are accepted?
 - Native Image, Native Video, Standalone Video (VAST)
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Specifications

Below are Pinterest's recommended specs for programmatic ads; however, please note that each DSP may have different requirements, so use these recommended sizes where accepted for optimal performance.

Native Image

<u>Component</u>	<u>Best Practice</u>
Image	Aspect ratio: 1:1 or 2:3
Advertiser Name	Max 25 characters
Title	Enter up to 100 characters. Depending on the device, the first 40 characters may show in users' feeds.
Description	<ul style="list-style-type: none"> • Enter up to 500 characters. Descriptions do not appear when users view the ad. • Descriptions are used by our algorithm to determine relevance for delivery. We recommend entering a description to help get your Pin or ad in front of the right audience.

Native Video	
<u>Component</u>	<u>Best Practice</u>
Video	We recommend vertical or square video. Aspect ratios: 9:16, 2:3, 4:5
Advertiser Name	Max 25 characters
Title	Enter up to 100 characters. Depending on the device, the first 40 characters may show in users' feeds.
Description	<ul style="list-style-type: none"> • Enter up to 500 characters. Descriptions do not appear when users view the ad. • Descriptions are used by our algorithm to determine relevance for delivery. We recommend entering a description to help get your Pin or ad in front of the right audience.

Available Geolocations / Countries

Country Full Name	IP Country
Afghanistan	AF
Albania	AL
Algeria	DZ
Argentina	AR
Armenia	AM
Australia	AU

Azerbaijan	AZ
Bangladesh	BD
Bolivia, Plurinational State of	BO
Bosnia and Herzegovina	BA
Brazil	BR
Cambodia	KH
Cameroon	CM
Canada	CA
Chile	CL
China	CN
Colombia	CO
Costa Rica	CR
Cyprus	CY
Dominican Republic	DO
Ecuador	EC
Egypt	EG
El Salvador	SV
Georgia	GE
Ghana	GH
Guatemala	GT
Honduras	HN
Hong Kong	HK
India	IN
Indonesia	ID
Iraq	IQ
Israel	IL
Jamaica	JM
Japan	JP
Jordan	JO
Kazakhstan	KZ
Kenya	KE

Kuwait	KW
Kyrgyzstan	KG
Lebanon	LB
Libya	LY
Malaysia	MY
Mexico	MX
Moldova, Republic of	MD
Mongolia	MN
Morocco	MA
Myanmar	MM
Nepal	NP
New Zealand	NZ
Nicaragua	NI
Nigeria	NG
Oman	OM
Pakistan	PK
Panama	PA
Paraguay	PY
Peru	PE
Philippines	PH
Qatar	QA
Saudi Arabia	SA
Senegal	SN
Serbia	RS
Singapore	SG
South Africa	ZA
South Korea	KR
Sri Lanka	LK
Taiwan, Province of China	TW
Tanzania, United Republic of	TZ
Thailand	TH

Trinidad and Tobago	TT
Tunisia	TN
Turkey	TR
United Arab Emirates	AE
United Kingdom	UK
United States of America	US
Uruguay	UY
Uzbekistan	UZ
Venezuela, Bolivarian Republic of	VE
Vietnam	VN
Yemen	YE

Ad Visuals / Examples

Pinterest Native Ad - Banner	Pinterest Native Ad - Video
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Image not found or type unknown

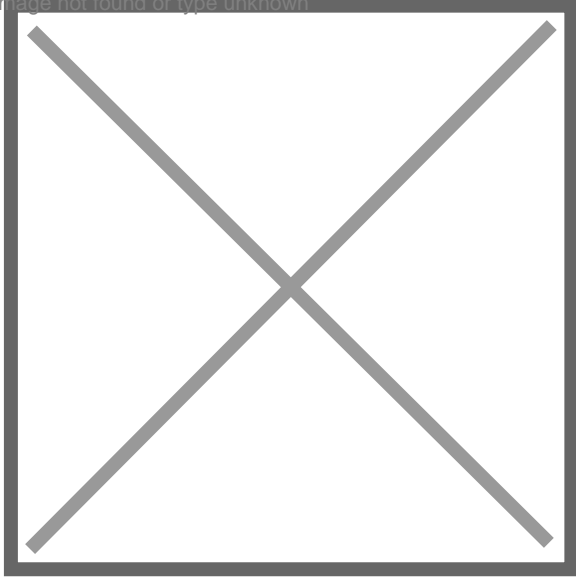
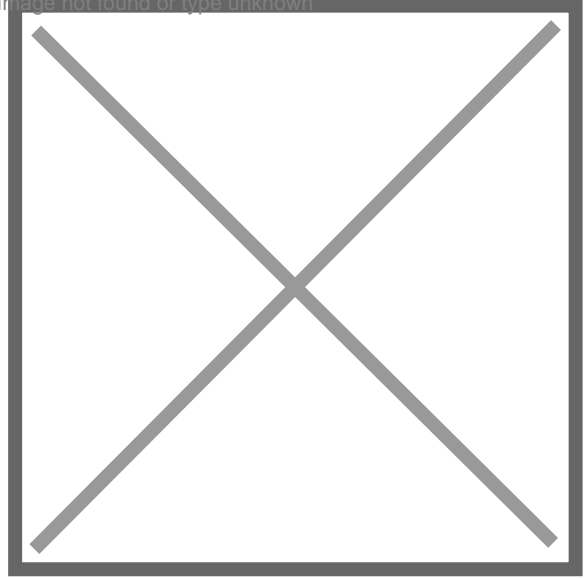


Image not found or type unknown



Pinterest Native Avails / Supply

- An Estimated Supply / Avail data for 07 Days is available - [Here](#)
 - If any assistance needed with the supply, please reach out to " **Shuvajeet Sen - Team Lead, Ad Operations** " and he will be helping with the communication with the Index Ad Exchange.
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