Native

Native and Native video creatives

- [Native](#)
- [Native video](#)

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

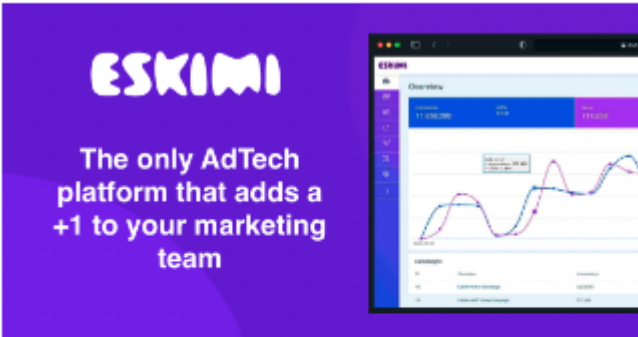# Limitations
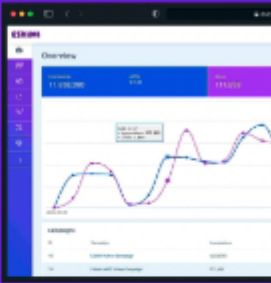
Viewability of native ads is not tracked and reported.

Example:

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.

Add Creative Set

Title *

Creative format *

Banner ▲

|
Banner
Native
Video
Native video
Engagement
Carousel

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

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)
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
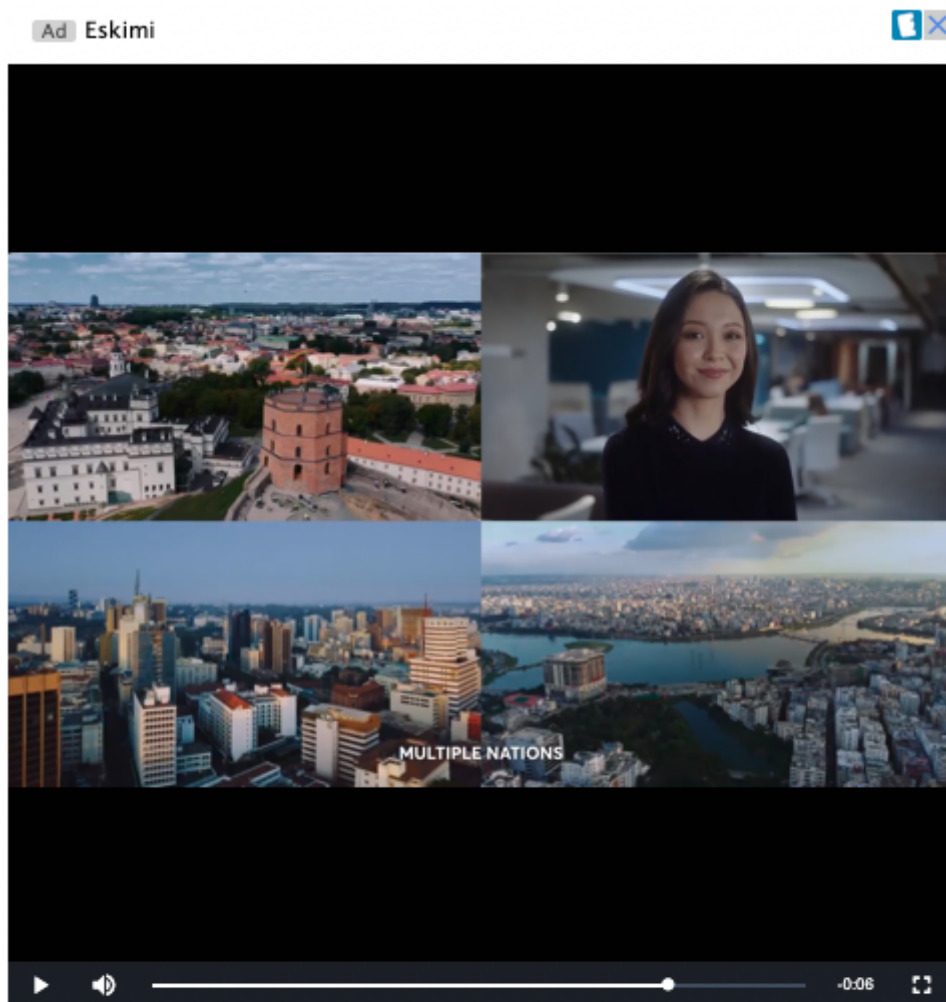**Video dimensions** - 1280x720 (16:9)
Weight - above up to 3.2 MB
Video duration - 10-25 seconds

> *including the spaces between letters*

Limitations

Viewability of native ads is not tracked and reported.

Example: