

# 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.

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## 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.

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## 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

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## Limitations


Viewability of native ads is not tracked and reported.

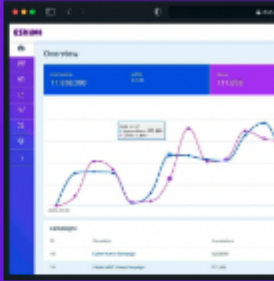
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## Example:

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  
Image not found or type unknown

**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. The first is labeled "Title \*" and is empty. The second is labeled "Creative format \*" and has a dropdown menu open. The dropdown menu lists several options: "Banner", "Native" (which is highlighted in blue), "Video", "Native video", "Engagement", and "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.

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