



Native distribution ad units: a deep dive into in-feed units

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The Three Main Feed Types

Content Feed

Appears in: editorial sites, feed reader and other content-focused apps

Feed includes: articles, images, videos or music

Common Ad Types: primarily articles, images, or videos

Social Feed

Appears in: social networks

Feed includes: user and business posts, articles, photos, videos and status updates

Common Ad Types: varies across all categories

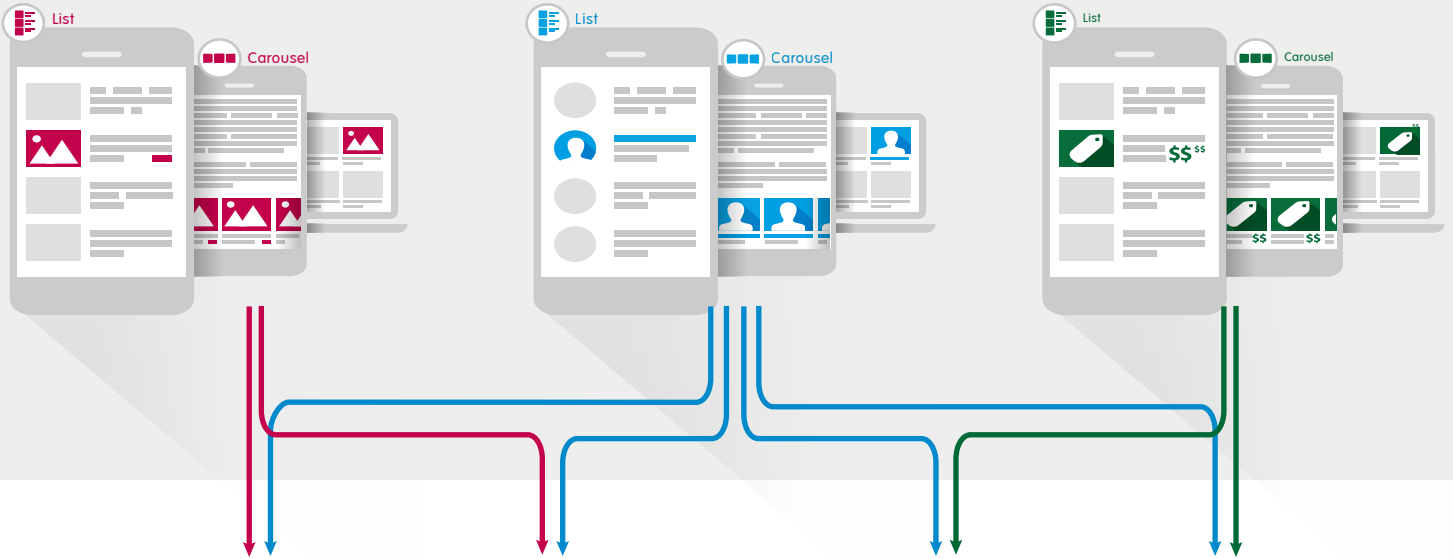
Product Feed

Appears in: sites and apps that display product, service or app listings

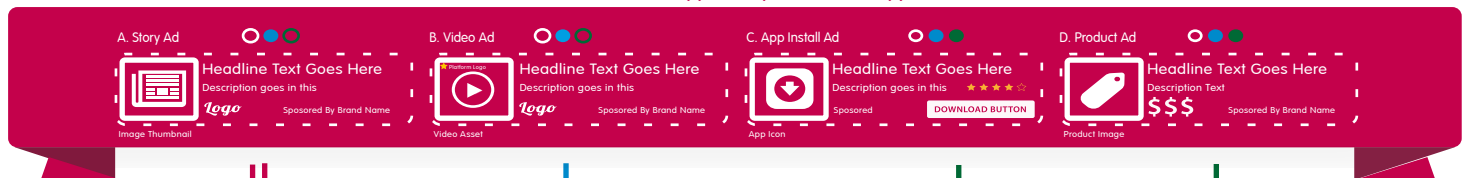
Feed includes: product, service or app listings

Common Ad Types: primarily products, services, or app installs

Ad elements: product, price, reviews and purchase information



Main Ad Types by Content Type



Destination (After Click):

