

2018

# Redefining Native

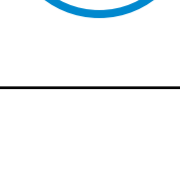
How do you currently view native advertising?

Words like 'seamless', 'personalised' and 'clicks' may come to mind. But we also found some unexpected results in our recent study, Redefining Native (2018), where we spoke to consumers and measured their implicit response to the format.

**52%** of all digital ad spend will be native by 2020

Source: Oath commissioned Enders Analysis: Native Advertising in Europe to 2020 (2016-17)

## Unique and innovative research study



Behavioural usability tests



Implicit association response

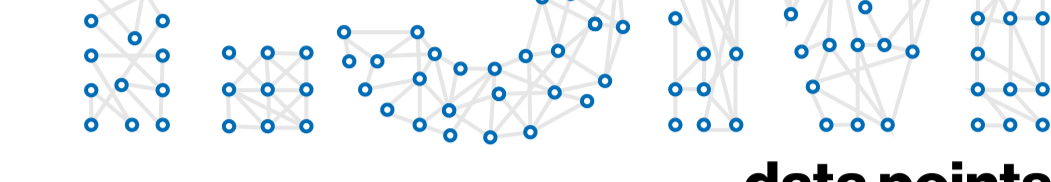


Expert perspectives

Over **6K** people in the UK, Germany and France



More than



data points

**60+ hours** of interactions with digital ads across website prototypes

**500K** subconscious responses

## Native spend forecasted to increase by

**+144%**

UK

**+167%**

France

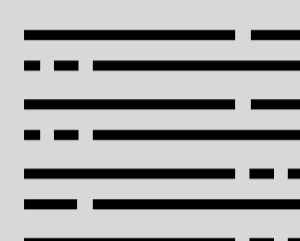
**+240%**

Germany

Source: Enders Analysis: Native Advertising in Europe to 2020 (2016-17)

## People seek a seamless experience

**79%** would like to see ads that blend into the page



## Native delivers a superior experience

**4/5** consumers say they accept native as a form of content



## Native blends in better than traditional display across mobile and desktop.

Source: Verizon Media - Redefining Native (2018)

**23%** more likely to agree that native ads look natural on desktop and mobile



**34%** more likely to agree that native ads look natural on mobile



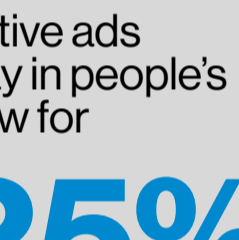
## Native is known to deliver 8x greater CTR



Source: Traditional Display figures from Google Display Benchmarking Tool (Smartsights.com/internet-advertising/internet-advertising-analytics/display-advertising-clickthrough-rates/); In-feed native figures from Verizon Media Internal Data

**45% more likely to recommend** a brand that uses native ads

**27% more likely to consider purchasing** from a brand that uses native ads



Native ads stay in people's view for

**25% longer**

## Native drives a 17% increase in positive subconscious brand associations

**8%** increase in positive subconscious brand association (desktop)

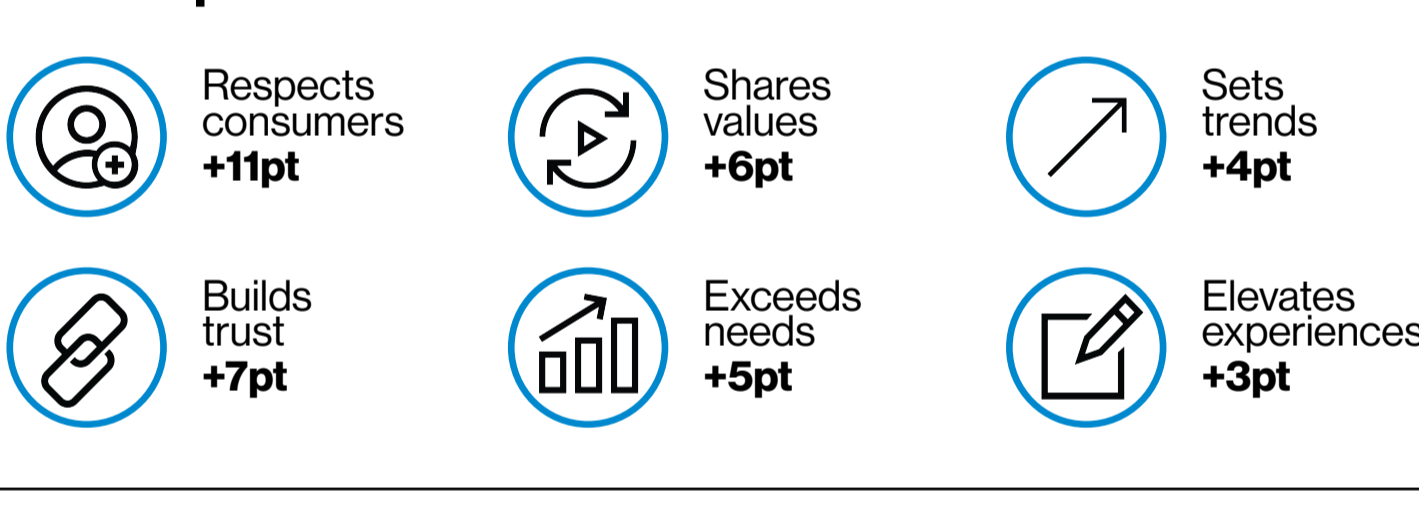
**26%** increase in positive subconscious brand association (mobile)

## And native ads affect brand love



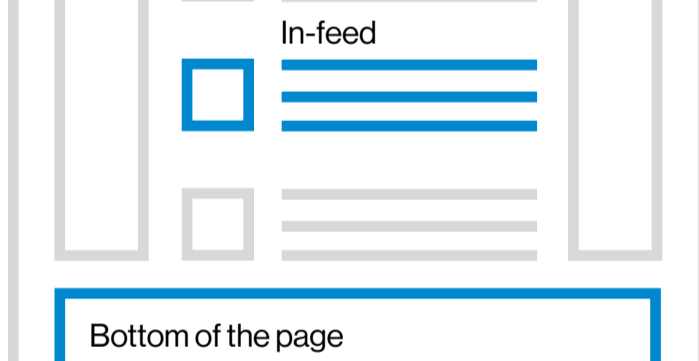
**14%** greater brand love when a brand uses native ads (desktop and mobile)

## The below shows point shift increases for the specific drivers of brand love



## Not all native is created equal

In-feed native delivers greater viewing and brand impact



**In-feed native average time in view is 5 secs**

**Bottom of the page native average time in view in 2 secs**

Whilst still blending into the page as well as Bottom of the page native:

**35%** agree that In-feed native sits more naturally on the page

**34%** that Bottom of the page native sits more naturally on the page

## In-feed native

**14% increase** in strength of positive subconscious brand association

**16% increase** in brand purchase intent



## Ad impact is far superior in premium environments, particularly for native

Native ads on premium website environments are **17% more likely** to deliver higher brand impact

## Native delivers greater brand love on premium sites

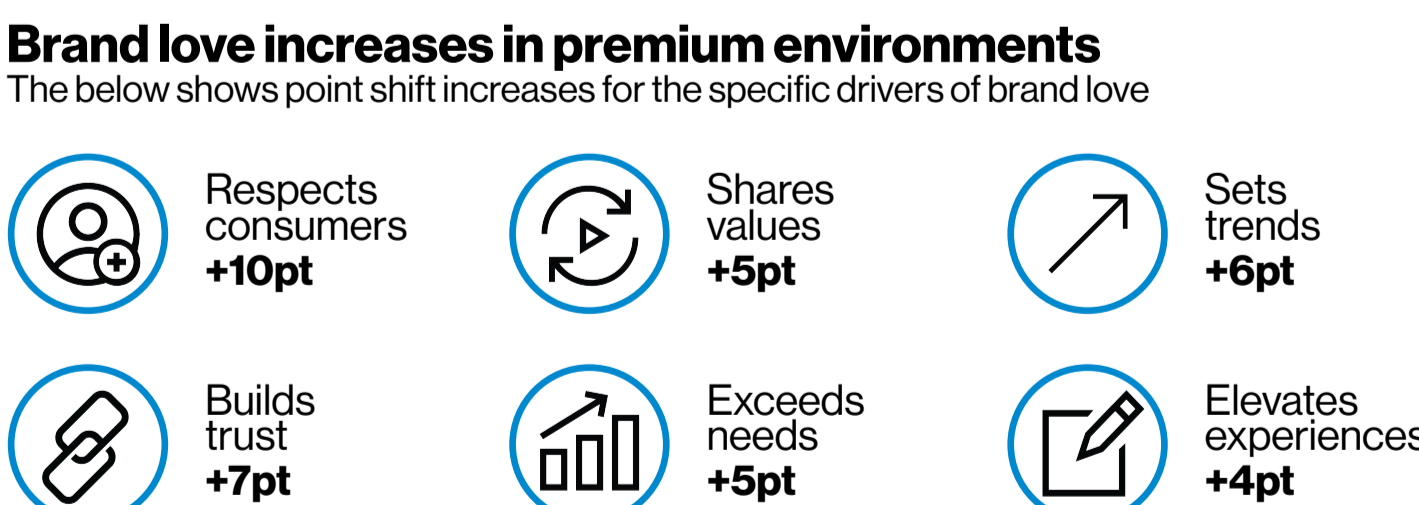
**40%** greater brand love when a brand uses native ads in premium environments

Premium native ads elicit a 35% increase in strength of positive subconscious brand association

Premium native ads elicit a 16% increase in brand purchase intent

## Brand love increases in premium environments

The below shows point shift increases for the specific drivers of brand love



## To summarise



**14% increase in brand love**

**27% more likely to purchase**

**And within a premium environment**

**35%** uplift in positive subconscious brand association

**40%** increase in brand love



For more information about how you can add native advertising to your marketing strategy, email us at [nativesolutions@verizonmedia.com](mailto:nativesolutions@verizonmedia.com).

All stats from Verizon Media Redefining Native (2018; UK, FR, DE) study, unless otherwise stated.

Verizon Media

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