

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: Oath - Redefining Native (2018)

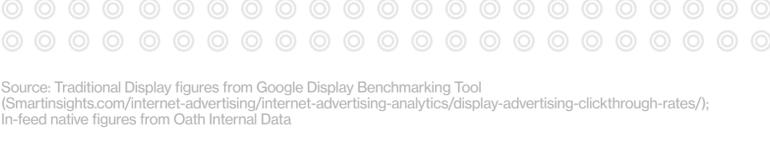
23% more likely to agree that native ads look natural on desktop and mobile



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 (Smartinsights.com/internet-advertising/internet-advertising-analytics/display-advertising-clickthrough-rates/); In-feed native figures from Oath 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



Respects consumers **+11pt**



Shares values **+6pt**



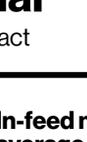
Sets trends **+4pt**



Builds trust **+7pt**

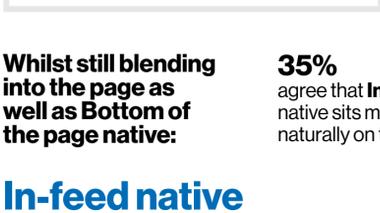


Exceeds needs **+5pt**



Elevates experiences **+3pt**

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 ads sit more naturally on the page

34% agree that Bottom of the page native ads sit more naturally on the page

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



Respects consumers **+10pt**



Shares values **+5pt**



Sets trends **+6pt**



Builds trust **+7pt**



Exceeds needs **+5pt**



Elevates experiences **+4pt**

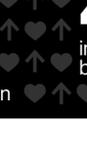
To summarise



17% uplift in positive subconscious brand associations



On average, native ads stay in active view for **25% longer**



Natives ads increase active user engagement by **63%**

14% increase in brand love

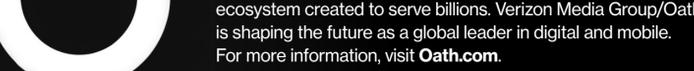
27% more likely to purchase

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 nativespecialists@oath.com.



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

Verizon Media Group/Oath

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