exoClick
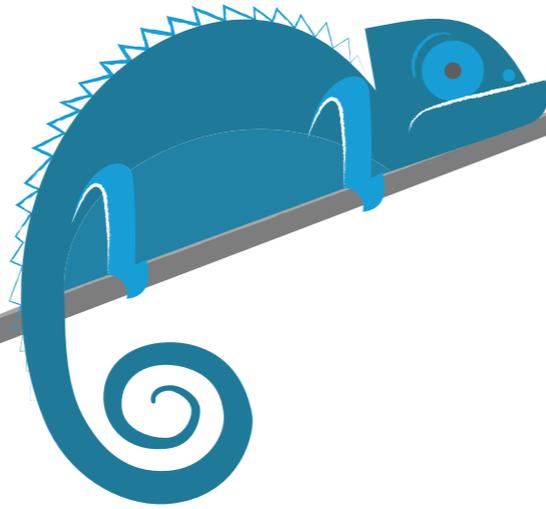
Advertisers Ultimate Guide to Native

Welcome to ExoClick's Ultimate Guide to Native Advertising. ExoClick's platform features give you one of the most creatively powerful tools in digital advertising to convert your products and offers.

Creative Power!
What makes Native such a uniquely creative ad format?

✅ **No banner blindness**: Because the ad looks like the editorial content your ad will not be ignored, it becomes part of the user's browsing experience, and it shows the same on all devices because it's responsive.

✅ **Fine tunable**: By checking out the website beforehand you can ensure your ad uses similar style images, headline title and description texts.

✅ **It's a chameleon**: You can continue to change your image and texts to see which get the most clicks, for example if its a News website relate your ad image and text to a current big news story each day to increase clicks. We will give you many creative ideas a little later in this guide

✅ **Toolbox of automation features**: Experiment with our **Native Dynamic Keyword Tokens**, our **Automatic Variations algorithm** and more

✅ **Massive reach**: ExoClick has lots of volumes on Native across all GEOs

✅ **Prices are great**: Like banners Native CPM bids are low. So they are perfect for test campaigns, or why not run a Native campaign in tandem with a video ad campaign, use them to retarget a user who has clicked on a campaign you are running with another ad format

What is Native advertising and why is it so effective?

Unlike display or banner ads, Native ads don't really look like ads. Native advertising is a type of advertising that matches the form and function of the content on the site, the thumbnail appears like it is a video, article or editorial. It consists of an image, a short title and a short description.

On a Publisher's website Native ad sections usually consist of 3 or more ads placed together in a fully responsive widget to display on desktop, mobile and tablet. The whole widget can also be named with a title such as: **Other stories from the web**, or to show the end user that the Native ads are paid for content more obviously named similar to advertorial style ads: **Sponsored content** or **Ads by ExoClick.**

Publishers can choose how this ad format is displayed on their website:

• **Widgets** come in different forms e.g. 1 (row) x 4 (ads), 1x6, 2x3, etc, there are many combinations but generally most websites feature 1x3 or 1x4

• **Image:** jpeg, png (300×300) max weight 150KB

• **Title, description** and **advertiser brand name** with font size to match the websites content (optional for the publisher)
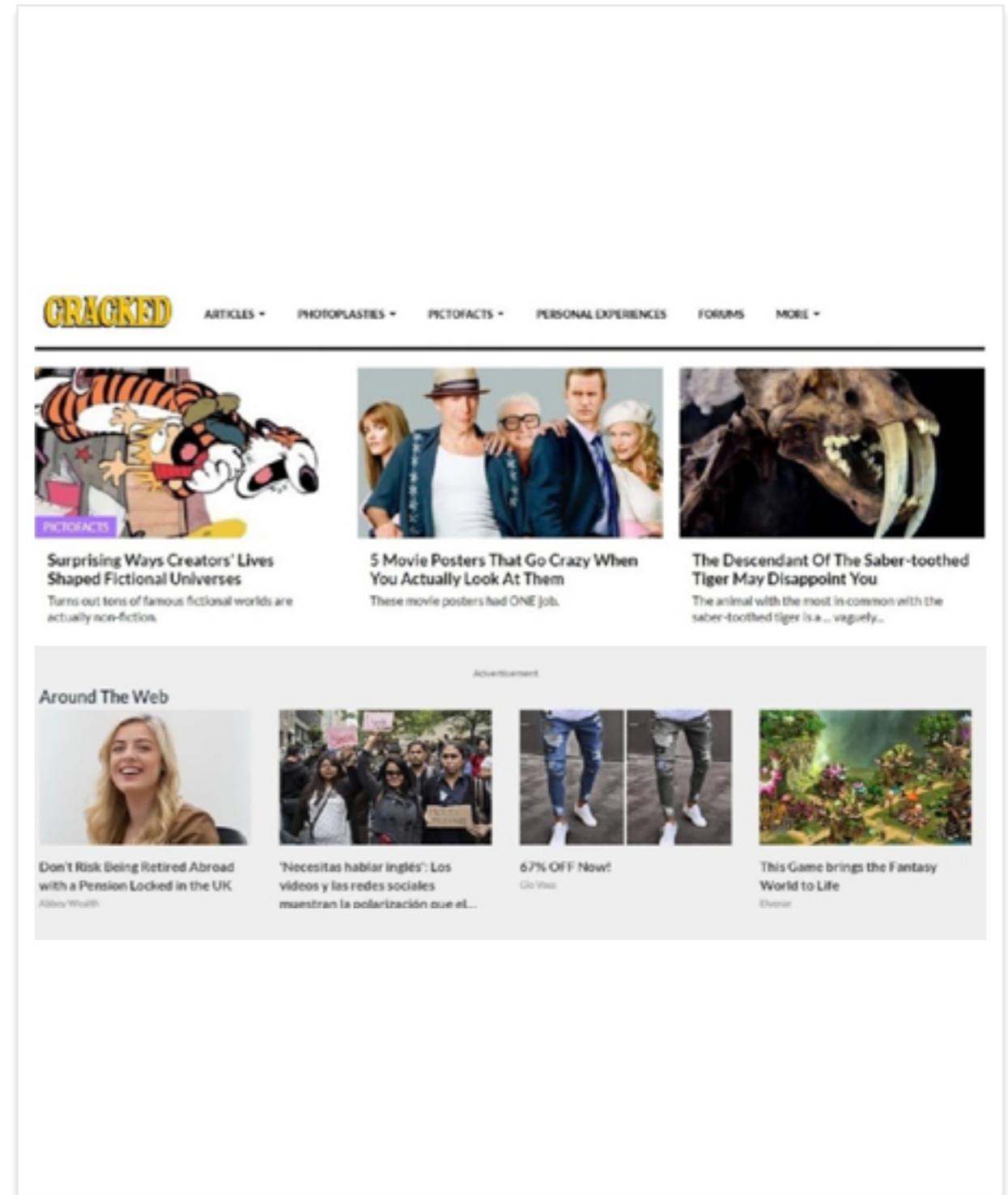
ExoClick's three Native ad formats

Native Recommendation Widget

Your ad will appear within the widget display amongst the editorial content

Native Interstitial

Widget overlays the page with contextually relevant ads. A smooth transition from the side of the page is gentle on user experience and the unit can easily be dismissed. Frequency capping controls how often users will see the widget.

Native Recommendation Exit

Triggers when the user moves the mouse outside the page as though the user is going to exit the site. Can be easily closed by the user.

Volumes, Bidding & Vertical CTRs

ExoClick has large volumes of Native traffic available in all GEOs.

Daily volumes Top 20 GEOs (millions)

1.	India	285.5	6.	UK	54.4	11.	Brazil	36.4	16.	Mexico	23.9
2.	USA	245.8	7.	Japan	47.2	12.	Spain	33.4	17.	Malaysia	22.5
3.	Germany	141.4	8.	Italy	44.4	13.	Canada	33.3	18.	Algeria	20.1
4.	France	86	9.	Pakistan	39.2	14.	Poland	26.7	19.	South Korea	19.7
5.	China	62	10.	Vietnam	36.6	15.	Netherlands	26.2	20.	Russia	18.3

Bidding

You can bid for Native using CPM, **SmartCPM** and CPC.

Of course you can use ExoClick's Bidder tool which will automate your bidding and block any non-converting ad zones for you. Check a **tutorial here.**

💡 **TIP!** – Test the same offer but with one campaign set up for CPM and a second campaign set up for CPC, and then see which is the most profitable for your offer. We have a Case Study at the end of this document using this technique.

Native Ads Position Assignment Feature

The Native ad format uses a multi item auction to select the ads to be shown in the different positions of the widget. The ads with the top bids will be the ones displayed in the best performing widget position (the one that gets more clicks). This feature takes into consideration the variation and zone and device to calculate most accurately the CTR of each campaign. Additionally **ExoClick serves only 1 variation at the time to ensure better distribution of ads.**

RON versus Premium Traffic

💡 **TIP!** – With RON set a low bid because volumes are high, prices are low and you will still be able to achieve conversions. Set up separate campaigns for Premium traffic, then compare the results.

Average Global CTRs

Our BI team looked at what the global CTR averages were for Native across our network for different verticals:

Entertainment

▶	Free video content	1.26%
⭐	VoD	0.17%
🎮	Games	0.12%
📷	Livecams	0.1%
🎞	Movies/Music	0.03%

Lifestyle

🛒	eCommerce	0.4%
🖼	Tutorials	0.16%
🏹	Dating	0.13%
💊	Nutra	0.13%

Gambling

🎲	Sports Betting	0.17%
🃏	Casino	0.12%

Members Area traffic

⭐	VoD	1.37%
🎮	Games	1.22%
🏹	Dating	0.84%
💊	Nutra	0.36%

Native customer flow

Native ad performance requires a different user journey to traditional ads. For example, for a banner ad the user sees the banner and knows it is an ad, will either ignore the banner or click on the banner if the offer appeals to him. This will take him to a landing page that is generally very sales orientated with strong (and sometimes multiple) CTAs.

For a Native ad, the user is expecting to see editorial style content, so to convert a user who has clicked on your Native ad the Landing Page should not be sales focussed.

This is not a direct sale, but it educates and informs the user by giving them facts about their pension in short bullet points, the CTA is a free pension review to introduce the user to the product, contact details and live chat is added if the end user has any further questions.

This is the secret to converting your offer with Native. Native advertising brings great results when the story comes before the promotional part.

Use the Landing Page as a tool to educate the user about the product, offer or service which should be in the form of an article or tutorial. So for example, if you have a localised dating offer, include **testimonials from users**, include **tutorials** related to the product such as tips in the form of articles or videos e.g. 'How to start a conversation with a girl you like.' Finally at the bottom of the page add a soft CTA such as Find out more, Sign up for free, Get a free preview. Then take them to the hard sell Landing Page.

👉 This ad goes to this landing page 👇

💡 **TIP!** - Use ExoClick's 'Offers' feature: If you have a few different landing pages this tool allows you to automate the traffic sent to the best performing landing page. Read **this tutorial.**
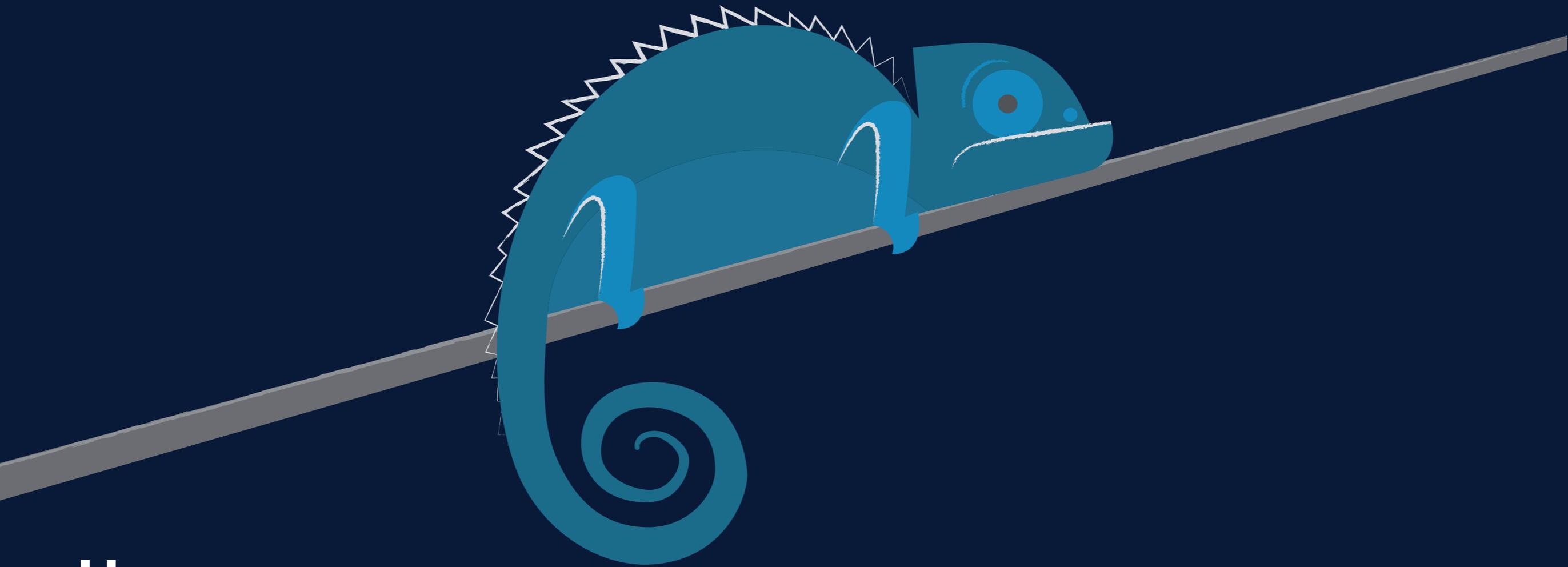
Use your creativity to get higher conversions

Getting a higher CTR for Native ads is all about psychology in order to create meaningful engagement from a potential customer who is viewing the website where your ad is placed. Think of it as content marketing and the image, title and description are your clickbait.

The Native ad image

A compelling image goes here!

A great title goes here

A convincing description goes here

Attracting the user comes from using a compelling image. Remember that it should look like the image of an editorial story so no animation, just a static image, no texts on the image, no brand logos.

You don't need a graphic designer to create these images, with Native it's just a simple image and you have many options here, so let's list a few tips to get your creative juices going...

✅ **Contextual:** Choose an image that fits into the website you are targeting, for example, if it's a Manga/Anime website use a Manga style image.

✅ **Non-contextual:** Choose an image that has nothing to do with the content on the site, so that it will really stand out against the website's content. Test Contextual and Non-Contextual to see which one brings the most clicks.

✅ **Avoid stock photos:** Yes, the end user has seen those stock photos over and over again, they look staged

✅ **Amateur real life photos:** We live in a smartphone world. We are now totally trained to enjoy Instagram styled selfies and images and those amateur style photos create sincerity, intimacy and familiarity.
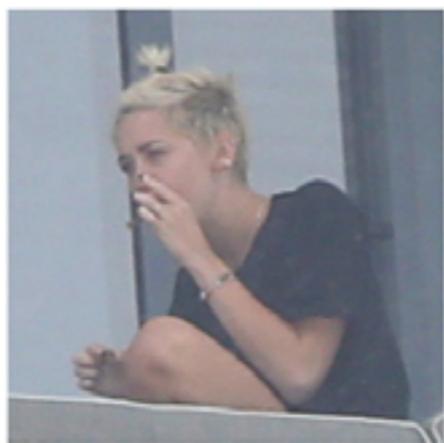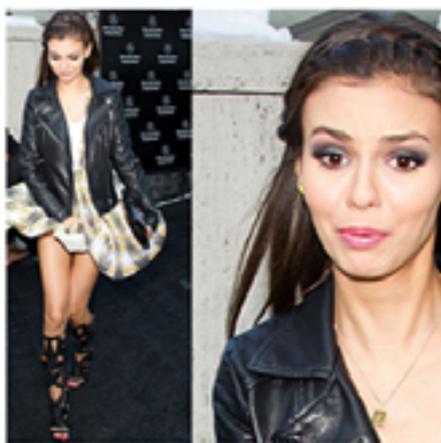

✅ **Keep it linked:** Your image should have an element that relates to the Native title and description so it is not considered misleading and it shows what the user can expect once they click.

✅ **ExoClick's guidelines:** ExoClick requires that the image should be 300×300px in PNG or JPEG file formats, no animation is allowed and don't add borders or margins, or it won't fit into

the look and feel of the website you are targeting. Check out our Native advertising guidelines **here.**

✅ **Emotional response:** Human facial expressions can have a powerful impact. Happy, sad, flirtatious, funny? All will trigger an emotional response from an end user. Ambiguous and unclear expressions won't generate the same type of response. And what about cute animals? They always get a positive reaction.
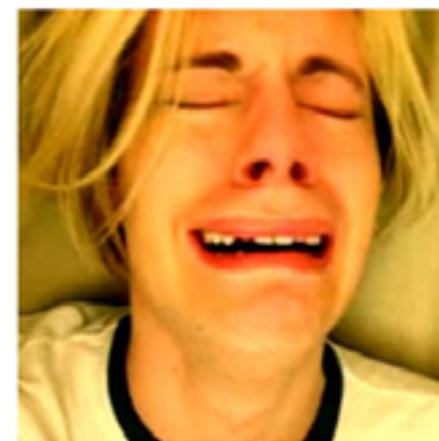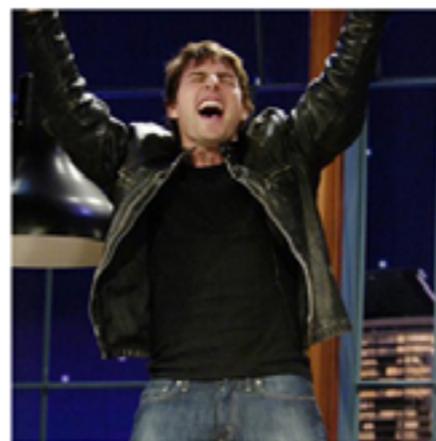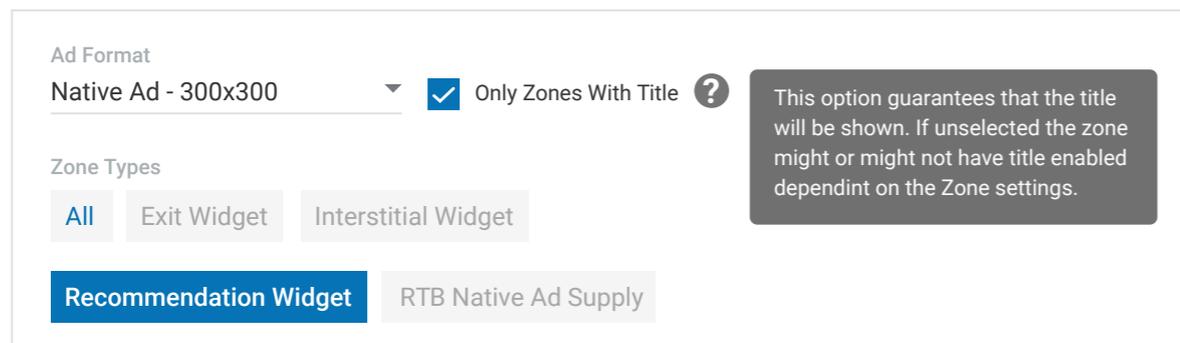

✅ **Eye contact:** Using a photo of a person(s) looking directly into the camera is highly engaging for the end user.
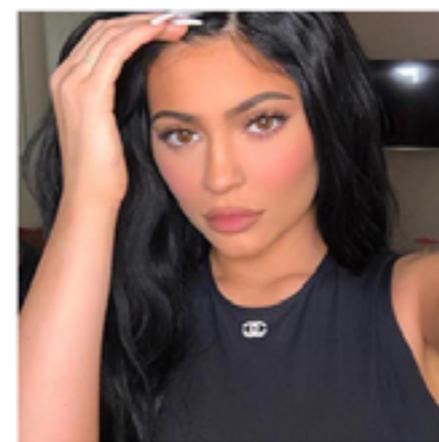
✅ **Test your variations:** Try uploading several different images and use ExoClick's Automatic Variations Optimisation tool. The tool allows automated control over the traffic sent to a campaign's different variations. More info **here.**

The Native ad texts

Ad Format
Native Ad - 300x300 ▼ ☑ Only Zones With Title ❓ This option guarantees that the title will be shown. If unselected the zone might or might not have title enabled dependint on the Zone settings.

Zone Types
All | Exit Widget | Interstitial Widget

Recommendation Widget | RTB Native Ad Supply

✅ **Ad zones with titles:** In your admin panel when setting up a Native ad campaign, there is a tick box that lets you only target sites where publishers allow titles to be shown in their Native ad zones. Targeting ad zones with titles enabled will lead to a better CTR.

✅ **Character length:** Keep your title short and the description length should be a short sentence. We recommend the following number of characters (including spaces) to ensure that all your texts are shown within the Native ad widget:

Title: 50 characters   Description: 90 characters

Brand name: 30 characters

✅ **More Text Tips!** With the short character length then your title and description still need to get your message across. The title font will be bigger and bolder than the description, so this should work in harmony with your image, the description should then amplify and tease your title message further, to get the user to click.

✅ **Use facts and statistics:** People love facts not fake news e.g. 80% of men... , 9 out of 10 cats... , etc

✅ **Make it a question:** Get them thinking by starting your text with phrases such as "Did you know...?" "How can you find...?" "What's the best...?" "Have you ever tried...?" "Are you...?

✅ **Use numbers:** Numbers are easier for a reader to notice for example: '7 things you should know about shampoo' works better than 'Seven things...' plus it saves you character space!

✅ **News worthy:** Exploit big current news stories or big movie/Netflix series releases so you can tie your texts into this.

✅ **Offer a lifehack:** People love to learn new things to make their lives easier or to learn new tricks e.g. 'How to get the girlfriend of your dreams' 'How to save 3 hours a day'

✅ **Be negative:** Sometimes negative words such as 'worst' gain more clicks than positive ones like 'best.' Negative statements are intriguing and seem more authentic and genuine e.g. 'Your worst nightmare just came true, but this will fix it.'

✅ **Translations:** Chances are that you will be targeting different countries so make sure that you use a native speaker to translate your texts and concepts, never use Google Translate, it will make your Native ad less clickable.

Extra tools on ExoClick's Platform

Dynamic Keyword Insertion: ExoClick provides this feature which lets you dynamically change texts within your Native ad campaigns. This is a really useful feature, particularly for GEO targeting and can really help you increase conversions. It's all down to dynamic keyword insertion tokens, which automatically replace specific texts with keywords relevant to the end user.

Here's an example, let's say you have a GEO localised dating product. With the dynamic keyword insertion for country, in your admin panel you can create the Native title "Meet Girls in `{country_name}`". The `{country_name}` will be automatically updated with the country of origin pulled from the ad request, so if the ad is served in Ireland the final result will show the end user in real time the Native title "Meet Girls

from Ireland." So now you can run the same campaign across several English speaking countries and the `{country}` token will automatically change your title to the relevant country where the ad is shown. Or you could make the ad text even more geo-localized, for example by using the `{region}` or `{city}` tokens.

We offer the following dynamic tokens:

`{country_name}` The localized country name of the visitor e.g. Ireland.

`{region}` The localized region name of the visitor e.g. California

`{city}` The localized city name of the visitor e.g. London

`{language_name}` The localised language of the visitor e.g. Español

`{day}` The localised day that the visitor is visiting the site on e.g. Monday, Tuesday, etc.

`{operating_system}` The operating system of the visitor e.g. Windows 10

`{device}` The device that the visitor is using e.g. iPhone

`{carrier}` The carrier that the visitor is using to access the site e.g. Vodafone

Watch **this video** and here is a full **tutorial.**

🔨 **Keyword Insertion Language distribution:** ExoClick allows you to automatically translate the Keyword Insertion token in the following languages: English, French, German, Italian, Portuguese, Spanish, Japanese and Chinese. The dynamic tokens will display in the language that you set for the campaign. The language is set in the top right of the Variations list. Choose the language for the tokens from the Ad Text Language drop-down. The default language is English.
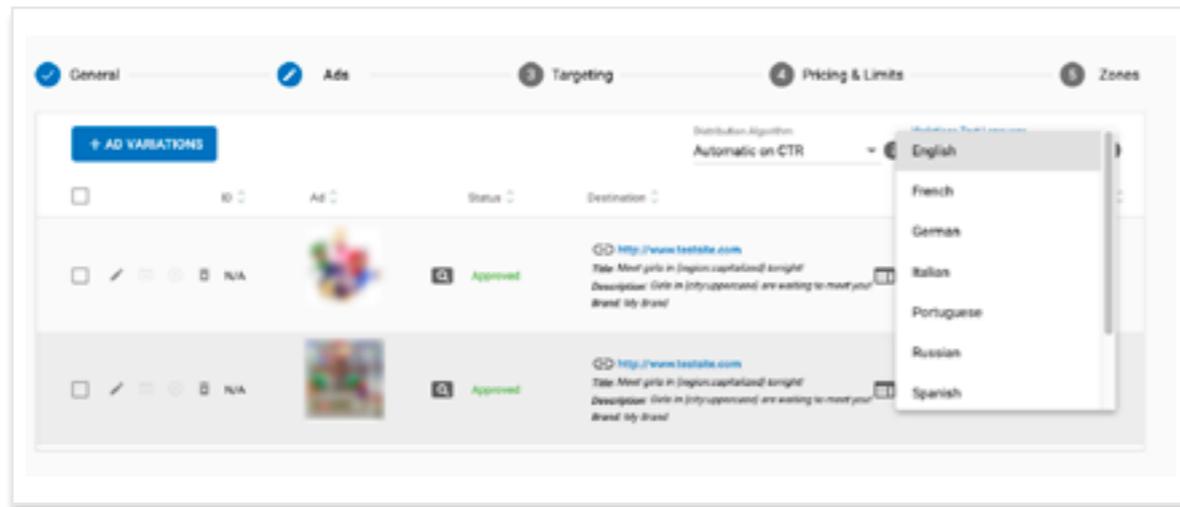

Note: You can only select one language for all the variations in a campaign. For ads in different languages, you should create separate campaigns for each language.

💡 **TIP!** – So you can run the same campaign across several countries that speak the same language.

🔨 **Frequency Capping**: We recommend setting it at 1/24, so the ad will show once every 24 hours, however testing is key here.

💡 **TIP!** – The effectiveness of an advertising message is based on repetition. By testing different types of campaigns and playing with the frequency cappings, you can fine-tune the campaign to get the right exposure and higher conversions.

🔨 **1x1 Widgets**: Target publishers that only use the 1x1 widget set up for their Native ad zones. These widgets are set within the editorial thumbnails on the website and not a separate block as the larger widgets can appear. By targeting 1x1 native ad zones you are guaranteed to appear within the editorial content of the site and also be the only ad in the section.
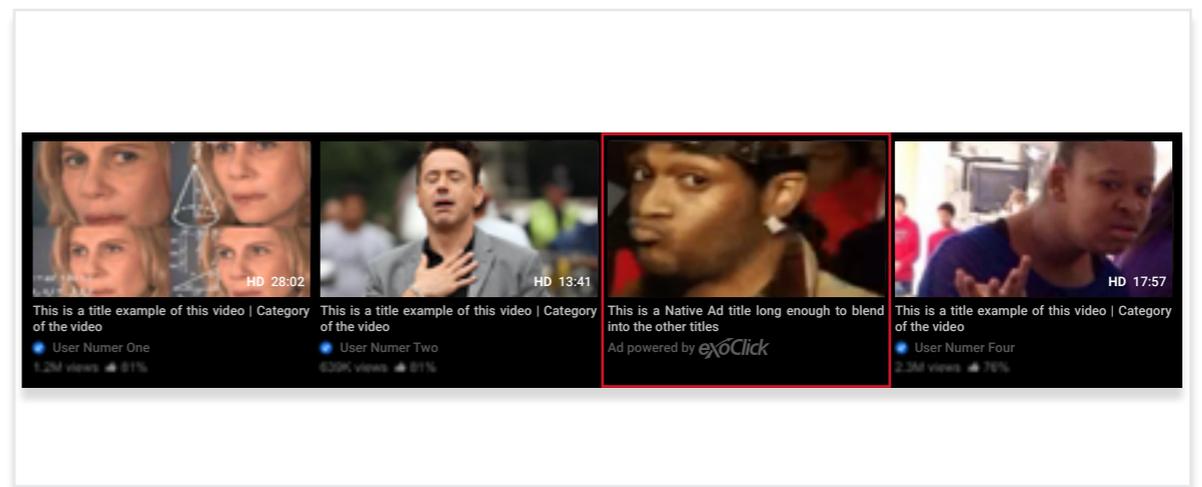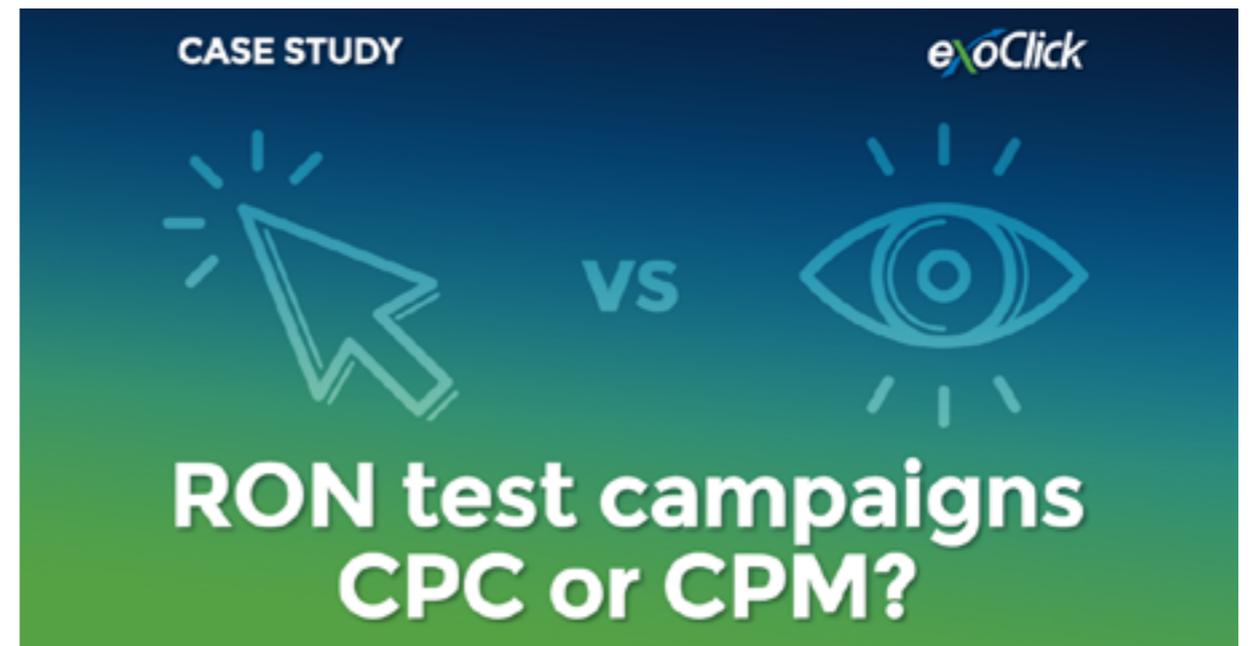
Further reading

So now after reading this guide you are on the way to be an expert in Native advertising! Below in further reading you can check out two Native advertising Case Studies.
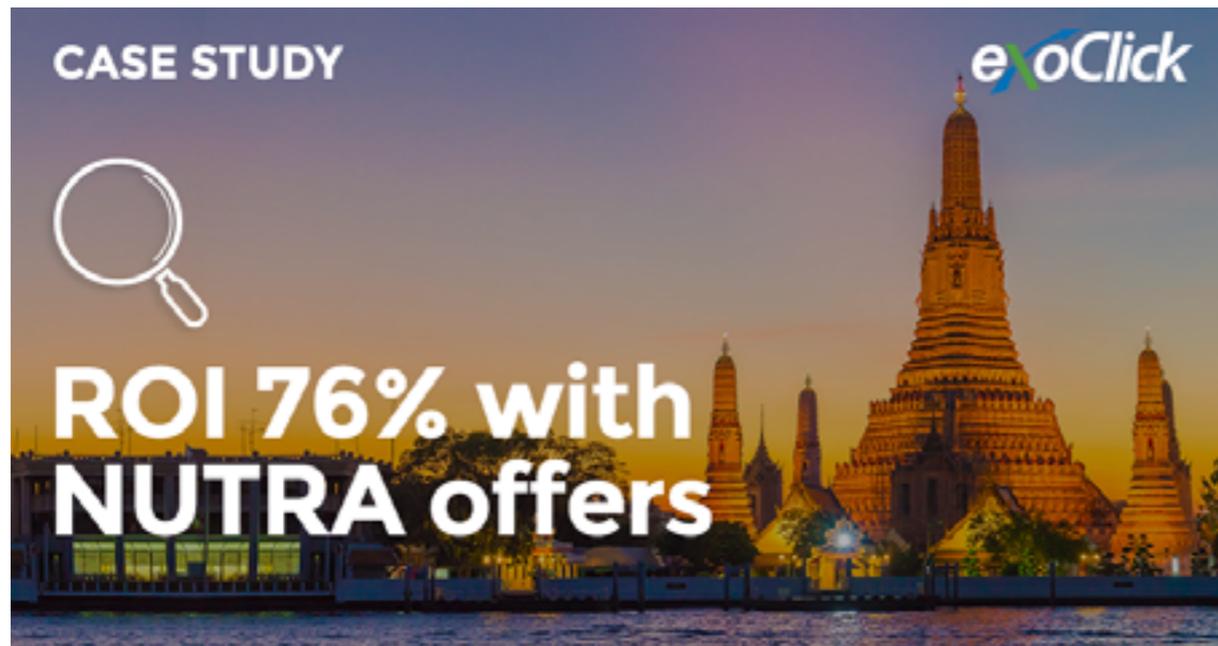
Promoting Nutra in Thailand

Read more

RON test campaigns CPC or CPM?

Read more