

Benefits of Native Advertising

Native Ads is a type of paid media where the ad experience follows the natural form and function of the user experience of the platform it's employed on. The purpose of such advertising is to create more natural and less intrusive ads and increase the number of clicks, sales, and other targeted actions.

Why Is Native Advertising Effective?

As a technique, native advertising is useful because its scalability and quality allow marketers to fill the gap between banner adverts and brand publishing. Now that we're living in a content-heavy world, native advertising offers advertisers a way to reach out to their audience without being overbearing. According to research, this means that many native ads are viewed for the same period of time as editorial content.

Also, native ads are far more likely to be shared than the banner ads, increasing your marketing potential to go viral. Moreover, once a user engages with your native ad experience, you can retarget them with relevant display ads that have a much better chance at effectiveness.

Let's compare banner and native advertising. Statistics show that the native advertising is noticed by 52% more users and has a 9% higher brand recognition chance. Plus, the native advertising has better CTR than the banner ads.

Also, there are prohibited topics for advertising, which are banned in Google and Facebook - so the Native Ads is the most profitable solution for this. Usually, various medications, methods for losing weight and such stuff are banned.

Popular Services

The leader is Taboola. It is a high-level advertising service with a wide audience coverage and only the "white" topics. It has an excellent rating among services and is extensively popular as a whole.

Outbrain is also included in the top-10 advertising services. It is mainly used for branding.

Both of these services are well-converted.

Content.ad, Revcontent and Mgid allow almost all the topics, so you can advertise anything you wish through them.

Rating of advertising services in terms of audience coverage in the USA:

