


NATIVE ADVERTISING:

Rising Above the Banner Noise

The background of the slide features a hand holding a smartphone, with a complex digital interface overlaid. The interface consists of a grid of small, semi-transparent images and icons, connected by thin, light blue lines, suggesting a network or data flow. The overall aesthetic is futuristic and digital, with a light blue and white color palette. A decorative horizontal line with a hatched pattern is positioned below the main title.



Today's Speaker

Jonathan Kim

Account Director, Platform Partnerships



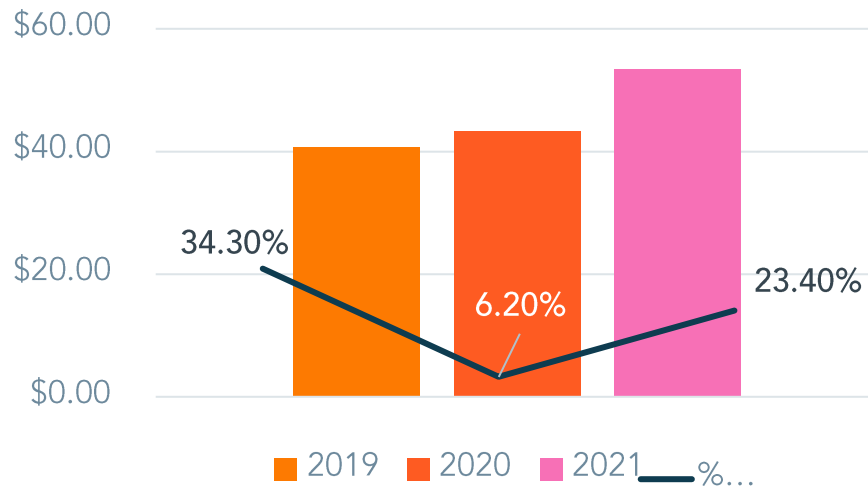
What You'll Hear Today:

- ✓ Why Native
- ✓ Native for Performance
- ✓ You Already Have the Creatives Available
- ✓ Native as a Social Alternative
- ✓ Quality & Scale

What is Native?

At TripleLift, native advertising refers to ads that render within the feed of content and match the look and feel of a publisher's site. The intent is to offer advertising that is user-centric and non-disruptive in order to engage the audience in a more authentic way. In 2021 the market opportunity for *native programmatic advertising is projected to increase by more than 20% to \$53b*, up from \$43b in 2020*.

US Native Programmatic Digital Display Ad Spending, 2019-2021



Why Native

3.76s

To notice a native ad, half the time of a banner ad

Attention grabbing

Native ads are visually pleasing and formatted to fit every device. They harmonize with the publisher page and appear directly in-feed.

96%

Of time native ads are seen on a website

Non-disruptive experience

Native ads blend into the publisher page. They do not have any pop-up elements that force a user to view or watch the ad content.

0.40%

Average CTR of native ads, CPC on par with industry average*

Proven Performance

Native ads are directly within a reader's line of sight. This placement produces a higher CTR and stronger post-click and post-view engagements than traditional banner ads.

Native Study

Why Consumers Appreciate Native

- 68%** of consumers share a native ad with friends and family over a traditional banner ad
- 85%** of millennials say in-feed Native Ads are the same or better than the other content on the page
- 77%** of respondents did not interpret native ads as advertising
- 42%** of consumers personally identify with a brand in a native format compared to a traditional banner ad

IAB's Online Advertising Appeal Analysis



It's about Driving the Results that Matter

AWARENESS

26%

increase

Measured by Millward Brown

FAVORABILITY

10x

greater

Measured by Millward Brown

ENGAGEMENT

148%

higher

Compared to Industry Benchmark

CTR

72%

363%

greater

Compared to Vertical Benchmark



5%

increase

Measured by Placed

CPA

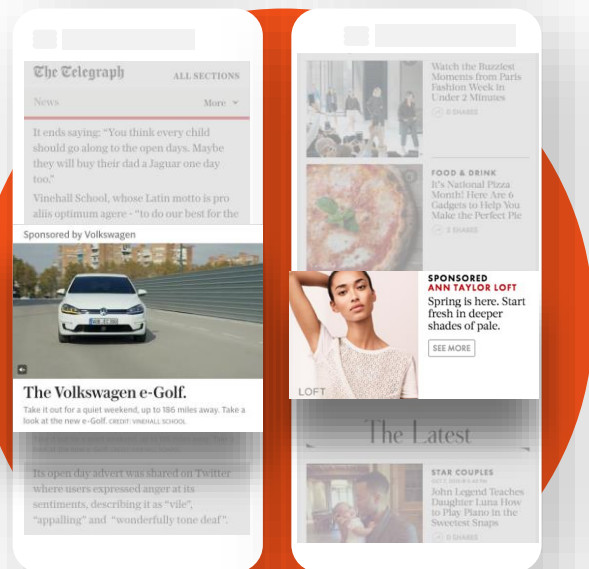
72%

decrease

Client Reported

Not All Native is Created Equal

The design of Native Placement Types varies and each offer unique user experiences



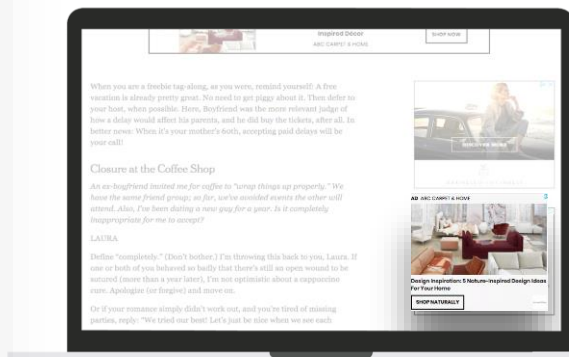
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In-Article Native

In the atomic unit of the content

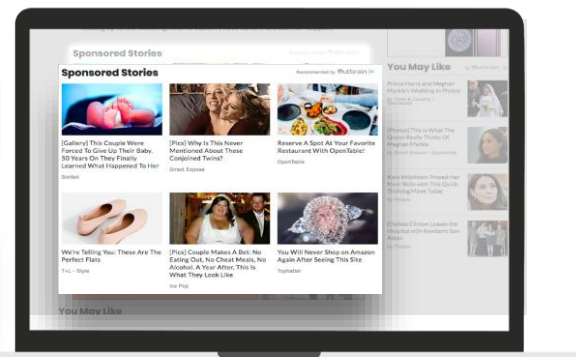
In-Feed Native

In the feed of content including organic feed/grid/listing/carousel



Peripheral

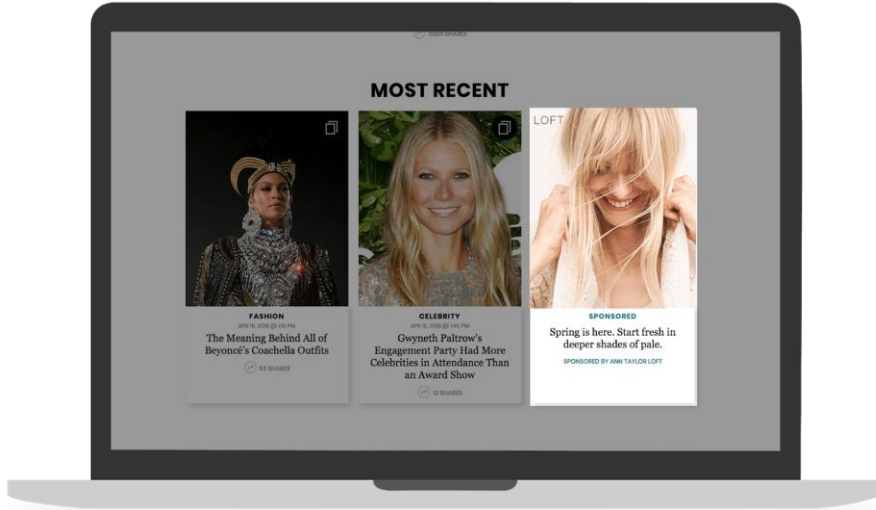
Outside the core content – including right rail and banner-style placement near the content



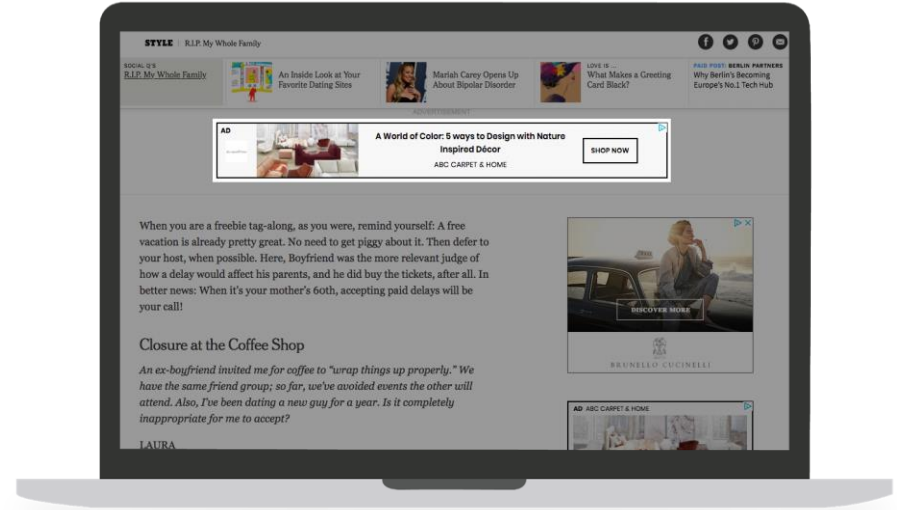
Recommendation

Displayed alongside other editorial content, ads, and/or paid content, typically below or alongside publisher content

Performance differs by placement type



In-Feed Native has the **highest CTR** among native formats



In-Ad Native, gets only **about 1/10th** of the CTR of in-feed

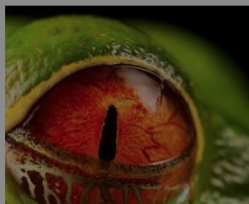
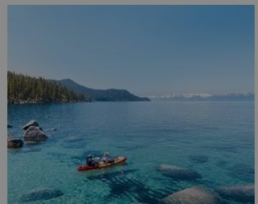
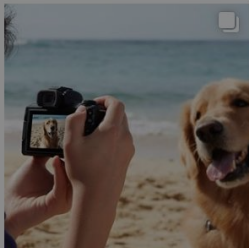
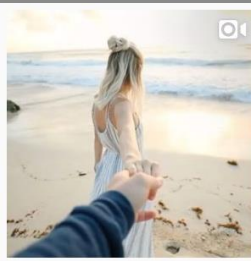
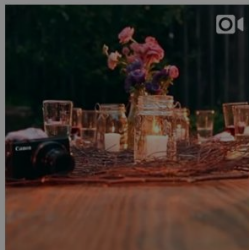
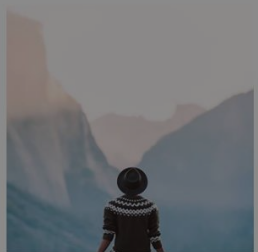
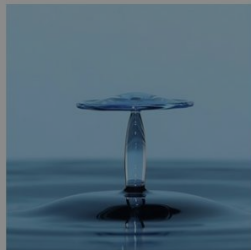
You Already Have the Creatives



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Search



Simple Building-blocks

1 / Creative

video



2 / Logo



3 / Copy

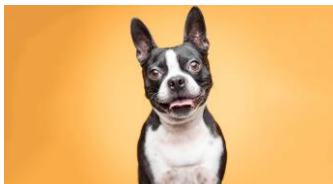
*Looking For The Best Way To
Capture Your Adventure?*

*See how the pros are using the
Canon EOSM6. It's small and
compact so you can easily throw it
into your purse, but you still get
great quality!*

4 / URL

[https://
shop.usa.canon.com/EOSM
6Body](https://shop.usa.canon.com/EOSM6Body)

image



gif



Simple Building-blocks

1 / Creative



2 / Logo

Canon

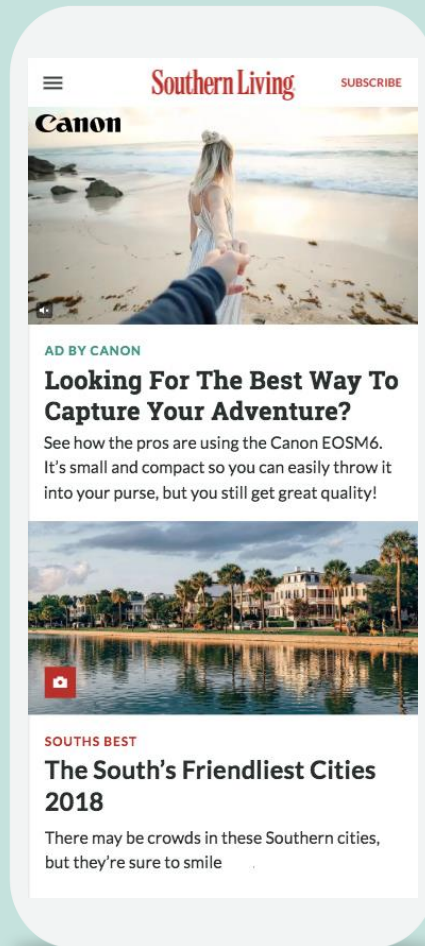
3 / Copy

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4 / URL

[https://
shop.usa.canon.co
m/EOSM6Body](https://shop.usa.canon.com/EOSM6Body)

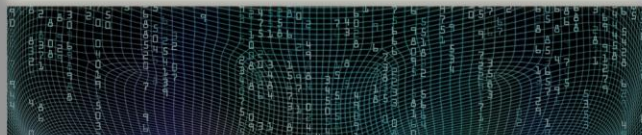




Looking For The Best Way To Capture Your Adventure?

Canon | SPONSORED

See how the pros are using the Canon EOSM6. It's small and compact so you can easily throw it into your purse, but you still get great quality!







TripleLift Native Formats

Image

The screenshot shows a mobile interface for Southern Living. At the top, there's a navigation bar with a hamburger menu and the text 'Southern Living SUBSCRIBE'. Below this is a large image of two cardboard boxes labeled 'GARDENING MADE SIMPLE'. Underneath the image, it says 'SPONSORED BY HOME DEPOT' and 'Gardening made simple'. A sub-headline reads 'Update your garden with the help of Home Depot and your little helpers.' Below this is another image showing a group of people sitting around a table outdoors, with the text 'FASHION BEAUTY' and 'Chef Ashleigh Shanti Brings'.

Best for:
Engagement & Brand
Awareness, CTR,
Viewability

Scroll

The screenshot shows a mobile interface for Real Simple. At the top, there's a navigation bar with a hamburger menu and the text 'REAL SIMPLE SUBSCRIBE'. Below this is a large image of various hair products. Underneath the image, it says 'PAID CONTENT BY SEPHORA' and 'We like our hair treatments like we like our PSLs: orange, aromatic, and life-giving'. A sub-headline reads 'Fall for these next-level products that hydrate, revive, and help protect your strands. Shop Now!'. Below this is a video player showing a close-up of a woman's hair with a play button overlay. Underneath the video, it says 'HAIR' and 'Ribbon Highlights Are the Prettiest New Hair Color Trend'. A sub-headline reads 'Step aside, ombre. There's a new hair coloring technique to try—and it looks'.

Best for:
Engagement, CTR,
Brand Lift

Cinemagraph

The screenshot shows a mobile interface for Traveler. At the top, there's a navigation bar with a hamburger menu and the text 'Traveler'. Below this is a large image of a sunset over a city. Underneath the image, it says 'SPONSORED BY ORBITZ' and 'Sunset Silhouette'. A sub-headline reads 'Book with Orbitz and enjoy an international sunset.' Below this is a smaller image of a modern building with a pool.

Best for:
Increasing Traffic/Brand
Awareness, CTR, Brand
Lift, Cost per Action

Carousel

The screenshot shows a mobile interface for PC. At the top, there's a navigation bar with a hamburger menu and the text 'PC'. Below this is a search bar with the text 'Find products, advice, tech news'. Below the search bar is a large image of a laptop on a desk. Underneath the image, it says 'It's a win-win situation.' and 'SPONSORED BY DELL'. A sub-headline reads 'Did you know that cleaning out your computer can help it run faster—and help you find things faster, too?'. Below this is a smaller image of a laptop on a desk.

Best for:
Engagement and Product
Sales, CTR, Sales Lift

Window

The screenshot shows a mobile interface for Curbed. At the top, there's a navigation bar with a hamburger menu and the text 'CURBED'. Below this is a large image of a person lying on a couch. Underneath the image, it says 'I watched a full day of HGTV' and 'By Ali Bartwell | Today at 8:00am EDT'. Below this is a smaller image of a kitchen with a mixer and a bowl. Underneath the image, it says 'FROM MIXERS TO MIXING BOWLS.' and 'Achieve your goal pantry with small kitchen appliances and cookware at The Home Depot.' Below this is a smaller image of a kitchen with a mixer and a bowl. At the bottom, there's a small 'Ad' label and a 'View Site' button.

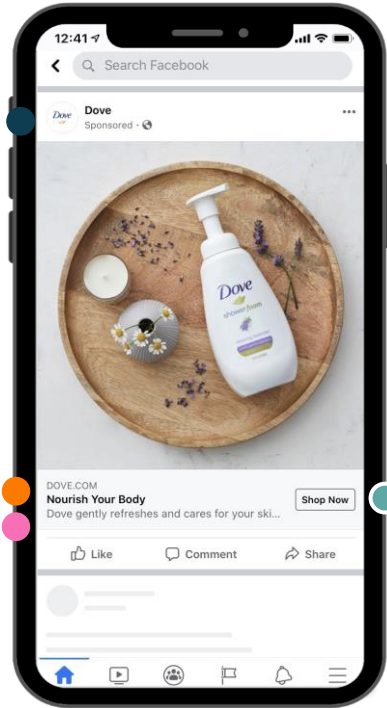
Best for:
Engagement & Brand
Awareness, CTR,
Viewability

NATIVE AS A SOCIAL ALTERNATIVE



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In-Feed Native



Logo

Headline

Caption

Call To Action

Creative Comparisons

Facebook

JPG or PNG files
1080 x1080px
Recommended
1.91:1 to 1:1
25 Characters
30 Characters
Yes

File Type

Resolution

Image Ratio

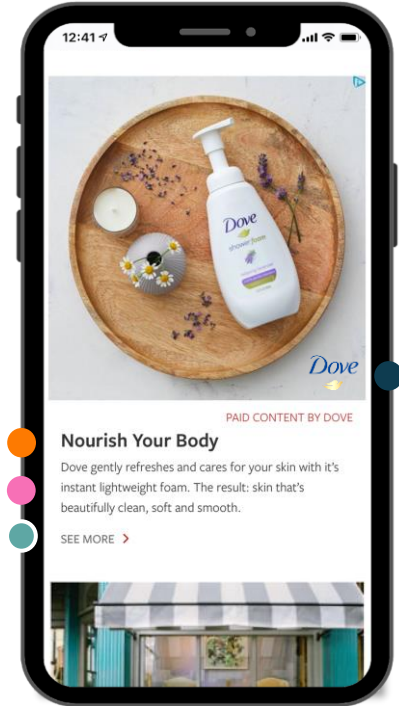
Headline

Caption

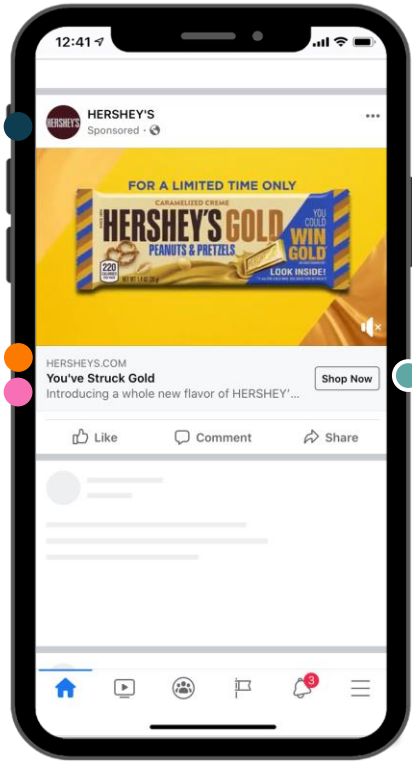
URL

TripleLift via Basis

JPG or PNG files
500 x 500 px to 1200 x 1200 px
Recommended
1:91:1
30 Characters
200 Characters
Yes



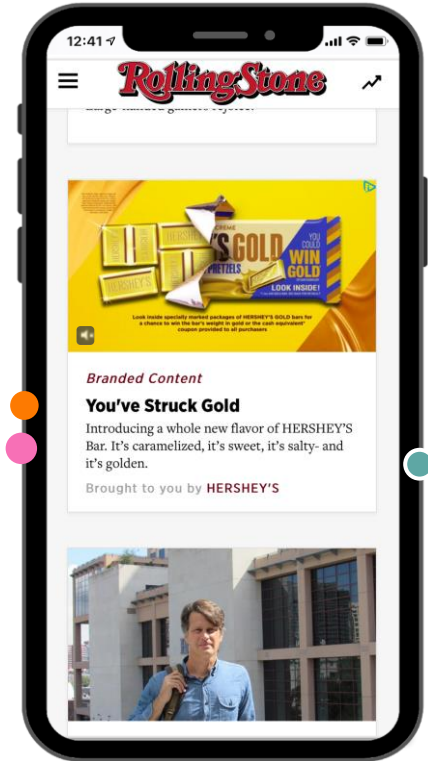
Branded Video



● Logo ● Headline ● Caption ● Call To Action

Creative Comparisons

Facebook		TripleLift via Basis
16:9 to 9:16	Video Ratio	16:9, 4:3, or square
Highest resolution that meets file size and ratio limits	Resolution	Up to 1920x1080 (1080p)
Minimum 1 second Maximum 241 minutes	Video Length	No limit *6-30 seconds is recommended
Minimum 1MB Maximum 26GB	Video Size	We support specs for all major ad servers & DSP's
Yes	URL	Yes



Native Exceeds Social Success

TripleLift offers tools to help marketers make decisions that align with their brand's ethos, messaging, and as always: performance goals. Our 100% direct relationships with our massive publisher network means you don't need to compromise scale and reach for quality.

Native Outperforms Social

-76%

TripleLift CPM vs.
Facebook News Feed

+.06%

TripleLift CTR vs. Facebook
Right Hand Rail Placement

-85%

TripleLift Cost per Click vs.
Instagram News Feed

-37%

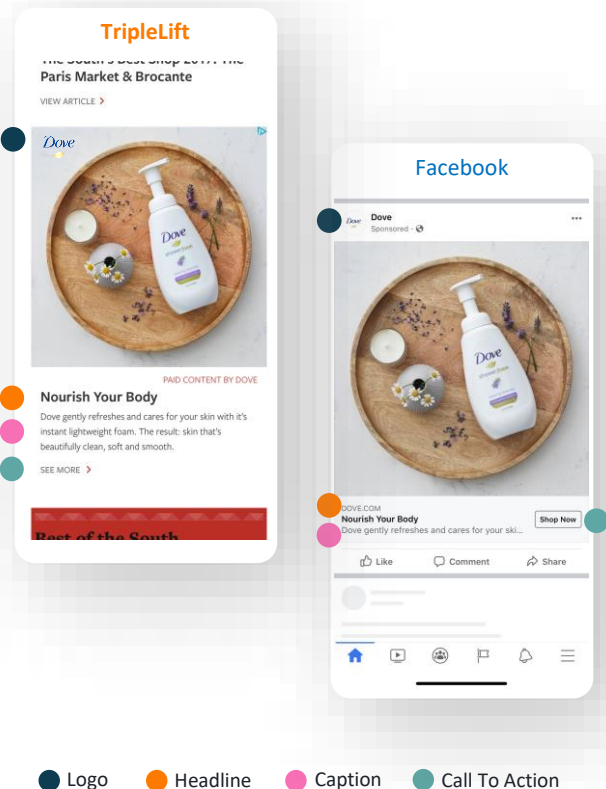
TripleLift Cost per Click vs.
Facebook News Feed

-57%

TripleLift average CPM vs.
Twitter Ads

-36%

TripleLift CPM vs.
Pinterest Ads



The image shows two mobile device screens side-by-side. The left screen displays a native article placement from TripleLift. At the top, it says 'TripleLift' in orange, followed by the article title 'The South's Best Shop 2017: The Paris Market & Brocante' and a 'VIEW ARTICLE >' link. Below is a large image of a Dove Nourish Your Body product on a wooden tray. A legend indicates: Logo (black dot), Headline (orange dot), Caption (pink dot), and Call To Action (teal dot). The headline 'Nourish Your Body' is in orange, followed by a caption in pink: 'Dove gently refreshes and cares for your skin with it's instant lightweight foam. The result: skin that's beautifully clean, soft and smooth.' A 'SEE MORE >' link is in teal. The right screen shows a Facebook News Feed post for the same product. The post includes the product image, a 'Shop Now' button, and engagement options like 'Like', 'Comment', and 'Share'. A legend at the bottom right identifies the elements: Logo (black dot), Headline (orange dot), Caption (pink dot), and Call To Action (teal dot).

Repurpose Social Assets

1 Use Existing Creative

- + Repurpose existing social creative assets for Native activation
- + Get more mileage out of image, video, and custom creative formats

2 Deliver Brand Safety

- + Campaign delivery via direct publisher relationships only
- + Leverage preferred 3rd party brand safety vendors
- + Use deals to target exclusively premium publishers

3 Activate Seamlessly

- + Activate via existing DSP workflows for Native and Display
- + Use your DSP's full suite of targeting and reporting capabilities to optimize

DEALS ▶

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Placement-Level Optimization

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TripleLift's offers platform-wide optimization at the **placement-level**, which is more granular and efficient than domain-level optimized deals, whitelists or blacklists.

Instead of removing an entire site, TripleLift optimizes by placement to provide access to **highly performant** placements.



The deals are refreshed to reflect only the **most performant** placements.

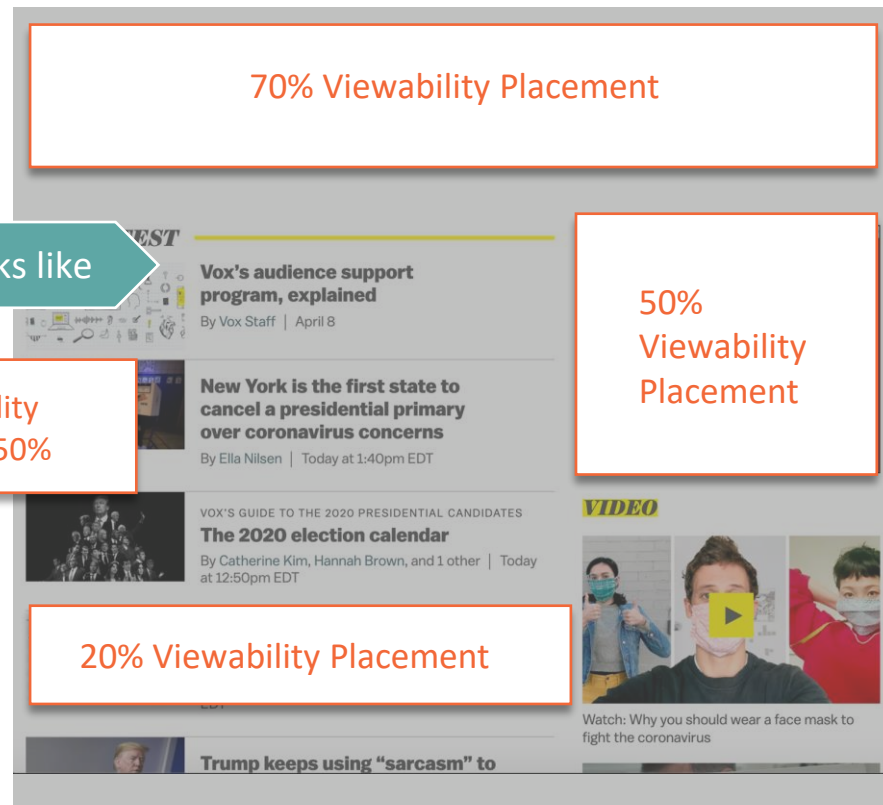
What this looks like

Domain Viewability might average ~50%

70% Viewability Placement

50% Viewability Placement

20% Viewability Placement



Case Study: Viewability Display Deals Out-Perform the Open Exchange



GOALS

Imagine being absolutely certain your target audience will see your campaign—without compromising your CPM. TripleLift wanted to prove the incremental value of our High Viewability Display Deals over buying through the open exchange.



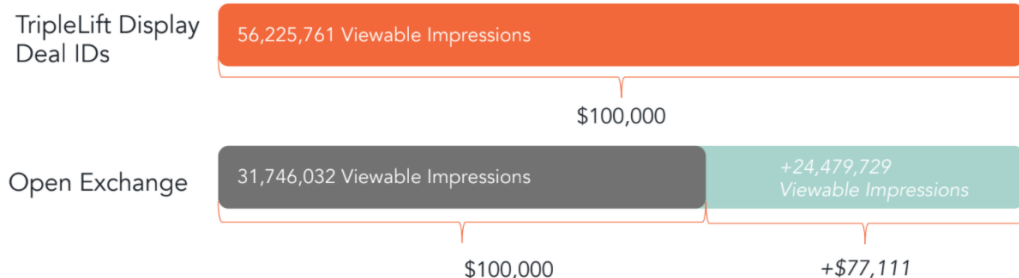
TACTICS

We conducted a series of tests and utilized two leading ad verification partners. These tests were designed to compare the OE (without viewability qualifiers) against TripleLift's Viewability Deals, which package viewable inventory at the placement level.



RESULTS

TripleLift's High Viewability for Display Deals proved to have a 42% lower Viewable CPM (vCPM) at \$1.78 than targeting through the OE, which yielded a \$3.15 vCPM. To understand the incremental value this brings, let's put that 42% difference into practical application:



For a \$100k campaign, nearly 25MM imp were left on the table when buying on the OE — which amounts to ~\$77k! This is because without viewability targeting, the OE was only able to garner a 45% viewability rate compared to TripleLift Deal IDs' 77%. Deals results in more reach, efficiency and directness and also garnered more clicks reaching a more qualified and engaged audience.

Activating Deals Within Basis

Inventory Directory

Private Marketplace ▾

1 Filter Search...

Add new Exchange: TripleLift ▾ x Reset filters

PLATFORM DEAL	VENDOR	EXCHANGE	INVENTORY TYPE	DEVICE	FORMAT	PRICE	Y'DAY'S AUCTIONS
+ RON - Native - High Viewability 70%	TripleLift	TripleLift	Mobile Apps, Desktop Web, ...	Desktop, Phone, Tablet	Display	\$0.01	583,193,733
+ RON - Native - High CTR	TripleLift	TripleLift	Mobile Apps, Desktop Web, ...	Desktop, Phone, Tablet	Display	\$0.01	516,922,396
+ ROE - Native - Outstream - High Viewability 70%	TripleLift	TripleLift	Mobile Apps, Desktop Web, ...	Desktop, Phone, Tablet	Video	\$0.01	259,614,052
+ BOE - Native - High Viewability 70%	TripleLift	TripleLift	Desktop Web, ...	Desktop, Phone, Tablet	Display	\$0.01	328,814,025
+ BOE - Native - High CTR	TripleLift	TripleLift	Desktop Web, ...	Desktop, Phone, Tablet	Display	\$0.01	218,333,338

QUALITY & SCALE



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Direct Supply

TripleLift maximizes working media dollars on behalf of your advertisers by working directly with publishers:

100%

Direct-to-publisher relationships, with no ad networks or exchange reselling

100%

ads.txt publisher file coverage, with constantly updated sellers.json file available publicly

SupplyChain

support to identify the source of every impression opportunity to DSPs

3.8x

higher win rate compared to A/B test on same placements through an intermediary exchange

GANNETT

The Washington Post

FOX

Los Angeles Times

H E A R S T

 **meredith**

turner

The New York Times

TUNE IN

U.S. News & WORLD REPORT

The background features a light blue grid pattern that is more prominent on the right side. On the left, there is a rectangular area with a diagonal hatched pattern, positioned above a thin orange horizontal line.

Questions?

THANK YOU