

Understanding Flow Types for Effective Native Ad Placements

Native is the Future of Mobile Advertising

Native ads will soon be worth more than \$53 billion a year in ad revenue.¹ If you've been considering using native ads in your app, now is the time to get started.

Native formats succeed for publishers, advertisers and — most importantly — audiences because they were developed specifically for mobile, where people now spend almost two-thirds of their online time. In fact, apps alone now make up almost half of all digital media time spent in the US.²

For many publishers and developers, this new breed of ad is daunting. Native ads are highly customizable and come with a variety of design options based on layout and user experience. With so many new possibilities, how do you know where to begin?

Flow Types Help You Maximize Revenue

After years of research, Facebook has begun to unravel why native ads perform so much better than traditional, desktop-born banners and interstitials.

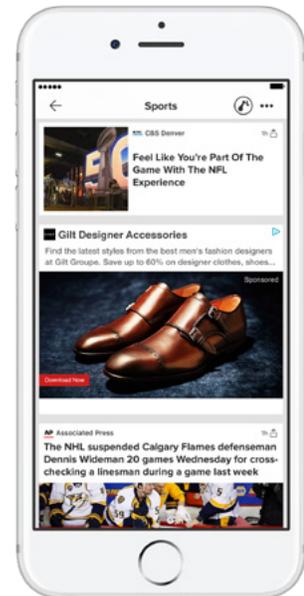
Flow types help you understand a person's mindset and behavior while using your app, so you can make placement decisions that maximize performance without interrupting the app experience.

“We've found that one of the main drivers of native ad performance is something we call the flow type.”

Designing native ad placements around your flow type gives you the power to create a higher quality ad experience that drives stronger engagement, leading to better advertiser performance and more revenue for you.

Design for Your Flow Type

Not all flow types work in every app, so it's important to understand how your users are most likely to navigate your content before determining which one is best for you.



An example of an In-Feed flow type within an app's scrolling feed.



An example of a Lockscreen/ App Lock flow type.

We've identified several common flow types to-date:



AD DISCOVERY:

Common across all app categories

Users are presented with a customized button inviting them to discover new content. When they click on the button, they're taken to a full-screen ad.



BEFORE TASK:

Utility, Gaming, Entertainment

User-initiated placements where a person launches an action and a flow-breaking ad is inserted before it happens.



BETWEEN TASKS:

Utility, Gaming, Music, Entertainment, Lifestyle, Sports

Ads are shown between two well-defined tasks, such as Game Levels.



AFTER TASK:

Utility, Gaming, Entertainment, Photography

Ads are shown after the completion of a task, or after other natural breaks in the user journey.



IN-FEED:

Utility, Dating, Messaging, Music, News, Entertainment, Lifestyle, eCommerce, Sports, Photography

Ads appear as part of an app's scrolling feed. If you're a Facebook user, this is very similar to how ads appear in your mobile and desktop feeds today.



DURING TASK:

Utility, Photography

While waiting for a task to complete, a user is shown an ad alongside the update.



HOME SCREEN/MENU:

Utility, Gaming, Photography

Ads are embedded in either an app's home screen or one of its menus.



LEFT/RIGHT SWIPE:

Dating

Full-screen ads are shown between screens. Users navigate them by swiping left or right.



FIXED AGAINST CONTENT:

All categories

Ads are juxtaposed against app content without matching the context or design of the app.

How can I learn more?

Reach out to your Audience Network Account Manager or SMB contact today to start implementing native ads that maximize revenue from your app.

Source:

1. IHS Research, 2016

2. ComScore, "Cross-Platform Future in Focus" (US), 2016

