THE GLOBAL GUIDE TO NATIVE ADVERTISING TECHNOLOGY

A Resource for Marketers, Advertisers, Media Buyers, Communicators, Publishers and Ad Tech Professionals

By Chad Pollitt

Native Advertising Institute™

Foreword written by Douglas Karr, Founder, MarTech Zone

Table of Contents

Welcome

Thank you for downloading this guide on native advertising technology. This latest ebook by the Native Advertising Institute should be used to help marketers, publishers and communications professionals to navigate the native advertising technology landscape.

About Native Advertising Institute

The Native Advertising Institute is a global think tank dedicated to leading, educating and connecting marketing, advertising, communications and publishing professionals in an effort to advance the native advertising industry. We provide unique research, thought leadership and actionable tools such as case studies, best practices and how-to guides as well as industry insights on our blog. Every year we host the world's leading conference on native advertising 'Native Advertising DAYS' which attracts a number of prestigious speakers, brands and publishers. Furthermore, we celebrate the best native advertising work in the industry with our yearly Native Advertising Awards.

About the author

Chad Pollitt is a Partner and VP of Audience at the Native Advertising Institute. He's also an Adjunct Professor of Internet Marketing at the Indiana University Kelley School of Business and an Adjunct Instructor of Content Marketing at the Rutgers University Business School. Named a top five content marketing thought leader and top 20 CMO influencer, he regular contributes to industry media outlets, including the Huffington Post, Guardian and Social Media Today. He has been creating profitable online campaigns for over 15 years for some of the World's most recognizable brands.

Foreword by Douglas Karr

When the term native advertising exploded into existence, I groaned. You're probably wondering why I'd write a forward for this definitive guide then... hear me out. It's common to see this definition of native advertising floating around the Internet:

Material in a publication that resembles the publication's editorial content but is paid for by an advertiser and intended to promote the advertiser's product.

Material in a publication that resembles the publication's editorial content but is paid for by an advertiser and intended to promote the advertiser's product.

Descriptions even stated that native advertising was blurring the lines between advertising and content. Based on that definition, my first assumption was that native advertising was advertising built to deceive the audience. I felt strongly that trust in modern advertising was paramount to engagement, conversion, and retention of your customer... so I was initially a critic.

Fast forward, and I now appreciate the value of native advertising and despise the definitions found throughout the web. Native advertising has nothing to do with being deceitful; it has everything to do with providing valuable, informative content to the prospect or customer in the format that they wish to digest. It's not about us at all; it's about your audience.

While disclosure is paramount, it's also a welcome trust indicator to the reader. Sponsored content is an essential strategy in every marketer's playbook today.

The fact is that there are publishers and other resources out there that have established a relationship with the audience you wish to advertise to. Native advertising is how you reach them.

By coordinating with those outlets and producing content that's of value to that audience, you've hit the trifecta of native advertising:

1. The publication is compensated for sharing their audience.
2. You reach an audience that is engaged and trustworthy of their publication.
3. The audience is rewarded with valuable content.

I've personally known Chad Pollitt for over a decade now. No one in the marketing industry dives deeper into a strategy and builds expertise like Chad does. Sure, Chad is an Army Veteran, and I'm a Navy Veteran... but even I have to give him a Bravo Zulu on this guide.

Whether you're a brand, a media outlet, or an agency, this guide is thorough and invaluable on providing you with the necessary strategies and resources you need to drive incredible business results via native advertising.
Well done, Chad!

Douglas Karr
Founder, Martech.zone, and CEO of DK New Media

Douglas Karr Founder, Martech.zone, and CEO of DK New Media. A seasoned marketer, Douglas has worked for over two decades in newspapers, direct mail, direct marketing, and digital marketing. He is the author of Corporate Blogging for Dummies and has assisted in over $3 billion in MarTech acquisitions and investments.

Introduction — The Problem with Native Advertising Today

There's a serious problem in content marketing today. For the past four years, there's been a steady drum beat in the industry to be more strategic and to embrace content distribution. The latter seems to have been neglected due to corporate silos, budget misallocations, fear of trying something new or other excuses.

It's no secret why this drum beat exists. In fact, a big reason was highlighted by Mark Schaefer in January of 2014 — Content Shock.

I once asked an English friend of mine that put on a European conference why he invited so many Americans to present. He told me that Europeans believe that innovation travels with the jet stream and it starts in the US.

That may or may not be true regarding technology, but when it comes to native advertising acceptance and execution for top-funnel content distribution it's far from true. More dollars and volume are spent in the US in total, but my time in Europe has shown me that they're way further ahead in the practice and adoption of native advertising for top-funnel content distribution.

In fact, I've even seen multiple successful agencies that only do native. Add to that, publishers are some of the leading sponsors at every content marketing event I attend. In the US, I've seen two publishers sponsor an event once and I attend dozens a year.

. . . and today I'm putting my foot down and taking a global stand. You can lead a horse to water, but you can't make him drink. If any of the below descriptions in this chapter sound familiar then this ebook is the water. I implore you to drink it. . .

Marketers

Did you know that for every one dollar spent on creation a television advertising executive spends five dollars on distribution? This point is so important I'm going to write it again: Did you know that for every one dollar spent on creation a television advertising executive spends five dollars on distribution?

"Did you know that for every one dollar spent on creation a television advertising executive spends five dollars on distribution?"

Do you know what we spend? Based on my own research, content marketers spend one dollar on distribution for every five dollars they spend on creative. Nobody flinches when the TV guy walks in and asks for 5x to promote his creative, but content marketers are left begging the PPC/media buying team to please promote their content.

These folks are really good at promoting mid to bottom-funnel content on those channels, but you can't separate creative and distribution at the top of the funnel and expect to be successful. That's why there's so much native click-bait and false promises all over the web today. These people aren't beholden to the same KPIs and metrics we care about, either.

Content marketers need their own distribution budgets and staff to execute. If not, then distribution should be as close to creative as possible.

Native Ad Tech

This group is partly to blame for the current situation we're in, too. Most of these tools were built to serve media buyers, not content marketers. Most use the language of media buyers, display and PPC folks. Their KPIs, for the most part, are devoid of anything content marketers are interested in measuring or tracking.

Content marketers care about engagement, conversions and subscriptions. Who cares about impressions and clicks on top-funnel content. If it's not engaged with it's worthless. There are a few ad tech companies out there that get this, but not nearly enough.

It's about time that the nearly 300 native advertising technology companies cater to content marketers. We're where much of the growth is going to come from.

For content marketers, they need to embrace what's available and stop being fearful of this technology and media buying foreign language. They need to fight for their budgets and educate themselves on native advertising.

It starts with understanding the native advertising landscape. That's why we put this custom research together and plan on updating it annually. It's not as complicated as you may think. Embrace it.

Brands

Your legacy silos and misallocations of budgets are partly to blame for poor content performance. I had half a dozen folks come up to me at my Content Marketing World session and tell me they get it, but they can't get any budget to do content distribution. It's owned by the media buying team.

This must change. If the TV guy can walk out of an office with five times the creative budget for distribution of a commercial, why can't a content marketer get some distribution budget? The silos created early last decade are largely to blame. With the focus of content creation moving up-funnel the budgets for distribution mostly remain down-funnel. This makes no sense and is still in place at most brands today.

Publishers

You take some responsibility for this situation, too. Brands and marketers should be lined up begging to do long-form native advertising with you. While many have indeed created internal agencies, or content studios, your value proposition is being sold by folks that talk impressions and clicks.

You can't expect a guy that's been selling ad impressions for 15 years to adequately communicate the value of your new content studio. You need to sell and market like a creative agency. Your prospects want engagement, subscribers and conversions. When industry folks attend a content marketing event it should be packed full of publishers in the sponsorship hall. In the US it's not. Publishers need to invest in the promotion of their content studios to content marketers in a bigger way. Especially in the US. You deliver value and you should be preaching it to everyone you can.

Thought Leaders

Many of the major content marketing initiatives done by brands today were influenced in some way by the thinking of an industry regular. You know, that thought leader who's blog you read religiously. This is fine. However, in many cases these thought leaders are still preaching what made them successful before they became known. Likely, from last decade. There's nothing wrong with sharing these stories of success.

Unfortunately, this build it and they will come inbound-only philosophy is extremely difficult to pull off today. It's risky and expensive, depending on your industry. Last decade, many of these thought leaders flourished in a time of content deficits in our industry. Most mainstream industries today are in an era of content surpluses, AKA Content Shock.

This drops the owned media only approach to digital marketing on its head. Thought leaders can talk strategy and content quality until they're blue in the face, but if that conversation doesn't include earned and/or paid media for content distribution they're giving poor advice for most industries.

It takes more than an owned media strategy and "quality content" to succeed in our digital world today.

Media Buyers

Whether you like it or not, your budgets are moving up-funnel. Facebook and the rest of the native ad tech landscape are seeing to that. With content creation aligning with the buyer's journey and moving up-funnel for many brands, it's just a matter of time until the paid channels of distribution do the same.

Native is the best paid channel for top-funnel content. I predict much of its future growth will come from content marketers. According to a recent study by eMarketer, US native ad spend will make up nearly 53% of all digital display ad spending in the US this year. AdYouLike estimates that global native ad spending will surpass $59 billion in next year.

To truly embrace these macroeconomic forces your KPIs must change. Media buying and creative must work more closely together to accomplish engagement and conversion goals. The wall between media buying and the content marketing team must come down for this to happen.

> "Native advertising is still in its infancy. Change can be difficult at first, but this is the channel of the future for top funnel content."

The good news is that we're still in the infancy of what native advertising will become. Change can be difficult at first, but this is the channel of the future for top funnel content. Whether the players mentioned above embrace the change or not, they must be prepared for it if they wish to succeed.

This, in part, requires understanding and demystifying the native advertising technology landscape.

The build it and they will come model from last decade is dead for most and paying for distribution is more important than ever.

Who Should Own Paid Content Distribution in Content Marketing?

More and more, brands are realizing that the promises of last decade, build it and they will come content marketing, doesn't work. There's only 10 positions on the first page of Google and social media channels have long figured out how to get brands to pay them – squash their organic visibility.

This problem is further exacerbated by the sheer volume of content being created and published every day. Most surveys show that marketers are planning to create even more content year over year, too. Thus, content promotion and distribution is more important than ever.

Distribution Budgets

Attitudes have got to change or brands will continue to struggle with visibility for their content. For some brands attitudes are changing. However, legacy silos are making it increasingly difficult for marketers to access the budgets they need to do native advertising (long-form, social, and programmatic) for content distribution.

So, the question is – who should own content distribution budgets?
Should it be the PPC and display team, social, content marketing, PR, marcom, agencies or the media buyer / paid media department?

The Answer

One forward-thinking brand I recently spoke with busted up their silos and put owned, earned and paid media all on the same team, working side by side. In a perfect world that's the machine to optimize content marketing results. Unfortunately, we don't all live in a perfect world.

Historically, brands have concentrated their distribution budgets around mid to bottom-funnel content. Digitally, that means PPC, display and various sponsorships. This is how the silos were created in the first place. It was ok for creative to be far removed from distribution.

> "If your social media team has its own creative department then native advertising on social media needs to be in that department."

However, content marketers are mostly dealing with top-funnel content – where creative is highly important. In this case, distribution needs to reside as close to creative as possible, where both led by the same overarching strategy. If your social media team has its own creative department then native advertising on social media needs to be in that department. However, if PR owns top-funnel creative then distribution budgets should reside there. If content marketing is its own department then they need their own distribution budget.

The bottom line for brand executives is – move distribution budgets as close to creative as possible for content marketing success and start thinking like TV ad executives. For native ad tech companies – start catering to the needs of content marketers. They need your help, but don't care about CPMs and clicks. They want engagement.

The 2017 Native Advertising Technology Landscape

To help demystify the native advertising technology landscape and to bring marketers, publishers, ad tech, media buyers, advertisers, and communicators together on the same page around native advertising, we've spent weeks researching and crafting the ecosystem of native technology.

We hope that this effort, and the other efforts of the Institute will help move forward this emerging industry.

In the spirit of the well-known ChiefMartec Marketing Technology Landscape Supergraphic, the Native Advertising Institute (NAI) presents to you the Native Advertising Technology Landscape below. The ChiefMartec graphic has been an annual tradition for Scott Brinker and his team since 2011. It's something I look forward to every year.

Here at the NAI we've decided to make this an annual tradition, too. After weeks of Google searches and visiting every company's website, we've identified 272 native advertising technology companies. As you can imagine, the retargeting from these brands is now haunting me everywhere I go on the Internet now. Since its publication, we've had another 27 companies reach out to us declaring their place in the landscape, too. That makes the grand total nearly 300 vendors.

The NAI has a global focus which is reflected in the below. It includes global vendors and ones that only operate in places like China, Russia, Middle East, Turkey, UK, etc. It was also designed to be a resource for advertisers, publishers, media buyers, marketers and ad tech folks.

This infographic is a precursor to more content to come. We'll be publishing an online directory and with more details about each vendor. We're also working on cataloging all the content studios and publishers of sponsored content (long-form native advertising). That will culminate into an infographic, guide and directory, too.

Download hi-resolution versions

2017 Native Advertising Technology Landscape Infographic (1200 dpi JPEG)

2017 Native Advertising Technology Landscape Infographic (PDF)

Items worth noting

1. Like Scott, we are explicitly granting permission for anyone to republish this infographic and share it across blogs, social media, presentations or wherever it's appropriate. We do not grant permission to change the graphic from its original design unless it is expressly agreed upon.

2. This is not a perfect rendition of the landscape. We used content on each vendor's website to determine if they had anything to do with native advertising. Some had just a small part of their technology dedicated to native. Others were all in on native. If there's any errors in categorization or missing vendors let us know so we can correct it for 2018.

3. While I would like to acknowledge every single source, it would be simply implausible since I ended up visiting hundreds of websites. Instead I'll acknowledge the key sources: Forrester, ChiefMartec, Thalamus, Nudge and PubNative.

ChiefMartec's Supergraphic didn't start out as super as it is today. They documented the growth of marketing technology from approximately 150 vendors in 2011 to over 3,500 in 2016. Here at the NAI we believe that native advertising is still in its infancy and expect to see the vendor landscape grow in the coming years. We hope to document this growth. It's at 272 today and it's anybody's guess what it will look like in five years.

Native Advertising Technology Vendors

In order for a vendor to make this list it had to meet two criteria:

1. Meet the NAI's definition of native advertising (see definitions below)
2. Help facilitate, optimize or track native advertising

Definitions

Since native advertising is slowly, but surely, becoming a content marketing distribution channel, it's important to shed some light on some of the language

associated with the industry. Most content marketers aren't necessarily experienced digital media buyers.

Native advertising – paid advertising where the ad matches the form, feel and function of the content of the media on which it appears

Demand Side Platform (DSP) – a system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface

Supply Side Platform (SSP) – a technology platform to enable web publishers to manage their advertising space inventory, fill it with ads, and receive revenue

Ad Exchange – a technology platform that facilitates the buying and selling of media advertising inventory from multiple ad networks

Ad Network – a company that connects advertisers to web sites that want to host advertisements

Programmatic Advertising – technology that helps automate the decision-making process of media buying by targeting specific audiences and demographics using artificial intelligence, machine learning algorithms and real-time bidding

Content discovery – technology that helps people discover content they may like but never knew existed

Influencer advertising – a form of paid advertising in which individual influencers are conscripted to organically share media for an advertiser

Sponsored content – long-form content in an online publication which resembles its editorial content but is paid for by an advertiser

Managed Services Technology – A DSP with managed services

Categorization

Admittedly, this was a challenge. Many of the vendors fall into multiple categories. It's for this reason some of the categories include multiple descriptors. Some vendors were too vague in their website copy so we had to make an estimate based on the content.

The vendors falling under mobile categories are explicitly mobile-only. However, that does not mean vendors falling under a non-mobile category don't offer mobile capability. In addition, some of the vendors are video-only platforms. For this iteration, we didn't feel the need to separate them. That may change in the future.

CONTENT COVERAGE (EARNED MEDIA)

CONTENT DISTRIBUTION (PAID MEDIA)

CONTENT BROADCASTING (OWNED MEDIA)
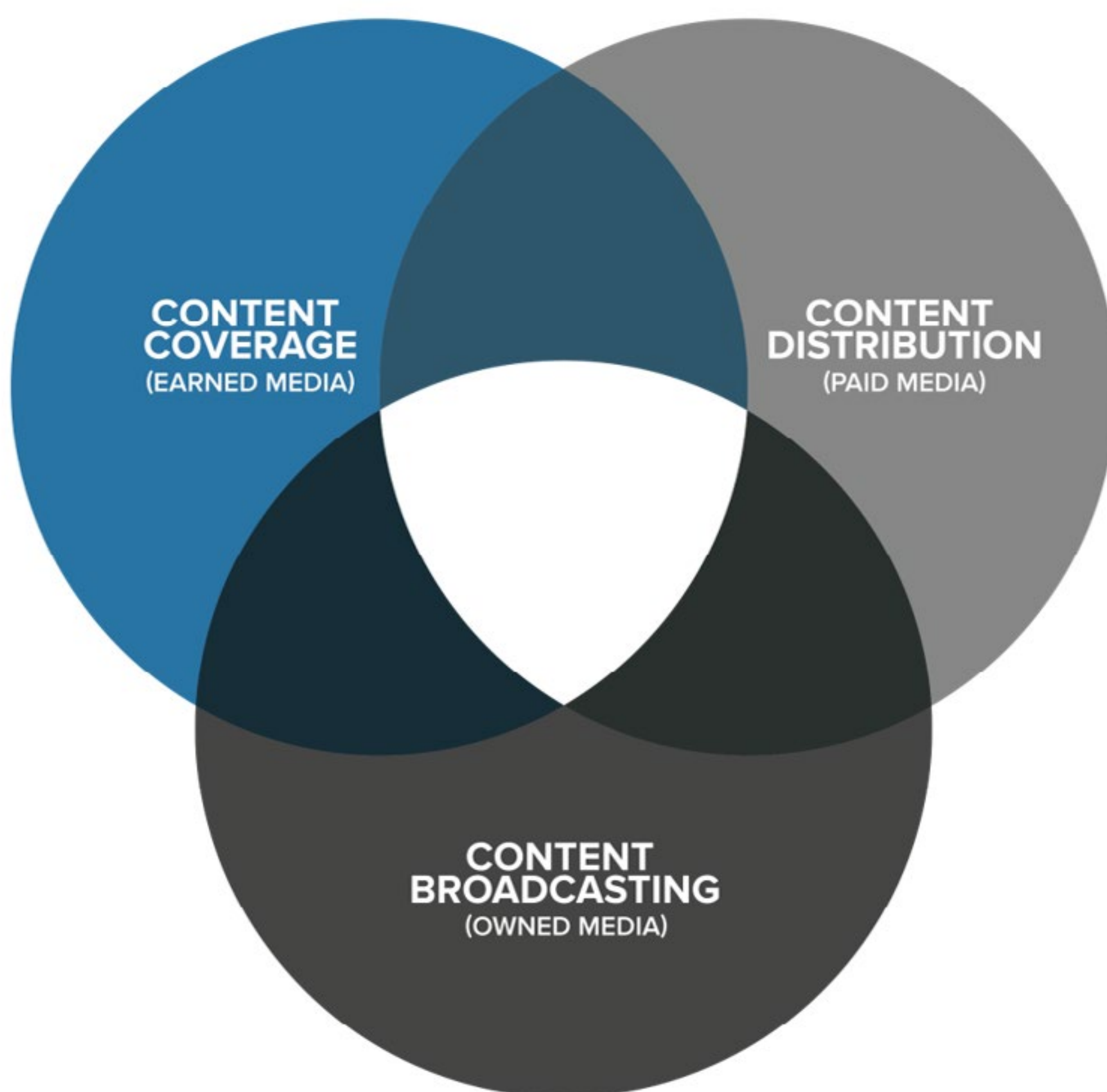
For this infographic, we purposely did not include search-only vendors. While the IAB defines paid search as native advertising, the NAI doesn't focus on it. However, if a search vendor includes solutions that enable native advertising in some way, they were included.

Content discovery-only vendors were lumped in with the networks. Just because a technology recommends other articles doesn't mean it's not a network.

While there are many influencer marketing technologies out there, we chose just to include the ones that also help facilitate a financial transaction between the influencer and an advertiser. If those vendors did not land in the paid media circle below they were not included.

That's why we call it influencer advertising and not marketing. Many of the technologies that exist just help identify and/or track influencers — falling exclusively in the earned and/or owned media circles.

"We look forward to hearing your comments, critiques and suggestions and will surely be implementing some of them in 2018."

Feedback

If you have any suggestions on categorization we're all ears. Feel free to email me directly at chad@native-institute.com. Feedback is greatly appreciated. Lastly, while I do know some folks at a couple dozen of these vendors, not a single one has paid the NAI to influence this project in anyway. It's purely organic.

We look forward to hearing your comments, critiques and suggestions and will surely be implementing some of them in 2018. In the meantime, continue on to get a more thorough description of each vendor.

Introducing Managed Services Technologies

Many marketers exploring native advertising for the first time are going directly to networks like Facebook, Twitter, Taboola, Adblade, Outbrain and Revcontent, and/or they're going directly to publishers for sponsored content.

This is what Peyman Nilforoush, CEO of inPowered, calls "Native 1.0." While the networks mentioned above do provide a level of scalability, marketers are still beholden to the size of the network. Also, scaling sponsored content on publications is nearly impossible if a marketer is working directly with the publishers' content studio. Lastly, analytics across networks and publishers may not be reported the same. This makes comparing different networks and publications difficult.

Native 1.0: Many Point Solutions

Inspired by: inPowered

In the Native 1.0 model, marketers are forced to work with many point solutions if they want to truly scale native advertising. This can be challenging because each network represents a unique user interface and learning curve.

For sponsored content, each publication would have to be engaged with separately, too. This makes the channel nearly impossible to scale. Also, in this model measurement, analytics, optimization and tracking across point solutions can be challenging. Each one could measure things differently than the others, making comparisons between them a very inexact science.

However, there's a layer of managed services technology out now that can help alleviate this problem with scale and measurement on native. This is what Peyman calls "Native 2.0," and it's represented in the image below.

Native 2.0: Single Platform/Programmatic
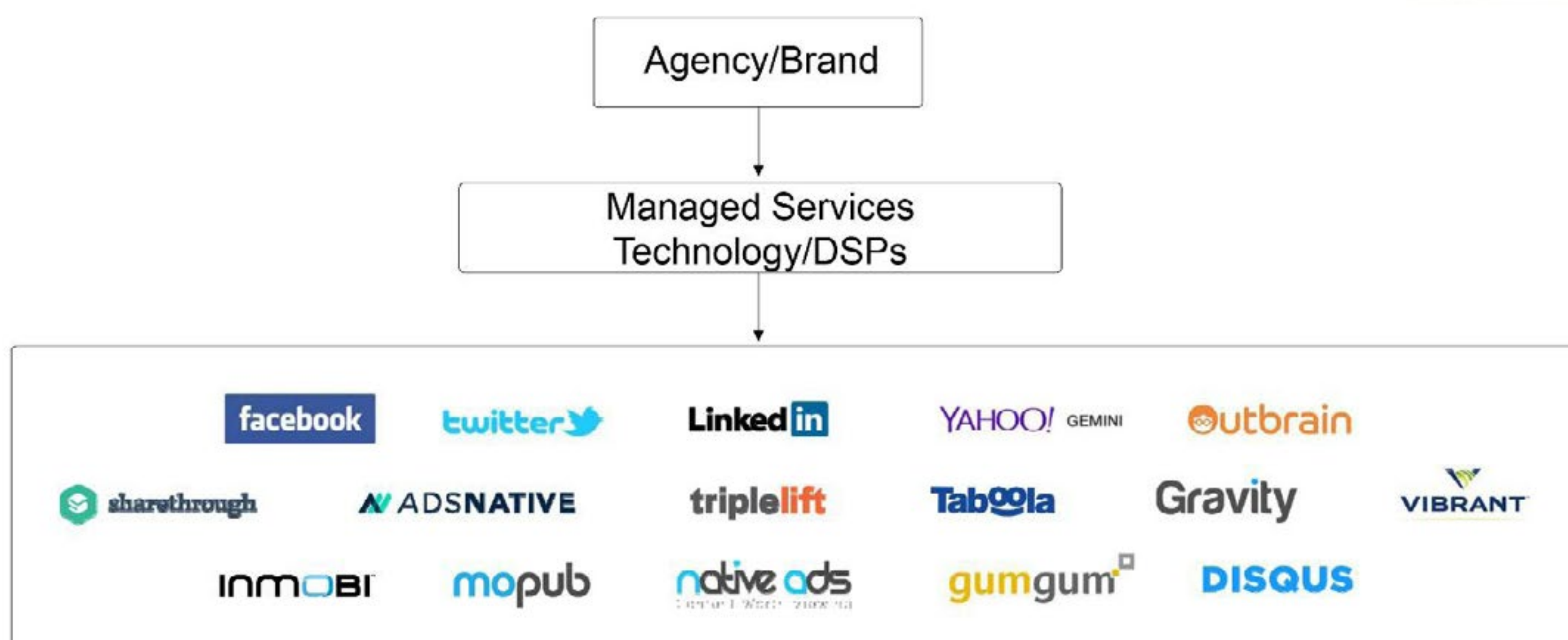
The managed services technology enables marketers to tap into many networks at the same time and through one user interface. These solutions provide incredible scale for marketers in their efforts to distribute their content. Some companies represented in the managed services technology box are shown below. Each brand represented connects with their own unique mix of networks, offers unique and varying value propositions, and different levels of service. However, each one connects to multiple networks using one user interface.

Native 2.0: Single Platform/Programmatic

Inspired by: inPowe
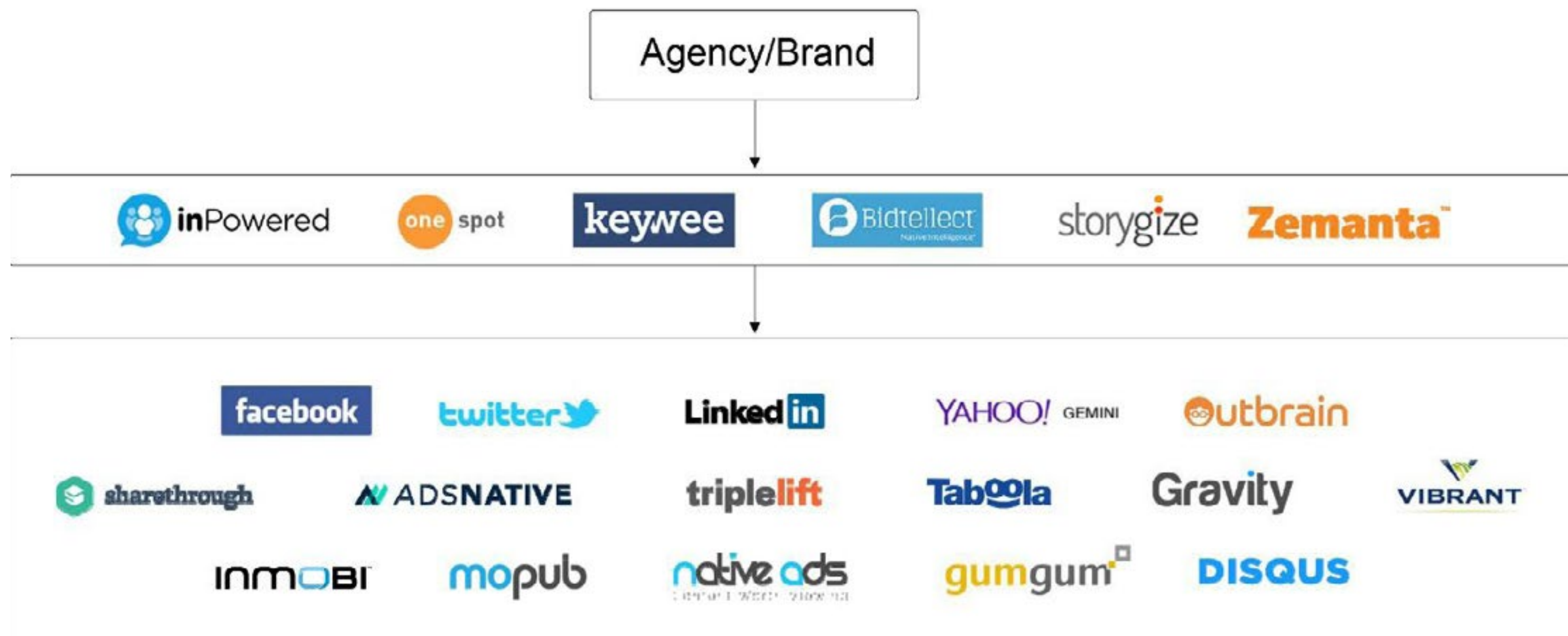
It's these technologies that make bidding, campaign optimization and measurement across multiple networks turnkey. Imagine the manual effort required to do this trying to work directly with 20 different networks.

Another advantage of using a managed service technology is the learning curve. Each one has account success managers whose job it is to make campaigns successful. That's a far cry from going it alone on many individual point solutions.

There's also an ecosystem of managed service technology for sponsored content as shown below.

Native 2.0: Sponsored Content

Inspired by: inPowe
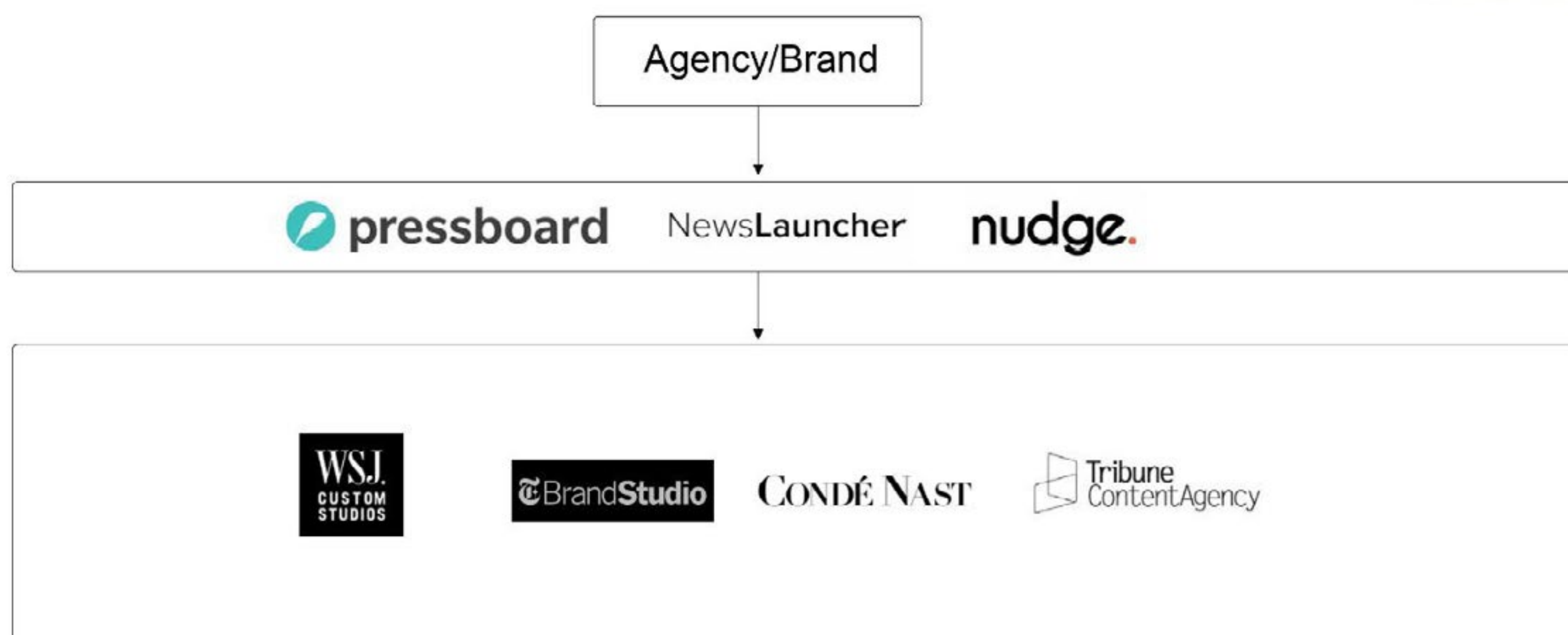
All three of these solutions provide analytics and tracking. This makes it easy to compare campaigns across multiple publications. However, Pressboard and NewsLauncher also serve as a virtual "matchmaker."

These technologies allow for marketers to pitch sponsored content to many publishers at once. So rather than picking up the phone and calling 20 different publishers, marketers only need to use one of these managed services technologies.

It is true that an added layer of managed services technology adds another expense to the budget. However, that expense is more than made up in time savings and incremental ROI over time. These solutions allow marketers to focus on what they do best – marketing – rather than spending countless hours learning how to set up campaigns in 20 different networks. The scale that they provide for content marketers seeking distribution is unprecedented. This is the technology that will usher native advertising to the forefront of digital paid media.

The Native Advertising Technology Vendors Guide

After all that research we were pretty confident we captured almost all of the companies in native ad tech. In the days and weeks following publication we received a glutton of comments about companies we missed. In total, we missed 27 companies that should have been included in the infographic.

For this we apologize and want to ensure those companies and all other interested parties that the additional native ad tech brands have been noted for the next infographic and they have been included in this guide below. I'd like to take this opportunity to share the nearly 300 native advertising technology vendors we've identified in our research.

1. Ad2Games – Specializes in advertising for PC and console games. Includes both native and non-native units. White-glove service layer.

2. Adblade (Adiant) – Content discovery platform.

3. AdNow – Content discovery platform.

4. AdsKeeper – Content discovery platform. Affiliate marketing centric.
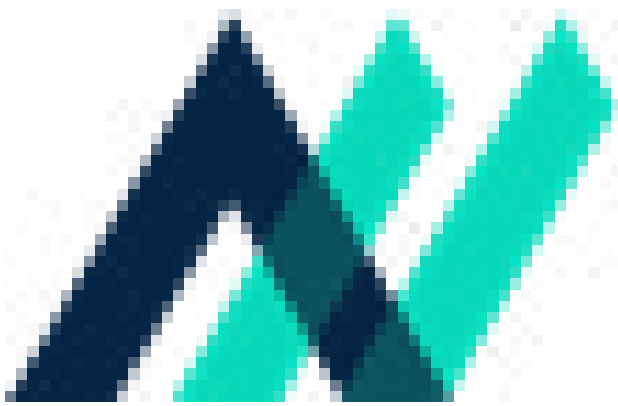
5. AdsNative – Premium native ad serving suite for publishers.

6. Adtaxi – Content discovery platform.

7. AdYouLike – Content discovery platform.

8. Amazon Advertising – Native shopping ad units, mobile.

9. Amobee – Robust platform enabling native and non-native advertising. Includes mobile, social and virtual reality.

10. AOL – Programmatic content discovery and long-form sponsored content.

11. AppNexus – Robust platform enabling native and non-native advertising. Includes software for publishers and advertisers.

12. Ayboll – Content discovery platform.

13. Bid Switch – Software that programmatically connects supply-side and demand side ad inventory. Native and non-native.

14. Bing – Large connectivity to both native and non-native programmatic inventory.

15. Buzzoola – Content discovery platform. Russian social media connectivity. Russia, CIS.
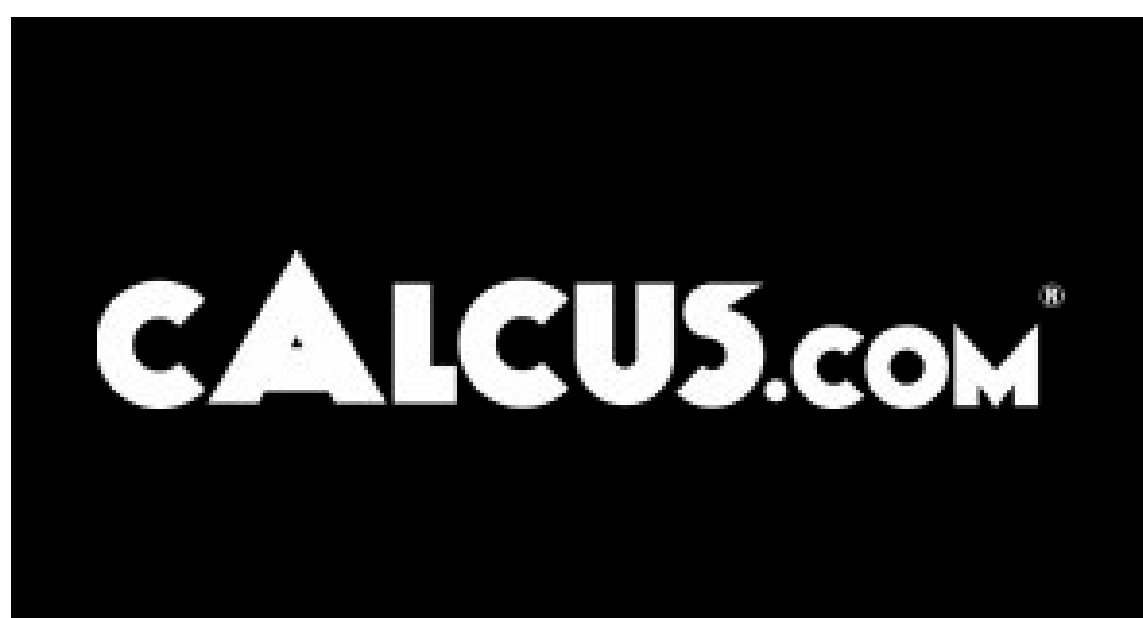
16. Calcus – Content discovery platform.

17. Carambola – In-feed native advertising units. Includes quizzes, tips and other engaging forms of interactive content.

18. Chameleon.ad – Programmatic platform for delivering native advertising units across networks.

19. Connatix – Content discovery platform.

20. Content.ad – Content discovery platform.

21. ContentNet (Adiant) – Content discovery platform.

22. Dianomi – Content discovery platform. For finance content in English only.
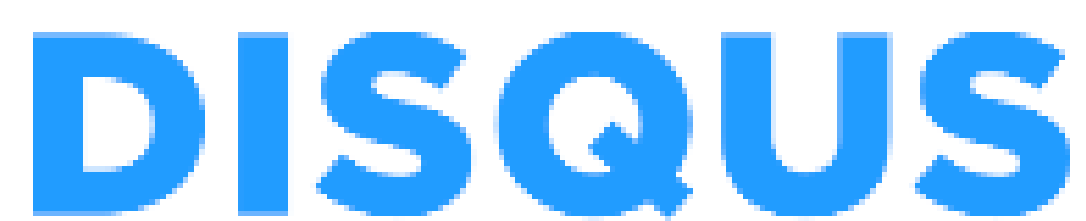
23. Disqus – Content discovery platform.

24. DistroScale – Video and digital content discovery platform.

25. DoubleClick (Google) – Large connectivity to both native and non-native programmatic inventory.

26. Earnify – Content discovery platform.

27. EngageYa – Content discovery platform.

28. Epom – Ad serving platform, network, in-app, mobile affiliate network.

29. Giant Media – Content discovery platform for video.

30. Gravity – Content discovery platform.
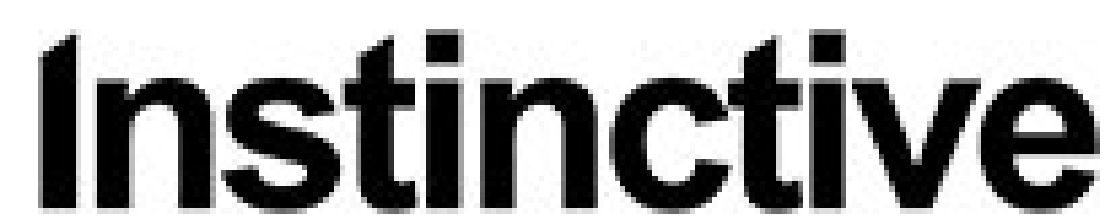
31. GumGum – Content discovery platform.

32. Hearst Digital Media – Large connectivity to both native and non-native programmatic premium inventory. Long-form sponsored content.

33. Hexagram – Content discovery platform.

34. Instinctive – Content syndication and native advertising at scale in real-time.

35. Jun Group – Content discovery platform. Mostly video.

36. Kakao Corp. – Features mobile native units called Kakao Story Ad. South Korea.

37. Kochava – RTB platform that programmatically connects supply-side and demand side ad inventory. Robust analytics.

38. Ligatus – Content discovery platform. Europe.

39. LiveIntent – Content discovery via email.

40. Lockerdome – Multiple native ad units.

41. Logly Lift – Content discovery platform. Japan.

42. Magnetic – For Ecommerce & Retail.

43. Meredith Digital – Private marketplace. Programmatic inventory, content discovery, long-form sponsored content.

44. MGID – Content discovery platform.

45. my6sense – Programmatic white label native advertising platform.

46. Native20 – Conversion tracking and 100% share of voice native units.

47. Native Ads – Content discovery platform.

48. Native.ad – Native ad platform for both buyers and sellers. Latin America, Spain, USA.

49. Native Way – Content discovery platform. Latin America, Spain, USA.

50. Nativo – Content discovery platform.

51. Netline – B2B lead generation platform. Uses native advertising and other channels within their network of 15K web properties.

52. OpenX – Connectivity to both native and non-native programmatic inventory.

53. Outbrain – Content discovery platform.

54. PayClick – Content discovery platform.

55. Plista – Content discovery platform. Australia, Germany, Netherlands, Poland, Switzerland, UK.

56. PopIn – Content discovery platform. Japan.

57. PowerInbox – Features native email ad units.

58. PubExchange – Content discovery platform.

59. PubMatic – Large connectivity to both native and non-native programmatic inventory. Tools for publishers, too.

60. Quantum – Content discovery platform. France, Italy, Belgium, Middle East, USA, Netherlands.

61. Reklam – Content discovery platform. Turkey, UAB.

62. Revcontent – Content discovery platform.
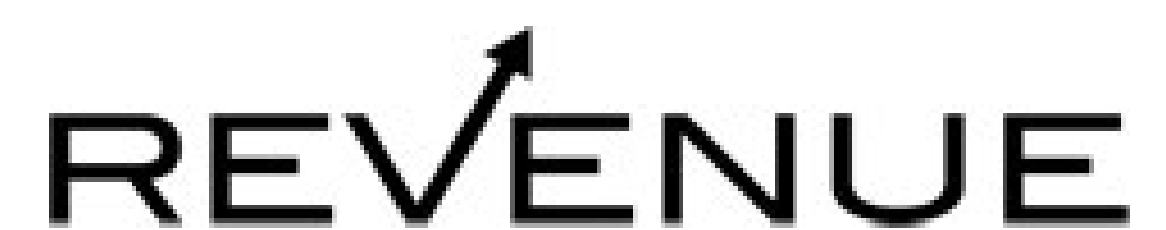
63. Revenue.com – Content discovery platform.

64. RhythmOne – Large connectivity to both native and non-native programmatic inventory. Influencer marketing platform, too.

65. Semilo – A Dutch company specializing in native and non-native ad units in the Netherlands.

66. Seeding Alliance – A German native advertising network working with publishers and advertisers alike. Germany, Austria, Switzerland.

67. Shareaholic – Content discovery platform, social sharing and native affiliate links.

68. ShareThrough – Content discovery platform.

69. SmartyAds – RTB platform that programmatically connects supply-side and demand side ad inventory. Native and non-native.

70. Sovrn — Large connectivity to both native and non-native programmatic inventory.

71. Smart Ad Server — Ad server, programmatic - mobile, video and other formats.

72. Spoutable — Content discovery platform.

73. Strossle — Content discovery and exchange platform. Sweden, Norway, Denmark, Finland, Netherlands, Belgium, Spain.

74. Taboola — Content discovery platform.

75. Teads — Video discovery platform.

76. Tremor Video — A premium video marketplace for native advertising. For both buyers and sellers.

77. TripleLift — Content discovery platform.

78. Unruly — Video discovery platform.

79. Upsight — Connectivity to both native and non-native programmatic inventory.

80. Vertebrae — Virtual and augmented reality native advertising network.

81. Xapads — RTB platform that programmatically connects supply-side and demand side ad inventory. Native and non-native.

82. Virool – Video discovery platform.

83. Yahoo Gemini – Content discovery platform.

84. Yandex – Content discovery delivered by browser. Mobile native advertising. Russia.

85. Zedo – Global ad platform with native and non-native support.

86. ZergNet – Content discovery platform.

MOBILE PROGRAMMATIC/ NETWORKS/SSPS/EXCHANGES

1. AdColony – Mobile app advertising network.

2. AdMob (Google) – Mobile app advertising network.

3. Adtile – Motion mobile units – 360 degrees.

4. Aerserv – Mobile video advertising platform.

5. Affle – Analytics driven global platform for native and non-native inventory.

6. Airpush – Data-driven mobile advertising.

7. Ampiri – Mobile app advertising network.

8. Appnext – Mobile app discovery network.

9. Appodeal – Software development kit, bid mediation, mobile ad delivery. Global.

10. Avocarrot – Programmatic native ad exchange for mobile app developers and publishers. Global.

11. Axonix – Mobile exchange and audience-buying platform.

12. Chartboost – Mobile in-game native advertising.

13. Cheetah – Mobile vertical video advertising.

14. DashBid – Mobile video content discovery platform.

15. Flurry (Yahoo) – Software development kit, analytics, app monetization and marketing, Tumblr in-app advertising.

16. Fyber – App monetization and marketing, video SSP.

17. Gameloft – Mobile in-game native advertising.

18. Heyzap – Software development kit, analytics, app monetization and marketing, true native mediation.

19. Hyper Ad Exchange – Monetization and advertising platform which enables its partners and clients to use all the power of native advertising.

20. HyprMX – Software development kit, analytics, app monetization and marketing, mediation, mobile video.

21. InMobi – Mobile video content discovery platform.

22. Inneractive – Global independent mobile ad exchange focused on native and video.

23. Kargo – Mobile content discovery platform. Premium network. White-glove service available.

24. LoopMe – Mobile video platform for native and non-native units.

25. Mads – Mobile-first advertising platform. Europe.

26. Medialets – Mobile ad serving and measurement platform.

27. MediaSpike – Native ads for virtual reality.

28. MobFox – Software development kit, analytics, mobile media, mediation.

29. MoPub – Mobile ad serving solution. Mobile ad exchange.

30. Mobvious – Mobile native and non-native platform with focus in much of Europe and US Hispanic market.

31. Namo Media – Native in-feed mobile network. SDK.

32. Nativex – Native ad technology for mobile games and apps.

33. PubNative – Mobile native SSP and network.

34. Smaato — Mobile only supply-side RTB. Features native and non-native units.

35. Supersonic — Software development kit, analytics, app monetization and marketing, true native mediation.

36. Tapjoy — Programmatic mobile video native network.

37. TapSense — Mobile programmatic platform. Native and non-native units.

38. Tyroo — A mobile only software development kit allowing app developers to do native product ads. India.

39. Unity Ads — Mobile in-game native advertising. Video.

40. YieldMo — Premium private mobile network. Native and non-native units.

DSPs / MANAGED SERVICES TECHNOLOGY

1. Acquisio — Programmatic platform for delivering native and non-native advertising units across networks and Facebook.

2. Adaptly — Managed services platform, cross-device, native social and non-social.

3. Adform — Programmatic platform for delivering native advertising units across networks.

4. Adzooma — Programmatic platform for delivering native advertising units across networks and social media.

5. Affiperf — Programmatic platform for delivering native advertising units across networks.

6. AppNexus — Robust platform enabling native and non-native advertising. Includes software for publishers and advertisers.

7. BidTellect — Programmatic platform for delivering native advertising units across networks.

8. Brand Networks — Programmatic platform for delivering native advertising units across social media.

9. BrightRoll (Yahoo) — Programmatic platform for delivering native and non-native advertising units across networks.

10. Bucksense — Programmatic platform for delivering native advertising units across networks. Conversion path centric.

11. Chargeads — Large connectivity to both native and non-native programmatic inventory.

12. Criteo (acquired Hooklogic) — Programmatic platform for delivering native product ad units across leading e-tailers. Social media advertising, too.

13. CrossChannel — Programmatic platform for delivering native advertising units across networks. Video and mobile centric.

14. CyberAgent — Programmatic platform for delivering native advertising units across networks and platforms.

15. Digilant — Programmatic platform for delivering native advertising units across networks.

16. Fork Media — Programmatic platform for delivering native advertising units across networks. White glove service. India.
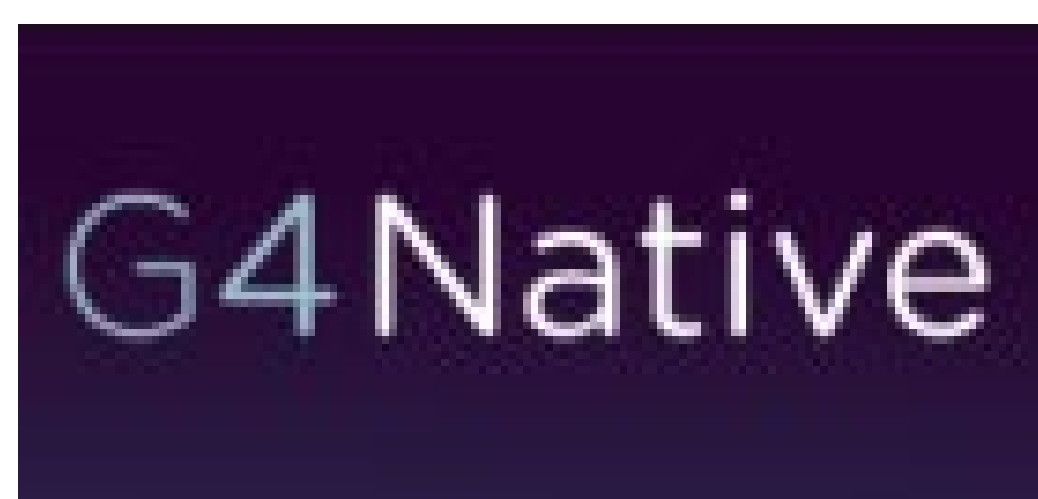
17. G4 Native — Personalized native retargeting solution.

18. Geode — A UK based native only programmatic demand side platform with global reach.

19. GetIntent — RTB software platform for native and non-native units.

20. GoldLasso — Native Email Units.

21. inPowered — Programmatic platform for delivering native advertising units across networks and social media.

22. Keywee – Programmatic platform for delivering native advertising units across networks and social media.

23. MaxxRTB – Programmatic platform for delivering native advertising units across networks.

24. Mabaya – Focuses on sponsored products in the ecommerce/e-tail space.

25. MediaMath – Programmatic platform for delivering native and non-native advertising units across networks.

26. OneSpot – Content marketing software, personalization, email, content distribution native and non-native.

27. Platform.io – RTB platform for both native and non-native advertising across networks.

28. PowerLinks – Content discovery platform.

29. Powerspace – Programmatic platform for delivering native advertising across networks, publishers and email. France.

30. Pulsepoint – Programmatic platform for delivering native advertising units across networks.

31. Reactor Media – Programmatic platform for delivering native advertising units across networks, social media and publishers.

32. Real Content Network – Programmatic platform for delivering native advertising units across networks. Includes video.

33. Recommended Revenue – Programmatic platform for delivering native advertising units across networks.

34. Rubicon — Programmatic platform for delivering native and non-native advertising units across networks.

35. SAP XM — Programmatic platform for delivering native advertising units across networks.

36. SimpleReach — Programmatic platform for delivering native advertising units across networks and social media.

37. Simpli.fi — Native and non-native units specializing in localized programmatic.

38. Storygize — Programmatic platform for delivering native advertising units across networks. White glove service.

39. StackAdapt — Programmatic platform for delivering native advertising units across networks.

40. Tapstone — Direct response native advertising.

41. theTradeDesk — Programmatic platform for delivering native and non-native advertising units across networks.

42. Tapad — Programmatic platform for delivering native and non-native advertising units across networks.

43. Traction — Native content distribution technology and freelancer network.

44. Vibrant Media — Programmatic platform for delivering native advertising units across publishers and networks.

45. Visible Measures — Programmatic platform for delivering native advertising units across networks and social media.

46. YuMe – Video only demand side platform.

47. Zemanta – Programmatic platform for delivering native advertising units across networks and social media.

MOBILE DSPs

1. AdGoji – Offers all mobile ad formats – display, rich media, native and video.

2. Adzouk – StackAdapt partner in the Middle East, North Africa.

3. AppLift – Multi-channel mobile app marketing.

4. AppLovin – Described as mobile marketing automation.

5. Appreciate – In-app mobile campaigns.

6. Avazu – Self-serve mobile advertising platform.

7. Bidsopt – Programmatic buying platform for mobile.

8. Byyd – An integrated mobile advertising platform.

9. Fiksu – A mobile demand side platform with segmentation.

10. Go2Mobi – Connects advertisers with their ideal consumers in high-performing mobile moments. Geo-location targeting.

11. Liftoff – Mobile app marketing platform.

12. Limei – China's largest Mobile only native advertising platform.

13. Madvertise — Mobile programmatic native units across France, German and Italy.

14. Mediasmart — Mobile media buying platform.

15. Millennial Media (owned by AOL) — DSP, data management platform and monetization solutions enable advertisers & publishers to deliver relevant, engaging, mobile ad experiences.

16. Mobusi — Mobile in-app advertising suite.

17. Mobvista — App marketing suite across networks and social media.

18. MTBurn (FreakOut) — Mobile programmatic native units across Japan, China, Turkey, Thailand and Indonesia.

19. Nuviad— Video, native and non-native mobile advertising platform.

20. Pocketmath — World's fastest self-serve mobile advertising platform.

21. RevX — Programmatic platform for delivering native advertising units across mobile networks.

22. StrikeAd — A programmatic buying platform engineered for mobile.

23. Tamome — Programmatic mobile advertising technology.

24. Trademob — App retargeting and acquisition.

25. xAd – Geo-location and weather based targeting via mobile.

26. Yeahmobi – Mobile advertising technology platform.

27. Zumobi – Solution specifically built for content marketers to promote content and drive engagement on mobile.

SOCIAL MEDIA

1. BigOven — Native advertising that reaches the household decision maker throughout the cooking cycle.

2. Digg — In-feed sponsored content units.

3. Facebook — In-feed sponsored content units.

4. Foursquare — Geo-location mobile units.

5. Kik — Messaging app geared toward millennials offering promoted chats.

6. LinkedIn — In-feed sponsored content units.

7. Twitter — In-feed sponsored content units.

8. Imgur — World's largest image-sharing community. Promoted posts.

9. Instagram — In-feed sponsored content units.

10. Medium — Long-form native advertising units. Added after the infographic was published.

11. Reddit — In-feed sponsored content units.

12. Snapchat — In-feed sponsored content units.

13. Tumblr — Long-form native advertising units. Creators content studio.

14. SlideShare — In-feed sponsored content units.

15. Pinterest — In-feed sponsored content units.

16. YouTube — TrueView video.

17. StumbleUpon — In-feed sponsored content units.

18. Quora — Brand-sponsored questions — still in beta.

19. Tango — A chat app and social network with native advertising options.

20. Xing — A professional network similar to LinkedIn. Very popular in Germany, Switzerland and Austria. Added after the infographic was published.

SOCIAL MEDIA NATIVE AD MANAGEMENT

1. 4C – Social media advertising platform.

2. AdEspresso – Facebook and Instagram advertising platform.

3. AdGlow – Social media advertising platform.

4. Adlucent – Facebook and Instagram advertising platform. Search advertising.

5. AdParlor – Social media advertising platform.

6. adQuadrant – Facebook and Instagram only.

7. AdStage – Social media and search advertising platform.

8. Ahalogy – Platform for delivering native advertising on Pinterest, Facebook and Instagram. Available for select publishers, too.

9. Ampush – Social media advertising platform.

10. Automate Ads – Social media and search advertising platform.

11. Balihoo – Facebook and search advertising platform.

12. Bounce Exchange – Social media and search advertising platform.

13. Catvertiser – Facebook advertising platform.

14. Evocalize – Social media advertising platform.

15. Facelift – Social media advertising platform.

16. Funnely – Facebook advertising platform.

17. Kenshoo – Social media and search advertising platform.

18. Marin Software – Social media and search advertising platform.

19. MyLikes – Social media advertising platform.

20. Nanigans – Social media advertising platform.

21. Pagemodo – Facebook advertising platform.

22. Perion – Social media distribution. Ad unit (native/non-native) contextualization tool for publishers.

23. Polygraph – Social media advertising platform.

24. Qwaya – Facebook advertising platform.

25. Refinedads – Facebook and search advertising platform.

26. ReFUEL4 – Facebook and Instagram advertising platform.

27. Seevibes – Social media advertising platform.

28. Sidecar – Facebook and search advertising platform.

29. Smartly – Facebook and Instagram only.

30. Sprinkler – Enterprise social media platform. Includes native advertising.

31. Social Ads Tool – Facebook advertising platform and managed service.

32. Social Code – Enterprise social media advertising platform.

33. SocialFlow – Organic and paid social media distribution.

34. StitcherAds – Social media advertising platform.

35. Upcast – Facebook advertising platform.

36. Wordstream – Facebook native advertising and paid search platform.

NATIVE ADVERTISING INTELLIGENCE

1. Adbeat – Uncover the native advertising strategy of any advertiser.

2. Adjust – Mobile only. Native advertising attribution, analytics, tracking.

3. Advault – Uncover the native advertising strategy of any advertiser.

4. AdPlexity – Uncover the native advertising strategy of any advertiser.

5. Anstrex – Uncover the native advertising strategy of any advertiser.

6. AppsFlyer – Mobile only. Uncover the native advertising strategy of any advertiser.

7. Brandtale – Search engine for native advertising. Tracks competitors.

8. NativeAdBuzz – Uncover the native advertising strategy of any advertiser.

9. Pay Per Trail – Native advertising spy tool. Discover how competitors are advertising.

10. WhatRunsWhere – Uncover the native advertising strategy of any advertiser.

INFLUENCER ADVERTISING

1. adMingle – Connects brands with influencers.

2. Adproval – Connects brands with influencers. USA.

3. Bidio – Connects brands with influencers, journalists, vloggers, musicians.

4. Blogsvertise – Connects brands with bloggers for sponsored blog conversations.

5. BrandBrief – Connects brands with influencers. Fashion, beauty, food, wellness, tourism, gyms. Mobile interface.

6. Brandplug – Connects brands with influencers. Pay per impression pricing.

7. Buzzoole – Connects brands with influencers. Pay outs in discounts, offers, credits and Amazon gift cards.

8. Content BLVD – Connects consumer product brands with YouTube influencers

9. Izea – Connects brands with influencers.

10. Linqia – Connects brands with influencers.

11. Megan Media – Connects brands with influencers.

12. Markerly – Connects brands with influencers.

13. Nevaly – Connects brands and influencers for content creation and distribution. Gaming and mobile only.

14. Peadler – Connects local businesses with influencers. Pay using rewards - products or services. USA major metros only.

15. Style Coalition – Connects brands with influencers.

16. Sway Group – Connects brands and agencies with the largest network of female bloggers on the web. Full service influencer management.

SPONSORED CONTENT (LONG-FORM)

1. Chorus — Vox Media's sponsored content management system for its many web properties.

2. Cision — Database with over 100k sponsored content sites, influencer database, DSP for native content discovery.

3. Cooperatize — Marketplace to buy sponsored content from thousands of verified publishers.

4. Get Reviewed — Connects brands with publishers to publish sponsored content.

5. Nudge — Provides software to manage, measure & optimize sponsored content.

6. MobSoc Media — Sponsored stories on up to 56 web properties spanning 512 million global users. US, Canada.

7. NewsLauncher — Connects brands with publishers to create and publish sponsored content.

8. Parse.ly — Advance analytics for publishers.

9. Pressboard — Connects brands with publishers to publish sponsored content.

10. PRNEWS.io — Global sponsored content marketplace with fixed pricing.

11. StreamSpread — Connects live video streamers with publishers to publish live content.

12. /syndicate — Connects brands with bloggers for sponsored content.

ANTI-AD BLOCKING

1. AdRecover — Monetizes ad blocked inventory.

2. Instart Logic — Anti ad blocking software for publishers. Security for native advertising. Helps recover revenue.

3. PageFair — Anti ad blocking software for publishers. Helps measure ad blocking and recoup revenue.

CONTENT DISCOVERY OPTIMI-ZATION (FOR PUBLISHERS)

1. Brax — A/B testing platform for scaled content discovery optimization across networks.
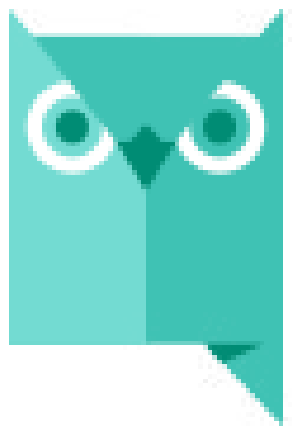
2. ThoughtLeadr — Optimization platform for content discovery. For publishers.

3. Tiller — Optimization platform for content discovery. Managed service. For publishers.

NATIVE SALES ENABLEMENT (CRM)

1. MediaRadar
— A comprehensive ad sales intelligence and planning suite.

All signs point to this list being even bigger next year. According to AdYouLike, in 2020 they'll be over $85 billion spent globally on native advertising.

It's true that there has been some consolidation in the native ad tech space over the last few years. However, that doesn't seem to have impacted the overall growth of the vertical.

The Content Marketer's How-to Guide to Programmatic Native Advertising

Native advertising has been around for over 100 years. It's existed on most of the different media types in one form or another through generations of marketers and advertisers. From newspapers and magazines, to radio and television; some of the world's most iconic brands have invested in native advertising.

That said it's mostly been considered a niche endeavor in the budgets of most marketers and advertisers through last century. However, in the 90's companies like Google, Yahoo and a few others introduced us to a new form of native advertising (according to the Interactive Advertising Bureau's six categories of native advertising) — paid search ads, also known as pay per click (PPC), on the Internet.

PPC joined display advertising as one of two of the major forms of paid media on the Internet during the 90's and last decade. These channels did a pretty good job at delivering mid- to bottom-funnel content to the audiences brands wanted to speak to.

It was mid last decade that brands started to discover content marketing. This can loosely be defined as the creation and distribution of top-funnel content to build an audience. This time frame can also be described as the infancy of present-day programmatic native advertising.

Where PPC and display advertising were good at distributing salesy mid- to bottom-funnel content, programmatic native advertising proved good at distributing helpful or entertaining (non-salesy) top-funnel content. So good, in fact, that projected growth in programmatic native advertising spend by media buyers, marketers and advertisers is expected to grow rapidly in conjunction with increased publishing by content marketers.

In addition, programmatic native advertising tends to cost much less than the previously mentioned lower funnel paid distribution channels. Rightfully so, no marketer wants to spend the same or more per click or action at the top of the funnel than what they pay at the bottom of the funnel.

It's this present-day dynamic that's moving programmatic native advertising from a niche endeavor in many budgets to a major channel for content distribution online. Much of this growth is happening on Facebook and other social media channels.

Types of programmatic native advertising

While many of the social media networks do indeed offer programmatic advertising solutions, the industry generally separates social media from programmatic networks like Taboola, Outbrain, Adblade, Revcontent, Gemini, etc. For the purposes of this article, we'll separate them, too. Generally speaking, there are three types of native programmatic solutions:

1. Native social media – Not all social media advertisements are considered native. Ads located "in-feed" are considered native. The ad units must exist in the organic newsfeeds of the networks and are generally labeled as sponsored.

2. Programmatic native networks – This form of distribution is found on publishers' websites and deliver/recommend advertisers' top funnel content. They also are generally labeled as sponsored and are placed in the organic article feed, below an article, right or left side rail (with other organic content), or in the app of a publisher.

3. Managed services technology – While working directly with networks has its advantages, using a dozen or more of them can be difficult to manage. Over the last few years several start-ups have launched to help solve this problem. These solutions provide one user interface to empower advertisers to tap into up to 30 networks and social media platforms at a time. It also provides normalized analytics to accurately compare and contrast performance across networks. Many of them also offer some level of service and management.

Programmatic native advertising definition

Programmatic native advertising offers media buyers, advertisers and content marketers the newest form of online paid media to promote and distribute content. This form of digital advertising, when done right, mimics the overall look, feel, and format of whatever publication, blog or social media network it appears on. It seamlessly blends in with its surroundings.

By doing so, this form of native advertising enhances a user's experience instead of disrupting it. What separates programmatic buying from non-programmatic buying is the use of some combination of sophisticated automation, algorithms, machine learning, artificial intelligence, and/ or natural language processing in order to maximize performance and minimize spend.

This represents a vast improvement over the trial and error methods deployed for older online paid media solutions. It's empowered marketers, advertisers, media buyers, and, yes, even publishers to find a new level of scalability in driving key performance indicators (KPIs).

Best practices for programmatic native advertising

While every network, social platform and managed services technology each has their own best practices and tactical do's and don'ts, they still share the same principles for success. Below is an outline for best practices when using the three forms of programmatic native advertising discussed above.

1. Identify your goals

Generally, B2B and B2C marketers tend to have different goals. Many B2C brands are focused on awareness KPIs. This can be a proprietary measure of their share of voice (SOV) or something more concrete like traffic or time on site.

For B2B marketers awareness is important, but they are generally looking for engagement and conversions, too. Identifying, measuring and tracking these KPIs are commonly considered an imperative for them.

2. Story sequencing

As stated above, native advertising is really good at delivering top-funnel content at scale. However, through story sequencing it's possible to use programmatic native advertising the same way marketers use lead nurturing.

In its most simple form, story sequencing ensures that only people that engage with top-funnel content are later delivered mid-funnel content via programmatic native or retargeting. It also makes sure that only people that engage with mid-funnel content are later delivered bottom funnel content via native or retargeting.

Story sequencing aligns content and its distribution with the buyer's journey. This can be prudent to both B2B and some B2C brands. It's mostly dependent on the goals of the campaign. Below are the six steps in story sequencing:

1. Identify content assets to distribute

2. Organize content by persona [target audience(s)]

3. For each persona organize content by buyer's journey stage

4. Note missing content and develop

5. Map the content workflow

6. Execute programmatic native advertising with prudent targeting and story sequencing parameters.

3. Target wisely

Each social media platform, network and managed services technology have some or all of the targeting capabilities mentioned below. Methods of targeting will be dependent on the type of company doing the campaign, goals, KPIs and budgets.

Methods of targeting

1. Context: Domain and Page Level – This method of targeting is pretty straight forward. In most cases it makes sense to have the context (topic) of the content being distributed match the context (topic) of the organic content surrounding it (whether at the macro domain level or at the micro page level).

2. Audience: User Level (UPD), Demographic, History, Interests, Retargeting, Lookalikes – One of the most commonly deployed methods of targeting across most forms of digital advertising includes this category. As a result, it's not necessary to go into detail on each in the category. That said lookalikes are the newest and less known method of targeting. It's very popular with social media advertising. Generally, advertisers will take an existing email list of customers and upload it to the network. The network will then look for those individuals and take note of similar attributes across the list. Afterwards, it will target "lookalikes" with similar attributes to the list that was uploaded. It's also possible to target the list itself.

3. Day-Parting: Time of Day, Day of Week – This is pretty self-explanatory. Depending on the industry and type of company there can be massive value in targeting via time.

4. Geo-Location: Country, State, DMA – Again, self-explanatory. Businesses with geo-location limitations or geo-divided sales territories may find this method of targeting highly beneficial.

5. Device Type: Desktop, Tablet, Phone – Content format and consumer behavior generally drives this type of targeting. Also, it may be prudent to make unique content for each device type targeted. Although, many programmatic native ad solutions and the publishers they're partnered with have responsive capabilities to handle these different devices.

6. Weather-Triggered – Depending on the content, products and services offered by a business this can be a lucrative way to target. Companies that sell products or services around snow, rain, sunny summer days, etc. can get their content in front of an audience experiencing these weather conditions in real-time.

It's important to remember that the more targeting parameters used the smaller the audience, generally. That's not necessarily a bad thing, but is worth noting because no matter how perfectly targeted the audience is it needs to be a certain size to hit KPIs and goals.

There are other new native experiences and targeting parameters on the horizon. With the emergence of virtual reality, augmented reality, the Internet of Things, and wearable technology, it's likely that advertisers will be able to deliver content into mobile, desktop, virtual or augmented environments targeted based on actual emotions. With heart rate, blood pressure and other bio-measurements being tracked and connected to the Internet this is certainly in the realm of possibility sometime in the future.

4. Be careful with terminology

When setting up campaigns it's important to align execution with goals. These parameters are set up in the user interface of the network. If traffic to a particular company webpage is the goal then having a Facebook campaign charging for clicks, likes and shares doesn't make sense. In this example, money spent on likes and shares doesn't align with the goals of the campaign.

With native social advertising actual website traffic can be as little as one sixteenth of the actions paid for. That means that the vast majority of the budget can be wasted if the correct parameters aren't established in the beginning.

5. Do experiment

At its core all marketing and advertising is an exercise in experimentation. Practitioners use research and data to more accurately predict results, but it is still an ongoing experiment – programmatic native advertising is no different. As a result, analyzing and adjusting campaigns based on performance and analytics over time is critical for success.

A/B or multivariate testing is a staple for many successful programmatic native advertising campaigns. This is a form of constant experimentation and KPI/goal optimization.

It can also be highly lucrative to consider some outside-the-box experiments. For example, rather than targeting the identified ideal personas, maybe running a small pilot targeting the journalists or influencers those ideal personas read or follow. Getting influencers engaged with, talking about or sharing distributed content could prove to have a major amplification effect. In this way, advertisers can use paid media to earn media.

6. Pay attention to creative

One of the biggest challenges facing programmatic native advertising as an industry today is the proliferation of click-bait spammy articles in pursuit of impressions for ad revenue. Many of which has been labeled as "fake news" by mainstream media outlets and is distributed using programmatic native (This topic could be multiple articles unto itself). I trust that no one reading this intends to or is currently deploying these methods. As a result, the below checklist is designed to help advertisers and marketers alike avoid any perception of being a part of the grey/black hat, "fake news" content community.

It's also designed to help ensure marketers, advertisers, media buyers and publishers are adhering to best practices that will ultimately make them more successful.

Optimizing native creative elements
- All creative, including the landing page, should be seamless.
- Leverage dynamic headlines for context and personalization.
- ABT — Always Be Testing native ad units using A/B and multi-variate testing methods.

Optimizing native ad images
- Use faces
- Incorporate familiar imagery
- Use brand-appropriate colors
- Be transparent
- Trigger emotions

Native ad headline best practices
- Be honest
- Be concise
- Don't sell
- Tell a story
- Be transparent
- Consider the call-to-action
- Use numbers
- Use adjectives
- Be relevant

The above topics represent what all media buyers, marketers, advertisers and publishers should know about programmatic native advertising as a broader tactic. Of course, each network, social media platform and managed services technology could have its own article that gets precise and granular when describing the top tactics, execution techniques and strategies. Native advertising has had a long history with advertisers, marketers and publishers. Current trends suggest that it's quickly moving from a niche line item in a budget to a major investment in advertising. There's no reason to believe otherwise. That said programmatic native advertising is still in its infancy and the surface has only been scratched on what it will look like tomorrow.

Native Advertising
DAYS2017 ™

8th - 10th November 2017 in Berlin

Join us in Berlin for the world's foremost conference on native advertising.

Native Advertising Institute™

Native Advertising
Institute™

www.NativeAdvertisingInstitute.com

@nativeinstitute