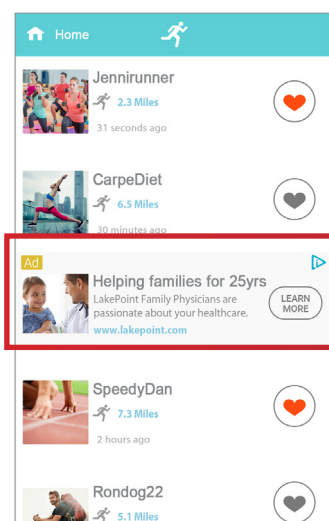


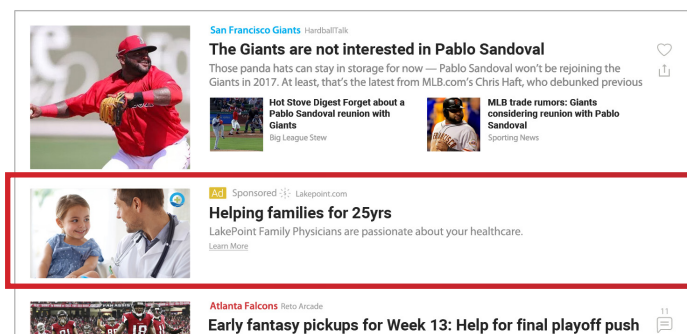
NATIVE ADS

DRIVE HIGH ENGAGEMENT WITH AN INTEGRATED AD EXPERIENCE

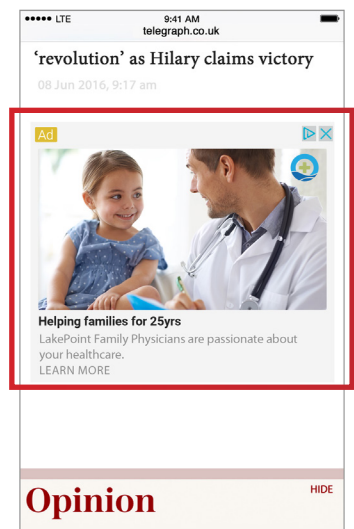
Native ads enable your business to fit into - and not disrupt - the audience experience. Thoughtful ads and messaging blend seamlessly with content the user is already engaged with, allowing them to become more informed about your products/services, before ever visiting your website. Displayed on the news feeds of publisher websites, native ads appear dynamically, naturally blending in with the content of the news feed.



Your ads can appear in app...



on desktop...



and on mobile!

40x

Native ads drive a 40x higher clickthrough rate (CTR) compared to traditional display ads.

18%

Native ads are more compelling, registering an 18% lift in purchase intent compared to banner ads.

53%

Consumers look at native ads 53% more frequently than display ads.

15%

Native ads drive a 15% brand favorability lift, 4x higher than industry average.

THE BENEFITS OF NATIVE ADVERTISING:



Grab your audience's attention



Drive Better campaign performance



Optimize targeting capabilities



Build trust among your customers



Increased clickthrough rates as compared to traditional display ads

