

The background is a solid dark blue color. It features several white line-art icons of smartphones of various sizes and orientations, scattered across the frame. In the upper right quadrant, the word "YAHOO!" is written in a white, bold, sans-serif font, positioned as if on the screen of a large smartphone icon.

YAHOO!

# CREATIVE BEST PRACTICES: NATIVE ADS

---

# Objective & Methodology

---

In digital advertising, ad formats have always fallen into a few buckets - paid search, display/banner ads, video, etc... However, with the advent of a more cross-channel, cross-device world, it's only fitting that advertising has become more amorphous. Enter native into the mix as the advertising industry's breakout star this year.

We have used the insights collected in this study to determine creative best practices for this critical new advertising format.



---

## IN-LAB SURVEY DESIGN

- N=800 internet/smartphone content consumers
- 4,800 ad exposures
- Ages 18-54



---

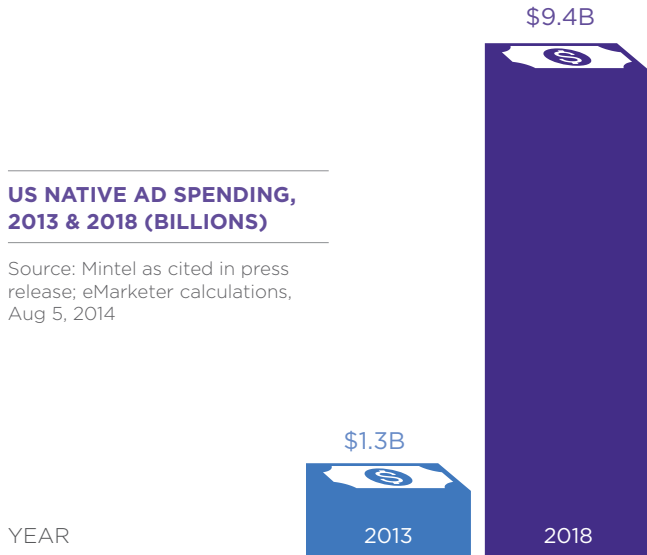
## IN-LAB EYE-TRACKING DESIGN

- N=40 (n=20 on PC and n=20 on mobile)
- Delivers a precision measure of visual attention on the video window or area of interest.
- **Fixations:** are momentary pauses of the eye within an area of interest happening long enough for cognitive processing to take place (can be as short as 100-200 milliseconds).

# Advertisers and Consumers are Invested in Native Advertising

## US NATIVE AD SPENDING, 2013 & 2018 (BILLIONS)

Source: Mintel as cited in press release; eMarketer calculations, Aug 5, 2014



# 60%

Of consumers have positive impressions of native ads

Source: Yahoo In-feed Perception Study, Aug 2013

## TOP REASONS IN-FEED ADS PROVIDE VALUE

- They introduce me to new products.
- They provide information I wouldn't have discovered otherwise.
- They fit naturally with the experience.

## People-Based Ads



People-based images deliver fixation on PC and deep engagement & lower-funnel metrics on mobile. Consider leveraging these types of images in your native ads, especially on mobile.



### ENGAGEMENT METRICS - MOBILE

	PERSON	OBJECT
Fixation Percentage	71%	57%
Total Fixation (Seconds)	4.01	3.19



### ENGAGEMENT METRICS - PC

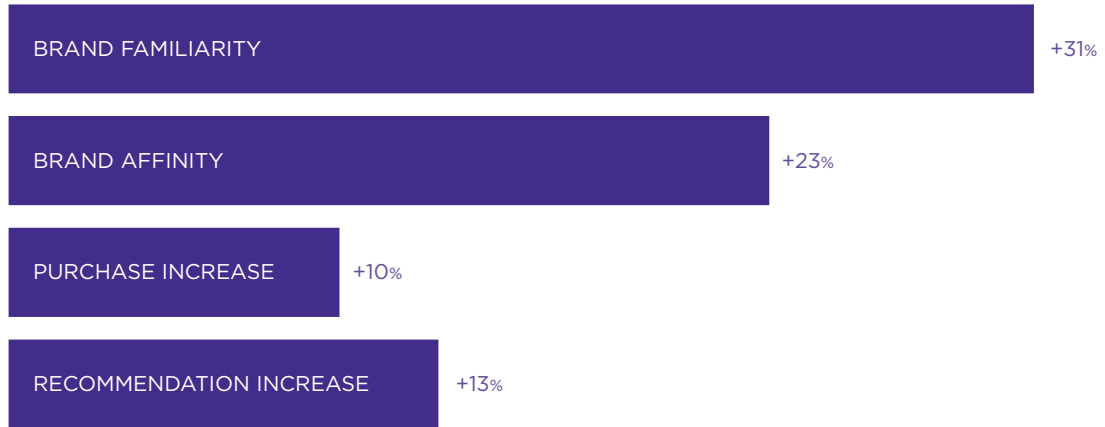
	PERSON	OBJECT
Fixation Percentage	70%	64%



# People-Based Ads



## PERCENT DIFFERENCE: PERSON IMAGE VS. OBJECT IMAGE



# Logo Presence



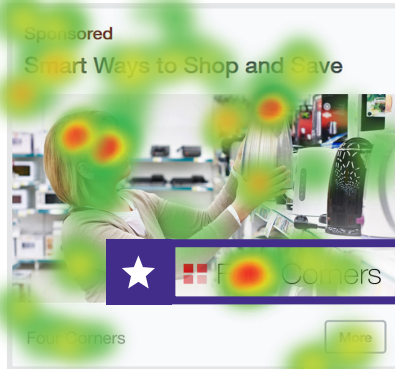
Don't shy away from letting your logo shine in your native advertising. Logo presence is very important, and larger logos deliver recall, action, and longer fixation for your ad on multiple platforms.

## INCREASE IN FIXATION LOGO VS. NO LOGO

PC	+10%
Mobile	+25%



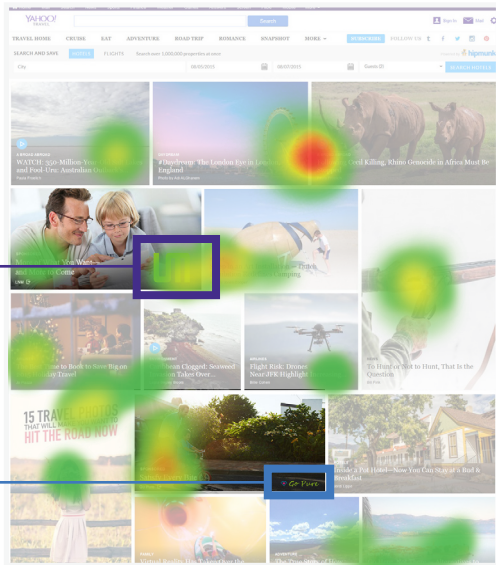
### LOGO ★



### NO LOGO ☒



# Logo Presence



## PERCENT DIFFERENCE: BIG VS SMALL LOGO

Aided Recall	+10%
Purchase Increase	+22%
Click Intent	+19%
Share Intent	+13%



## Clear Labels

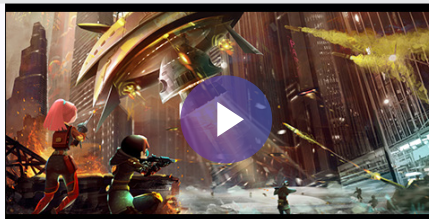


Being new to market, native video units benefit from a clearer label. In this case the word “sponsored” leads to increased recall, familiarity, and interaction on all platforms.

**This Movie will Carry You Away**

Four young outsiders teleport to an alternate universe, which alters their physical form in shocking ways.

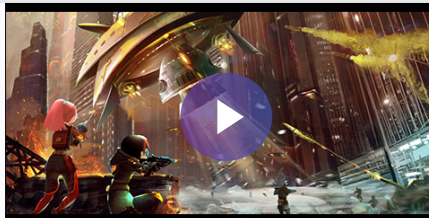
Galaxy Tour

**SPONSORED****This Movie will Carry You Away**

Four young outsiders teleport to an alternate universe, which alters their physical form in shocking ways.

Galaxy Tour

Sponsored





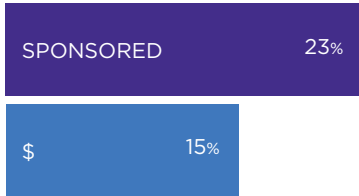
# Clear Labels



## AIDED RECALL



## FAMILIARITY INCREASE



### TIP

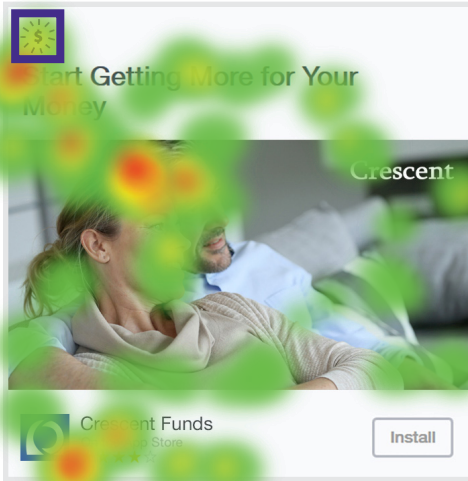
Users are more likely to interact\* with native video units with a clear “sponsored” label.

\*interactions include un-muting video and expanding the video

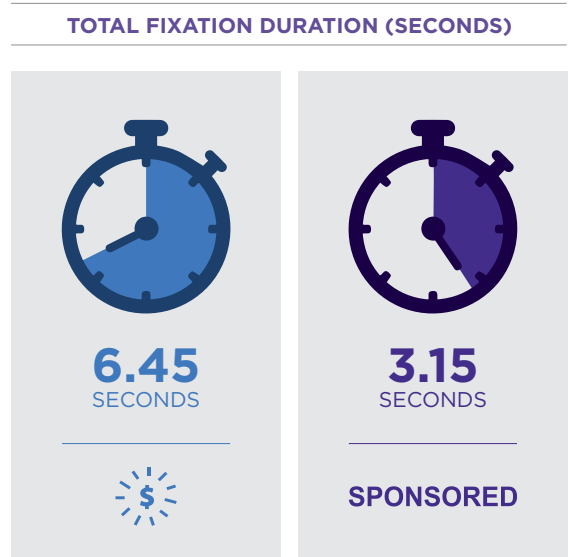
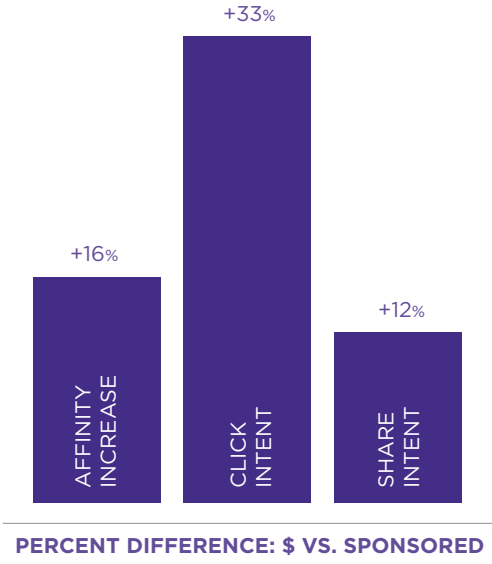
# “\$” Label For Native Mobile Ads



Use a “\$” as a label of transparency for native mobile ads with a direct call to action like an app install ad.



“\$” Label For Native Mobile Ads



# 15 Second Native Video Ads



:15 native video ads drive greater recall and purchase intent than longer video units, following the trend seen in general video advertising.



Sponsored  
Room for Everyone

:15

Everest [More](#)



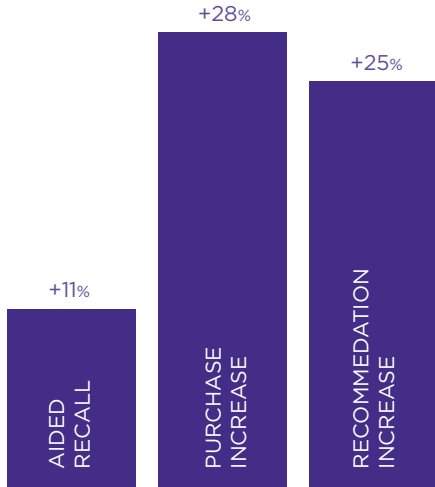
Sponsored  
Room for Everyone

:30

Everest [More](#)



## 15 Second Native Video Ads



PERCENT DIFFERENCE: :15 VS. :30

**FIXATION PERCENTAGE****PC****MOBILE**

15 Seconds

65%

90%

30 Seconds

59%

67%

**TIP**

Consumers were **more likely to fixate on :15 ads** on both PC and mobile.

# Brand Mentions



Brand mentions do not have the same impact as logos, but are still important to include in the headline of your native ad, especially with static image ads.

Smart Ways to Shop and Save at  
**Four Corners**

What's in our spotlight? Just some of our favorite deals include the big home sale, what's hot for fall, and of course great savings.

Four Corners Sponsored

Four Corners



## Brand Mentions

**STATIC IMAGE ADS PERCENT DIFFERENCE:  
BRAND IN HEADLINE VS. NO BRAND IN HEADLINE**

Aided Recall	+24%
Purchase Increase	+11%
Recommendation Increase	+14%

Smart Ways to Shop and Save at  
Four Corners

**NO NEED FOR BRAND  
MENTIONS IN BODY OF TEXT**

Four Corners Sponsored

Four Corners

**TIP**

In Native advertising, brand mentions in the body of the text **do not** provide significant changes to brand metrics.

## Auto Start Video



Don't be afraid to leverage auto-start ads when it comes to native, as it drives a slight increase in brand affinity and outperforms user-initiated ads in recall and fixation.

### AUTOPLAY 3 Seconds

#### This Movie will Carry You Away

Four young outsiders teleport to an alternate universe, which alters their physical form in shocking ways.

Galaxy Tour Sponsored

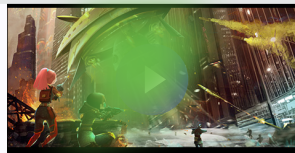


### USER INITIATED 3 Seconds

#### This Movie will Carry You Away

Four young outsiders teleport to an alternate universe, which alters their physical form in shocking ways.

Galaxy Tour Sponsored



### 7 Seconds

#### This Movie will Carry You Away

Four young outsiders teleport to an alternate universe, which alters their physical form in shocking ways.

Galaxy Tour Sponsored

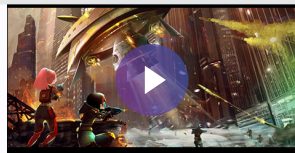


### 7 Seconds

#### This Movie will Carry You Away

Four young outsiders teleport to an alternate universe, which alters their physical form in shocking ways.

Galaxy Tour Sponsored





## Auto Start Video

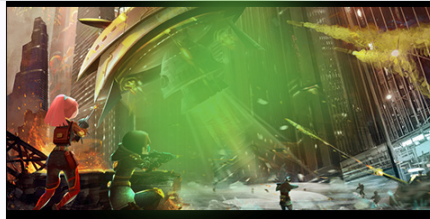
**PERCENT DIFFERENCE:  
AUTO-START VS. USER-INITIATED**

Aided Recall	+51%
Brand Familiarity	+10%
Brand Affinity	+4%

**This Movie will Carry You Away**

Four young outsiders teleport to an alternate universe, which alters their physical form in shocking ways.

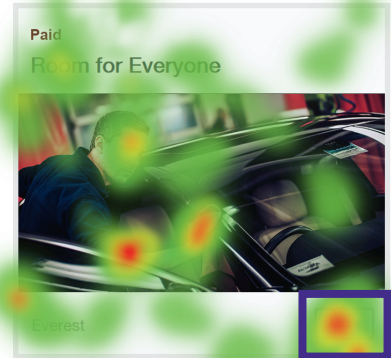
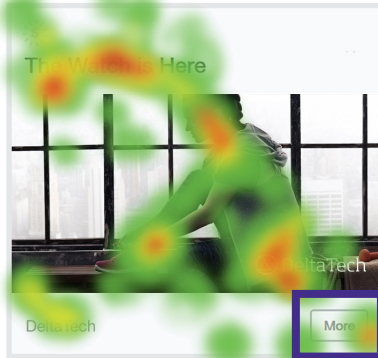
Galaxy Tour Sponsored



# “More” On Mobile



Ensure that you have a seamless mobile experience in place for the consumer post-click, as users tend to fixate on the “more” button.



## THE LIST

### BEST PRACTICE #1

People-based images deliver fixation on PC and deep engagement & lower-funnel metrics on mobile. Consider leveraging these types of images in your native ads, especially on mobile.

---

### BEST PRACTICE #2

Don't shy away from letting your logo shine in your native advertising. Logo presence is very important, and larger logos deliver recall, action, and longer fixation for your ad on multiple platforms.

---

### BEST PRACTICE #3

Being new to market, native video units benefit from a clearer label. In this case the word "sponsored" leads to increased recall, familiarity, and interaction on all platforms.

---

### BEST PRACTICE #4

Use a "\$" as a label of transparency for native mobile ads with a direct call to action like an app install ad.

---

### BEST PRACTICE #5

:15 native video ads drive greater recall and purchase intent than longer video units, following the trend seen in general video advertising.

---

### BEST PRACTICE #6

Brand mentions do not have the same impact as logos, but are still important to include in the headline of your native ad, especially with static image ads.

---

### BEST PRACTICE #7

Don't be afraid to leverage auto-start ads when it comes to native, as it drives a slight increase in brand affinity and outperforms user-initiated ads in recall and fixation.

---

### BEST PRACTICE #8

Ensure that you have a seamless mobile experience in place for the consumer post-click, as users tend to fixate on the "more" button.

---

The background features several stylized, overlapping icons of mobile devices (smartphones and tablets) in a dark blue color. These icons are positioned on the left and bottom-left sides of the frame, creating a sense of depth and connectivity. The largest icon is a smartphone on the left, with other smaller icons scattered around it.

# YAHOO!

[advertising.yahoo.com](http://advertising.yahoo.com)