DNA PLATFORM
DEEP NATIVE ADVERTISING
DNA

DEEP NATIVE ADVERTISING
So what is the new native advertising mindset?
MAD MEN
Creativity, ideas
and immersive story-telling

MATH MEN
Data, targeting, AI,
and programmatic

#MADMATHMEN
KEY CHARACTERISTIC
THEY HAVE A START-UP ATTITUDE
PIONEER
“ONCE AN ORGANISATION LOSES ITS SPIRIT OF PIONEERING AND RESTS ON ITS EARLY WORK, IT’S PROGRESS STOPS.”

Thomas J Watson, IBM leader (1914 – 1956)
THE SEVEN HABITS OF HIGHLY SUCCESSFUL NATIVE ADVERTISERS
THEY GET THE FEED
THE MODERN INTERNET IS ALL ABOUT FEEDS, HEADLINES, CONTENT, LIKES & SHARING.
THEY UNDERSTAND THE POWER OF NATIVE ADS IN-FEED ON MOBILE
HEADLINES ARE CURRENCY

IT IS THE ONE ELEMENT THAT 100% OF USERS WILL SEE
THEY GET CONTENT
CONTENT
IT’S A BIG DEAL
### CAMPAIGNS BY NUMBER OF HEADLINES SUPPLIED

<table>
<thead>
<tr>
<th>Number of Creatives</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Creative</td>
<td>26%</td>
<td>5%</td>
</tr>
<tr>
<td>1 to 3 Creative</td>
<td>46%</td>
<td>29%</td>
</tr>
<tr>
<td>3 to 5 Creative</td>
<td>18%</td>
<td>46%</td>
</tr>
<tr>
<td>+ 5 Creative</td>
<td>10%</td>
<td>20%</td>
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</tbody>
</table>

Brands are creating more headlines per campaign.
The best campaigns have the most creatives.
THEY GET ADVERTISING
HOW DO YOU ENGAGE SOMEONE UNLESS YOU INTERRUPT THEM FIRST?
ADVERTISING IS A PUSH STRATEGY. IT’S INTERRUPTIVE.”

Rebecca Lieb
IT’S NOT ABOUT CREATING CONTENT FOR CONTENT’S SAKE
SEE THE ESSENTIALS YOU NEED TO GET THROUGH THIS SUMMER

Summer is finally here, but are you prepared for it? Discover the essentials from SimplyBe that can help you create a summer wardrobe that’s as hot as you are.

PROMOTED BY SIMPLY BE

30 REASONS WE’RE STILL NOT OVER THE CHOKER NECKLACE

The hit accessory isn’t going anywhere.
SimplyBe.co.uk

Click to Shop
The Summer Collection

SIZES 12-32
2.5% CTR

4.2M UNIQUE USERS

200% CONVERSION ROI

258% INCREASE IN DWELL TIME

321% INCREASE IN CTR

42% DECREASE IN COST PER SALE
THEY GET TRANSPARENCY & MEASUREMENT
BIGGEST THREAT TO NATIVE ADVERTISING

55% SAY POOR CLIENT UNDERSTANDING
<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td><strong>PAGE VIEWS</strong></td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td><strong>SOCIAL SHARES</strong></td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>DWELL TIME</strong></td>
<td>6%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>SALES</strong></td>
<td>16%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>CLICKS</strong></td>
<td>60%</td>
<td>44%</td>
</tr>
</tbody>
</table>
THEY GET THE DIFFERENCE
AD YOU LIKE.

Content Recommendation

Brand Content

Publisher Partnership

In-Feed Native Display
Native ads in-feed will make up the bulk of native ad revenue from 2016-2021. $36B in US alone (BI Insider).
THEY GET PROGRAMMATIC
IN-FEED NATIVE PROGRAMMATIC ECOSYSTEM
THEY GET TECHNOLOGY & DATA
The convergence of technology, creativity and data now means that what can and cannot be done is now largely only limited to our imaginations.
“YOU ARE THE CHANGE AGENTS FOR NATIVE ADVERTISING”

KEY ATTRIBUTES

- EMBRACE CHANGE
- ALWAYS LOOK TO LEARN
- ALWAYS EXPERIMENT
- EMBRACE CONTENT
- EMBRACE PROGRAMMATIC
- EMBRACE TECHNOLOGY
STOP SAYING SORRY!
2018

$59.35bn
SORRY
I AIN'T
SORRY
Grazie!