



NATIVE ADS VS. STANDARD BANNERS - IPG MEDIA LABS STUDY

Description:

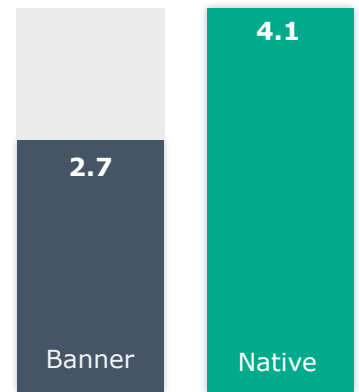
Sharethrough/IPG Media labs surveyed 4,770 consumers and used latest eye-tracking technology to assess the attention of 200 consumers to better understand users visual attention and attitudes clearly for native ads vs standard banner ads.



Key Findings:

- ✓ Consumers looked at native ads 52% more frequently than standard banner ads.
- ✓ 25% more consumers were measured to look at in-feed native ad placements than banner ad units, even when banner ads were placed above the fold and native below.
- ✓ Native ads registered 18% higher lift in purchase intent and 9% lift for brand affinity responses than banner ads
- ✓ 32% of respondents said the native ad "is an ad I would share with a friend of family member" versus just 19% for display ads.

Avg. number of times the ad was viewed in one session



Links:

Infographic + Study results

<http://www.sharethrough.com/2013/05/infographic-native-advertising-effectiveness-study-by-ipg-media-labs/>

MediaPost Article on Results

<http://www.mediapost.com/publications/article/199630/marketers-should-pay-more-attention-to-native-ads.html#axzz2SXTthovX>

BRAND EFFECTIVENESS OF NATIVE VS. PREROLL - NIELSEN/SHARETHROUGH

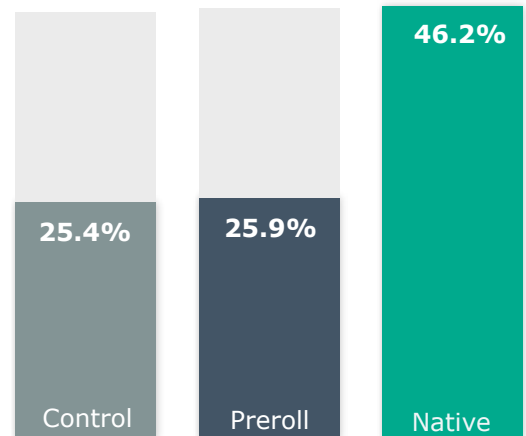
Description: Sharethrough collaborated with Nielsen to study the comparative brand lift for native video ads vs pre-roll for 5 separate campaigns from leading advertisers



Key Findings:

- ✓ In all 5 campaigns native ads delivered a higher brand lift than pre-roll
- ✓ In all campaigns measured for the case study, pre-roll drove little/no brand lift.
- ✓ Users measured in the case study were more likely to respond to the brand survey negatively after being exposed to the pre-roll creative than the native ads.

Non-alcoholic beverage favorability brand lift



Links:

MediaPost: Native Video Ads Outperform Pre-Roll Ads

<http://www.mediapost.com/publications/article/196390/native-video-ads-outperform-pre-roll-ads.html?edition=58076#axzz2OGiS8QA2>

AllThingsD: A Mexican Wrestler Explains How "Native Ads" Work

<http://allthingsd.com/20130321/a-mexican-wrestler-explains-how-native-ads-work/>

Infographic

<http://strlabs.wpengine.netdna-cdn.com/wp-content/uploads/2013/03/infographic31.jpg>

