Uncovering native advertising's **secret** potential
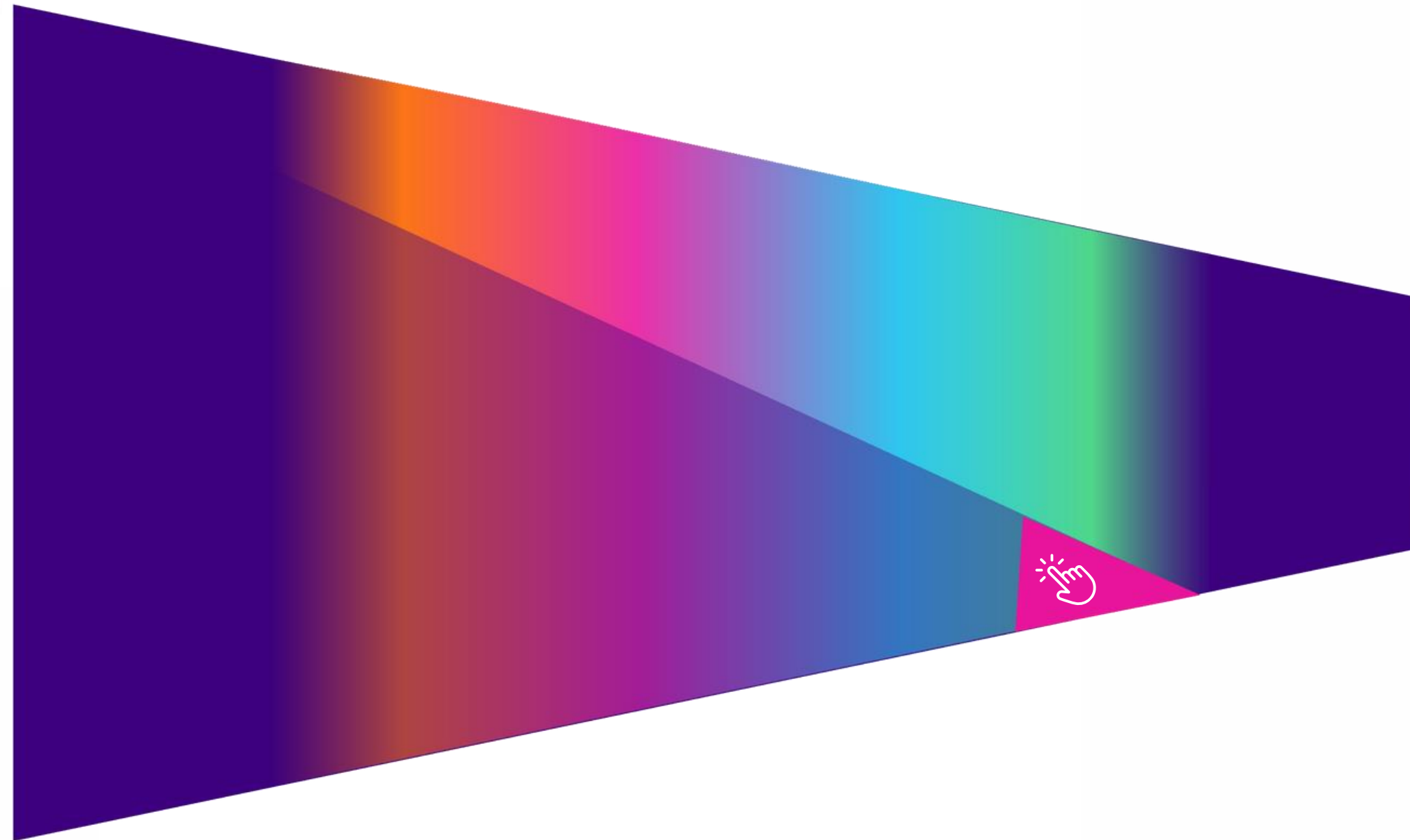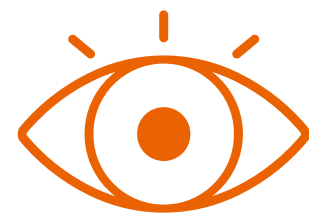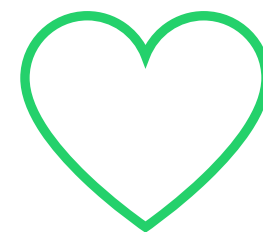
brand metrics

Exposure Awareness Consideration Preference Action Purchase

brand metrics

Installed on +5.000 domains

"Creativity is messy,
and it's unpredictable.
You can't put a meter on it.

Twyla Tharp

Data is the Muse of Tomorrow's Creatives

Redefining ROI: Return on Imagination

Breaking the Echo Chamber of Awesome

The average effect of native advertising

Awareness	+5,8%
Consideration	+7,1%
Preference	+4,9%
Action Intent	+2,8%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

brand metrics
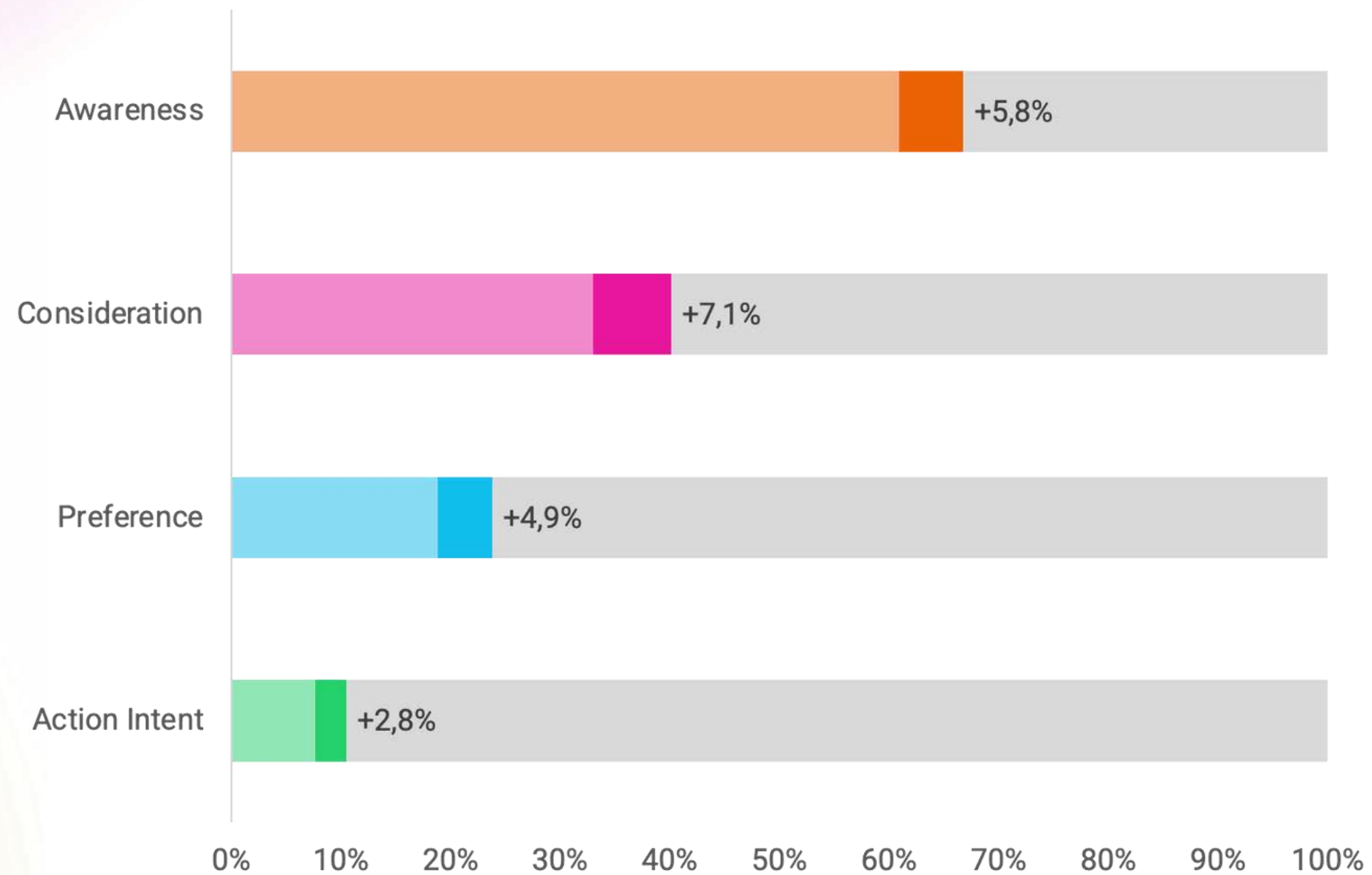
The *potential* effect of native advertising

Awareness +17,8%

Consideration +21,4%

Preference +14,4%

Action Intent +6,7%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

brand metrics
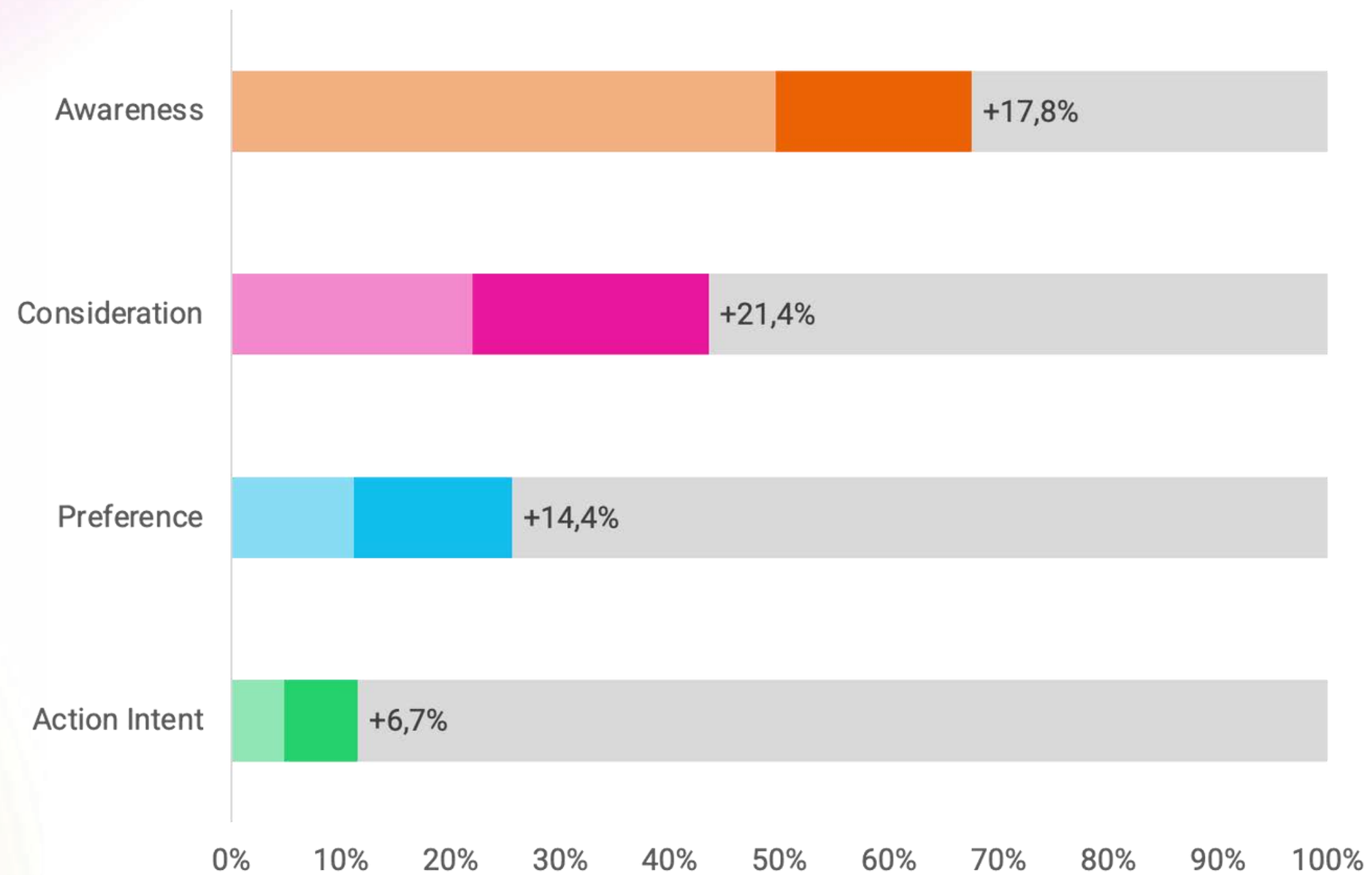
The divergent roles of display and native

Display
Providing breadth

Minimum time	Maximum time
Small creative	Large creative
Multiple exposures	Single exposure
Lage audience	Small audience

Display
Providing depth

brand metrics
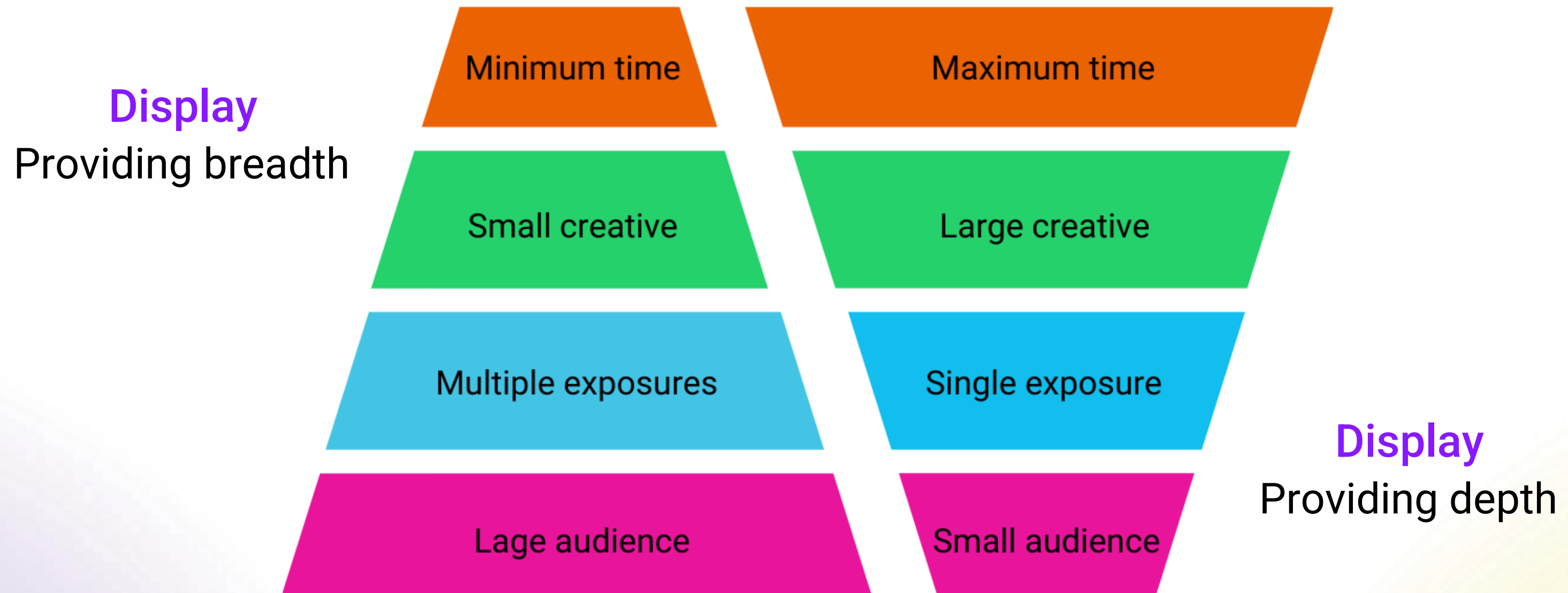
Frequency and time
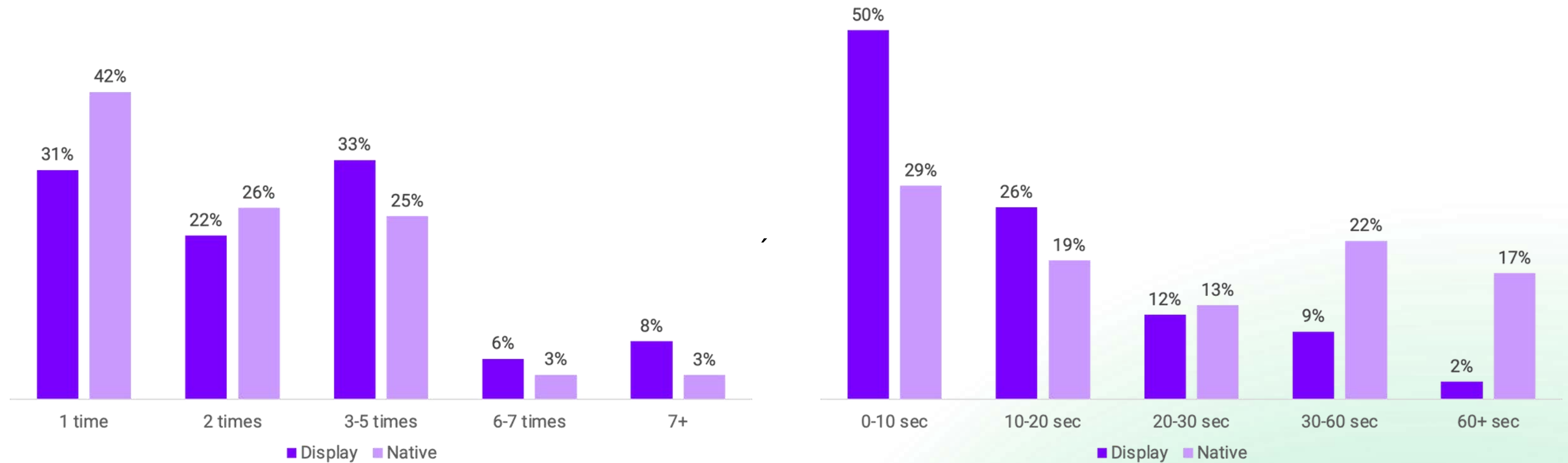
Frequency of campaign exposure

Average exposure time per impression

The brand effects of frequency

Display

Legend: 1 time, 2 times, 3-5 times, 6-7 times, 7+

Categories: Awareness, Consideration, Preference, Intent

Native

Legend: 1 time, 2 times, 3-5 times, 6-7 times, 7+

Categories: Awareness, Consideration, Preference, Intent

brand metrics

The brand effects of time

Display

Native

Legend: 0-10 sec | 10-20 sec | 20-30 sec | 30-60 sec | 60+ sec

Categories: Awareness, Consideration, Preference, Intent

brand metrics

Contribution by metric

Display

Native

Category brand lift
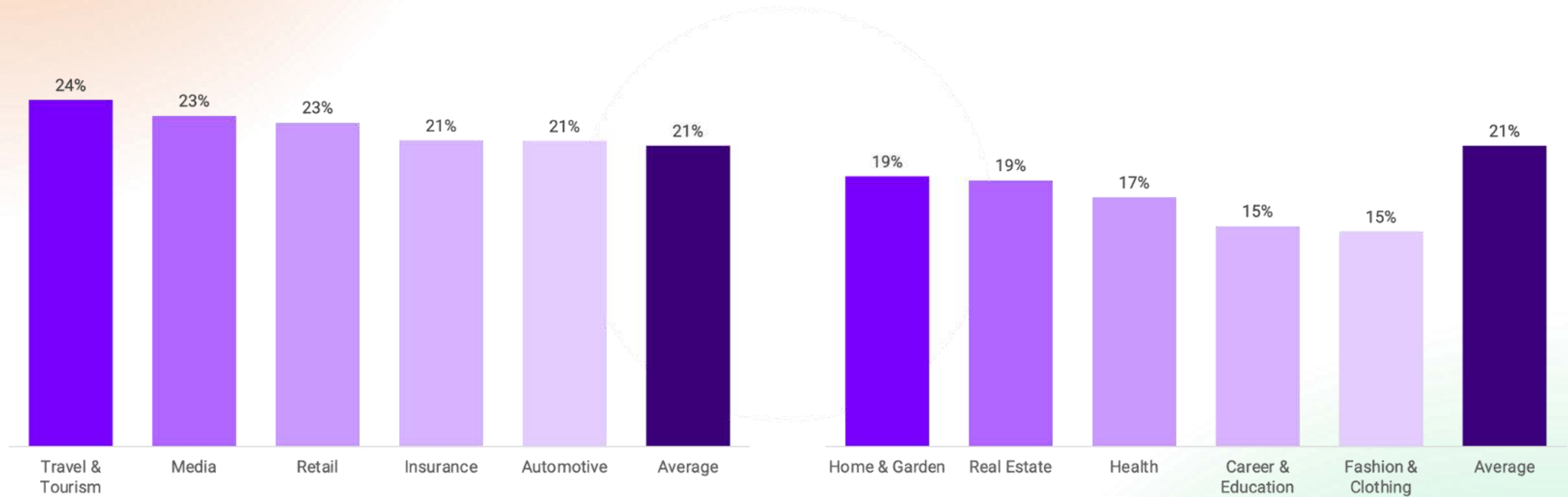
Total brand lift: Top 5 industry categories

Travel & Tourism	Media	Retail	Insurance	Automotive	Average
24%	23%	23%	21%	21%	21%

Total brand lift: Bottom 5 industry categories

Home & Garden	Real Estate	Health	Career & Education	Fashion & Clothing	Average
19%	19%	17%	15%	15%	21%

brand metrics

Comparing two categories

Gambling

Professional trade services

Advertising decay
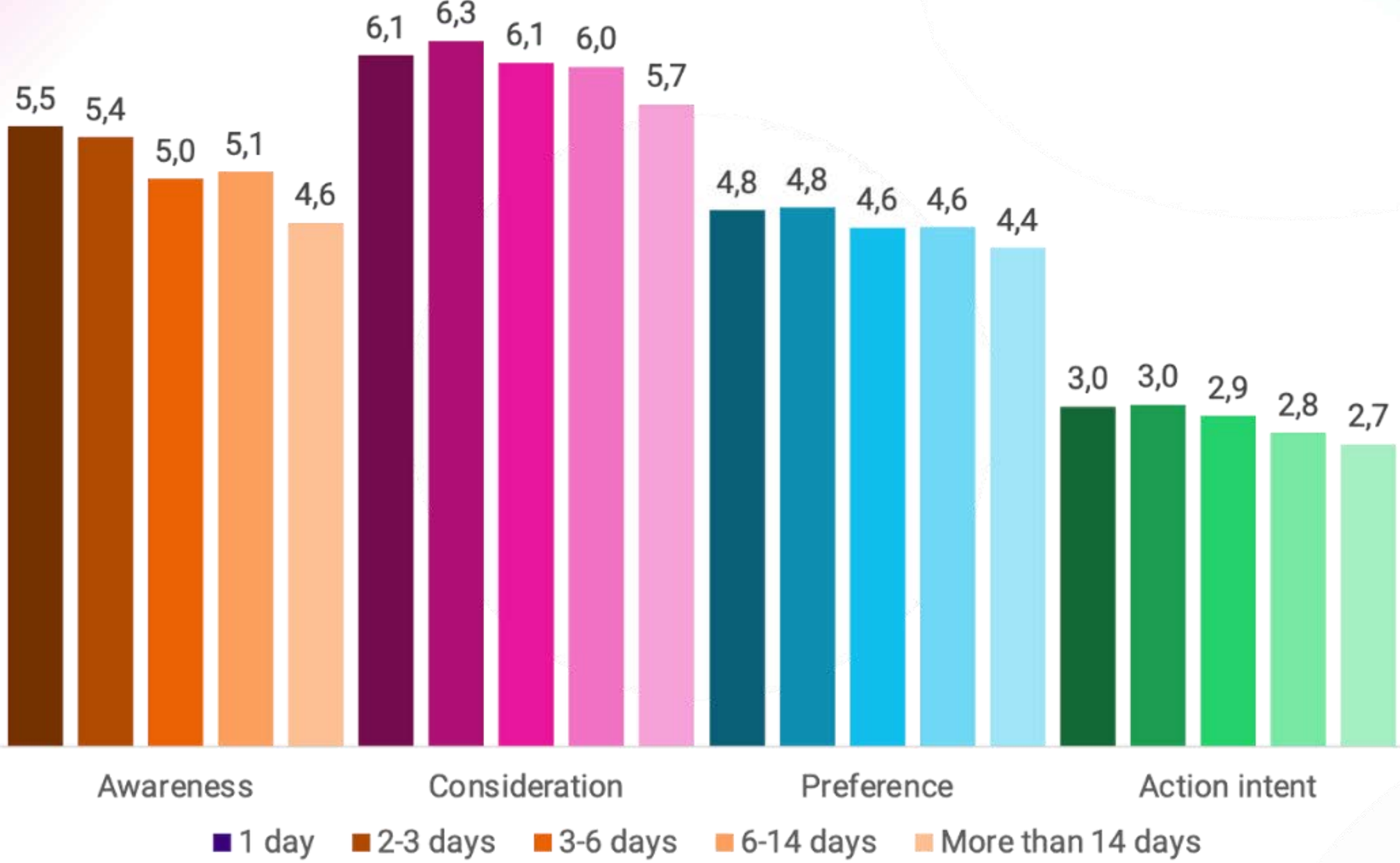
Native advertisement…

…work differently to display campaigns

…are consumed for longer periods of time

…overperform in the mid funnel
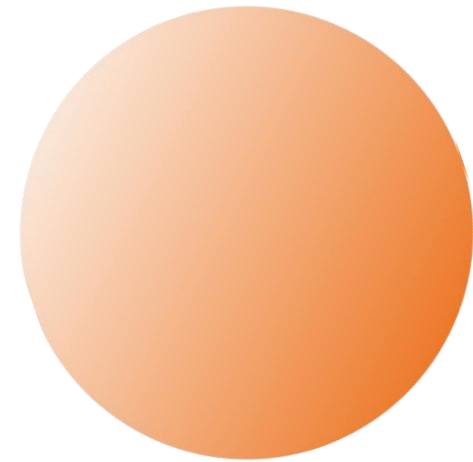
…work differently in different industry categories

…requires continuous reinvestments

…needs consistent measurement data

brand
metrics

Thank you!

Amanda Mattsson
Anders Lithner

For more insights follow

brand metrics

on LinkedIn