

Main room:

Hosted by : David Jenkins,
Commercial Director at Nativo (UK)

Featuring : Kristine Kaalund, Creative Director at Politiken (DK), Christelle Abou Anny, Senior Advertising Manager at DMS (UAE) and David Lennon, SVP at Fortune Brand Studio (US)

PANEL : Driving Engagement: Navigating the Intersection of Creativity, Distribution and Engagement in Branded Content



NATIVE
ADVERTISING
DAYS 24



Time: 14:45-15:25

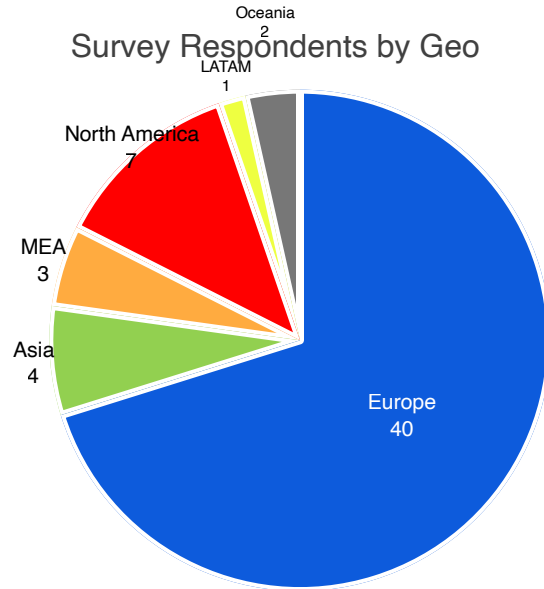




Driving Engagement

It All Starts With Data

Where Does the Data Come From

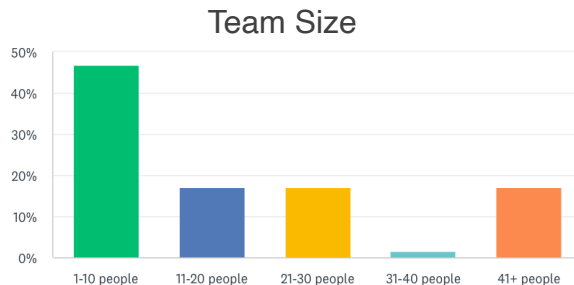


Survey Data

- 64 Organisations Globally Responded to Survey
- 65% Respondents Studio Head or Above
- All primarily targeting Upper and Mid Funnel
- Average 50% had an external AdOps team

Nativo Data

- 30Bn Impressions
- 25,000 Branded Content Campaigns
- 18 months
- 300 Publishers & Studios
- Just looking at Branded Content Campaigns (not video)



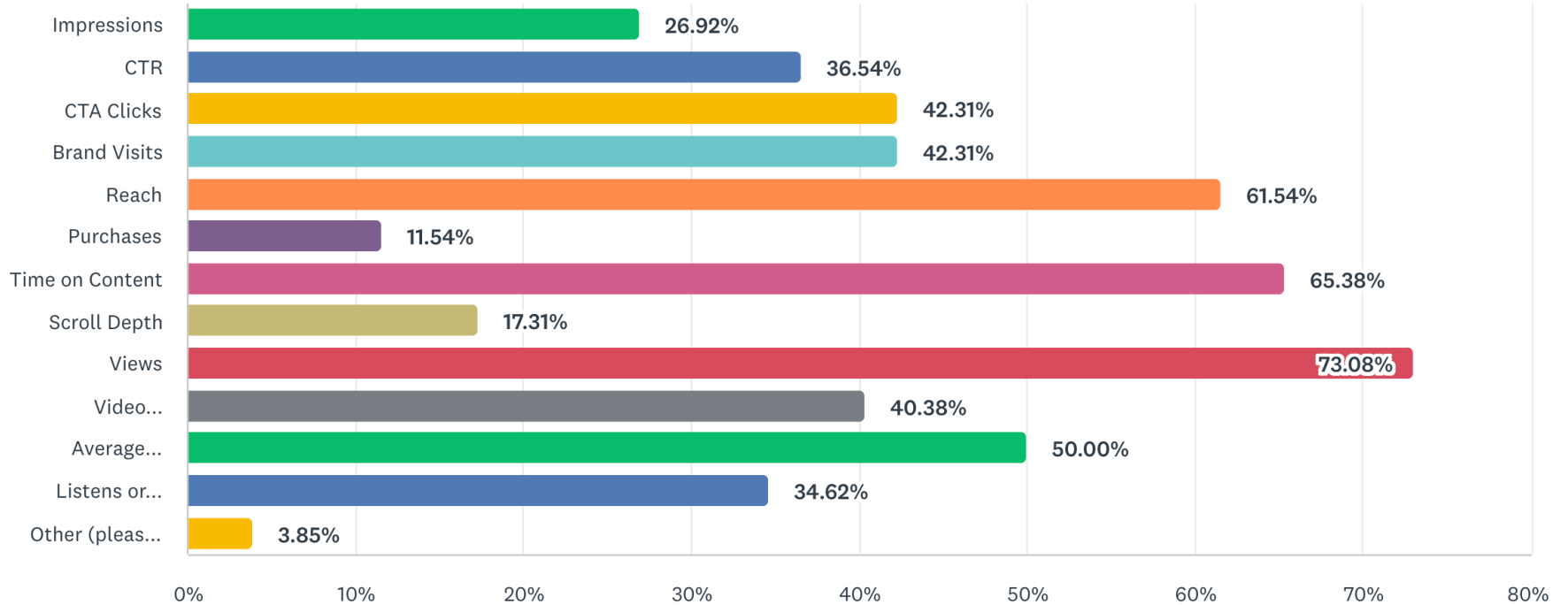
Survey Question:

Where are You Delivering Campaigns?



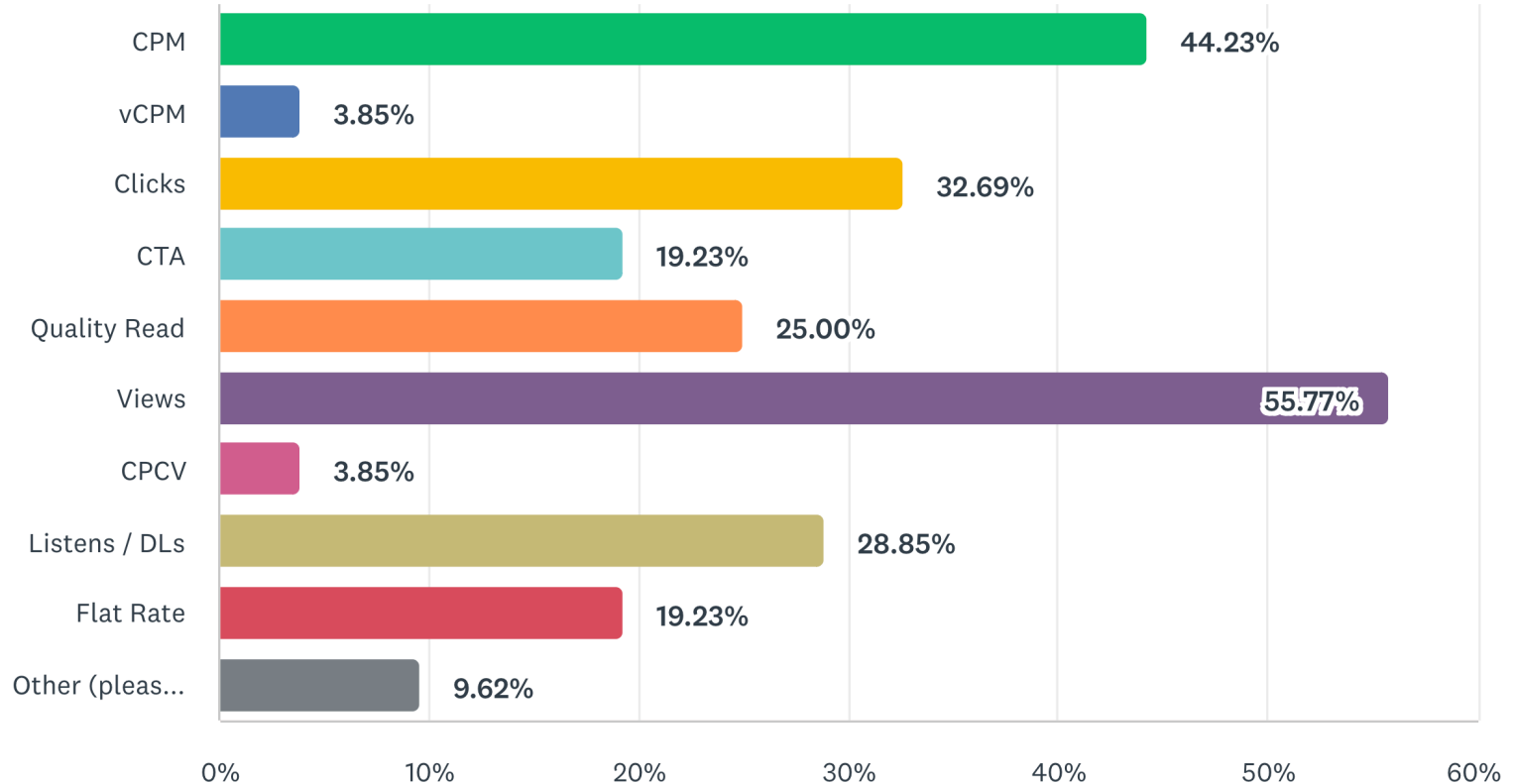
Survey Question:

What are Clients Asking For?



Survey Question:

What Metrics Are You Using For Billing?



Metrics and Measurement

What should you be using?

Campaign Delivery Measurements

- CPM
- CTR
- Views
- Email Opens
- Viewability

Response Measurements

- Downloads
- Enquiries
- Leads
- Response Rate
- Unit Sales

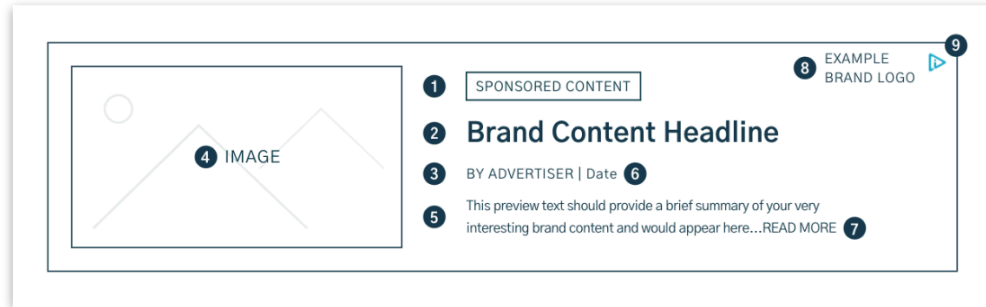
Brand Measurements

- Ad Recall
- Brand Awareness
- Brand Recall
- Purchase Intent
- Brand Favorability

Recent DMA (UK) Report Found:

- 189 different reporting metrics currently in use, many of which are ineffective
- 67% Uplift in Business Effects for campaigns that **avoid focusing on Campaign Metrics**

Layout Of A Standard Native Unit



REQUIRED

(1) Sponsored Content

Disclosure labels are set by the publisher in accordance with, for example, IAB or FTC Native Advertising Guidelines.

(2) Headline

Suggested length is between 60-90 characters.

(3) Advertiser Byline

To clearly reflect who created or influenced the content, the Advertiser Name should be reflected as an author byline. (For Example: By Advertiser.)

(9) Adchoices Icon

Location would be at the top right corner of our native ad unit or preview image. (The Adchoices icon is optional for direct sold ads).

PREFERRED

(4) Preview Image

The size of image should match existing editorials. If only some in-feed editorial have images, mirror the layout of one with an image.

(5) Preview Text

The number of characters should mirror other editorial content placements.

(7) Call To Action (CTA)

Add CTA only if it is present in other editorials. Only use the existing CTA expression in other editorials. (For Example: Read More, Learn More, See Full Article).

(8) Advertiser Logo

Advertiser logo aspect ratios vary and may render differently on other devices, such as mobile. Logos should resize to fit your spec while maintaining the aspect ratio.

OPTIONAL

(6) Date

Match custom format to existing date/time layout.

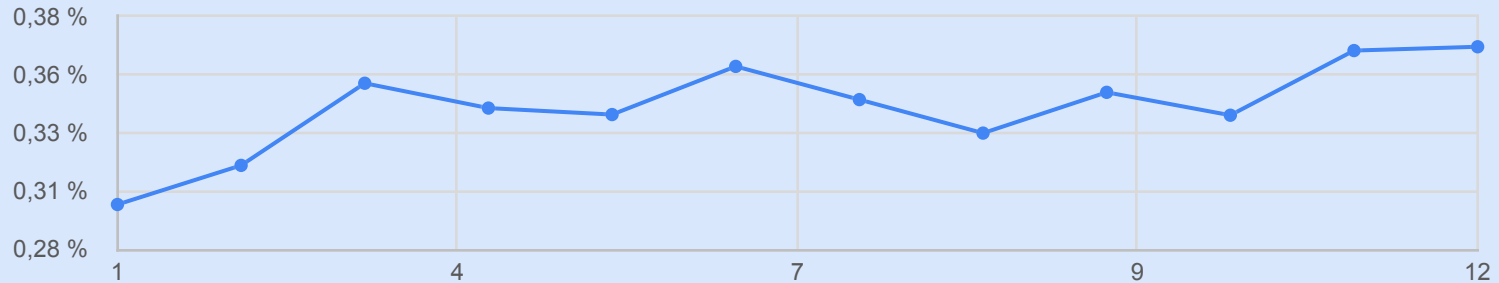
Creating varied creative

Some simple changes can make a difference

vCTR by Number of Headlines



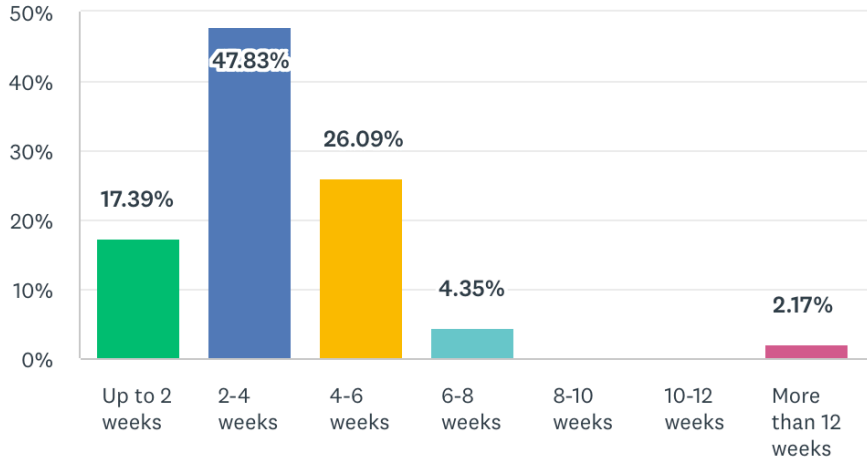
vCTR by Number of Images



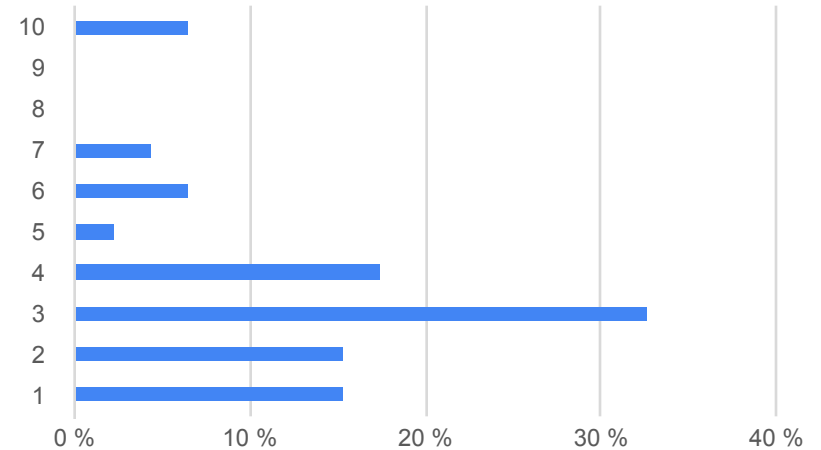
Survey Question:

What Creative is Being Used To Promote Content?

Average Promotion Time for a Single Piece of Branded Content



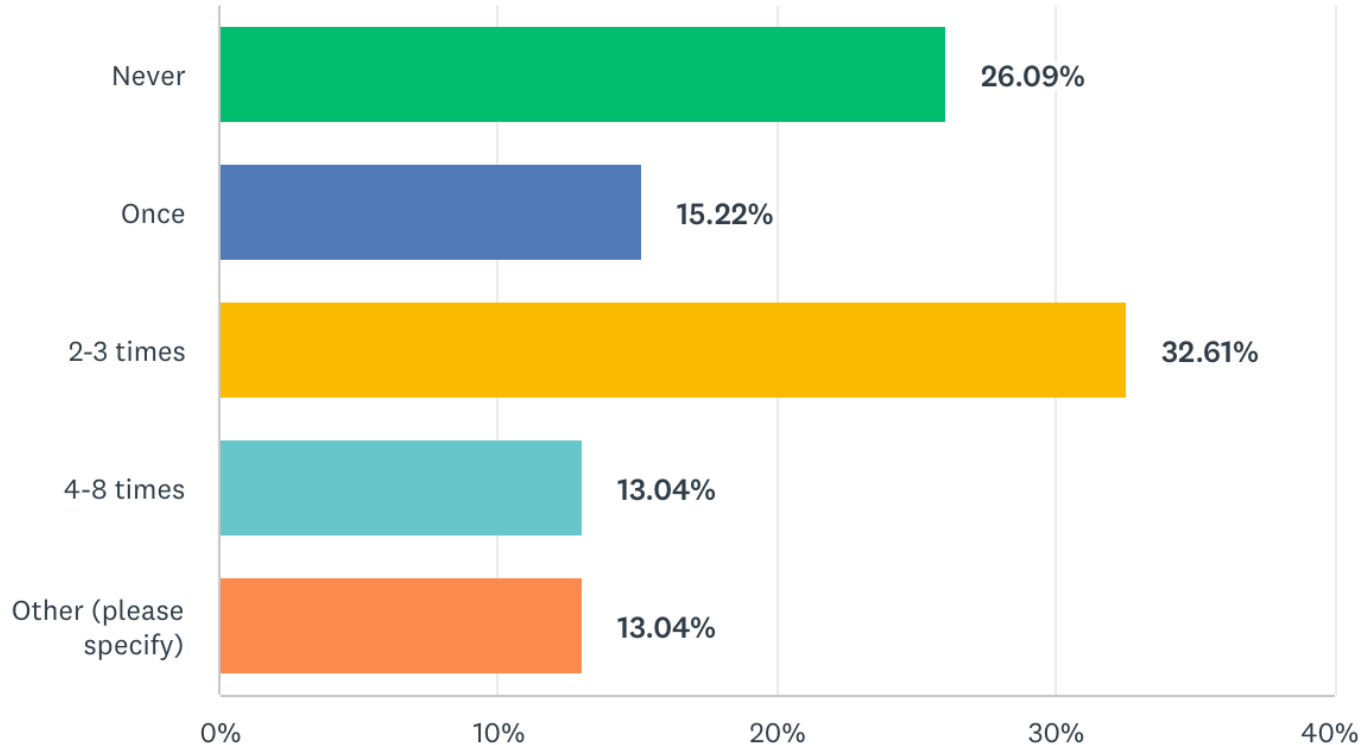
Average Number of Creative Assets Used



Survey Question:

How Often Are You Changing Creative?

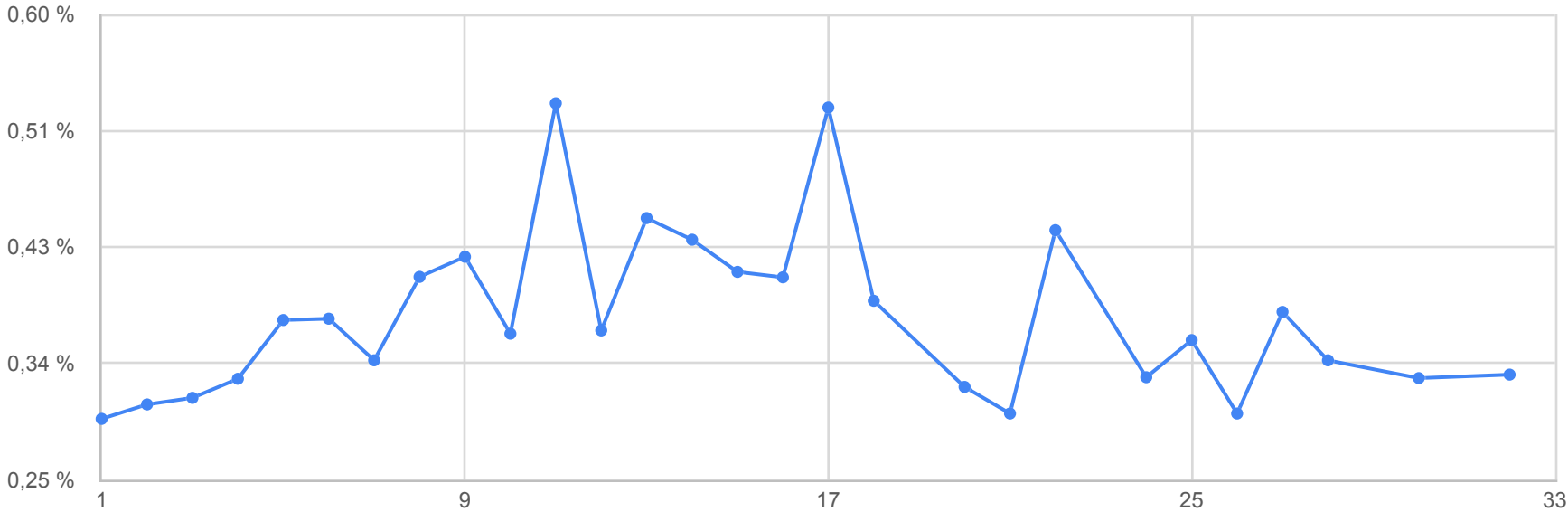
Users were asked how many times they would change creative for a campaign that lasted six weeks...



Change is Good!

To A Point....

vCTR by Number of Combinations of Image & Headline



Note: prime numbers will have either only 1 image or 1 headline, which is possibly why the spikes at 11 and 17



The Perfect Combination

50% Increase in Performance

just by thinking about headlines and images

Number of Headlines

	1	2	3	4	5	6	7	8	9	10	11	12
1	0.30%	0.31%	0.29%	0.35%	0.29%	0.43%	0.23%	0.54%	0.39%	0.16%	0.23%	0.36%
2	0.30%	0.32%	0.32%	0.33%	0.34%	0.33%	0.43%	0.32%	0.35%	0.22%	0.44%	0.22%
3	0.33%	0.42%	0.42%	0.30%	0.41%	0.39%	0.27%	0.39%	0.37%	0.35%	0.32%	0.27%
4	0.32%	0.41%	0.48%	0.45%	0.30%	0.25%	0.35%	0.33%	0.29%	0.35%	0.34%	0.16%
5	0.48%	0.46%	0.43%	0.41%	0.36%	0.25%	0.32%	0.32%	0.33%	0.37%	0.28%	0.38%
6	0.38%	0.47%	0.44%	0.52%	0.36%	0.30%	0.45%	0.29%	0.23%	0.32%	0.41%	0.12%
7	0.56%	0.41%	0.45%	0.41%	0.34%	0.33%	0.35%	0.36%	0.18%	0.39%	0.21%	0.15%
8	0.47%	0.37%	0.42%	0.27%	0.43%	0.24%	0.31%	0.20%	0.12%	0.28%	0.24%	0.14%
9	0.25%	0.45%	0.73%	0.59%	0.31%	0.28%	0.48%	0.55%	0.30%	0.33%	0.34%	0.48%
10	0.33%	0.95%	0.77%	0.42%	0.77%	0.25%	0.20%	0.34%	0.42%	0.36%	0.22%	0.26%



Other Considerations

Some other potential fixes

ONE SITE OR MULTIPLE

Data actually shows that single site campaigns perform better. However, that may be because of single site publishers like Fortune or Time skewing the stats

LOCATION

Platforms and Websites are all different. Find out where performs best on yours and target those locations. Right Rail tends to perform poorly. Mid Article performs well.

AD SIZES

One size does not fit all. An MPU in the right rail on desktop won't do well, but mid article, on mobile, should.

TEST. TEST. TEST.

Cause and effect – make sure you understand the real reason for campaign failures before you start chasing your tail.

MAKE FRIENDS WITH AD OPS

If you are releasing campaigns to be handled by another team, make sure they understand what you need and why. Get them to talk to you if things are going wrong

CUSTOMISE

Sometimes IAB standard units just don't fit the bill. Try something different.





Questions?

Please save them for the panel

If you need:

- Clarification on anything presented here
- Need more information on data collected
- More detail on the DMA Report
- Any other tips on best practices for web & app not covered in the following panel
- More detail on how Nativo can help drive greater engagement for your branded content

Contact Me



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