**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 or family member” versus just 19% for display ads.

**Links:**
Infographic + Study results
http://www.sharethrough.com/2013/05/infographic-native-advertising-effectiveness-study-by-ipg-media-labs/

MediaPost Article on Results

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**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.

**Links:**
MediaPost: Native Video Ads Outperform Pre-Roll Ads

AllThingsD: A Mexican Wrestler Explains How “Native Ads” Work
http://alldthingsd.com/20130321/a-mexican-wrestler-explains-how-native-ads-work/

Infographic