EXPLORING THE EFFECTIVENESS OF
NATIVE ADS

IPG Media and Sharethrough conducted an original study with 4,770 participants to study behavior and perceptions towards native ads utilizing both eye tracking technology and surveys. Campaigns were for leading brands across travel, CPG and entertainment verticals.

NATIVE ADS ARE MORE VISUALLY ENGAGING THAN DISPLAY ADS

Consumers looked at native ads 53% more frequently than display ads.

NATIVE ADS  58%
BANNER ADS  54%

Average number of times the ad was viewed in a session

25% more consumers were measured to look at in-feed native ad placements rather than standard banners.

NATIVE ADS  4.1
BANNER ADS  2.7

Percentage of lift in brand favorability

NATIVE ADS  55%
BANNER ADS  32%

Percentage of respondents that said they would share the ad with a friend or family member

More said the native ad “is an ad I would share with a friend or family member.”

NATIVE ADS  32%
BANNER ADS  19%

Percentage of lift in purchase intent

NATIVE ADS  44%
BANNER ADS  39%

Native advertisements registered on average, a 10% higher purchase intent and brand affinity responses than traditional display ads

More of who previously bought a product from the advertiser said they “personally identify with” the brand after viewing a native ad.

NATIVE ADS  71%
BANNER ADS  50%

Percentage of respondents that said they personally identify with the advertiser brand

NATIVE ADS ARE DRIVEN HIGHER BRAND LIFT THAN TRADITIONAL DISPLAY ADS

NATIVE ADS ARE CONSUMED THE SAME WAY PEOPLE VIEW EDITORIAL CONTENT

Consumers looked at native ads more than the original editorial content.

NATIVE  26%
CONTENT  24%

Percentage of users who saw content vs. native ads

Consumers looked at original editorial content and native ads for a similar amount of time.

NATIVE  1.0
CONTENT  1.2

Average amount of seconds spent viewing content vs. native ads

Sharethrough is the leading provider of native advertising technology solutions for brands and publishers. Brands and their agencies work with Sharethrough to disseminate their branded content (videos, sponsored articles and posts, and custom creative assets). Top tier publishers partner with Sharethrough, both on their desktop and mobile properties, to create native, non-interruptive brand content placements via the Sharethrough native advertising platform.

The IPG Media Lab is equal parts think tank, real-world proving ground, and change enabler. As part of IPG Mediabrands, we provide agencies and clients with the power to harness emerging media by offering facilities, expertise, and resources specifically tailored to rigorously testing emerging media and marketing techniques, driving quantifiable outcomes, learnings and strategies.