

Native Advertising Research

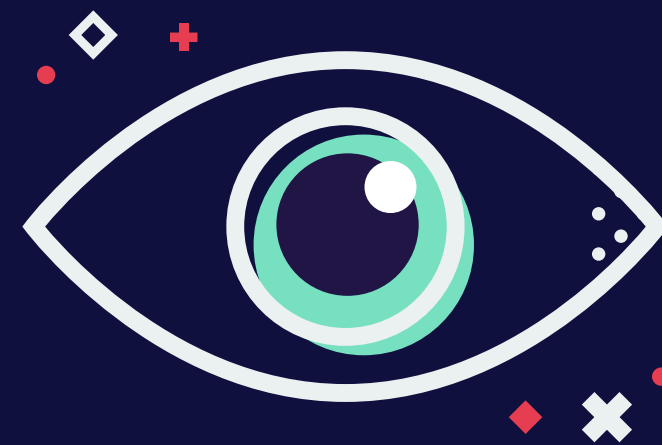
The Millennial Perspective on Native Ads And The Mobile Content Experience

The Challenge:

Uncover Millennial Perceptions, Attitudes And Interaction With Native Advertising



ATTITUDES



PERCEPTIONS



INTERACTION

Methodology



Panelist Overview

- Participants were recruited from a Qualtrics panel with a focus on Millennials ages 18-34
- Final sample size of 300 was recruited to participate in the survey



Quantitative Phase

- Panelists were served with general online content questions to develop a baseline of attitudes and behaviors
- Panelists were then exposed to an in-feed native ad and asked a series of behavioral and attitudinal questions
- Panelists were also exposed to autoplay video within a content feed to uncover their perceptions and attitudes toward video

Participant Stimulus:

IN-FEED NATIVE AD

CONTENT RECOMMENDATION WIDGET



What The Type Of Pet You Own Says About You
Many underestimate the daily joy a pet can bring to your life.
By Michael Gorsky



10 Things You Experience As The Owner Of A Vintage Volkswagen Beetle
Everything around us is evolving and as nice it is to have...
By Anne Solomon



The Happiest Couple In The World Save Their Relationship Through Song And Savvy Tastebuds
PROMOTED BY Hot Pockets Brand Sandwiches



When Home Moves On Without You
We all want to be the sole catalysts of change. We want to make drastic changes that leave big, gaping holes in our wake.
By Heidi Priebe



Things I Learned Growing Up As An Only Child
Growing up as a single child was an ambivalent experience.
By Chandrayee Chatterjee



7 Incredibly Helpful And Motivational Websites For Students
The tools listed here will help you save money, stay focused...
By Robert Morris



Photography Takes You Out Of The Moment
I felt awkward asking my boyfriend to pose, vain for getting him...
By Ailisa Ross

From The Web



LENDINGTREE
The Fastest Way To Pay Off \$10,000 In Credit Card Debt



HOT POCKET
The Happiest Couple In The World Save Their Relationship



USA TODAY
PillPack's single-dose packs makes juggling multiple...

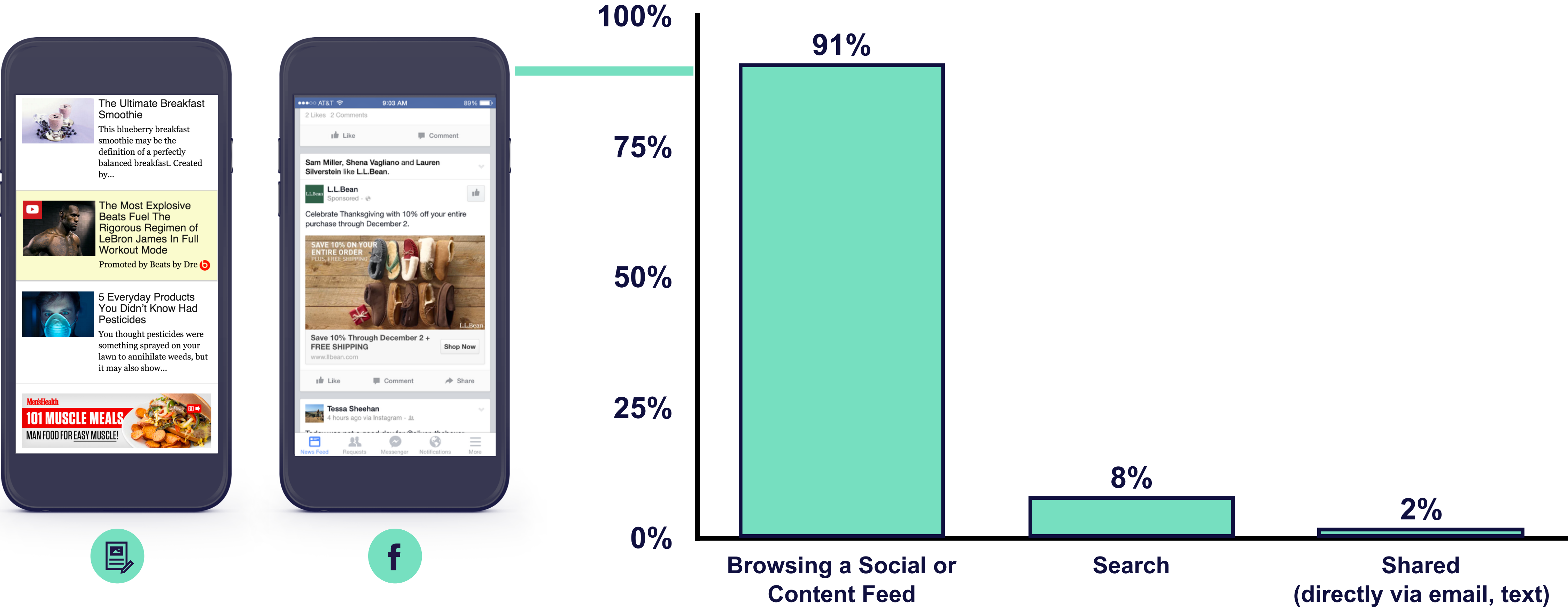


VENTURE CAPITAL NEWS
Is This Tiny Stock The Next Big Thing?

Recommended by 

Feeds And The Essential Role Of Headlines

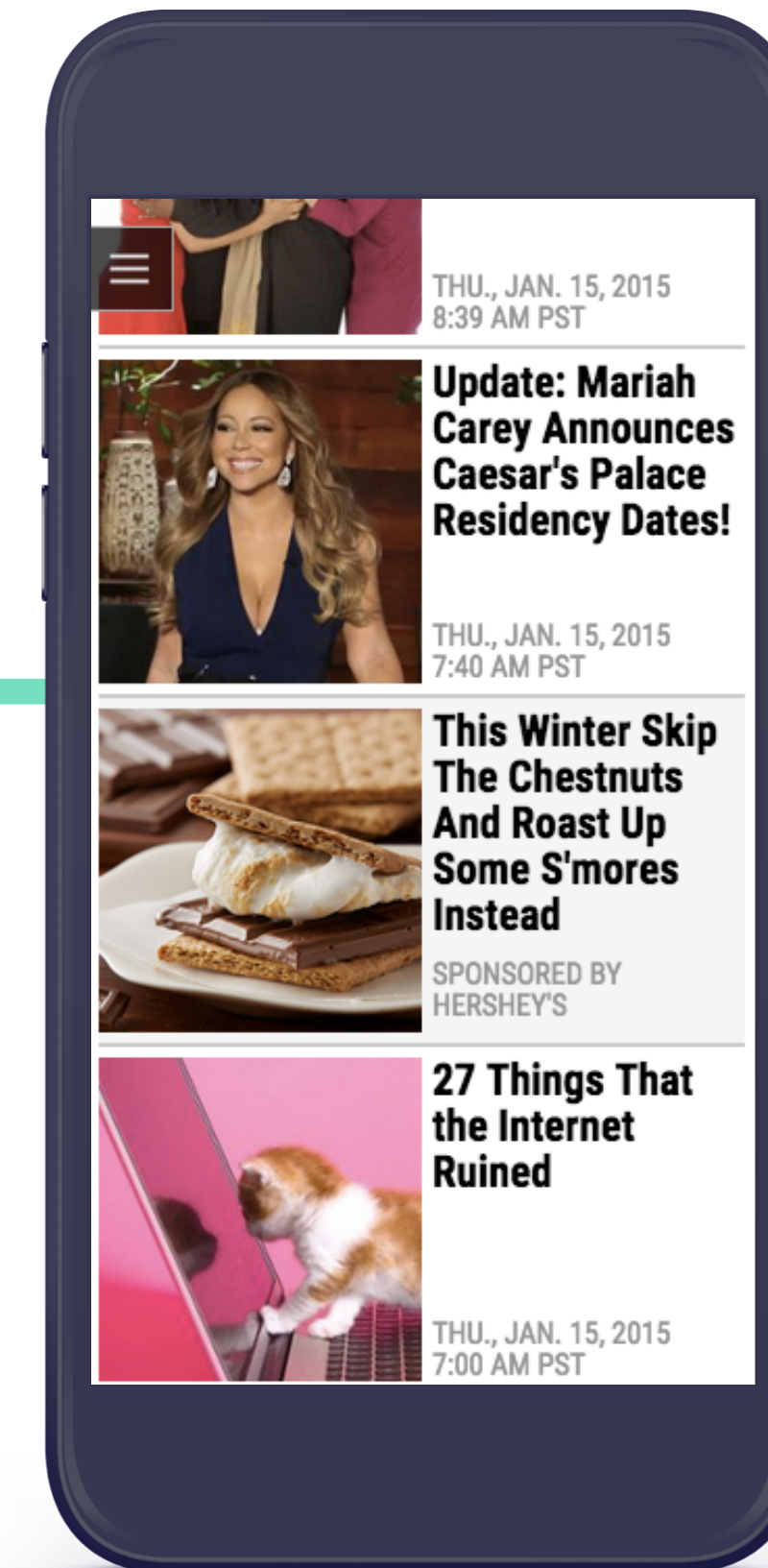
The Vast Majority Of Millennials Consume Their Content Via Discovery In Feed



For Millennials, The Headline Is The Content

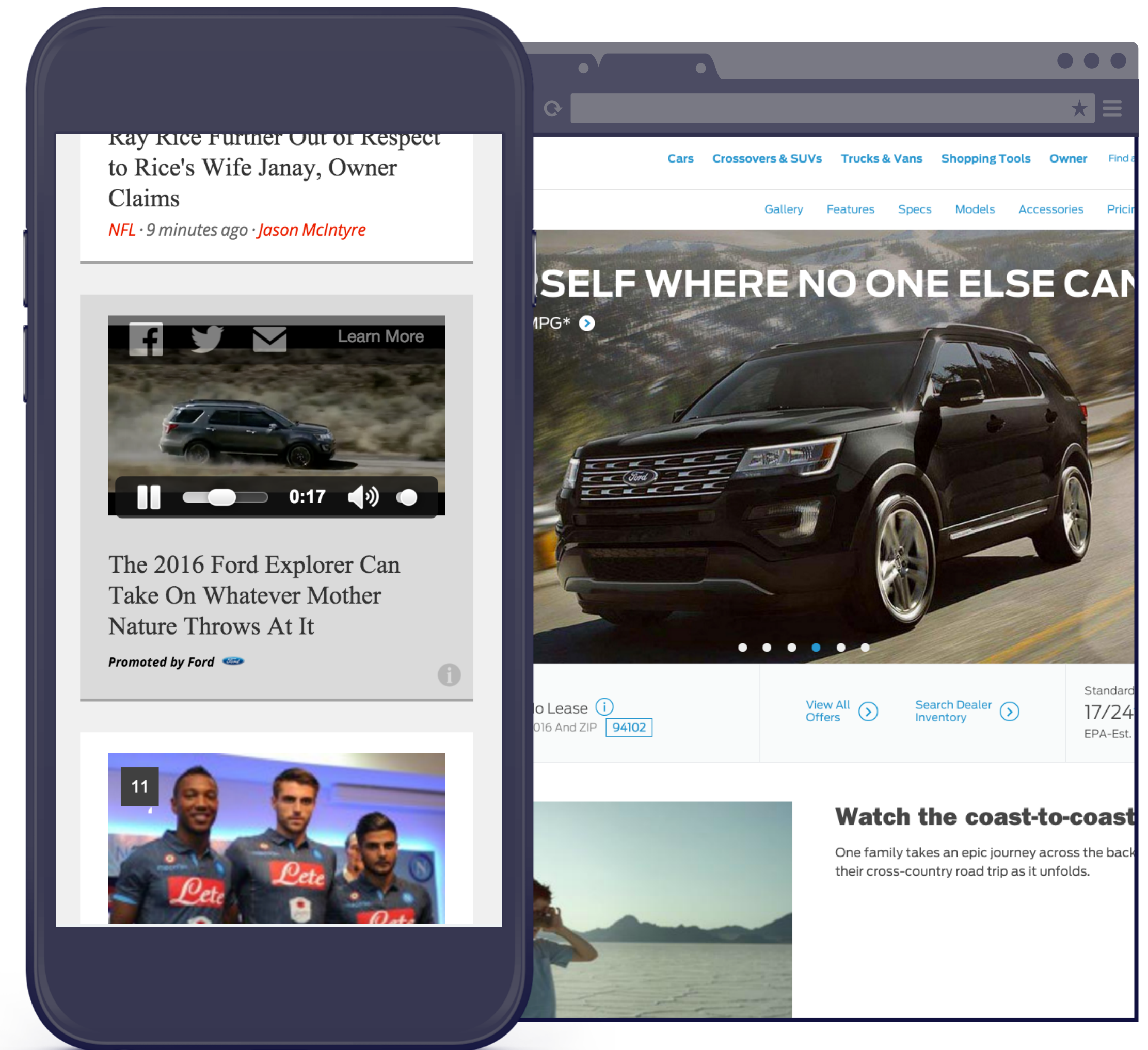
1 in 5

OF MILLENNIALS SAY THAT
THEY **EXCLUSIVELY** READ
HEADLINES



Headlines Alone Can Drive Brand Results

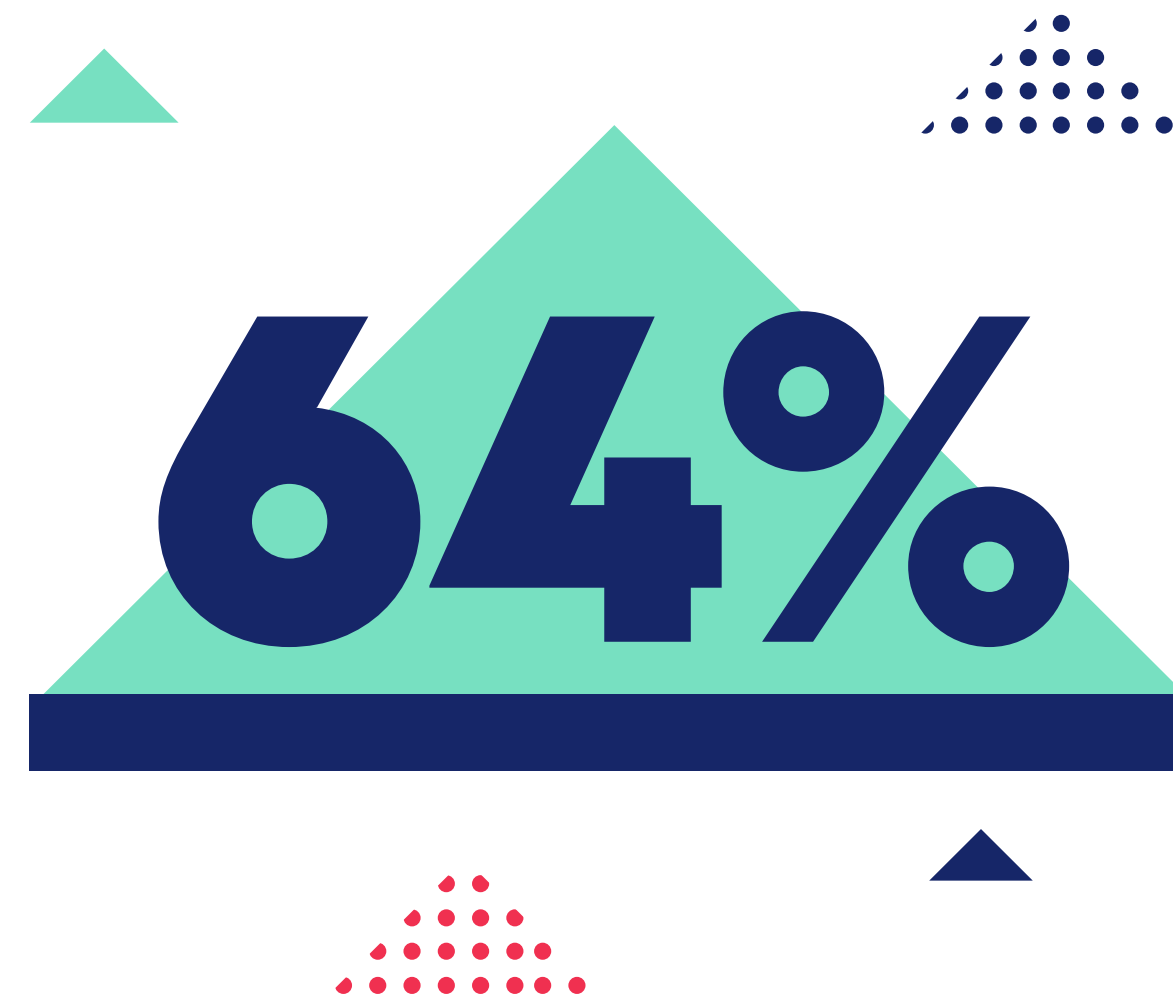
44 Percent Of Millennials Admit To Visiting A Brand's Website Or Social Media Site After Reading Only A Headline



Ad Perceptions

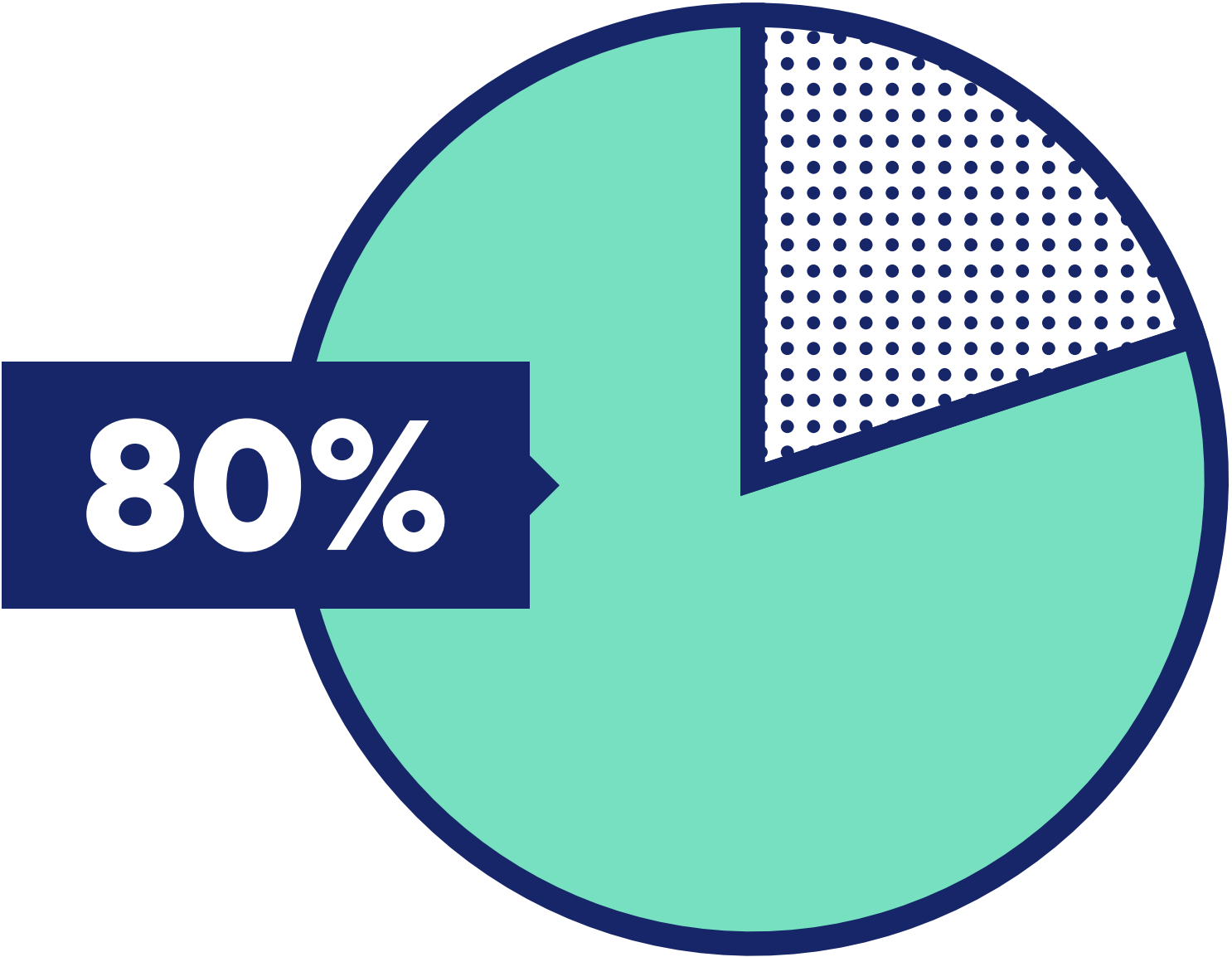
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User Experience Is Essential To Millennials, Disruptive Ad Experiences Will Be Blocked



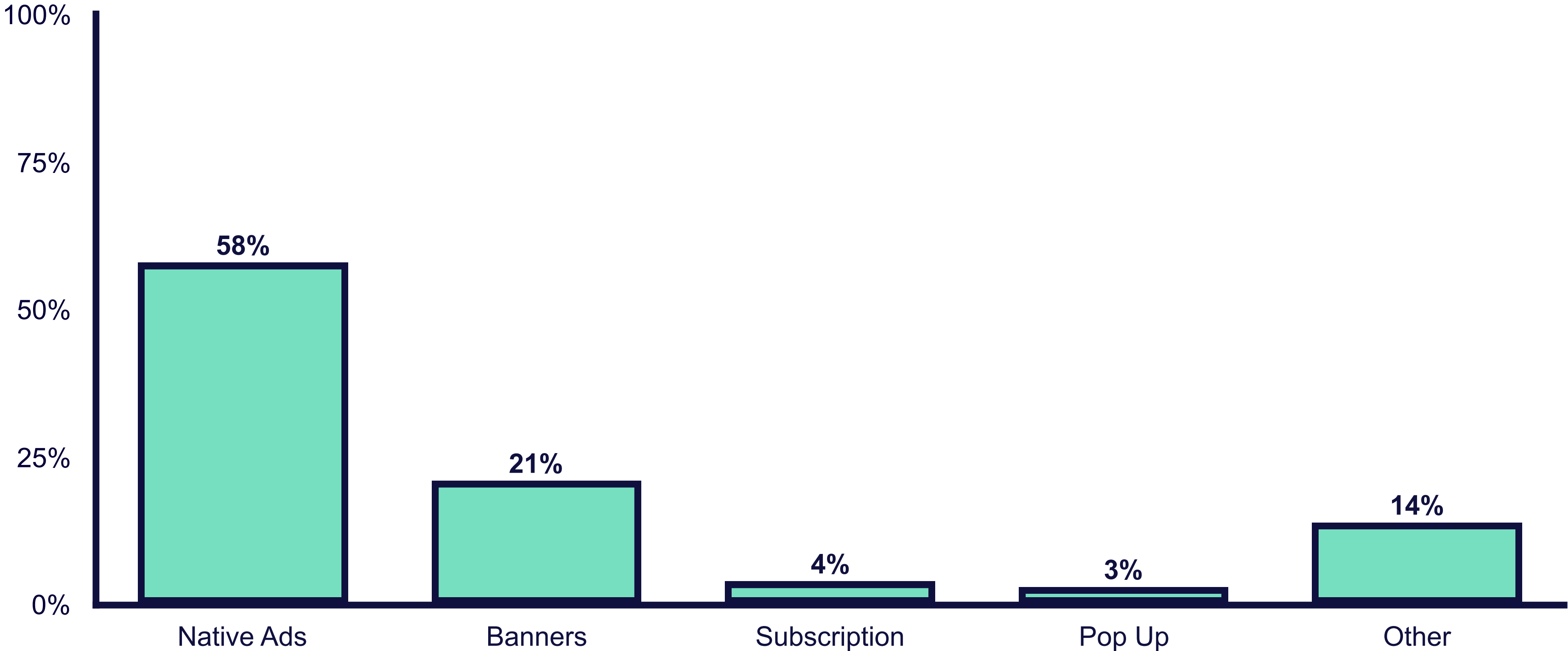
OF THOSE THAT USE AD BLOCKING, 64 PERCENT OF
MILLENNIALS STATE THEY USE IT BECAUSE THE ADS
WERE DISRUPTIVE AND/OR MADE THE SITE LOOK
CLUTTERED.

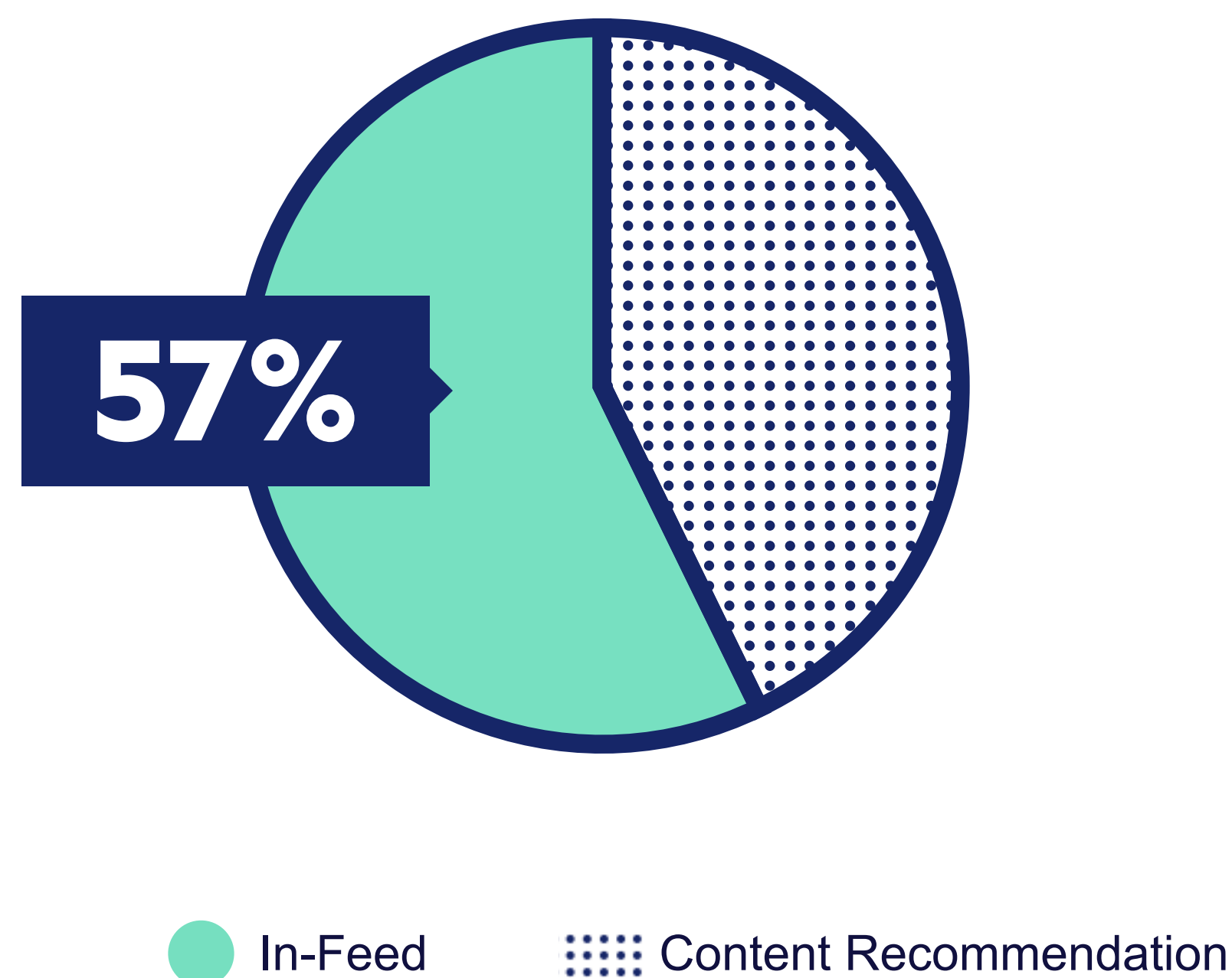
Millennials Consider In-Feed Native Ads To Be A Good User Experience



80 percent of Millennials say in-feed native ads are a good user experience

When Asked About Ad Preference, 58% Of Millennials Think Publishers Should Only Use Native Ads

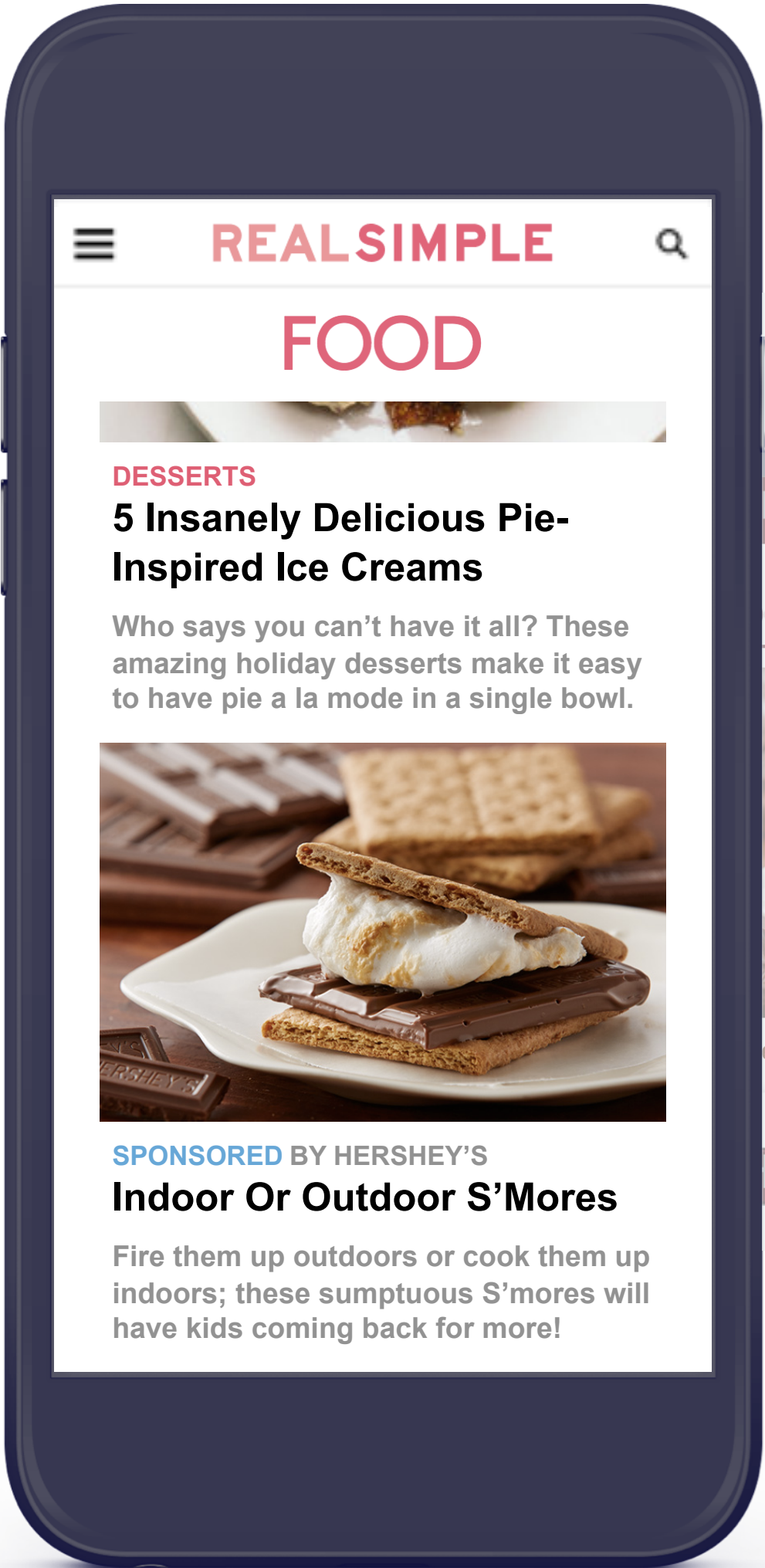




Native Ad Format Breakdown

14 percent more millennials prefer in-feed native ads to recommendation widgets

QUESTION: GIVEN A CHOICE BETWEEN THESE TWO TYPES OF NATIVE ADS, WHICH DO YOU PREFER?
PARTICIPANTS ARE THOSE THAT HAD CLICKED ON BOTH IN THE LAST 90 DAYS, 51N



Importance Of Staying In The Feed

Of those that don't engage with native ads, 43 percent Millennials say it's due to a fear of being redirected to another site

QUESTION: WHY HAVE YOU NOT CLICKED ON AN IN-FEED NATIVE AD IN THE PAST 90 DAYS? SELECT ONLY ONE.

In-Feed Ad Quality Seen on Par with Editorial



OF MILLENNIALS SAY IN-FEED NATIVE ADS ARE
THE **SAME OR BETTER** THAN THE OTHER
CONTENT ON THE PAGE

QUESTION: HOW WOULD YOU EXPECT THE QUALITY OF THE SPONSORED
CONTENT FROM A NATIVE AD TO DIFFER FROM OTHER CONTENT ON THE PAGE?

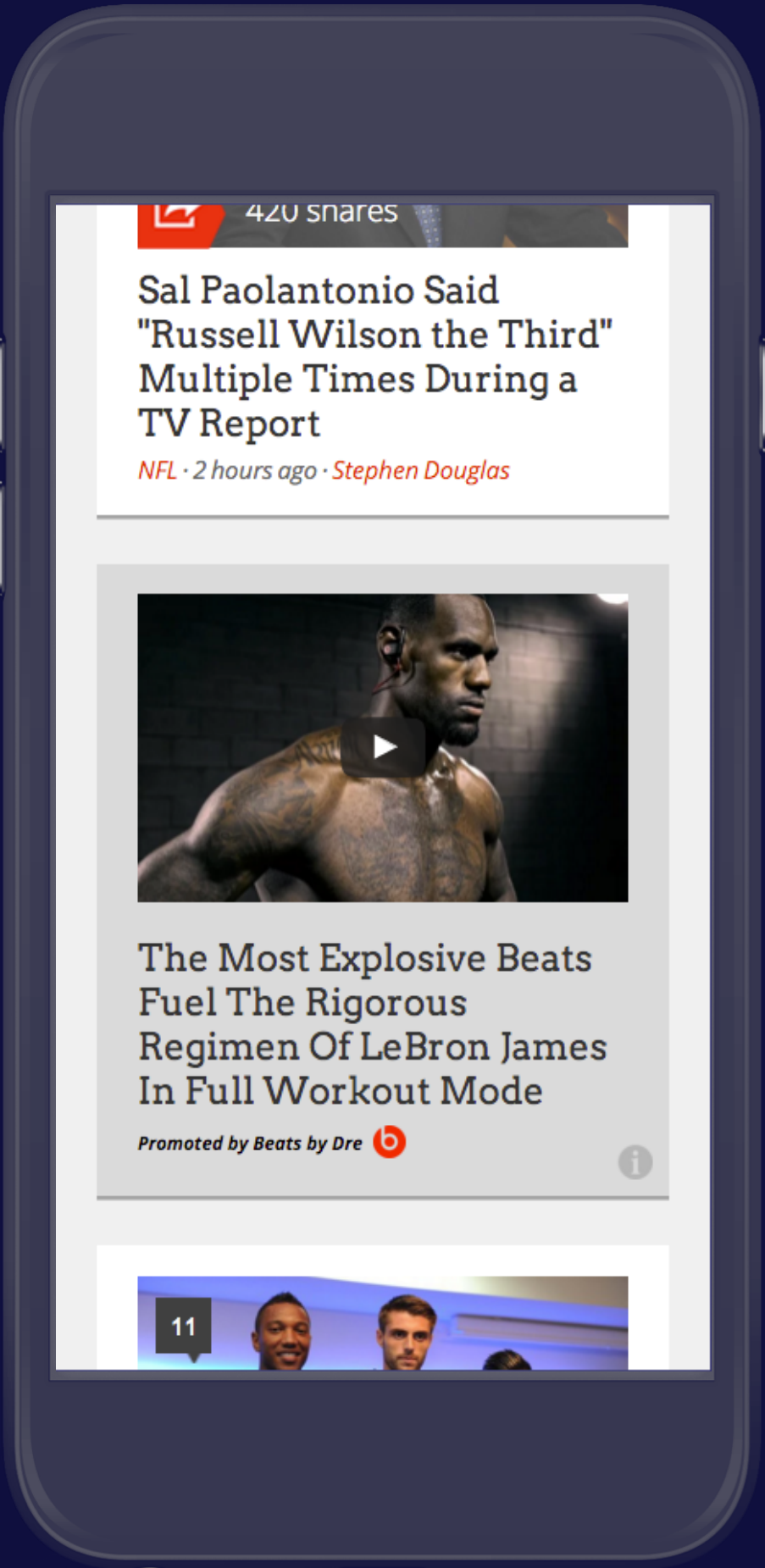
- I EXPECT THE QUALITY OF SPONSORED CONTENT TO BE... COMPARED TO
OTHER CONTENT ON THE PAGE.

- ANSWER CHOICES: 7PT SCALE - MUCH WORSE TO MUCH BETTER.

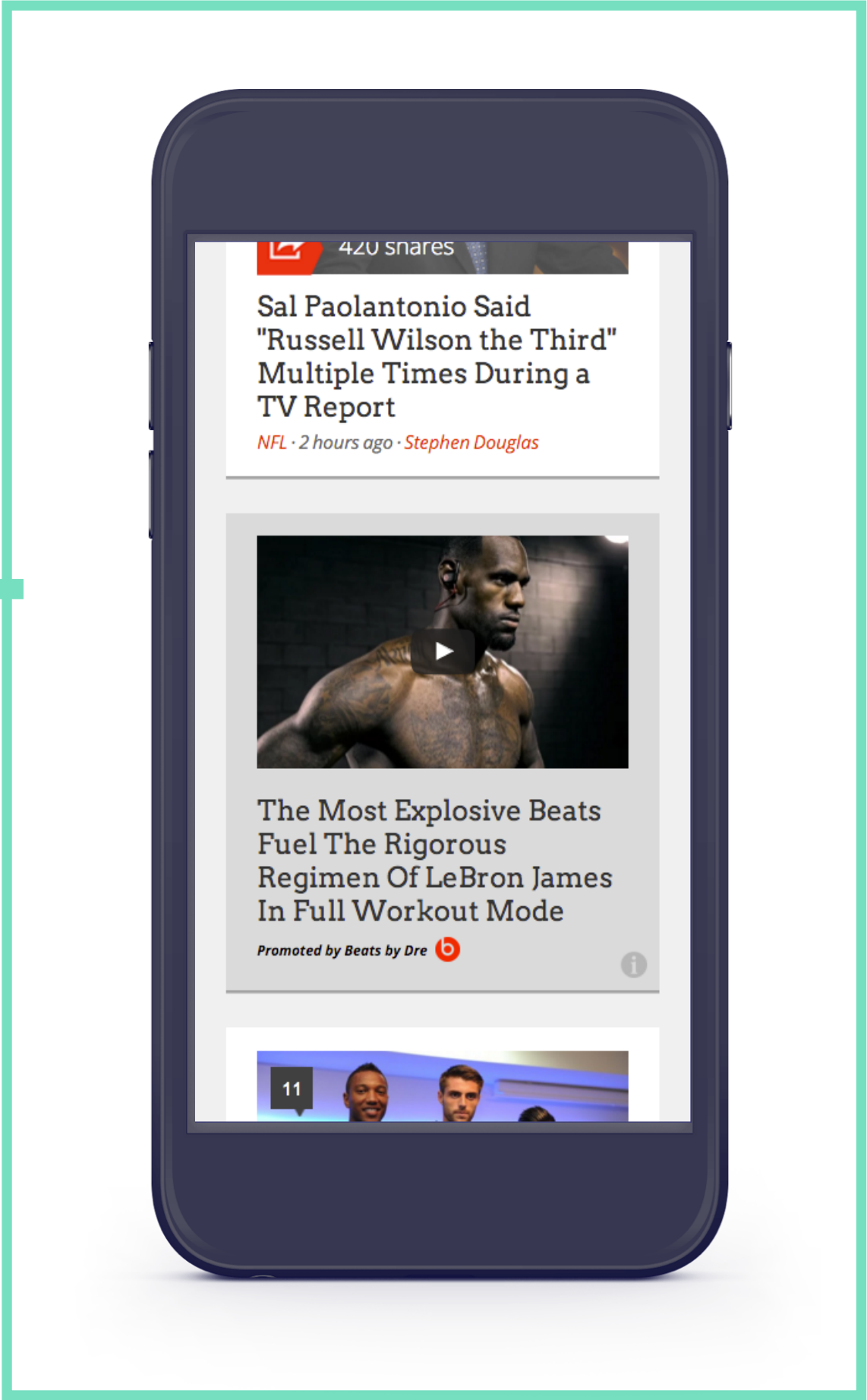
Opinions On Autoplay Video



79%
OF MILLENNIALS SAY A VIDEO
THAT PLAYS AUTOMATICALLY IN
THE FEED IS CONVENIENT

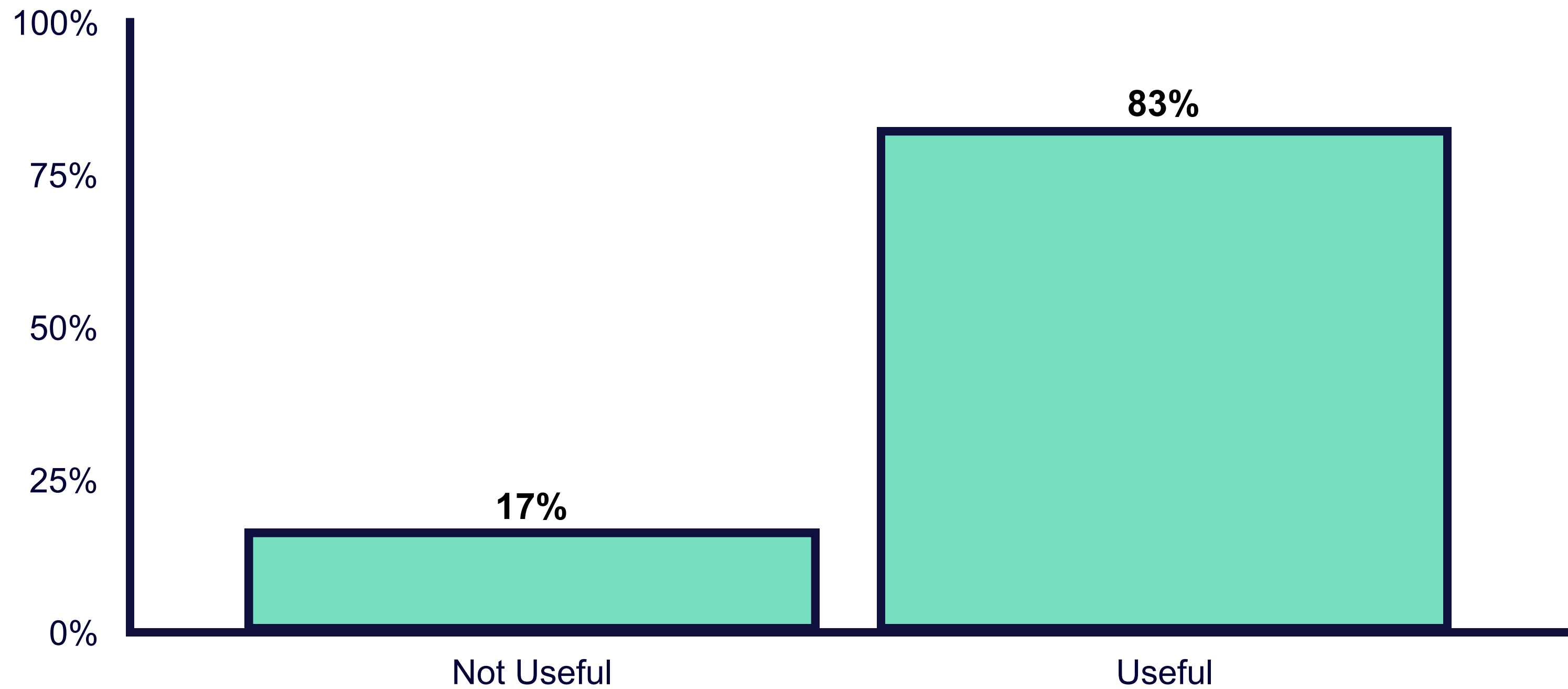


Headlines Are A Core Part of the Video Experience

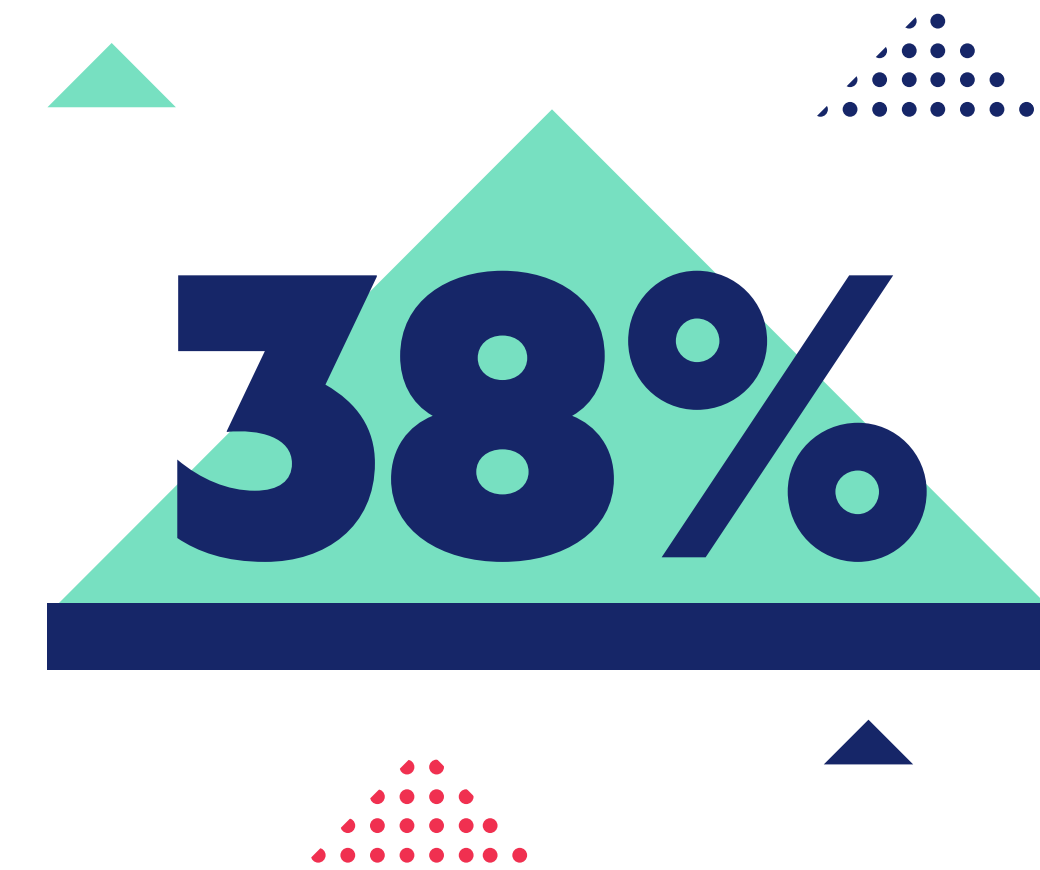


Purchasing Behavior

Millennials Believe Online Content Is Very Useful In Helping Them Make Purchasing Decisions



In-Feed Native Ads Impact Future Purchase Behavior



OF MILLENNIALS SAY IN-FEED NATIVE ADS
MAKE THEM MORE LIKELY TO PURCHASE THE
BRAND FEATURED IN THE CONTENT



SHARETHROUGH

Thank You