



NATIVE ADS GUIDE

ADVERTISERS

**TRAFFIC
STARS**

01

OVERVIEW

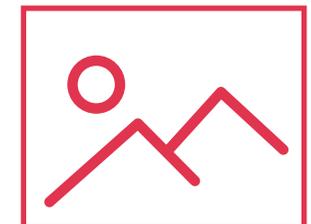
Native Ads are defined as ads delivered in a way that is consistent with the form, style and voice of the platform they appear on. Therefore, they are less disruptive to users while delivering a higher performance for advertisers.

The adoption of Native Ads is a crucial step in line with the industry-wide shift towards providing users a better experience, while complying with the **Better Ads Experience Program**.

Composed of a **thumbnail image, short description and brand name**, Native ads are intended to blend seamlessly into the publisher website's content. TrafficStars' Native Ad's widget gives publishers the possibility to control the Native Ads appearance completely by using CSS. The technology also features an advanced algorithm which rotates campaigns within each widget according to their performance to continuously improve publisher revenues.

TrafficStars' native ad format is a fully-responsive ad format – you can implement it on desktop, mobile or tablet versions of your website. It is available to advertisers through cost per click (CPC) and cost per thousand viewable impressions (CPMv*) pricing models.

For all the above reasons, we consider Native Ads to be the safest and least intrusive ad format, with amazing Click Through and Conversion Rates!



**This is the
Headline**

Brand name

02

BENEFITS



01. Revenue

Reports show that brands, advertisers and agencies working with native advertising are experiencing a growth in revenue. Our native algorithm ensures that advertisers only pay for user views, which results in higher conversions for the advertiser.



02. The end of banner blindness

Aside from the increasing use of ad blockers, users can become “blind” to banner ads, leading them to simply not look at common ad placements that they’re used to.

This is where the strength of native ads is – by serving ads that look like part of the content, users aren’t able to ignore native ads as easily.



03. Better CTR & CVR

Native ad campaigns are more engaging, reaching up to 10 times higher Click Through Rates (CTR) than regular banner ads and up to 50% more qualified leads!



04. More Optimization Possibilities

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03

HOW TO SET UP

01. Create a campaign

On the Settings tab, go to Ad Format and select Native. Select all targeting options as usual.

02. Select the audience

Under the Audience tab, you'll be able to select RON or Prime audience. On Prime, you'll be able to see all available native ad spots.

As this is a popular format, publishers are adding native ad spots to their websites daily. For this reason, we recommend setting up a native RON campaign, to be of the first to test the new placements as soon as we add them.

03. Choose a pricing model

Under the Pricing tab, you'll be able to choose CPC, CPM and Dynamic CPM.

In native ad campaigns, CPM actually refers to CPMV, or Cost per thousand viewable impressions.

With CPMV, the impression is only registered when a user sees at least 30% of the ad.

04. Add creatives

Next, go to the Ads tab. Here you'll be able to set up your creatives. For native ad campaigns, you will need a thumbnail image, a headline and a brand name. Native ad placements can differ depending on the website where they are placed and how the publisher has set them up, so it's essential to follow the following best practices.

03

HOW TO SET UP

05. Choose an image

For the thumbnail, upload a high resolution image with a 4:3 ratio and a maximum of width and height of 1500px. Avoid using text on the image, which could become difficult to read if distorted or cropped.

06. Write a headline

The headline should have a maximum of 80 characters, but as a rule of thumb, it's recommended to keep your headlines short, using between 35 and 45 characters.

Make sure you capitalize the first letter of each word to avoid having your campaign rejected.

07. Add your brand name

The brand name is the element that describes the brand of the product or service you're promoting. This is important because while native ads may look like content, they should be clearly branded as advertising.

Make sure the brand name you input in your campaign perfectly matches the landing page you're promoting

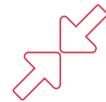
08. Save

Finally, click save. Now your campaign will be saved and viewed by our Compliance department before going live.

04

BEST PRACTICES

5 SUREFIRE WAYS: TO WRITE CONVERTING LINES



01. Make it short

The number of characters shown depends on the style of each website but, as a general rule, keep your headlines between 35 - 45 characters.



02. Make users curious

Ask questions and use words such as “secret”, “unbelievable”, “surprise”.



03. Make it personal

Where possible, call out your target audience or product on the headline to engage the right users.



04. Make it count

Use numbers, make numbered lists and use digits instead of spelling numerals to get users clicking.



05. Make it negative

Negative words such as “Never” or “Worst” perform better than positive ones.

5 UNBELIEVABLY SIMPLE TIPS TO CHOOSE PHOTOS



01. Make it big

Use high quality images to ensure they will be shown nicely in different websites with different ad sizes.



02. Make it fit

Use images with a 4:3 ratio to ensure they will be cropped properly and important details won't be cut out.



03. Make it pop

Use vivid, eye catching colors to make your ad stand out and interest the user.



04. Make it real

Use real photographs instead of Clip Art or images with logos. Images with people looking directly at the camera also work great.



05. Make it close

Images with a clear focus or close up images of people work better than cluttered images.

04

BEST PRACTICES

NO MORE BLIND CLICKS

Google's new advertising standards stipulate that any click which takes a user away from the page without their knowledge or intent is misleading and this includes blind clicks on blank spaces of Native Ads. Now, only the links and images are clickable for all TrafficStars Native Ad placements, which means users will no longer be taken to another page by clicking any blank spaces surrounding the ads. This means higher quality traffic, and a higher CTR for advertisers.

3 SECRETS: THAT OUR BIGGEST NATIVE ADVERTISERS SWEAR BY

“

“Make sure that you take your leads to an attractive, user-friendly landing page! Make them mobile-friendly, and improve loading times – you can resize images, reduce JS, CSS and HTML.”

”

“

“Don't forget to A/B test! There are several different elements you can play with, including the angle and type of content on the Landing Page, positioning on the publisher's site, headlines, brand name and images.”

”

“

“Provide content! Text, pictures or videos make the LP more engaging. Take users to an article or tutorial before leading them to the offer to increase your conversions.”

”

THANK YOU

Next steps and further support

Please don't hesitate to contact us with any questions you may have about Native Ads. Your account manager or the Support Team are always on hand to help. Email support@trafficstars.com for further assistance.