



# NATIVE ADS GUIDE

## PUBLISHERS



# 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!



## 02

### BENEFITS



#### 01. Safety

Native advertising is the best solution for publishers at a time when Google compliance is in full force - this format lets the publisher be 100% secure that their ads are completely compliant with the Better Ad Standards. This has been implemented fully from day one by our compliance team, ensuring that compliance problems are not an issue.



#### 02. Control

Publishers have complete control over the Native Ad Placement through CSS, ensuring that the ads fit within the site style and providing a less-intrusive advertising format whilst not misleading users. This also provides a better experience for users and higher conversion rates for the advertisers!



#### 03. Revenue

Reports about native advertising show that publishers that implement native advertising on their websites experience a growth in revenue. Our native widget's algorithm ensures that advertisers only pay for user views which result in higher conversions for the advertiser, and higher eCPM's for publishers. Native advertising can also provide a way to attract new advertisers to your site that didn't convert before!

## 03

### HOW TO SET UP

The process to implement a Native Ad Placement is slightly different than implementing other types of ad format. The first step is generating the Native Ad placement widget code through your TrafficStars account.

#### 01.

Go to “Manage Ad Spots” in your Publisher dashboard and **create a new ad spot**.

#### 02.

Define the Ad Spot Name and **select the site** on which it will be implemented.

#### 03.

On “Select Ad Format”, **choose “Native”**.

A set of options will appear, where you will be able to choose the type of native ad placement, select the number of columns and rows, define the placement title and other parameters.

Make sure you use the **“Preview”** button to visualize what your Native Ad placement will look like.

#### 04.

Finally, click **“Create”** to create your ad spot code.

## 03

### HOW TO SET UP

#### 05.

Go back to the ad spot list page. Click on the Green “code” button  next to the Native Ad placement you created – this is the widget code you should implement on your website HTML.

#### **SAMPLE CODE:**

```
<div id="ts_ad_native_3md6e"></div>
<script src="//cdn.tsyndicate.com/sdk/v1/n.js"></script>
<script>
  NativeAd({
    element_id: "ts_ad_native_3md6e",
    spot: "{ spot }",
    type: "label-under",
    cols: 4,
    rows: 1,
    title: "Suggested for you",
    titlePosition: "left",
    adsByPosition: "right",
    keywords: "{ keywords }"
  });
</script>
```

Now, you can use CSS to personalize the style of your Native Ad placement, as you would do with any element of the website. You can play with fonts, colors, borders, dimensions, etc.

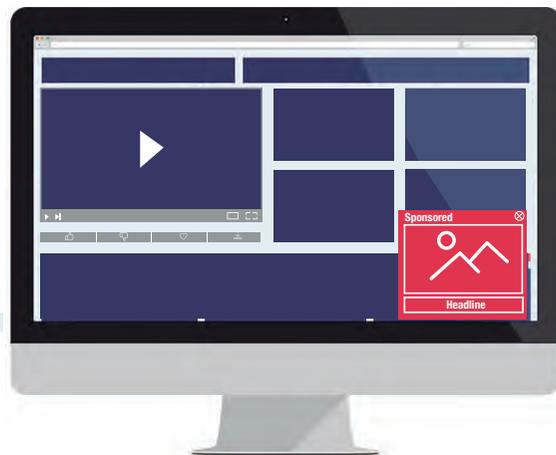
To have an idea of which CSS aspects you can apply to your Native Ad placement, we recommend using this [virtual environment](#).

# 04

## EXAMPLE MOCK UPS

Here are a few examples of ways you can implement native ads on the desktop version of your website.

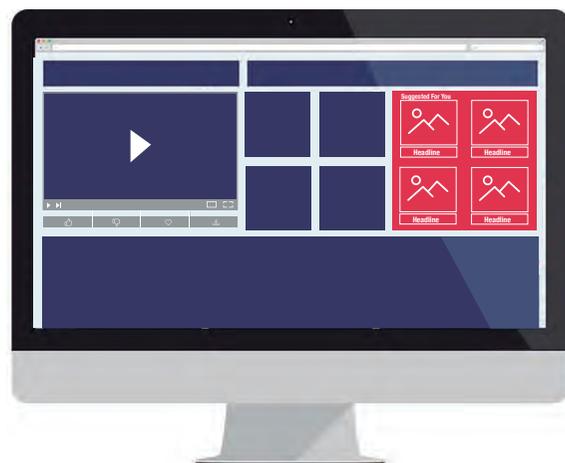
### NATIVE INSTANT MESSAGE



### IN PLAYER



### NTV



### INDEX CUBE



# 04

## EXAMPLE MOCK UPS

### MID STORY



### FOOTER - "RECOMMENDED" BLOG STYLE



Here are a few examples of ways you can implement native ads on the mobile version of your website.

### MOBILE NATIVE ADS



# 05

## BEST PRACTICES

### WIDGET CREATION

For best results, select either “Label Over” or “Label Under”

**Label Over:** the native text will appear over the image.

**Label Under:** the native text will be placed under the image.

Using text & brand name alongside an image will result in better ad performance and will also appear less misleading to users.

In order to avoid misleading users, clearly identify your Native Ad placement, using a title such as:

**Suggested Content**

**You may also like**

**Sponsored Content**

**More from the Web**

**Advertisement**

We recommend changing the title of your Native Ad placement every few months to avoid user ad fatigue.

Always try to pass TrafficStars categories or keywords through the {category} parameter to ensure advertisers can target the right traffic.

# 05

## BEST PRACTICES

### STYLE TIPS

Always use CSS to style the Native Ad placement as similar to your website design as possible; match native thumbnail size and style/text to the video thumbnails on the page and make sure they are lined up.

Ensure thumbnails have a similar ratio when setting up your widgets, to avoid issues with cropping or resizing images.

For higher CTR's, make sure that the full text appears and that the brand name is clearly visible.

Test different native styles to see what converts better, such as using a different colour for the native block to make it stand out, or testing between Label Under / Label Over.

Advertisers are recommended to upload images with a 4:3 ratio on their campaigns. Ensure thumbnails have a similar ratio when setting up your widgets, to avoid issues with cropping or resizing images.

# 05

## BEST PRACTICES

### PLACEMENT

The most common practice is to replace the desktop footer with a native ad placement.

For more impressions and higher CTR's, place native blocks throughout the page to ensure they are visible to the user. Try different placements such as in the “suggested/similar content” area below videos, NTV, Instant Message, In-Player, etc.

A maximum of 8 thumbnails (in one block) is suggested; don't overload the native placement with thumbnails as that may have a negative effect on conversions.

If placing multiple native ad spots on one page, we recommend limiting each spot to no more than 3 thumbnails to avoid ad over-exposure.

Native impressions are calculated using CPMV, so a user has to see at least 30% of each thumbnail for an impression to be counted. If users don't reach the desktop footer, volumes will be lower - for higher volumes native thumbnails should be placed in immediately-visible areas of the page.

# 05

## BEST PRACTICES

### NO MORE BLIND CLICKS

We have further innovated our Native Ad technology to completely eradicate blind clicks on Native Ads, and we're the only Ad Network in the industry to make such a move to comply fully with Google's standards.

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 Native Ad placements, which means users will no longer be taken to another page by clicking any blank spaces surrounding the ads.

The new technology has already been deployed by TrafficStars and is active on all publishers who have implemented Native Ads on their sites using TrafficStars' technology.

"We're pleased to have completely removed blind clicks from Native Ads. This not only benefits publishers by ensuring 100% compliance of Google's ad standards, but also benefits advertisers by increasing the quality of traffic as we've done everything to ensure users will only be clicking on Native Ads intentionally."

- Peter Rabenseifner, Managing Director of TrafficStars -

## 01. CPMV

CPMV stands for Cost Per Mille Views, i.e. a user has to see at least 30% of each thumbnail for an impression to be counted.

## 02. Native Ad Placement

The area that you define to place the native thumbnail ads. The algorithm rotates the ads with the highest CTR and bids.

## 03. Label Under / Label Over

Label Over will make the Headline appear over the image. Label Under means the Headline will be shown under the image.

**LABEL UNDER**



This is the  
Headline

**LABEL OVER**



This is the  
Headline

## 04. Native Ad Campaign

Campaign set up by the advertiser containing a thumbnail image, headline and brand name.

# 06

## GLOSSARY

### 05. Thumbnail

A single advert (impression) which appears in a Native Ad Placement. Most Native Placements range between 2 - 6 thumbnails.

### 06. Headline

The text portion of the Native Ad Campaign, used by advertisers to engage and attract users.

### 07. Brand Name

The name of the brand which is advertising the product or offer. It must match the brand name shown on the advertisement's landing page, to ensure the ad is not misleading to users.

# 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 [publishing@trafficstars.com](mailto:publishing@trafficstars.com) for further assistance.