

Native Advertising Guide [Complete 2021 Version]

**Native
Advertising**

**Beginners
Guide**

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In the following **native advertising guide**, you will find out everything you need to know about **Native Advertising**, including what it is, **how native ads look like**, the **best native advertising networks**, and **how to make it work for you** by starting and managing campaigns.

Through native advertising, you can offer visitors relevant content at the right times. Gone are the days of seeking users out and forcing them to witness an ad that may or may not be relevant to them.

You are getting this Native Advertising guide for free, and I am pretty sure it's much better than those paid products.

When you are highly skilled and experienced, you can get great results by using native advertising.

Ready? Let's get started!

1. What is native advertising?

Native advertising is an online marketing method that involves using paid ads that match the website's look and fit seamlessly into the surrounding content.

It lets you target a highly relevant audience and display your content to people who might be interested in your product or service. Both their authenticity and non-intrusive nature make users enjoy quality native ads.

You face native ads whenever you surf the Internet. You might even fail to notice you encounter them. But you do. You find them in your social media feeds, on your favorite blog or Youtube channel.

In most cases, when we talk about native advertising, we refer to content recommendations widely spread across websites, especially blogs and magazines. However, in-feed ads, promoted listings, and paid search ads are also considered types of native advertising.

The secret to Native Advertising is that it is non-disruptive, meaning it exposes the user to advertising content without trying so hard. Before going further with our native advertising guide, let's look over some native advertising stats.

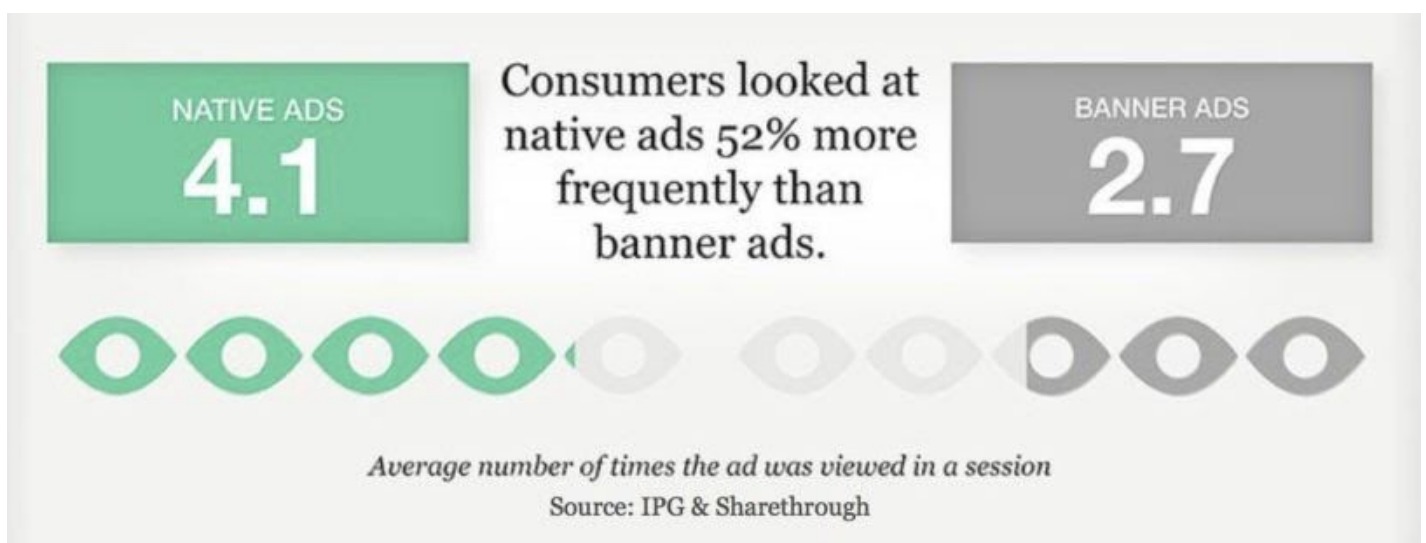
2. Native Advertising Statistics

According to a [survey conducted by Sharethrough](#), native ads drive more attention and brand lift over the traditional display.

2.1 Native Advertising Performance Stats

- Consumers looked at Native Ads 53% more frequently than display ads.
- 25% more consumers were measured to look at in-feed Native Ad placements than display ad units.
- Native Ads registered an 18% higher lift in purchase intent and a 9% lift for brand affinity responses than banner ads.
- 32% of respondents said a Native Ad "is an ad I would share with a friend or a family member" versus just 19% for display ads.

Now, let's talk about some not so great stats about native advertising. [According to Copyblogger](#), state of native advertising report, there is still room to grow and some issues that publishers and advertisers face:



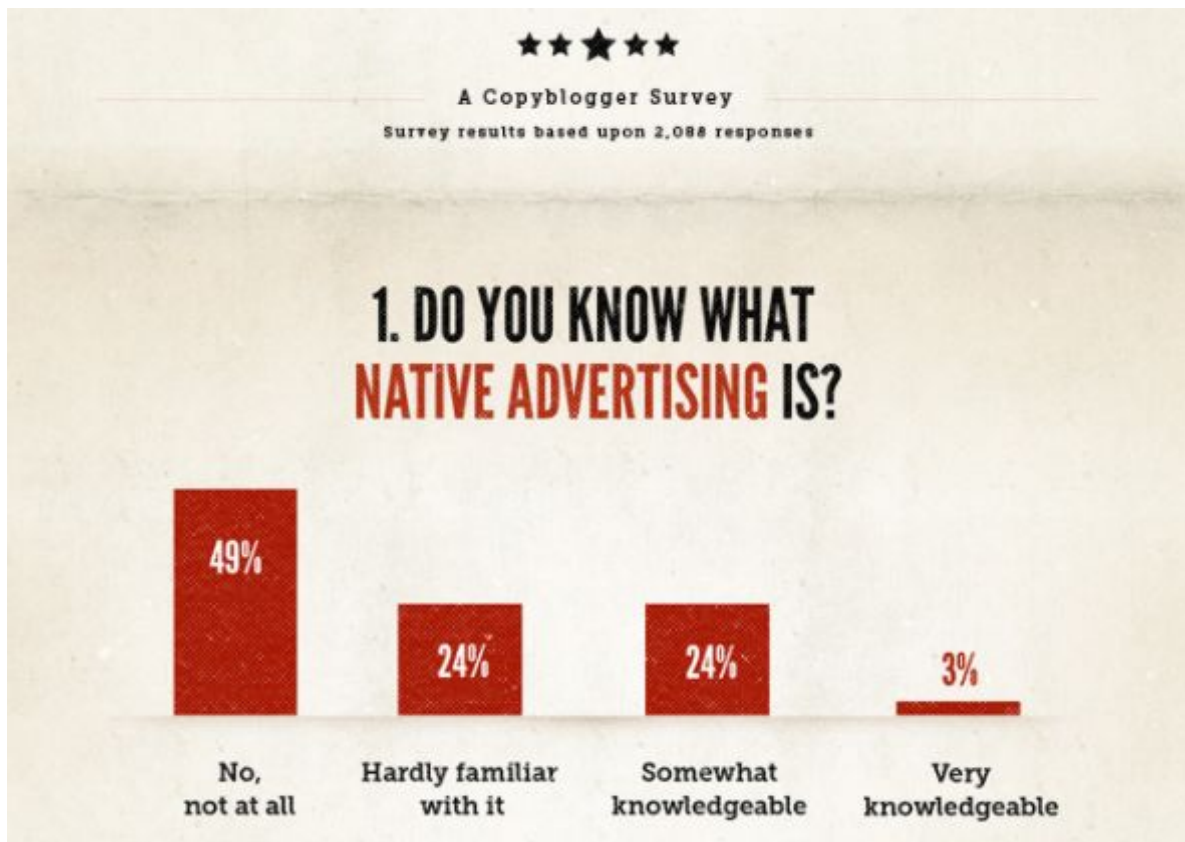
Native Ads Performance Stats

2.2 Native Advertising Acceptance Stats

- 49% of consumers don't know what Native Advertising is.
- 51% of consumers are skeptical about Native Advertising.
- 41% of publishers offer Native Advertising as an advertising or service option.
- Only 19% of publishers said that their work consists of Native Advertising.

As you can see, these contrasting stats make Native Advertising a little controversial. Advertisers love Native Ads, mainly because the click-through-rate (CTR) is much higher than regular ads. Also, engagement is usually much stronger with Native Ads.

Now that you have a basic understanding of native advertising, it's time to get your hands dirty and learn some technical aspects. You will need them later on when we discuss native ads networks and their best practices.



Native Advertising Report – Copyblogger

3. Basic Native Ads Terminology

Here are the terms that you should need to know about native advertising:

- **Native advertising** – Native advertising uses paid ads that match the look, feel, and function of the media format in which they appear. Unlike display ads or banner ads, native ads don't look like ads. They look like part of the editorial flow of the page. The key to native advertising is that it is non-disruptive – it exposes the reader to advertising content without sticking out like a sore thumb.
- **Ad network** – An intermediary that connects advertisers with websites that host ads and coordinate ad campaigns.
- **Bid** – The maximum amount of money the advertiser is ready to pay for an ad to be displayed or clicked on (it depends on the bidding model).
- **Content discovery platform** – Content Discovery platforms display sponsored content on widgets placed below or next to editorial content on publisher websites.
- **Content recommendations** – Content pieces, such as blog posts, news articles, or landing pages that are suggested to users on the site they are visiting.
- **CPC bidding** – Cost-per-click bidding model means that an advertiser will pay for each click on their ad. As the final price is set during the auction, CPC may vary, but it won't exceed the bid set.
- **CPM bidding** – Cost-per-mille, or cost-per-thousand, is the bidding model where an advertiser pays for impressions. The term denotes the price of 1,000 impressions on one webpage.

4. Native advertising Types and Examples

The **Interactive Advertising Bureau** (IAB), the primary organization responsible for developing ad industry standards and conducting business research, published a report in 2013 detailing six different categories for differentiating types of native advertisements.

But there's no single classification of native ads, as their formats are continually evolving. We identify several major types of native ad which you can see below:

4.1 In-Feed Native Ads

In-Feed Native Ads appear in social media news feeds like Facebook, Instagram, or Twitter feed, but you can also find them on publisher content sites and news aggregators.

Commonly used disclosure language for in-feed ads includes:

- *"Advertisement"* or *"AD"* for Google and YouTube.
- *"Promoted"* or *"Promoted by [brand]"* for Twitter.
- *"Sponsored"* or *"Sponsored by [brand]"* or *"Sponsored Content"* for LinkedIn and Yahoo.
- *"Presented by [brand]"* + *"Featured Partner"* tag for BuzzFeed and Huffington Post.
- *"Suggested Post"* + a *"Sponsored"* tag for Facebook.




Native Advertising on Facebook Example

4.2 Search Ads


Appearing in the search results list, these are generally found above or below the organic search results or in a favorable position, having been sold to advertisers to guarantee optimal placement on the search engine page. They usually possess an identical appearance as other results on the page except for disclosure aspects.

4.3 Promoted listings

Native promoted listings are ads that appear on e-commerce websites on search. Most of the time, these appear at the top of your search but necessarily.



Sponsored ⓘ
 iPhone 12 Charger noot products Fast USB C Charger
 18W PD 3.0 Wall Adapter for Apple iPhone...
 ★★★★★ ~ 678
 \$9⁹⁹ ~~\$11.99~~
 Ships to Romania



Sponsored ⓘ
 USB C Fast Charger for iPhone 12, 20W PD 3.0 USB C
 Wall Charger with 6FT Fast Charging Cable Compatible...
 ★★★★★ ~ 79
 \$19⁹⁰
 Ships to Romania
 In stock on January 11, 2021.

Example of Native Advertising on Amazon

Commonly used disclosure language for Promoted ad listings are:

- Sponsored
- Sponsored listing
- Promoted

4.4 Content Recommendation Widgets

Recommended content remains a dominant native ad format. Content recommendation widgets are the units you see below or next to articles on the publishers' websites. These units are non-intrusive and don't disrupt the user experience being displayed within the editorial content recommendations.

These recommendation widgets are often placed on premium websites, including The Guardian, HuffPost, NBC News, CNN, Daily Telegraph, and more.

Publishers often rely on content discovery networks to promote their content on their websites.

Sponsored Content

Moët & Chandon Rose 0.75L
Finestore



This Game is So Beautiful it's
Worth Installing Just to See
Raid: Shadow Legends



Start speaking Spanish before the
end of 2020 with Babbel, an app
made by experts
Babbel



Doctor: If You Have Tinnitus (Ear
Ringing) Do This Immediately!
healthsvip



Is This \$47 Monocular Better Than
\$3000 Telescopes?
Smart Tech Trend

Aplica acum: Linkbuilding Wizard
(Manager position)
eJOBS

Recommended by  Outbrain | 

Example of Native Advertising on a Content website

Today, content discovery platforms offer advertisers a large number of targeting options, allowing them to reach the right audiences at the right time.

Content Recommendation Widget Ads contains up to three disclosure signals:

1. The sections will say *"You might also like," "You might like," "Elsewhere from around the web," "From around the web," "You may have missed,"* or *"Recommended for you."*
2. The sponsor or landing site's name shows after the content's visual and headline. It will also say that the material may contain both local and third-party content in the same overall unit.
3. If a third party sponsors the content, you will see the third party's company name or logo to indicate that the material is not from the publisher.

4.5 Custom Content Units

An advertiser and publisher can work together on custom content ads. There is no limit to the possibilities when an advertiser and publisher work together on custom units.

Custom Content Units involve ad examples that don't exactly fit into one of the above Native Ad types. Or, as in the case of custom playlists, they are too platform-specific to warrant their category but need to be on a marketer's radar as native advertising options.

4.6 Sponsored blog posts

Sponsored articles are a native opportunity offered by large and small media companies through their blogging partnership platform.

Check, for instance, Forbes' **BrandVoice**. Published on a co-branded site page, these efforts are designed to appear more like collaborative, ongoing thought leadership than one-shot promotional spots.




SEO **SPONSORED POSTS**

You Can't Predict Your SEO Clients' Future – But You Can Estimate It!

Help your SEO clients navigate uncertainty and establish a reliable benchmark for their current business status with this effective forecasting approach.

🕒 12/22/2020 👁 3.8K Reads ⌚ 1 min read



SEOMonitor

Sponsored Blog Post Example

With sponsored blog posts, you access a new audience, write and present the information in a way they are used to, leverage the publisher's brand and trust, and generate sales and exposure. At the same time, you educate the readers in no intrusive way.

5. Native Ads PROs and CONs

Now that you know what native advertising is, how native ads look, and how they work, let's talk about the PROs and CONs.

Native Ads PROs	Native Ads CONs
<ul style="list-style-type: none"> • Better customer targeting. • Less Expensive. • Bypasses Ad Blind Customers. • Bypass Adblockers. • If done right, it can enhance the Content. 	<ul style="list-style-type: none"> • It Can Seem Deceptive to visitors. • Publishers Receive Backlash in traffic figures. • Google may Penalize native ads if done wrong.

Before moving forward, let me clear something about Google penalties. As you may know, Google is against deceptive and intrusive ads. Also doesn't allow sponsored posts without proper markup.

If publishers follow the **rules**, don't overcharge the website with ads, and mark them should be safe from a Google penalty regarding ads and sponsored posts.

6. Native advertising Goals

6.1. Build brand awareness

Brand awareness is about establishing a robust online presence for your brand. Many brands leverage native advertising to achieve brand awareness goals. Displaying their articles and videos on the world's most popular websites, they reach broad but still highly relevant audiences.

6.2. Attract leads

Native advertising has already proved extremely useful for reaching your performance marketing goals and increasing purchase intent.

It allows you to attract leads by driving your readers to complete specific actions, such as downloading your application, signing up for a newsletter, or any other activity that connects your prospect with your brand.

6.3. Drive sales

Advertisers aim at driving direct sales less frequently than building brand awareness or increasing engagements, but it doesn't mean the contribution of native advertising to the sales process isn't significant.

Still, it's unlikely that someone will decide to make a purchase when seeing your sponsored content for the first time. That's why campaigns aimed at driving sales

are more likely to be successful when you're targeting people who are most interested in buying your products, e.g., retargeting your website visitors.

6.4. Strengthen Customer Loyalty

Besides building brand awareness or driving sales, native advertising is your chance to create a relationship that builds trust and loyalty.

Due to their form, native ads don't necessarily make a pitch for a product or service. Customers appreciate meaningful content created to provide real value rather than make money.

7. Native advertising Challenges

7.1 Native advertising takes time.

Undoubtedly, native advertising is a powerful online marketing method, but you need to do it right to leverage its full potential. To attract your audience's attention and convert them into customers, your native ads should genuinely stand out from the crowd.

Without relevant experience, creating a genuine native ad can be challenging and takes time.

7.2 It isn't easy to take your pick among multiple options.

When you finally decide to invest in native advertising, you need to choose the right platform to help you achieve your marketing goals. There's no shortage of native advertising companies, and it hardly makes a choice easier.

When you start with paid search campaigns, you go to Google Ads; when you advertise on social media, you go with Facebook, Instagram, etc.

But what are the best native ad networks to go with? How many platforms should you use to expand your reach? Is there a specific network that's better suited for your industry or business? These are just a few questions advertisers face entering native advertising.

7.3 Measuring native ads performance can be troublesome.

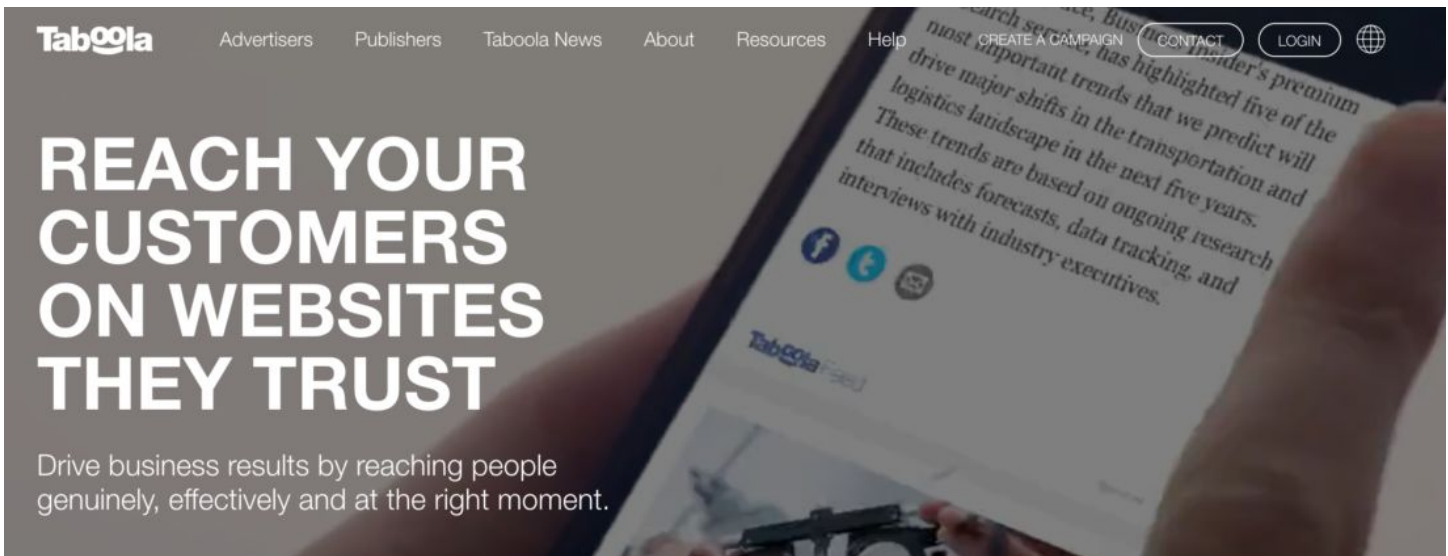
Does native advertising work for you? Do you know which metrics you should track? Measuring ROI is still a problem for many brands. Native advertising performance can often be challenging to measure, especially when you run several campaigns at once.

Now that you know the benefits of native advertising let's take one step forward and see some of the best native advertising networks you can use to advertise your content.

8. Top 5 Native Advertising Networks

There are many popular native ad networks that you can use to advertise your business. **This list of the five best native ad networks will be useful when you're aiming to get your ads out there and generate leads and, ultimately, sales.**

1. Taboola



The image shows a Taboola advertisement banner. At the top, the Taboola logo is on the left, and navigation links for Advertisers, Publishers, Taboola News, About, Resources, Help, CREATE A CAMPAIGN, CONTACT, and LOGIN are on the right. The main text reads "REACH YOUR CUSTOMERS ON WEBSITES THEY TRUST" in large, bold, white letters. Below this, a smaller line of text says "Drive business results by reaching people genuinely, effectively and at the right moment." The background of the banner features a hand holding a smartphone displaying a news article snippet about business trends, with social media icons (Facebook, Twitter, YouTube) visible on the screen.

Homepage screenshot of Taboola Native Advertising Platform

Taboola Specs:

- Founded In: 2007
- Reach: Taboola reaches over 1.4 billion unique users every month.
- Pricing: For a self-service option, users can start at \$10 per day.
- Taboola ad specs: [find them here](#).
- Profiles: [Twitter](#), [LinkedIn](#), [Facebook](#), [Crunchbase](#)

Taboola is the world's leading content discovery and native advertising platform that helps marketers reach over 1.4 billion unique users every month. They recommend content across the world's most top websites, such as NBC News, Daily Mail, The Weather Channel, EuroSport, Yahoo! Japan, etc.

The platform also lets you fully control your campaigns – from setting your own goals to editing your campaign's daily ad delivery when the campaign is live. With Taboola, you can target your audience by Location, Device, Operating system, Connection type.

Taboola PROs

- Many high-quality publishers like CNN, NBC News, and MSN.
- Cost-effective, compared to Google and Facebook.
- Easy to use user interface.
- Great customer service.

Taboola CONS

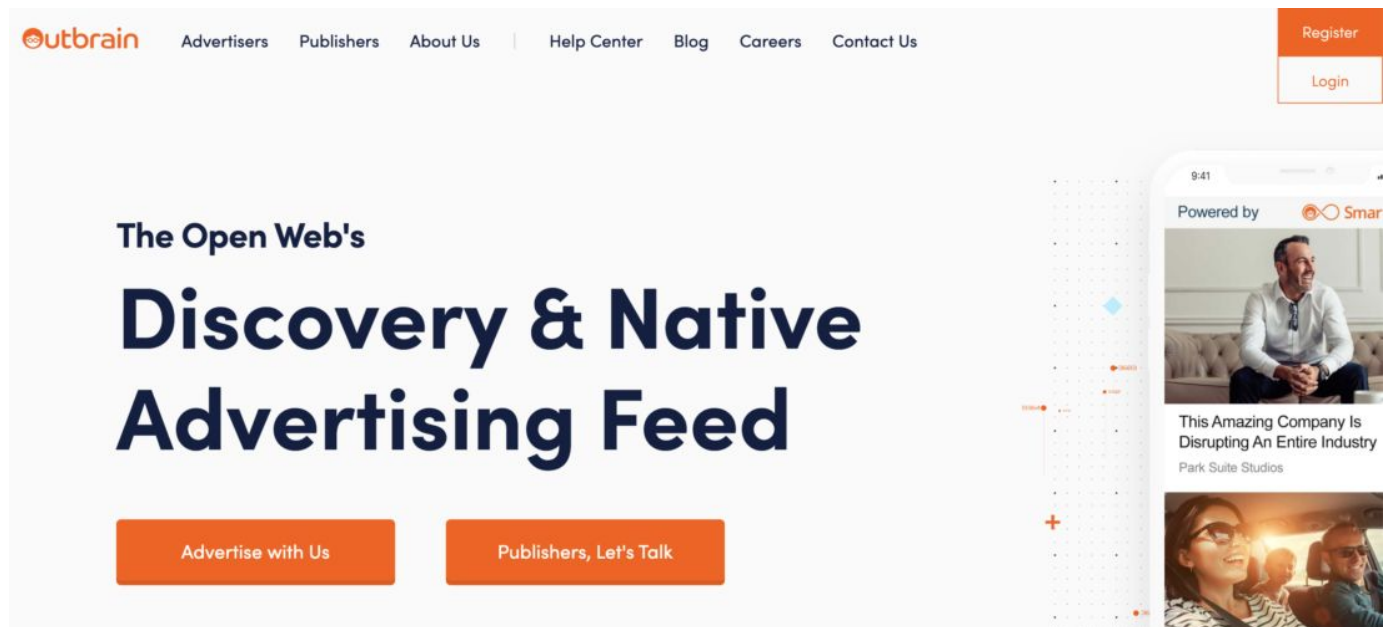
- The lack of performance whitelisting makes it difficult to zero-in on the best traffic.
- Lack of ability to block websites in bulk
- Creative approval is arbitrary and vague when denied.
- Creative approval is relatively slow.

2. Outbrain

Outbrain specs:

- Founded: 2006
- Reach: Outbrain reaches over 1.2 billion users monthly.

- Outbrain ad specs: [find them here](#).
- Pricing: From \$10 per day.
- Profiles: [Twitter](#), [LinkedIn](#), [Facebook](#), [Crunchbase](#)



Homepage screenshot of the Outbrain Native Advertising Platform

Outbrain is another popular content discovery platform that displays boxes of links on publishers' websites. Their recommended content appears across absolute top-quality placements, including CNN, Fox News, Daily Telegraph, The Guardian, Mashable, and even more.

The Outbrain's ads approval team follows strict approval terms for advertisers (and publishers). Your ad should be of high quality and well-crafted to meet all the standards and get approved.

Recently, Outbrain has announced that it will merge with Taboola and change its name.

Outbrain PROs

- Custom targeting.

Outbrain CONs

- The lack of performance whitelisting makes it difficult to zero-in on the best traffic.

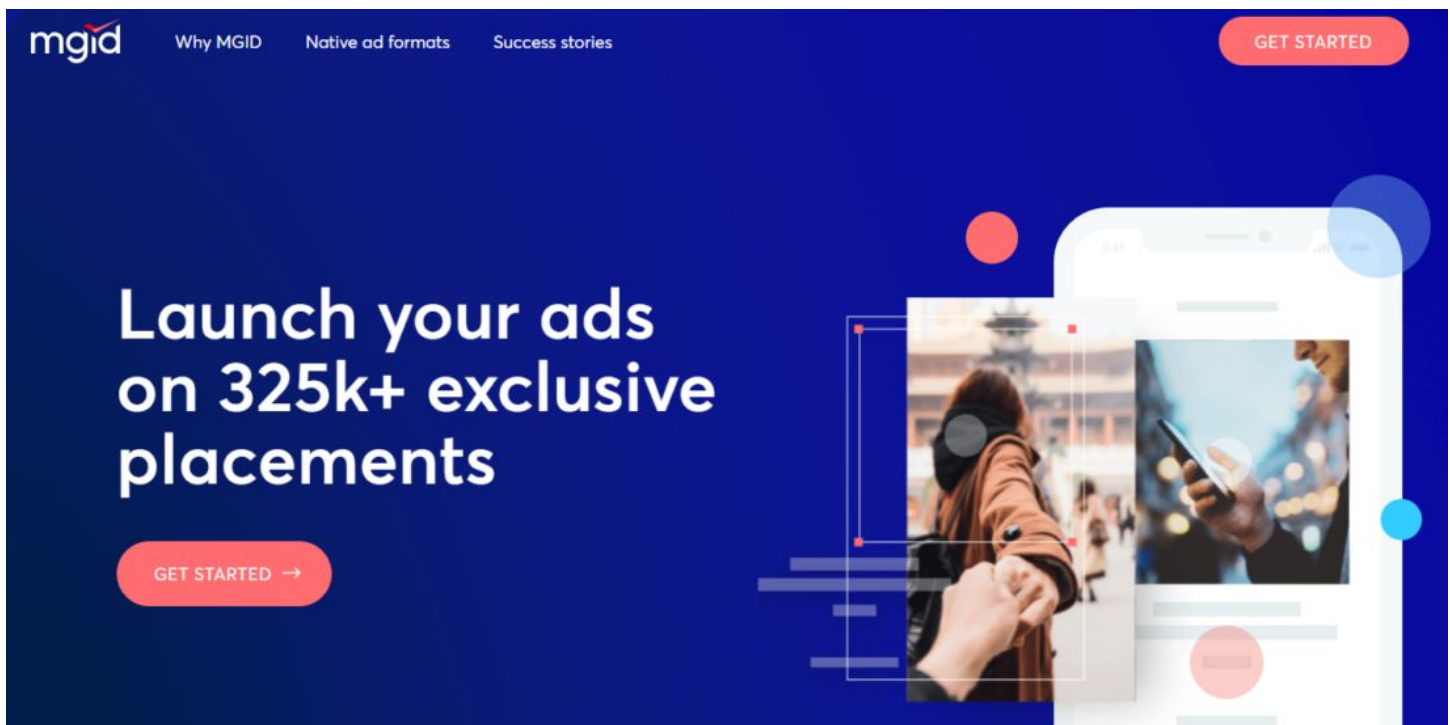
- Get access to quality publishers like CNN, Time, ESPN, and more.
- Cost-effective, compared to Google and Facebook.
- Easy to use user interface.
- Great customer service.

- Lack of ability to block websites in bulk.
- Hard to get approved in the beginning.
- Creative approval is relatively slow.

3. MGID

MGID specs:

- Founded: 2008.
- Reach: Delivers 188 billion impressions monthly.
- MGID ad specs: [find them here](#).
- Pricing: From \$100 (\$500 if you want a dedicated advertising manager).
- Profiles: [Twitter](#), [LinkedIn](#), [Facebook](#), [Pinterest](#).



The banner features a dark blue background. On the left, the text 'Launch your ads on 325k+ exclusive placements' is written in large white font. Below it is a red button with the text 'GET STARTED →'. On the right, there is a graphic of a smartphone displaying a photo of a person, with various colored circles and lines around it. At the top left is the 'mgid' logo, and at the top right is a red button with the text 'GET STARTED'. Navigation links 'Why MGID', 'Native ad formats', and 'Success stories' are located in the top center.

mgid Why MGID Native ad formats Success stories GET STARTED

Launch your ads on 325k+ exclusive placements

GET STARTED →

Join the MGID Native Advertising Network

The next native ad platform that's worth your attention is MGID. The company partners with 31650+ publishers worldwide, allowing advertisers to drive high volumes of diverse traffic. MGID ads are served to audiences in Europe, the USA, Asia-Pacific, Canada, and other countries.

Dynamic retargeting is also available on the platform. Also, MGID ensures your ads are displayed to the most relevant audiences by requiring advertisers to select the category of every offer you promote.

MGID PROs

- You can start advertising with only \$100.
- Users have a lot of control over campaign management.
- It is one of the oldest native ad networks.
- You can use dynamic retargeting.
- You get excellent customer service, including an account manager (from \$500).

MGID CONs

- The admin control panel for MGID might seem daunting for beginners.
- You may see a relatively high bounce rate on their ads compared to other networks.
- Creative approval is relatively slow.

4.Revcontent

RevContent specs:

- Founded: 2013.
- Reach: Delivers 188 billion impressions monthly.
- RevContent ad specs: [find them here](#).
- Pricing: From \$100.
- Profiles: [Twitter](#), [LinkedIn](#), [Facebook](#), [Instagram](#), [Youtube](#)

Revenue Growth

Revcontent is a leading content marketing platform. We connect advertisers to highly engaged audiences through technology and direct partnerships with the world's premier digital publishers.

[Get Started Today](#)



Homepage screenshot of the RevContent Native Advertising Network

Revcontent is often called the top growing native advertising platform. They provide strict requirements for both publishers and advertisers. With 250B+ recommendations per month, 97% of U.S Households, 3.0% average CTR their reach will be your chances of reach!

Due to their high-quality standards, the vast majority of traffic generated from Revcontent native ads comes from Tier 1 countries such as the USA and UK.

RevContent PROs

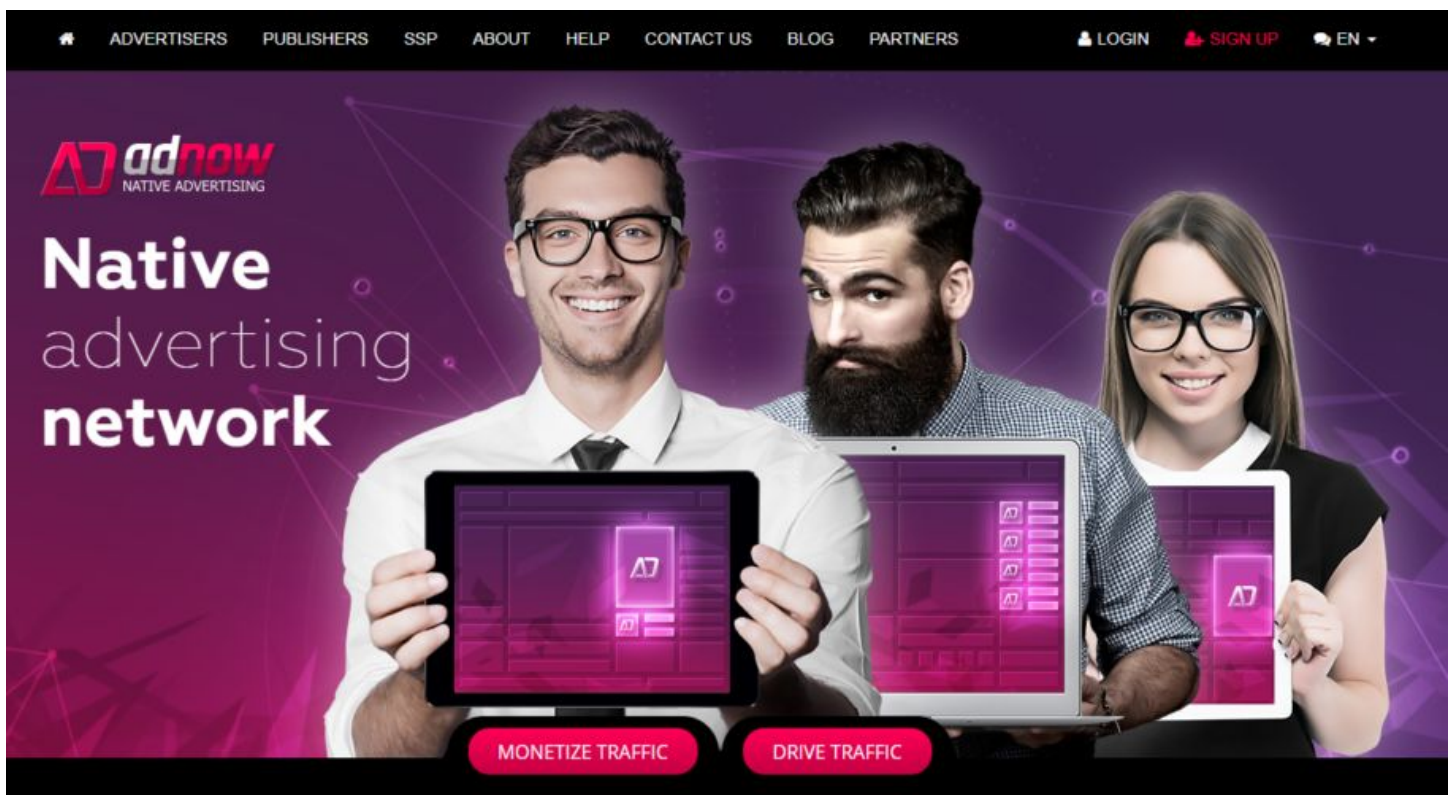
- You can start advertising with only \$100.
- Users have a lot of control over campaign management.
- Real-time performance metrics based on device type, website section, and content performance.

RevContent CONs

- Limited with a minimum daily budget of \$100.
- You can't add more than one piece of content at a time.
- Creative approval is relatively slow.

- You can use dynamic retargeting.
- Social algorithms, proprietary to Revcontent, would circulate its clients' most engaging content based on key metrics, thus enhancing website page views.

5. AdNow



Homepage of the Adnow Native Advertising Network

AdNow Company stats:

- Network founded: 2014
- Reach: Delivers 188 billion impressions monthly.
- Adnow ad specs: [find them here](#).
- Min deposit: \$30.
- Profiles: [Facebook](#), [Twitter](#), [LinkedIn](#).

AdNow is the fastest-growing ad network and has more than 160,000 partners in 114 different countries. According to their stats, Adnow is serving 6 billion impressions per month and shows ads to almost 1 billion unique visitors. The best part about this network is, it's super beginner-friendly.

This native advertising network was founded in 2014 and is very popular for its native content ads! They provide PPC and CPM and their unique ads that are in the form of widgets, displayed as part of the content related to the content, banners, and hybrid ads!

Adnow PROs	Adnow CONs
<ul style="list-style-type: none"> • You can advertise on non-English sites as well. • Get access to smaller, niched publishers that you can't have on other networks. • Offers advanced targeting options. • The support department is fast. 	<ul style="list-style-type: none"> • CPC is slightly slow for the non-English sites. • Some publishers are questionable.

Would you like to know more about the Adnow Native Advertising network? Check the dedicated [AdNow review](#) or [signup for an account](#) right now.

9. How to Choose a Native Advertising Platform

When looking for the right ad platform for your company or business, you need to ensure that you consider all factors. These include your website traffic, company advertising budget, nature of media or content you want to serve, and network type you are looking for.

Native Advertising

How to Choose a Network

Native Advertising – How to choose a native advertising network

Here are some of the factors to consider when you choose a native advertising platform:

Setup Procedure

Ensure that the ad network you are going with offers the right setup procedure for you. For example, there are networks like Media.net that will require you to set up each website manually. Not to mention, each website will require separate approval from the network, making it a tedious and time-consuming process for advertisers.

Pricing Model

Advertisers also need to make sure that per click pricing is adequate according to your marketing budget. There can be different pricing models, including CPC and CPM. However, not all networks offer all of the pricing options. For instance, Outbrain doesn't have support for the CPC model.

Quality of Ad

Although advertising networks can acquire ads to meet your native ad impressions, you need to keep in mind that ad quality can vary quite a bit. Some fraudulent advertisers use these networks for traffic arbitrating purposes, which could take your

visitors to fake landing pages. That's why you must review the quality of the ads being served.

Ad Network Requirements

Review your stats and numbers before you make a final decision about choosing an ad network. Ensure that you have enough traffic, budget, and access to features you need before signing up for a big name ad platform.

10. Native Advertising Best Practices

Targeting

According to [eMarketer](#), 88% of native ads were served to mobile devices in 2020. If that's not a case to join in on that trend, we don't know what is. Your choice of the targeting options will depend on the goal you set.

If you want to reach more people and build brand awareness, go with the basic targeting options. Exclude irrelevant audiences configuring audience locations, device types, or interests.

Split your campaigns by different variables to tailor campaign content for different audiences and see which demographics you should focus on. Later, when your campaign is live for some time, you can check out how it performs on different websites and exclude the least productive ones.

If aimed at lead acquisition, advertisers opt for retargeting or creating lookalike audiences – mind that the second option is available for the US-based audiences only. If you target audiences from other countries, you'd better go with basic targeting options and optimize those that deliver the best performance.

Ad Creatives

Creatives are essential, but sometimes they are underrated by marketers. First, be careful with using photo-stock images. Whether native advertising will be useful for you or not highly depends on the way your ad looks.

The image is the first thing users see. Use high-quality and eye-catching thumbnails to get noticed. **We recommend that you test many different combinations of titles and thumbnails in your campaigns for better results.**

Get an Account manager.

If you're spending more than \$1,000 per day, ask to speak with a managed account rep. They can offer you additional targeting settings on the back end like age ranges, retargeting, and different audience segments.

11. How To Run a Native Campaign [Step by Step]

11.1. Define Your Goals, Audience, and Publishers

Before diving into native advertising, there are a few key things to consider and plan. Mainly, you want to be clear on your campaign goals, target audience, and platforms you'll advertise on.

Before you can determine anything, you must define your goals and objectives. Ask yourself, what do you want to get out of the campaign? Increase brand awareness, increase website visits, conversions?

Knowing the answers to these questions will help you determine the right audience and publishers to utilize to help you reach these goals.

It's also essential to define your goals because they will directly inform the KPIs you will track.

Once you've set your goals, you can then move on to defining your audience.

Considerations you should assess when choosing your audience:

- Where do they get their information?
- What sources do they trust?
- What kind of content do they enjoy consuming?
- What are their questions, problems, or pain points?
- Do they want to be entertained or solve a problem?

With this information, you can begin to look at publishers and specifically look at their audiences. **Mainly, you want to pay attention to their demographics, location, devices, and visitor numbers.**

11.2. Content Creation

Once you've settled the **who**, **why**, and **where**, you have to figure out the **what**. In this step, you must determine what kind of content you will create.

Remember that the goal now is not to sell your product or service in the ad but to set your brand apart from the competition by offering a valuable piece of content, whether it's an entertainment piece or a problem-solving article.

The type of content you choose to create will depend on a few different factors: the content your audience likes to consume, the creativity of your strategy/ campaign, and the platform it is hosted on.

When creating the content, the audience and platform should always be top of mind. The content must be related to the environment it is in and still be useful to the user. Otherwise, it will be perceived as just another intrusive ad.

For example, if your company is an airline, rather than repeating your offers and bragging about your outstanding services, instead talk about the destinations you fly to and give users tips or full itineraries for these locations on a travel website.

The key to native is to provide value to the user and create something they want to read. If you decide to do something more "creative" and outside the realms of the

traditional three types of native ads, you'll also have to determine what that will be and whether or not the media partner can do it.

Likely, if you decide to go the branded content route, you will work hand in hand with the publisher to determine the scope of the project and how you can proceed.

When you're creating your content, you want to be sure you're also paying attention to the content's title and thumbnail. Depending on the publisher or native tool you use, you may or may not have a lot of control, but it is always good to plan.

11.3. Tracking

Once your campaign is up and running, you want to make sure it's doing as well as possible. I encourage you to run continual tracking and testing to ensure your campaign stays in tip-top shape and works to achieve the goals you've set.

We always recommend conducting A/B tests to determine which ads, thumbnails, and titles, content, platforms, and audience work best for you. Although it sounds challenging to start, this is how you can assure you're getting the most of this ad format.

The specific KPIs you will measure will depend on the goals of the campaign.

The most common metrics to measure will be the visits each content piece received, click-through rates, and bounce rates. Only with this data can we obtain valuable information about which content generates more interest.

To ensure continued success, we must be attentive to repeated patterns in the traffic sources.

- Where do most of the readers come from?
- Is there a seasonality to the visits?
- Do we get more traffic one day or month of the year in particular?

The purpose of conducting a comprehensive analysis of the results is not merely informative, but it helps to find errors or areas for improvement in our campaign.

Once the weak points are detected, try to find the reasons, react as soon as possible, and continuously reanalyze the improvements.

Do we observe that some of our content has a bounce rate too high? Perhaps we should improve it or directly delete it.

Which is the right choice? Test, analyze, and react.

12. Native advertising Takeaways

Native advertising is the future and represents an excellent alternative to display networks. That's because visitors are sick and tired of seeing intrusive, non-related ads, so they became "ad blind. That's why ad blocker apps are getting more and more popular. In fact, in 2018, **Google turned on** the adblocker by default in the Chrome browser.

As an advertiser, you should use native advertising to build brand awareness, attract leads, drive sales, and strengthen customer loyalty.

However, keep in mind that native advertising takes time to bring quality leads as the advertising networks have to find the best publishers for your ads. Measuring native ads performance can be quite troublesome.

There are many native advertising networks, but we selected the top 5 for you: Taboola, Outbrain, MGID, RevContent, AdNow. These networks allow you to access a plethora of publishers from niched, smaller ones to big names like CNN, Forbes, and MSN.."

Conclusion

There you have it: our **complete native advertising guide**. You've learned what native advertising is, the most common native ads, and the PROs and CONs.

We've shown you the **top 5 native advertising networks** and the **best practices to start your 1st native ad campaign**. Businesses are gravitating towards native advertising because of its ability to catch consumers' attention and entice engagement.

Further readings on Monetize.info:

1. [Native Advertising Guide \[Complete 2021 Version\]](#)
2. [Best 21 Advertising Networks in 2021](#)
3. [CPA Marketing for eCommerce businesses \[Complete Guide\]](#)
4. [Affiliate Marketing for Beginners \[Complete Guide\]](#)

Have any questions or doubts regarding native advertising? I will try my best to answer every question.

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Awesome! Let me in now!

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