

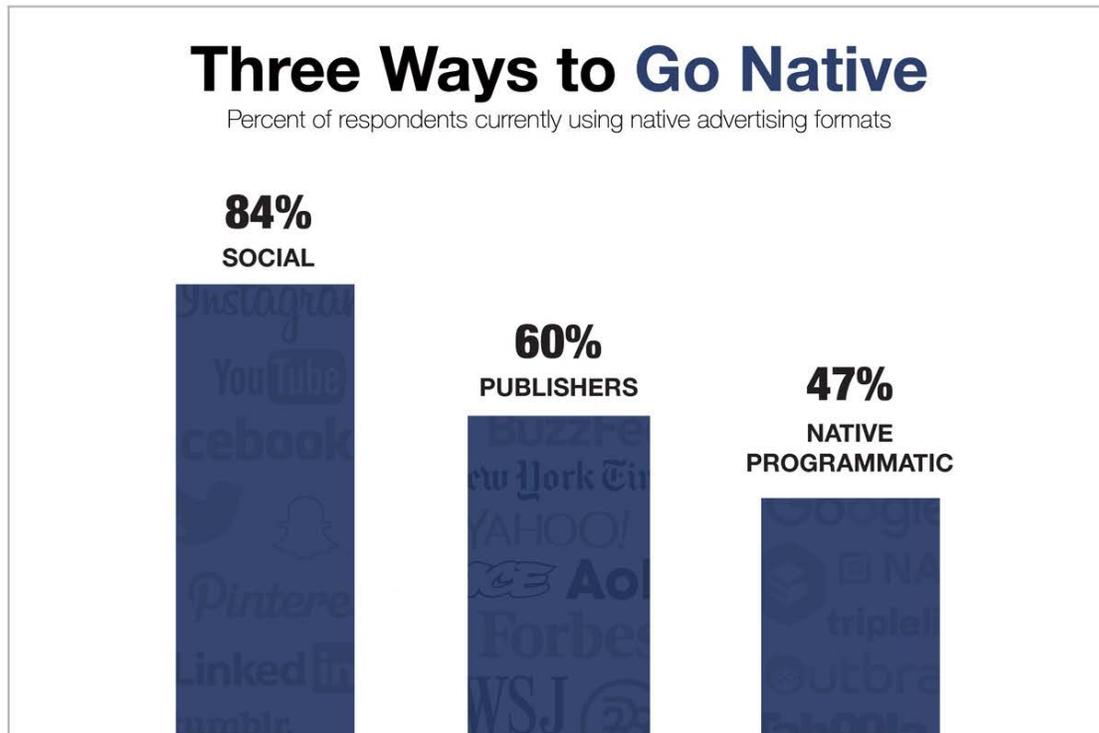
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NATIVE ADVERTISING GAINS MOMENTUM

Social networks lead the charge as more advertisers look to commit more money to native campaigns.

NEW YORK, NY (November 2016) – Native advertising is gaining momentum as a brand advertising genre, according to the media industry business intelligence experts at Advertiser Perceptions. A new report tracks what advertisers really think about native advertising and content, which according to the firm, is projected to double in five years.

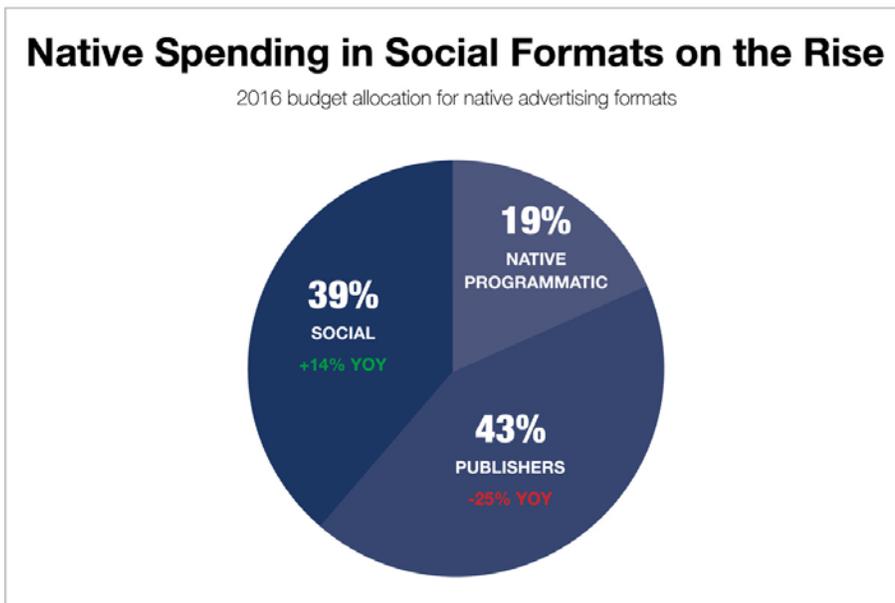
Insights reveal that more advertisers are running native campaigns today, devoting larger shares of digital budgets to native, with most intending to increase their activity in the next 12 months. Furthermore, while 60% of native advertising remains with traditional publishers, social networks (84%) and native advertising platforms (47%) dominate the lists of channels advertisers associate with native and the platforms they consider best at the practice.



Source: © 2016 Advertiser Perceptions | Native Advertising Report, Wave 4.
Base: Involved in native advertising decision making
AdvertiserPerceptions.com

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“We’ve seen a profound change since we first started asking top-spending advertisers about native three years ago,” said Kevin Mannion, Chief Strategy Officer at Advertiser Perceptions. “Initially, advertisers were most excited by native content in traditional publications. Now social networks are first and foremost in their minds, especially Facebook, when they think of native.”



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That said, the report confirms native’s central place in publishers’ future. After social media platforms, advertisers cite publishers as the channel they intend to develop. The publisher category now includes BuzzFeed, which advertisers rate above such venerable brands as The New York Times and The Wall Street Journal.



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“Advertisers are preoccupied with reaching Millennials and Gen Xers, and they associate digital platforms with younger audiences,” said Mannion. “The other comes down to marketing and sales. The digital and programmatic platforms are impressing advertisers with their press attention, audience stories and sales force expertise. In particular, Facebook’s promise of people-based marketing that enables ads to appear in the stream of a conversation has given them first choice at the native budgets.”

Advertisers are also bullish on programmatic native platforms. Links to sponsored articles calling out, “you may also be interested in...” are rapidly gaining trial and trust. In particular, advertisers singled out Outbrain, Taboola, Sharethrough, Nativo and Bidtellect.

Social Networks Top Advertisers’ Native Lists

Top 10 brands advertisers intend to use for native advertising in 2017

Intention to Purchase – Top 10 brands Sorted by Intention to Spend | Average Percent of Respondents Choosing Each Media Brand



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Overall, advertisers cite brand awareness (33%) and storytelling (32%) as their main goals in native advertising, and say they are picking their partners primarily on ability to target. Most perceive native ads to be less disruptive for readers, and believe that the media’s brand will reflect positively on their own. If there is anything holding native back, it’s return on effort and investment. Fully 43% of advertisers have a hard time proving ROI, and 25% complain that native takes too many resources.

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About Advertiser Perceptions

When it comes to gaining knowledge and clarity about what advertisers think, nothing compares to what Advertiser Perceptions delivers. We are the world leader in providing media company executives with the research-based advertiser insight and guidance necessary for producing superior advertiser experiences, strengthening media brands, improving advertiser satisfaction and increasing advertising sales. We specialize in determining, analyzing, communicating and applying what advertisers think — their plans, opinions and motivations.

Our proprietary database and panels of media decision makers are large and responsive. The advertiser survey and questionnaire development process that we employ is proven and ensures optimal response. Focus and media industry expertise enables us to effectively analyze and accurately interpret the research that we conduct on behalf of our clients, who represent most of the largest media companies in the world. Learn more at www.advertiserperceptions.com.

About the Native Advertising Report

Native advertising plans, ad spending and advertiser satisfaction for each media brand are covered. Advertiser opinions, plans and preferences for native advertising in general are also explored in great depth for this report. Clients use the intelligence from the Native Advertising Report to make better-informed decisions about native advertising, strengthening their media brands and improving their advertiser experience in the process.

The Native Advertising Report measures over 80 top media brands, providing overall market insights and specific advertiser perceptions of individual media properties and companies.

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