What is Native Advertising and How Effective is it?

 Have you ever noticed some brands show up on your feed when scrolling through your social media account even if you don't follow them? You might also notice the word "sponsored" and why do they blend in with the other posts in your feed? Well, that type of sponsored content is called Native Advertising. This may or may not sound new and if you're still wondering what native advertising is, then this article is for you!

What is Native Advertising?

 Native Advertising is the usage of paid or sponsored advertisement that matches the platform's user experience. This includes the platform's feel, look and function. You can usually spot these native ads in any website and especially, social media platforms.
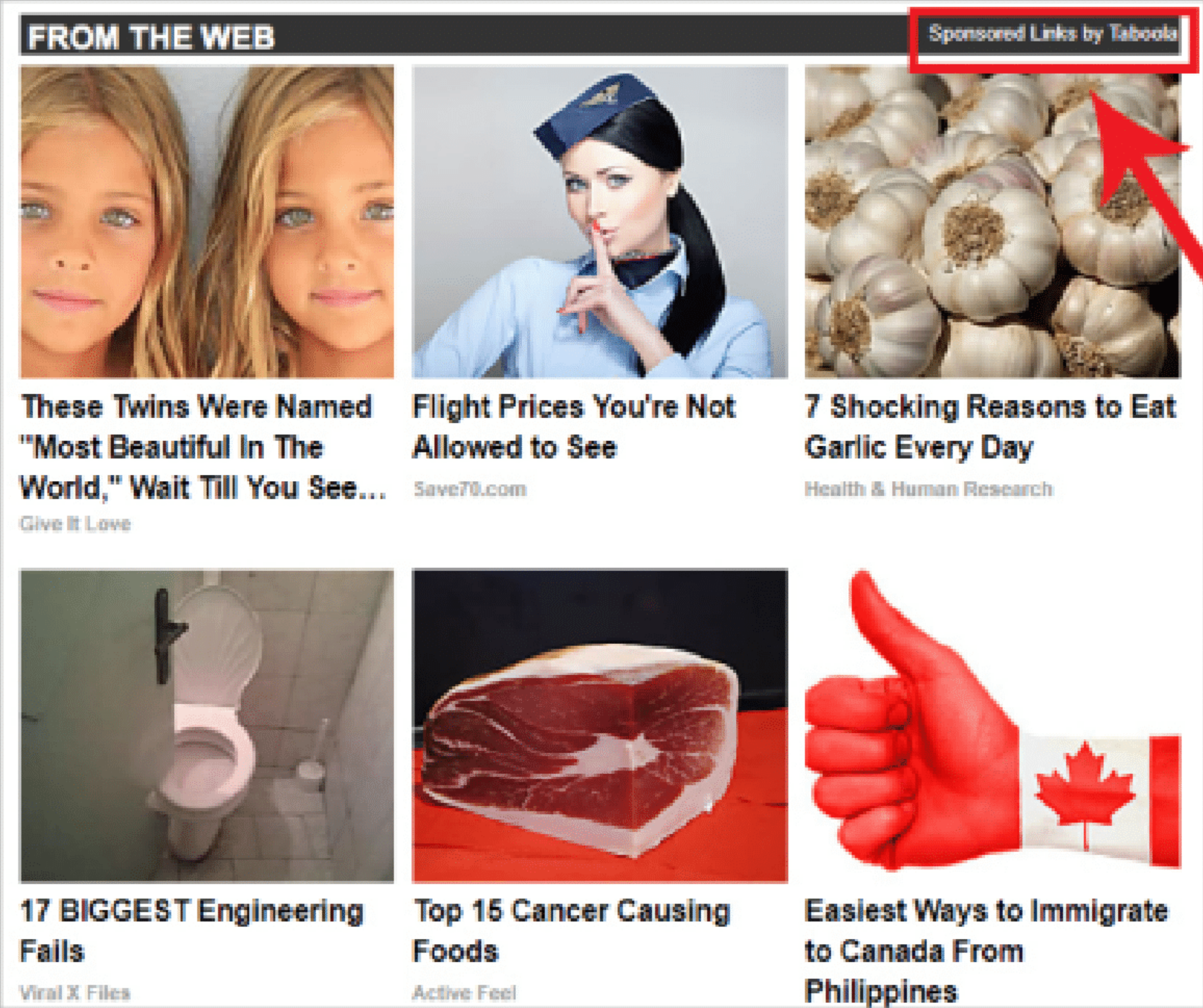
 Compared to banner advertisements that you might have seen in

This example of native advertising can be seen in almost every social media platform. You might notice the word "sponsored", when it's an ad on Facebook or Instagram. It is also known as "promoted" on Twitter. This type of advertising is also called CONTENT MARKETING. If you're not familiar of content marketing, it is the creation of content or online materials such as photos and videos to attract a certain audience. It is intended not to directly promote a brand but to spark the user's interest in the a goods or services.

Notice that it matches the layout and style of a person's post in your feed. They are styled to blend in the platform's user experience.

Aside from what was mentioned above, YouTube is also one of the well-known sites that uses Native Advertising. Most advertisements appear before every video that you click at, making it part of the user experience as well.

3. News Feed Ads

If you love to read articles on the internet, we're sure you've seen many of these. You might have also probably clicked on links similar to the ones above. They usually match the text and layout of the actual articles. As it is obvious with the name, this example of Native advertising is common when it comes to news websites.

4. Advertorial Ads

Digitization Is Poised To Transform Steel Plants

MITSUBISHI HEAVY INDUSTRIES GROUP

Satoru Iijima Brand Contributor
Mitsubishi Heavy Industries BRANDVOICE

As steel production comes up against the fourth industrial revolution, the industry needs to embrace digitalization as a key enabler of competitiveness and business growth.

Its classic is called "print advertorial ads", the one you see in magazines and newspapers. It is now also being applied in the digital world. You might have seen an article that looks like a how-to, DIY or the writer that did a write-up about cars then ended up endorsing the car in some sections of their article. This is known as an advertorial ad is a blend between "advertisement" and "editorial."

This ad example mimics the look and feel of a blog post. A reader would not know that it's a sponsored content unless, (1) the blog says it,

(2) they figure it out on their own,

(3) they see the words "sponsored", "promoted", "ad", or anything of the like, or

(4) they nish the entire article and verify that the content is sponsored.

The example above is an article from Forbes.com. A person reading this will only know that it is a sponsored blog when they hover over the word "BRANDVOICE" and a small pop-up will show saying "paid for by the brand". They will also be able to know that it's an ad when they are familiar with how it works and what it looks like.

Those are just the examples, but you might also be thinking, what are the types of Native Advertising?

There are six types of Native Advertising according to the Interactive Advertising Bureau (IAB), and these are the following:
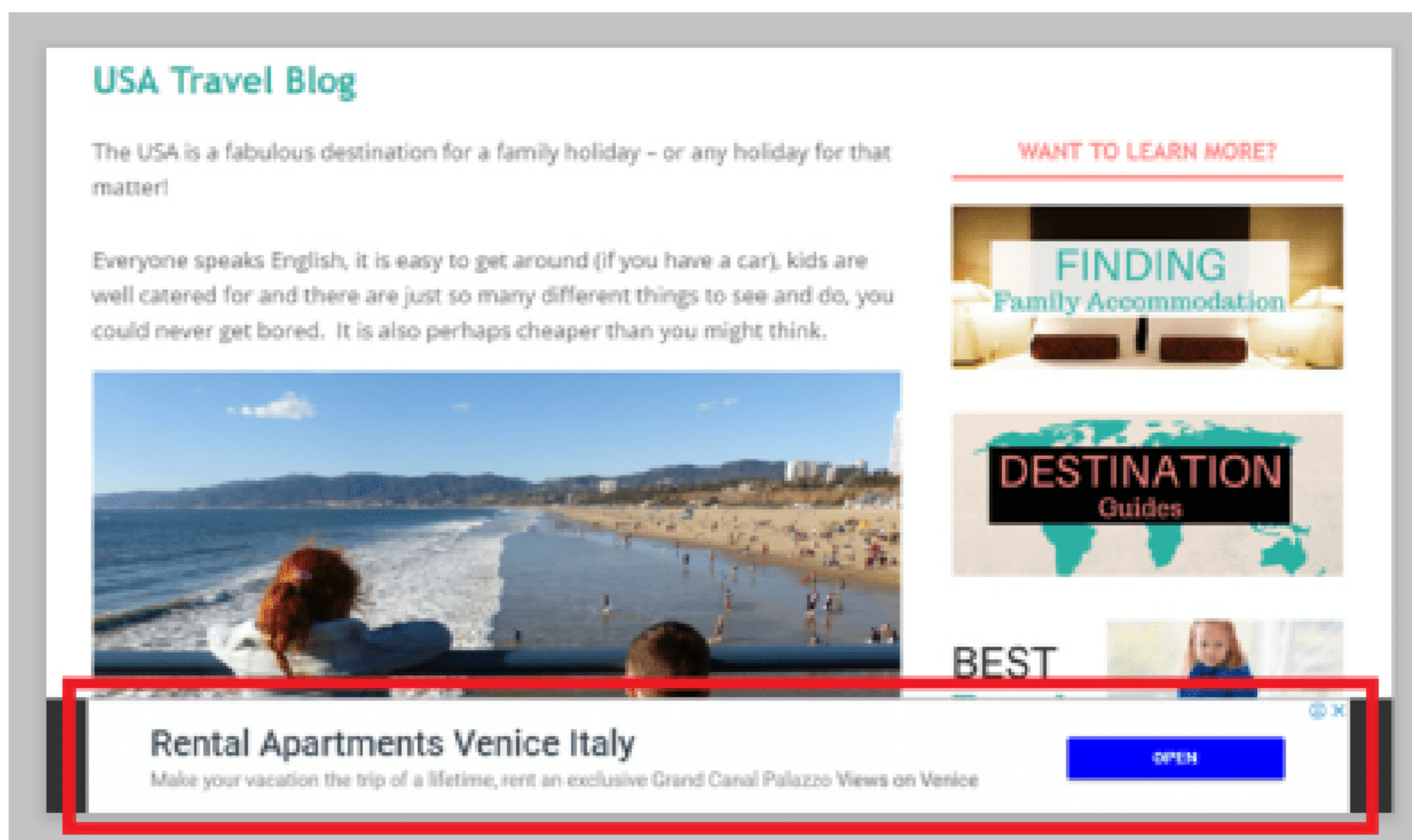
1. In-Feed Units

An in-feed ad is within the platform's content. It is usually in a story form where the content has been written in partnership with the platform's team. You may look at the advertorial ad as an example.

A widget is integrated to the page of a website or a website's article. These are usually located below or on the side of the page. They do not mimic the appearance of the editorial feed, but they are suggested or recommended on the sidebars or below the article. You will usually notice this when there are languages such as the following, "you might also like," "more from the web", "recommended for you", and more.

4. Promoted Listings

This type of native advertising usually does not have editorial content. This type of native advertising is mostly used by e-commerce sites to promote the products or services that they oer.

5. In-Ad with Native Element Units

This is placed outside the editorial as well. The ad has to be relevant with the publisher's platform. Here's an example, a travel blog with a banner ad of rental apartments that a user might be interested in when they're looking for a place to stay in Venice.

## 6. Custom / "Can't Be Contained"

When it comes to custom ads, these include the examples that do not fit into the said types above. These are the ads that take into many forms and will be custom to a specific site.

2. Paid Search Units
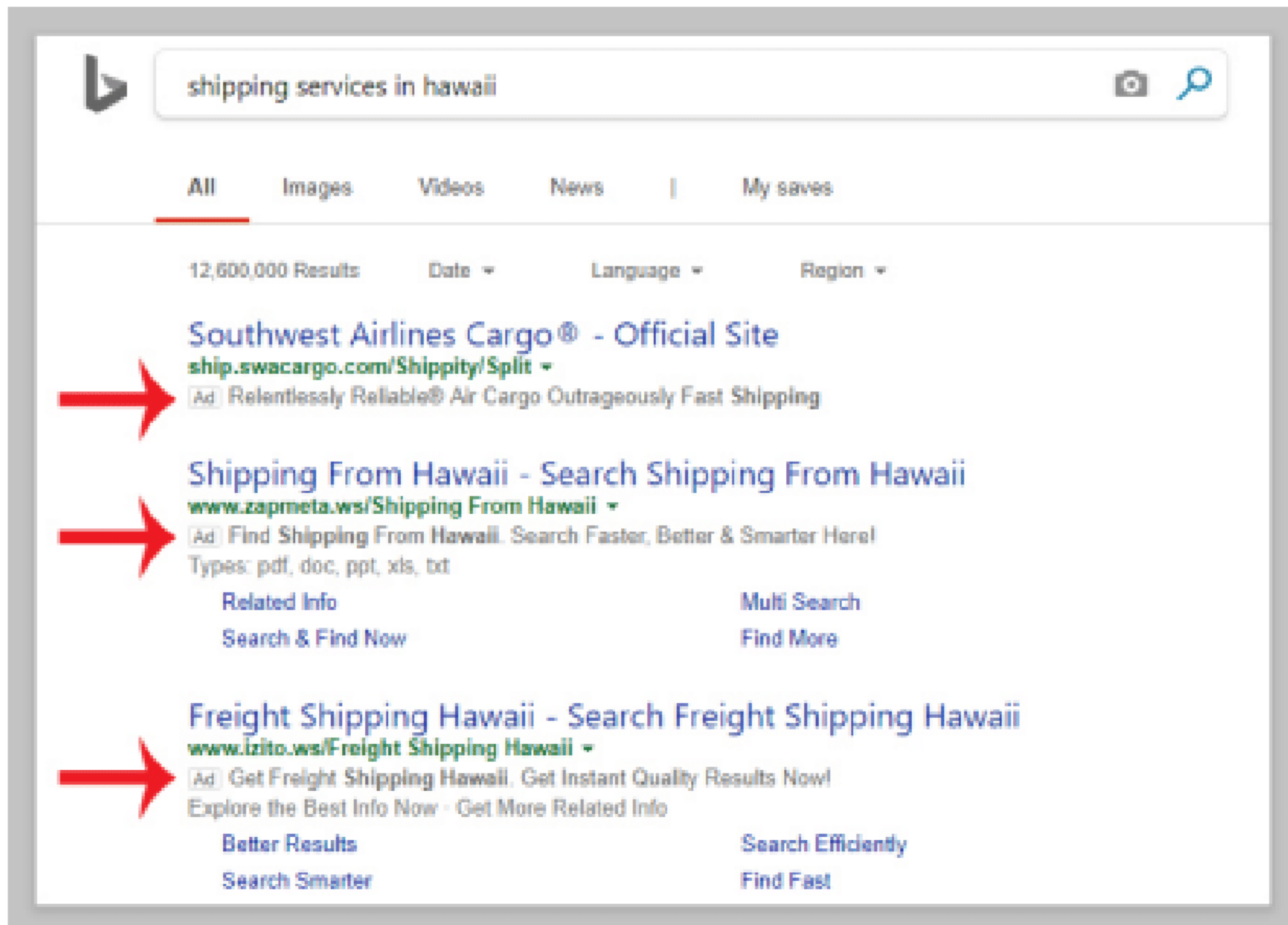
These are the ads that you see on top of the search engines. They will look exactly the same as the organic search results. The only difference is that they are labeled as an ad.

3. Recommended Widgets
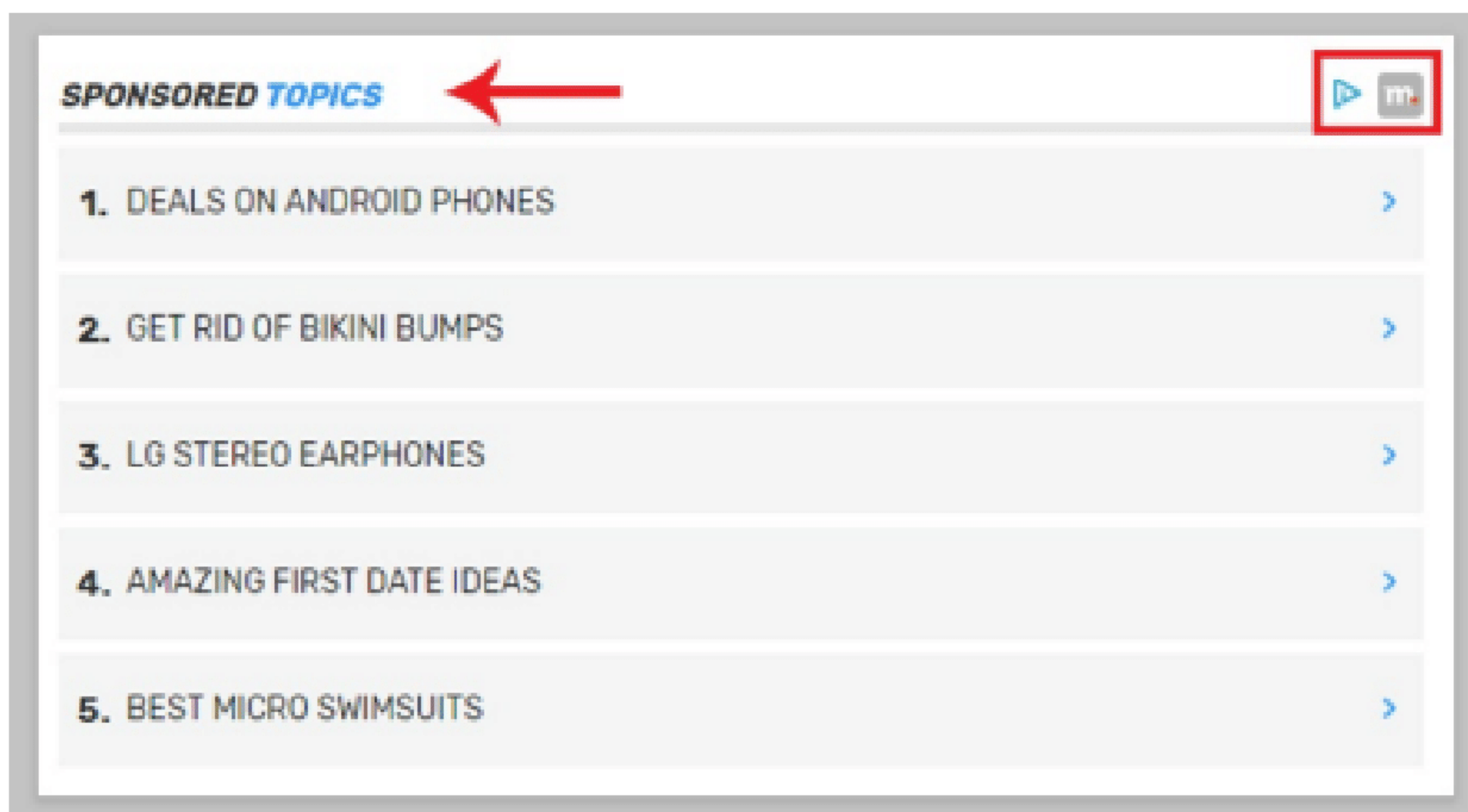
Now we've discussed the examples and types of Native Advertising, you might be thinking, how effective is Native Advertising?

With today's internet status, and the continuous development in social media, Native advertisements can be effective as long as you have the right strategies for it. In 2017, the amount spent on native advertising is at 25.12 billion US dollars, and this gure is expected to reach 41.14 billion US dollars by the end of 2019! Native advertising enables marketers to make full use of digital marketing when communicating with their audience. This helps the brand customize their experience to become user-friendly as well. It can help enhance your business's awareness and engagement.

The key to having an elective Native Ad is to value user-experience since that is the number one thing you are going to deal with when it comes to Native advertising. Native ads have a higher rate to be clicked by a user compared to traditional banner ads. Native advertising is fresh, new and is tailor-made for user experience.

If you are looking for a digital marketing agency that can help enhance your online experience, talk to us today!