



NATIVE ADVERTISING

Simplify the execution of native-advertising strategies with our ability to serve native ads and provide unified performance reporting for display, video, search and social tactics.

Supported File Types:

- JPG, PNG, GIF, Video

Reach Consumers On:

- Desktop
- Mobile
- Apps

Partners:

- TripleLift
- ShareThrough
- Nativo
- Google
- Smaato
- Mopub
- One by AOL
- Rubicon

Why Native Advertising?

- They drive more **attention** and **brand lift** than traditional display
- Consumers are shown to look at native ads **52% more** frequently than a traditional display ad
- Native ads registered **18% higher lift in purchase intent** and **9% lift for brand affinity** responses than banner ads
- Consumers **spend 308x more time reading** a native ad headline as opposed to a non-native ad
- CTRs for all forms of native display are **8.8x higher** than the average display ad

Native ad units align themselves with the look and structure of the site or content in which they are displayed. This creates a less disruptive advertising experience and gives users a sense the ads belong there.

Basis by Centro offers users the ability to not only serve, but to also build Native Ads within Basis, giving them the ability to control content and delivery right from a single platform.