

Native Video 101

Frank Maguire

Head of Market Development at Sharethrough @fwanktank





The Rise of Native Video

How growth of smartphones lead to growth of native formats

Native Video Best Practices

How brands and publishers are adapting to the new normal

Best in Class Examples

Video examples and case studies

Native Programmatic Video

How DSPs fit into the native video landscape

Future of Native Video

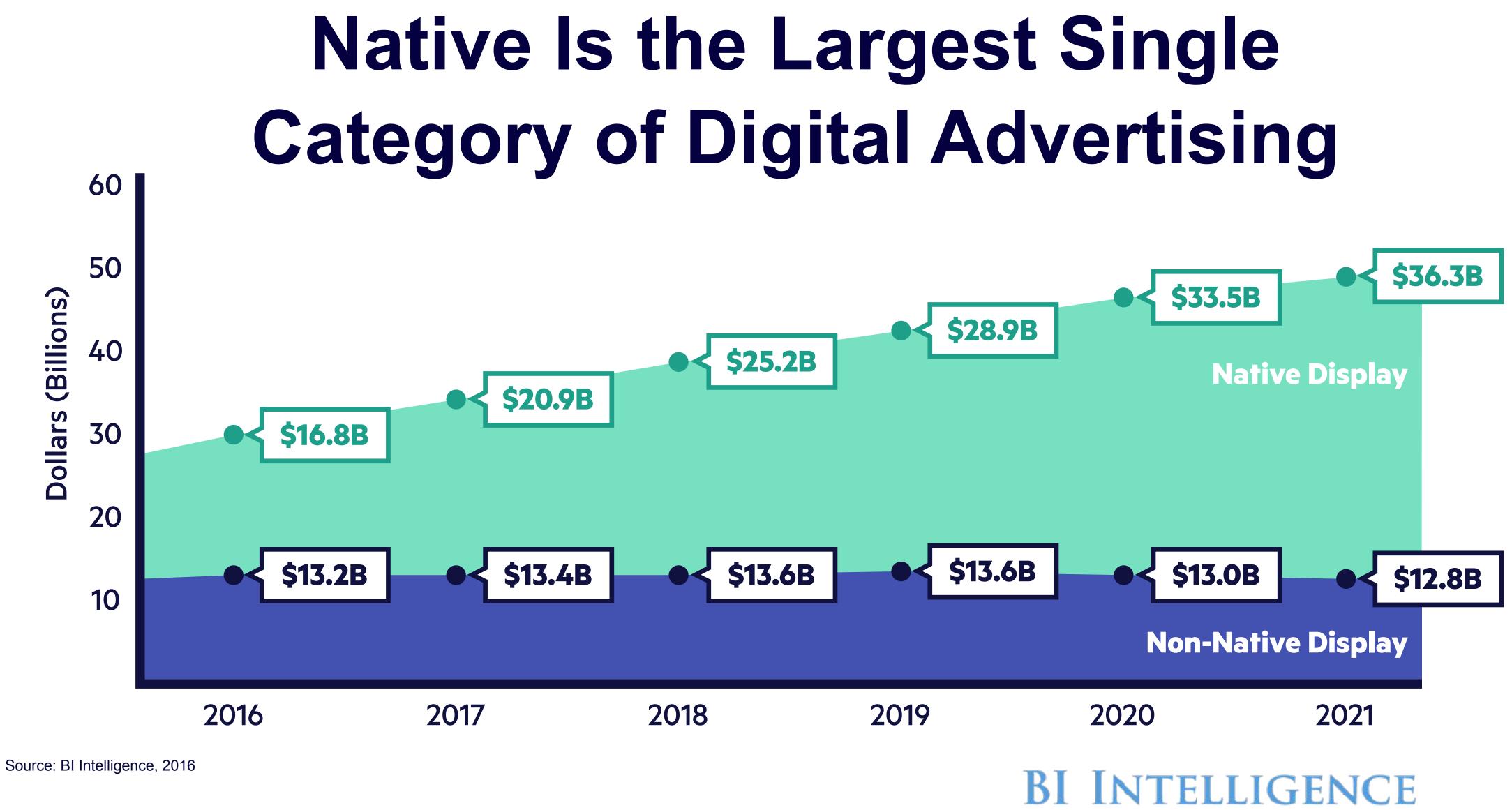
What's next for native video



SHARETHROUGH

The Rise of Native Video









What is Native

Native Advertising:

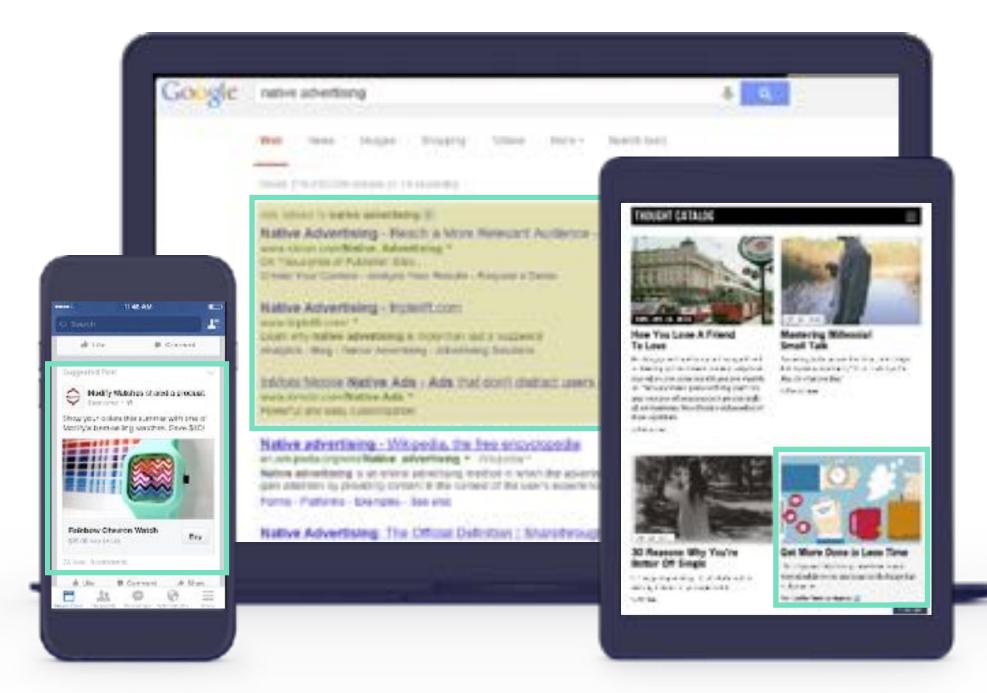
http://sharethrough.com/nativeadvertising



"A form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed."

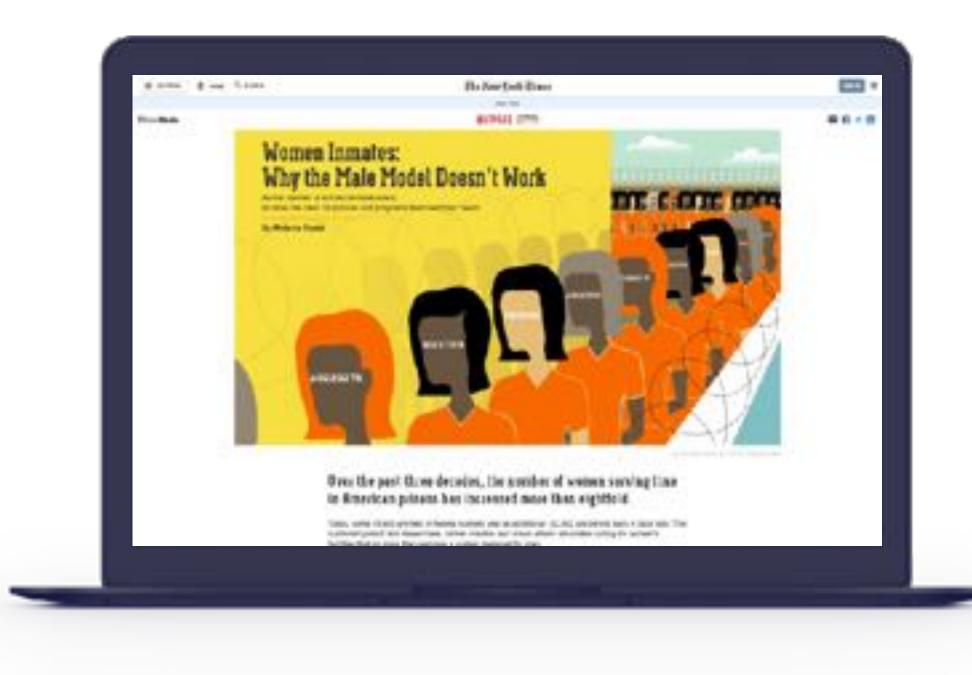
Two Sides of Native Ads

NATIVE ADS





SPONSORED CONTENT



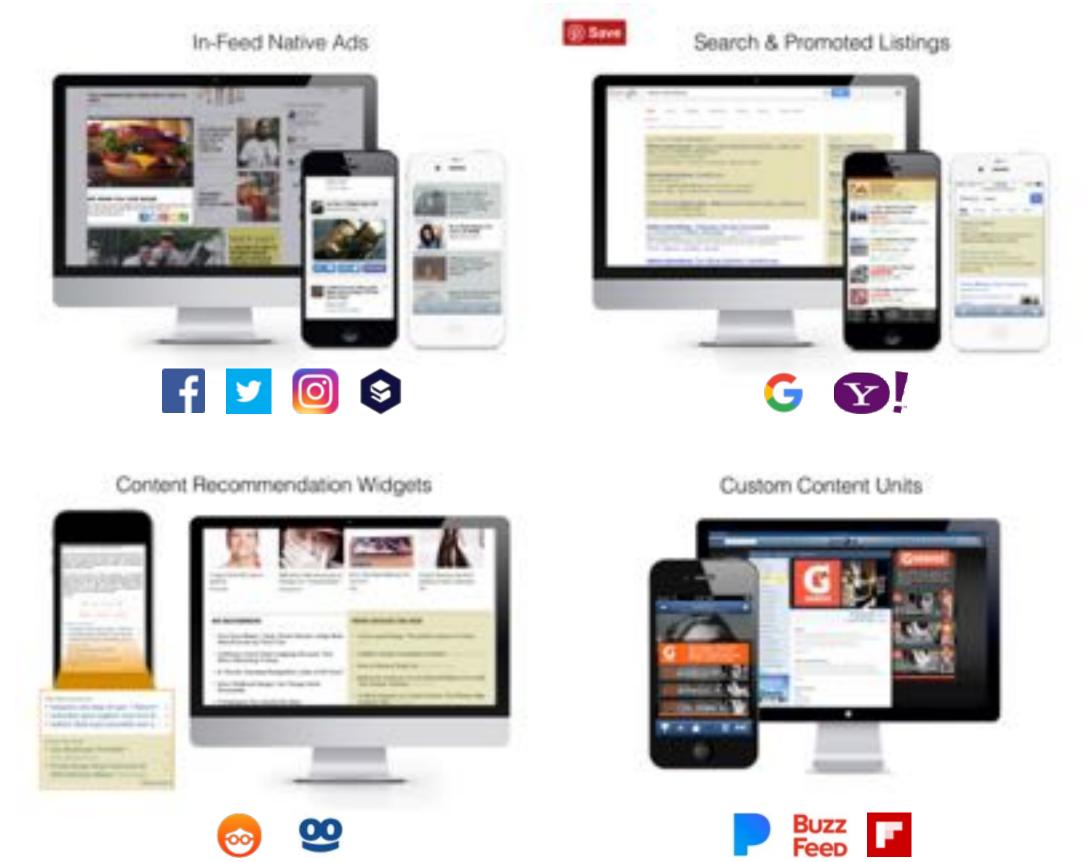
INTRO TO NATIVE



6 IAB Native Categories



6 Official IAB Native Categories



Native Is The Predominant Ad Strategy On Social

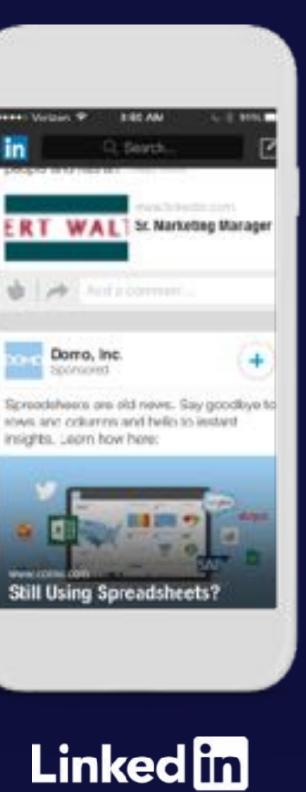






facebook





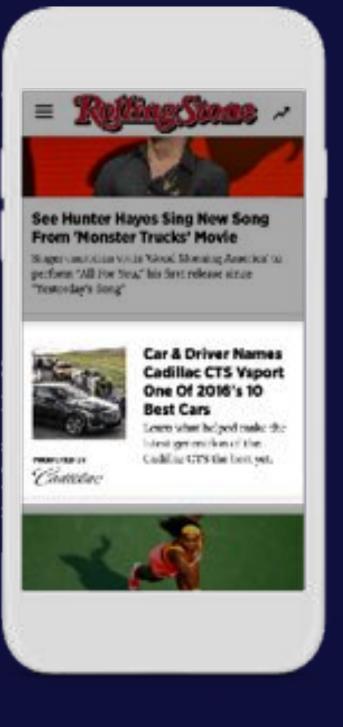


Instagram

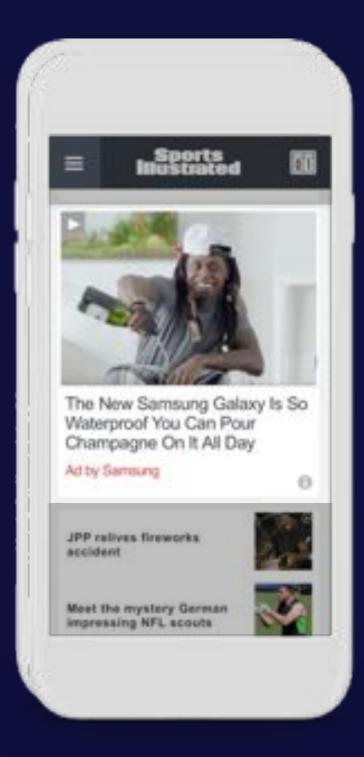




Leading Publishers Also Monetize Native Placements











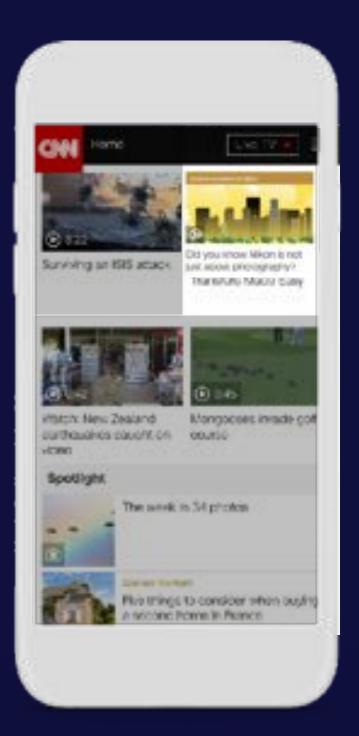




Gear Patrol's 5 Essential Fall Wardrobe Upgrades With fall in full swing, it's time to boister your closet with these wardrobe essentials. Check out 0 fannels, boots and more.











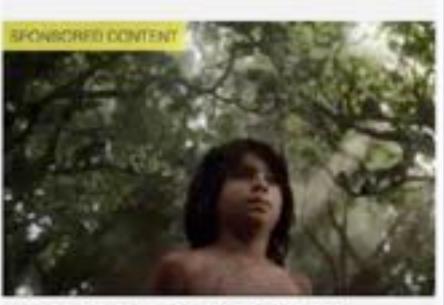


Native Ads Seamlessly Adapted To Every Site

SHARETHROUGH

Men's Health

Crushes Your Chest



Love This Treehouse? Try Living There.

BARKIN'S AB

Love this? Live there. \$100 off all treehouses. Book Now.



Same Component Parts, **Different User Experience** Native Video

THUMBNAIL HEADLINE BRAND LOGO The New Samsung AD BY SAMSUNG Galaxy Is So Waterproof You Can Pour Champagne On It All Day

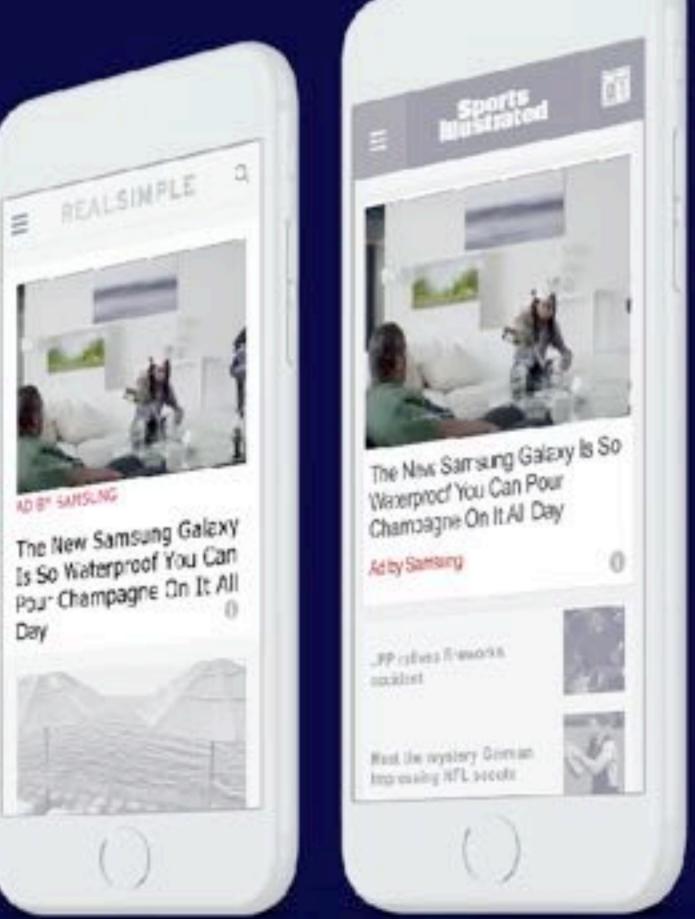
SHARETHROUGH

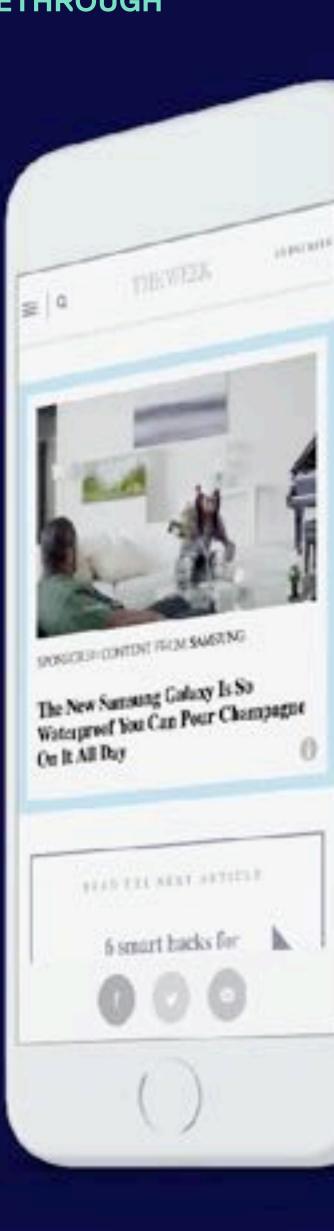


2

Day











Native Display **Outperforms** Traditional Banners

- 100% Viewable
- CTR's in the range of **1%** •
- **2x** Brand Lift

SHARETHROUGH

Music

Inside Prince's Funky First **Recording Sessions**

Pepé Willie looks back on inviting teenaged Purple One to record with 94 East



Branded Content Car & Driver Names Cadillac CTS Vsport One Of 2016's 10 Best Cars

Read the full review at Car & Driver



AD BY CADILLAC

Music

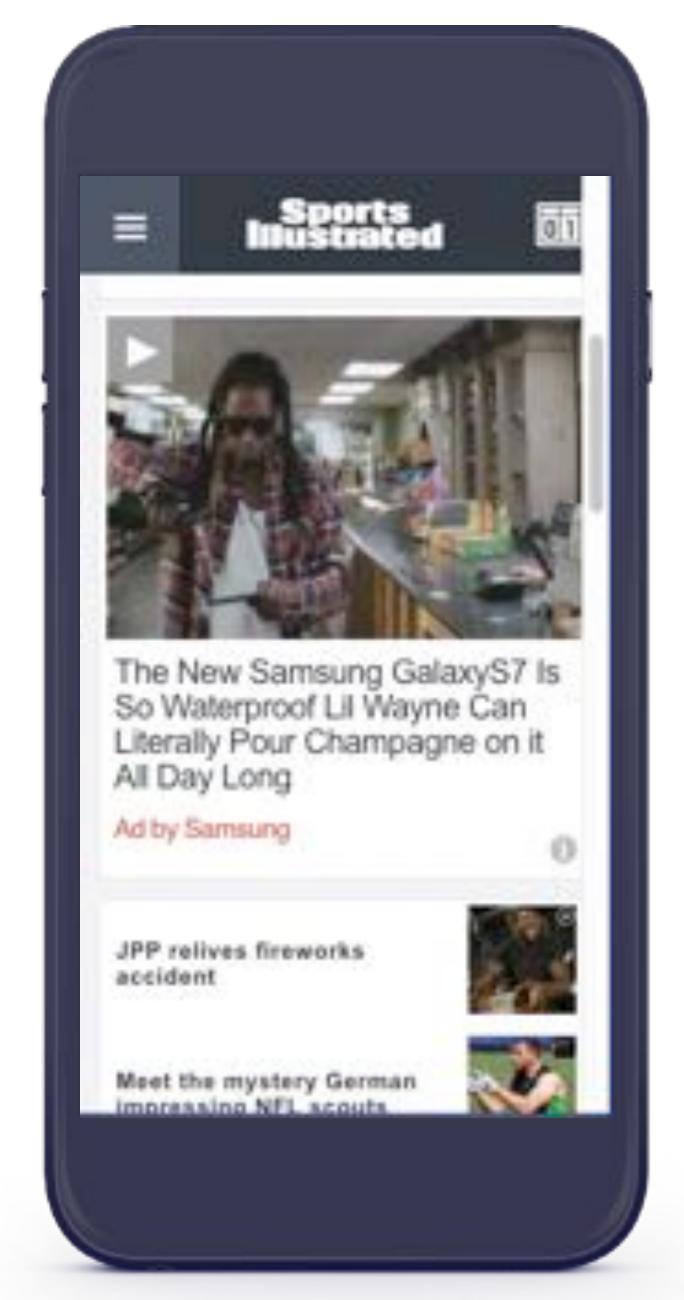
16 Things We Learned Hanging **Out With Cheap Trick**

They don't love live albums, regret suing their label and feared becoming a Beatles tribute act









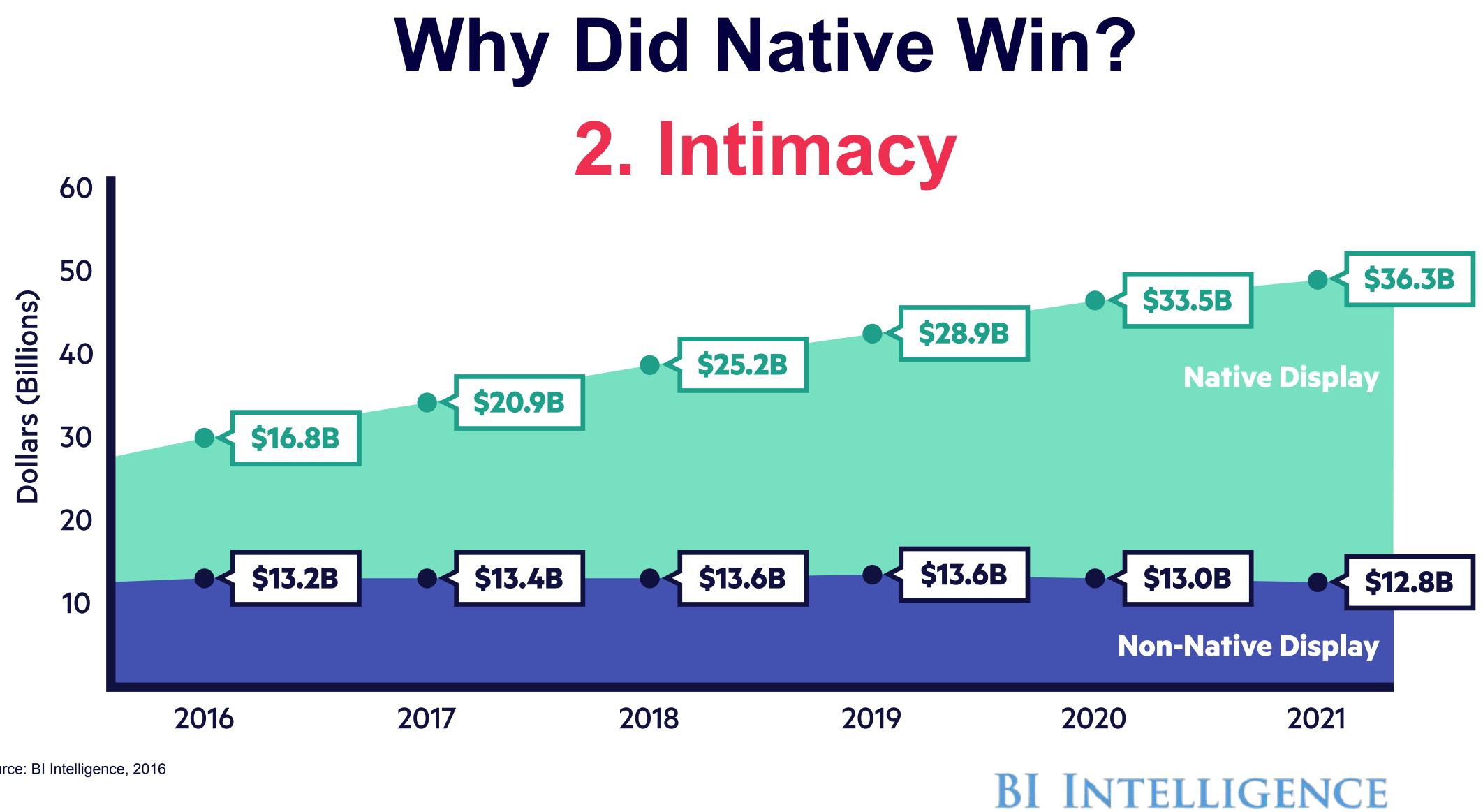


Native Video Replaces Preroll to Reach Users Who Can't Be Interrupted

- **70%** Read Headlines While Watching \bullet
- **10 20%** Higher Purchase Intent When • Users Choose to Watch

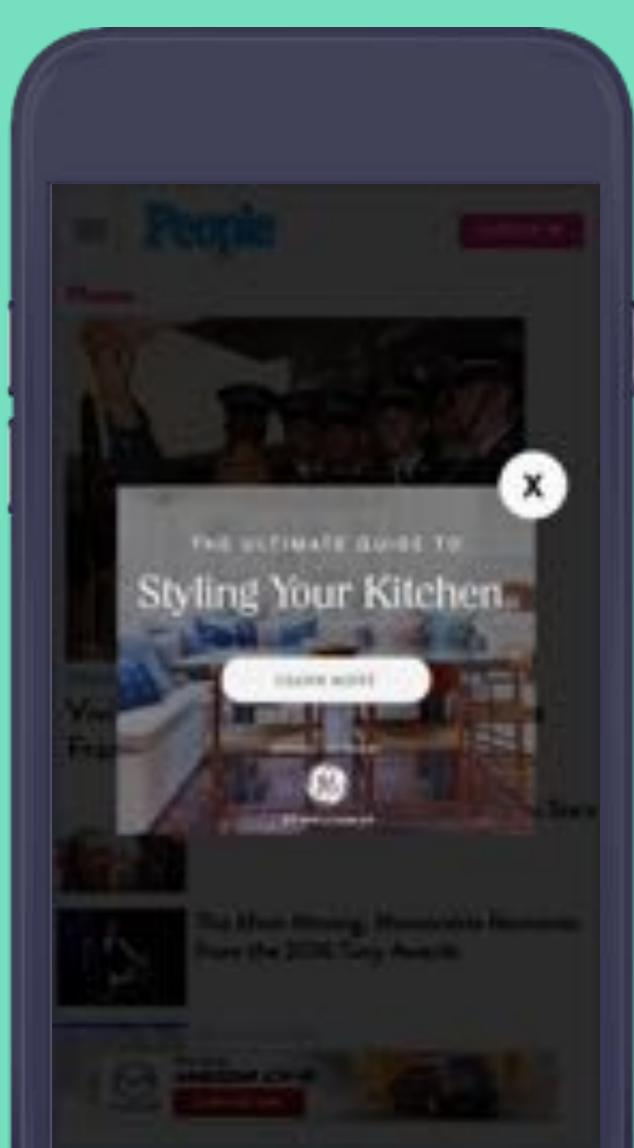








Slapping Desktop Ads into Mobile Didn't Work



SHARETHROUGH



WHY NATIVE WON

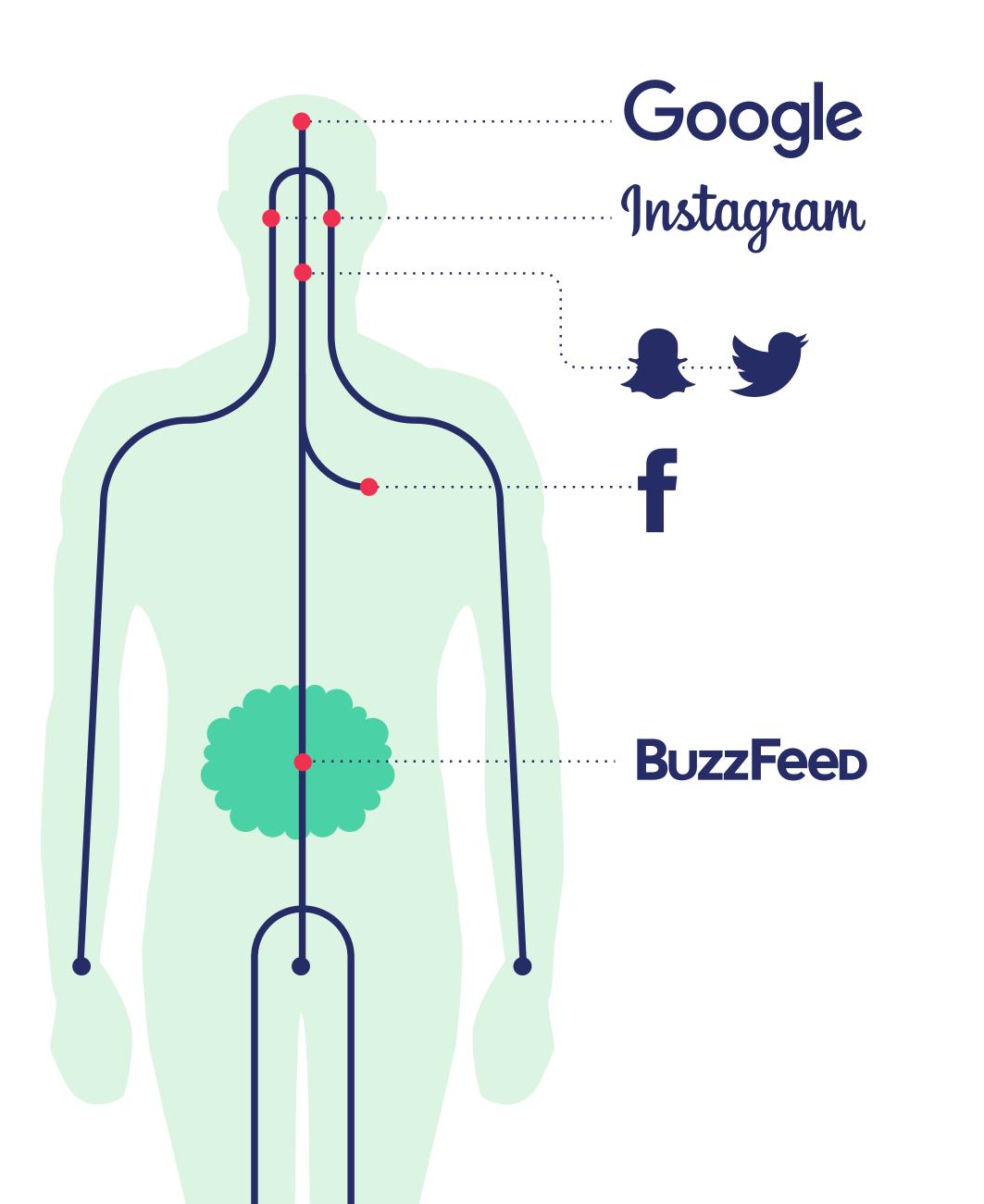
Because We Underestimated the Intimacy of Our Phones





The Sharethrough Millennial Insights Project







Google is my brain, Facebook and Snapchat are my nerves



●●○CC AT&T 穼

If you were given the choice between losing your phone FOREVER (forever, meaning you can't buy another one), or losing your pinky finger, which would you choose?

Lose my phone FOREVER

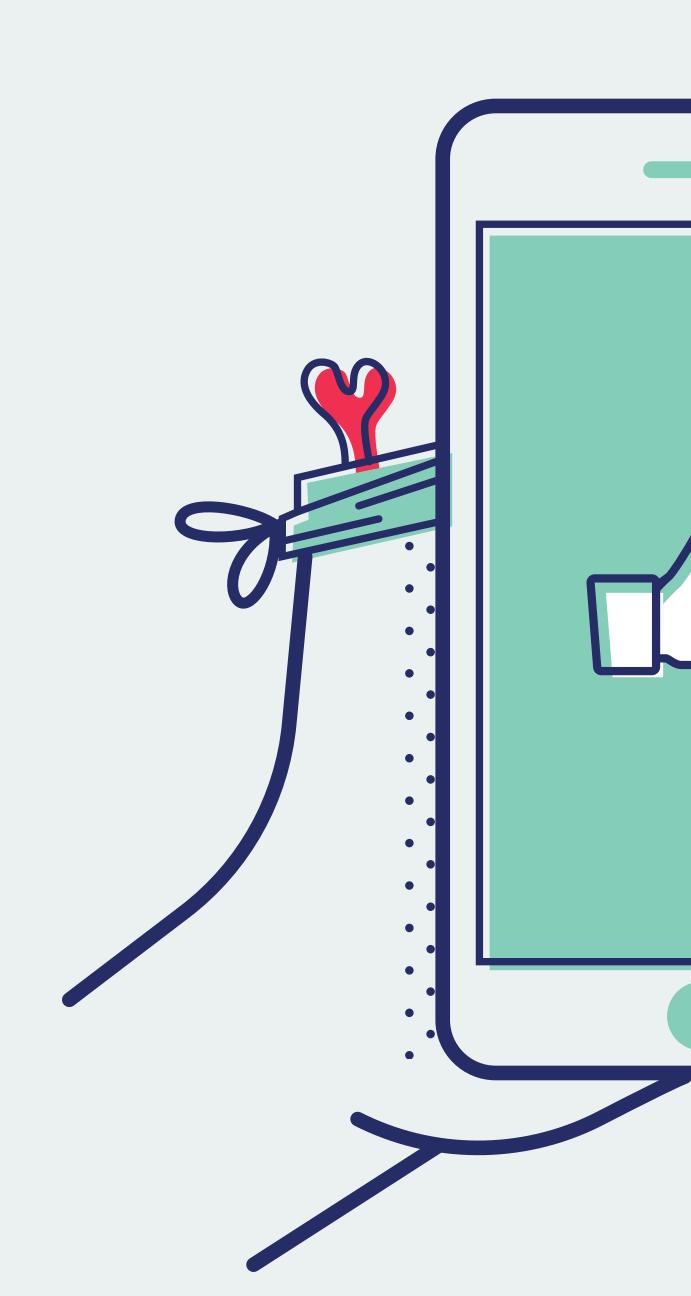
Take the finger!

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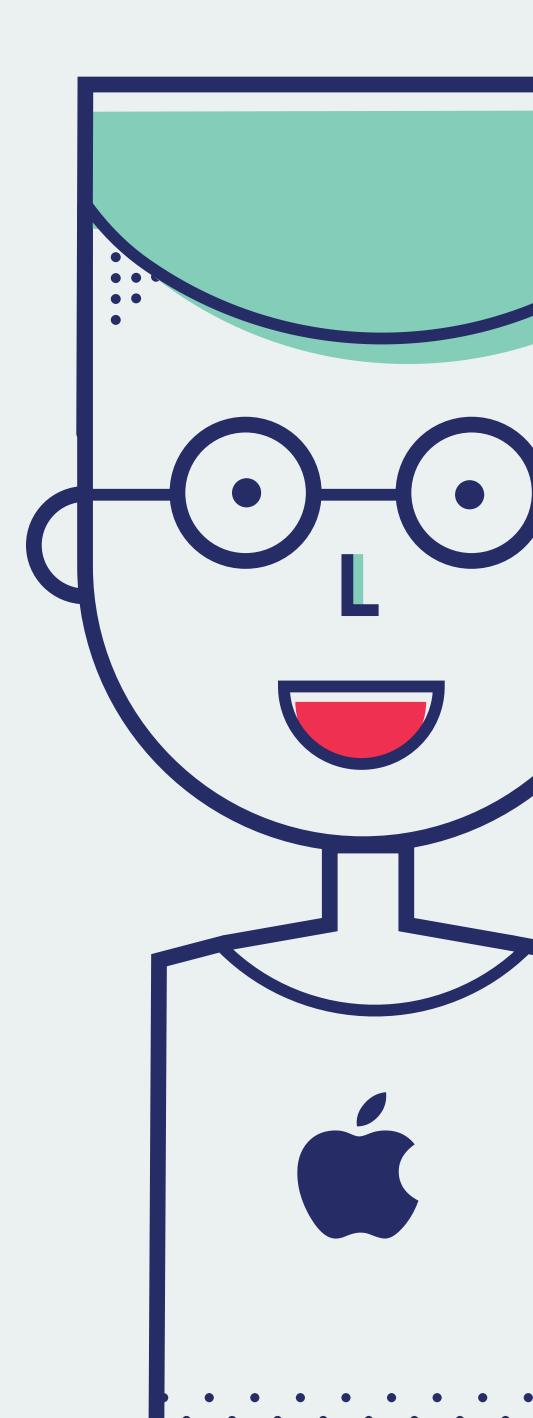
L 1 \$ 27% 1:26 PM ■ SurveyMonkey Inc.

Sample size : 350 people, ages 18-30



Take the finger!

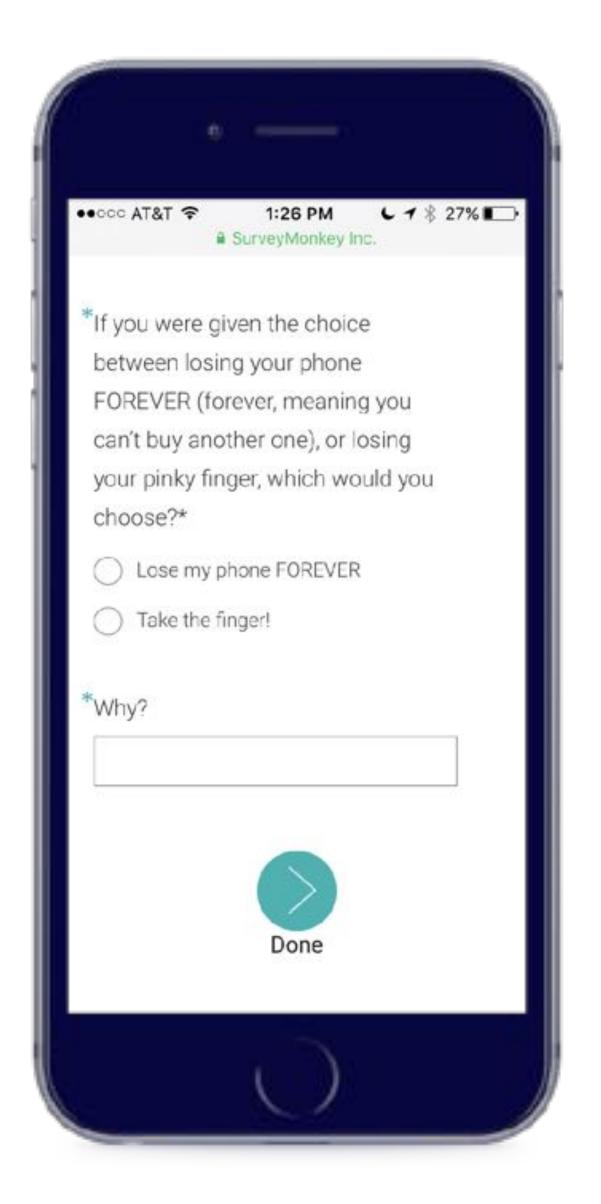




Apple Users: 599%



WHY NATIVE WON



- Female, 24 years old

- Female, 25 years old



"My phone keeps me connected... I don't NEED a pinky."

"You NEED a phone to live a normal life now."

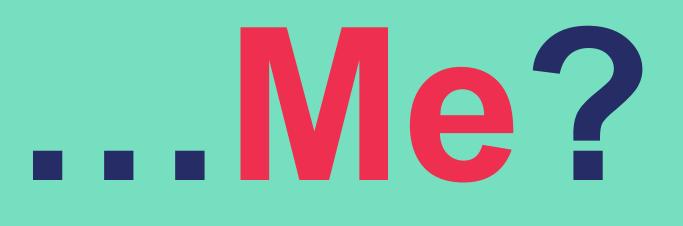


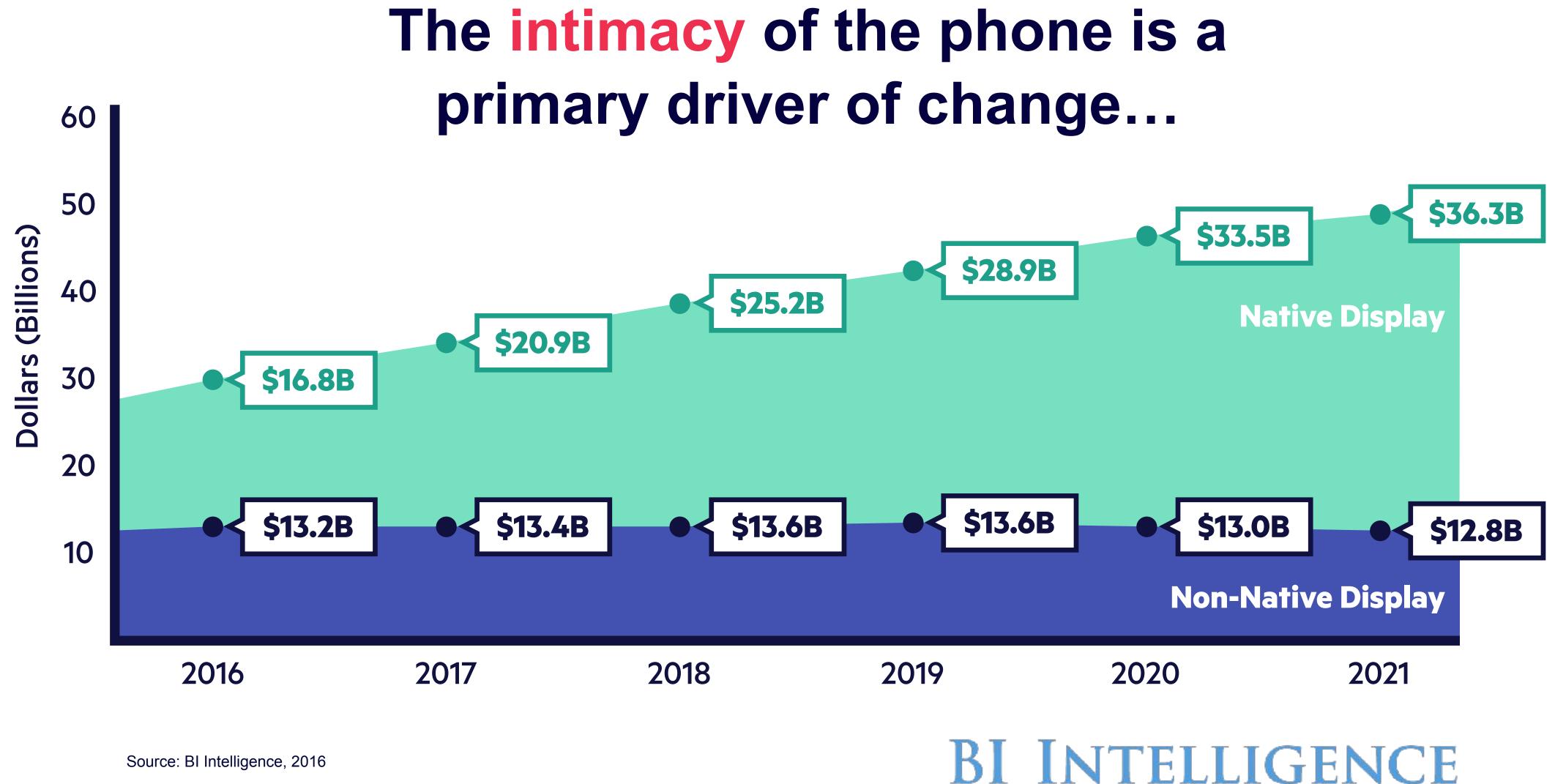






My Phone ... Me?







The Intimacy Principle

The more intimate and personal a device is, the more integrated the push messaging model must be.







NATIVE AD WORKSHOP

IN 2017: VIDEO IS NOW **INSTANT PLAY** & SILENT f P 2 0





of Adults Skip Pre-Roll

But standard campaign metrics do not report on who you did NOT reach with your pre-roll

Mirriad 2016: survey of over 1,000 adults created by ORC International





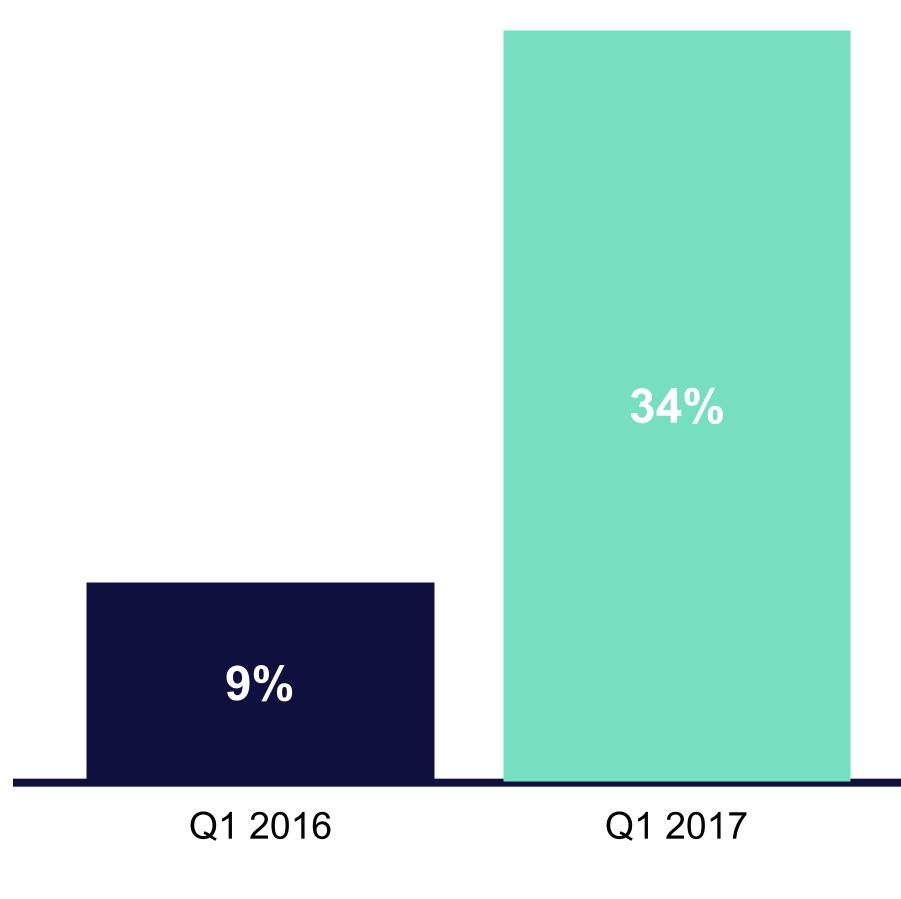
"Native is the antidote for the cohort of people who are no longer interruptible"



Native Outstream Video is the Fastest Growing Native Ad Format







Source: Sharethrough Exchange

In-Feed Instant Play Is The Expected Experience

Millennial Native Video Research

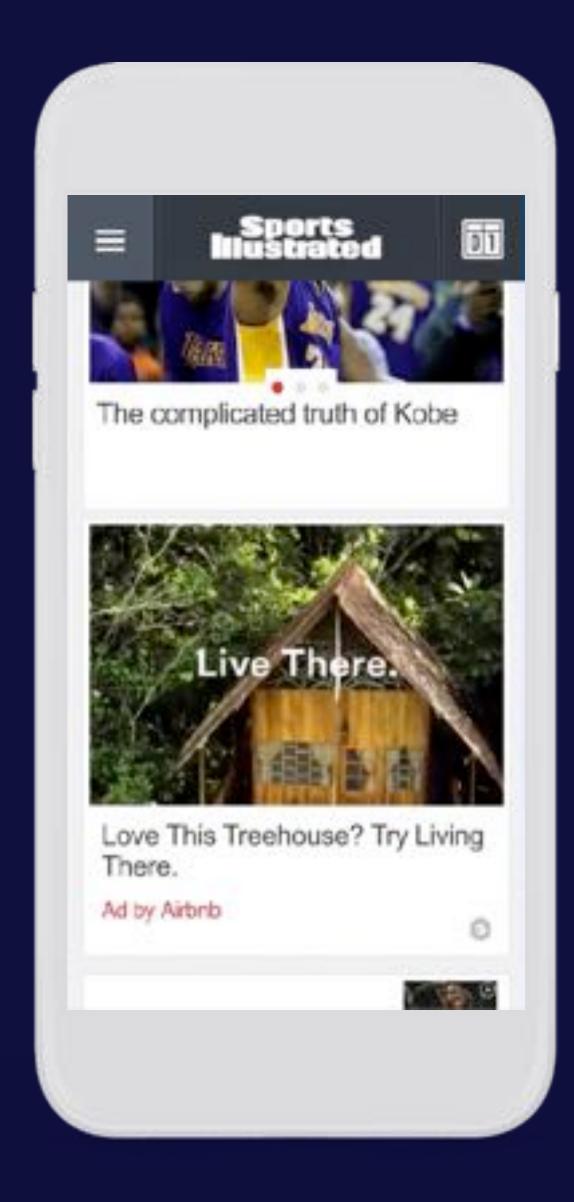


of Millennials Find Autoplay Videos Convenient

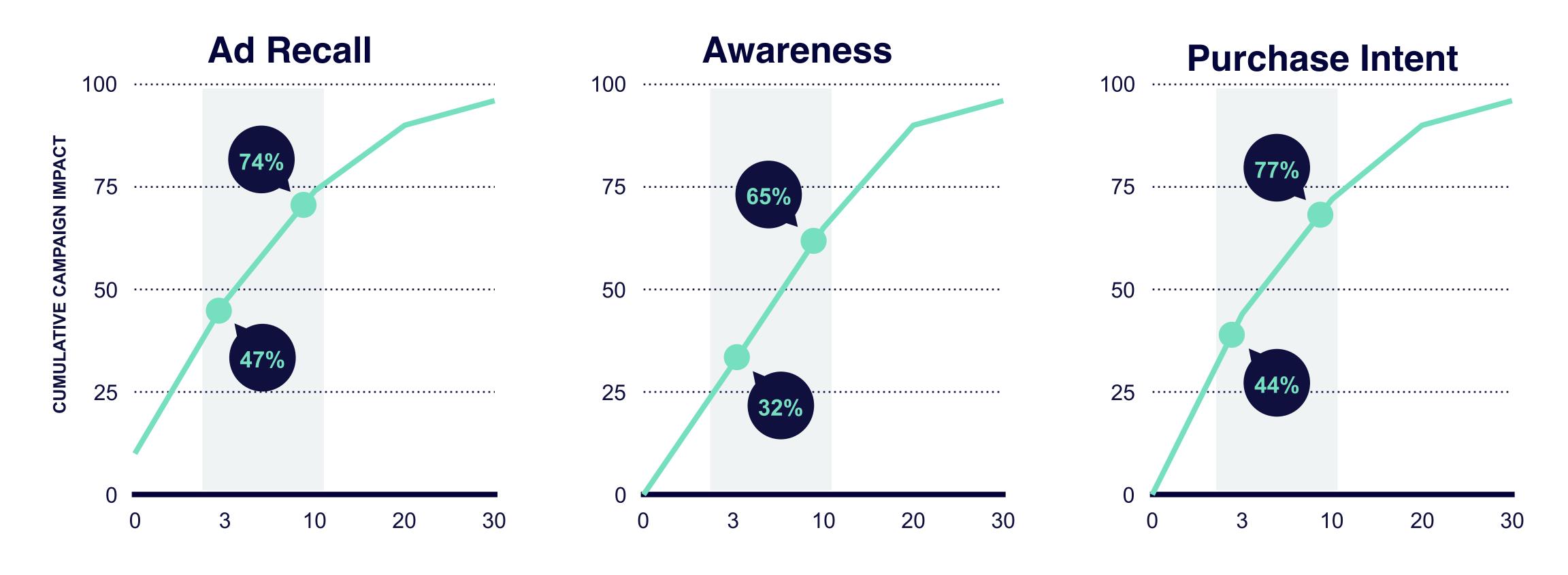


of Millennials Read Headlines While Watching Silent Autoplay Videos

Source: Qualtrics, "Millennials and Advertising" 2016



Instant Play Native Video = Instant Brand Impact The first 7 seconds make all the difference





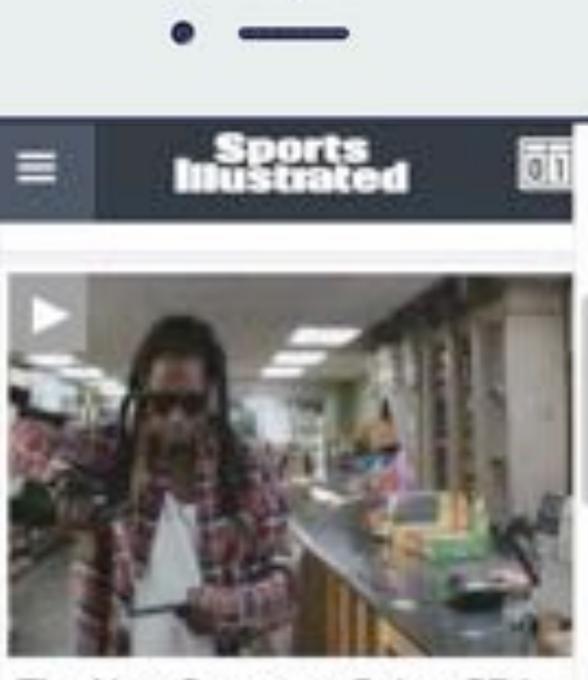
Source: Facebook



By Design, Native Ads Allow the Brand to be Upfront







The New Samsung GalaxyS7 Is So Waterproof LI Wayne Can Literally Pour Champagne on it All Day Long

Ad by Samsung

JPP relives fireworks accident





How Sharethrough Compares to Pre-Roll and Outstream

IN-STREAM



Pre-Roll





In an envirage entervires with Sharethroughts Co-Founder and CEO Dan Greenberg at NXTINE 2015, Linkedin's VP of Global Marbering Solutions A labor Engel in ada it clear what she wants Linkedin Is be unown for.



add to the journey.



No Context: i.e. headline, description, or brand elements

Professional Journey-And Profits From It

In Christine Borkowski on NATVY 206

If you talk to anyone about social networks, you'll hear different things about what each is meant for.

Sare, people update their Linkedte profiles as their cervers change, but Engel explained that the conterof gravity is about professionals who are aspirational about their carsers. Even for those not actively searching for a new career move, they are kooking to acquire new shifts, tips and information to

Non-Native

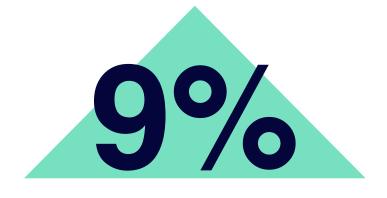


Native

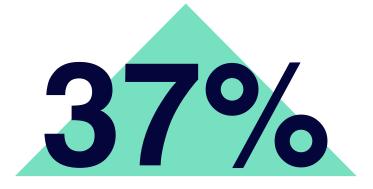
Includes Context: headline, description, brand logo



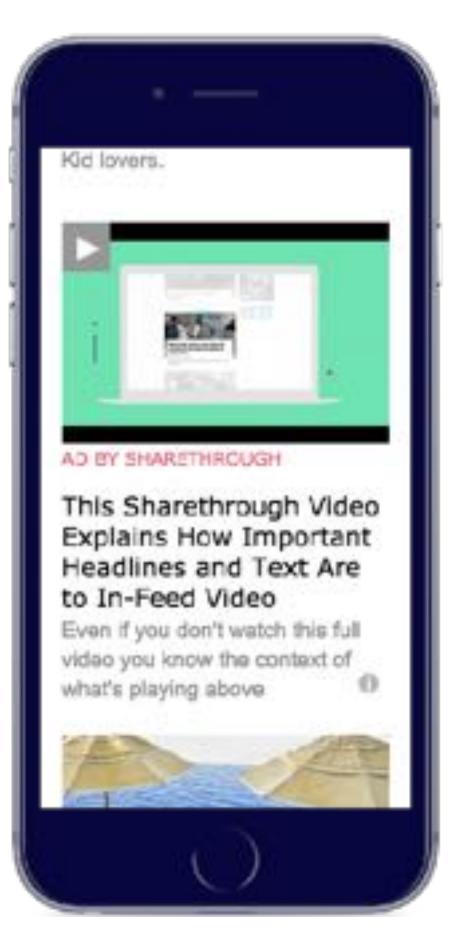
Native Video With Headlines Improves Performance



Lift in Awareness



Increase in Completion Rate



Native

Includes Context: headline, description, brand logo

SHARETHROUGH





Non-Native

No Context: i.e. headline, description, or brand elements

Native video performs because of headlines

CLICKTHROUGH RATE

average clickthrough rate on native (50% more than native display)



VIDEO BRAND EFFECT



higher brand lift than native non-video

BRAND AWARENESS

90/0

more brand awareness than non-native outstream



Best Practices For In-Feed Autoplay



DIGIDAY

39

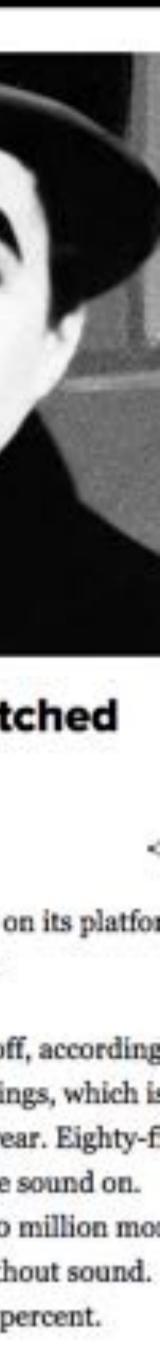
in

85 percent of Facebook video is watched without sound

Sahil Patel @sizpatel May 17, 2016

Facebook might be hosting upwards of 8 billion views per day on its platfor but a wide majority of that viewership is happening in silence.

As much as 85 percent of video views happen with the sound off, according multiple publishers. Take, for instance, feel-good site LittleThings, which is averaging 150 million monthly views on Facebook so far this year. Eighty-f percent of its viewership is occurring without users turning the sound on. Similarly, millennial news site Mic, which is also averaging 150 million mo Facebook views, said 85 percent of its 30-second views are without sound. PopSugar said its silent video views range between 50 and 80 percent.



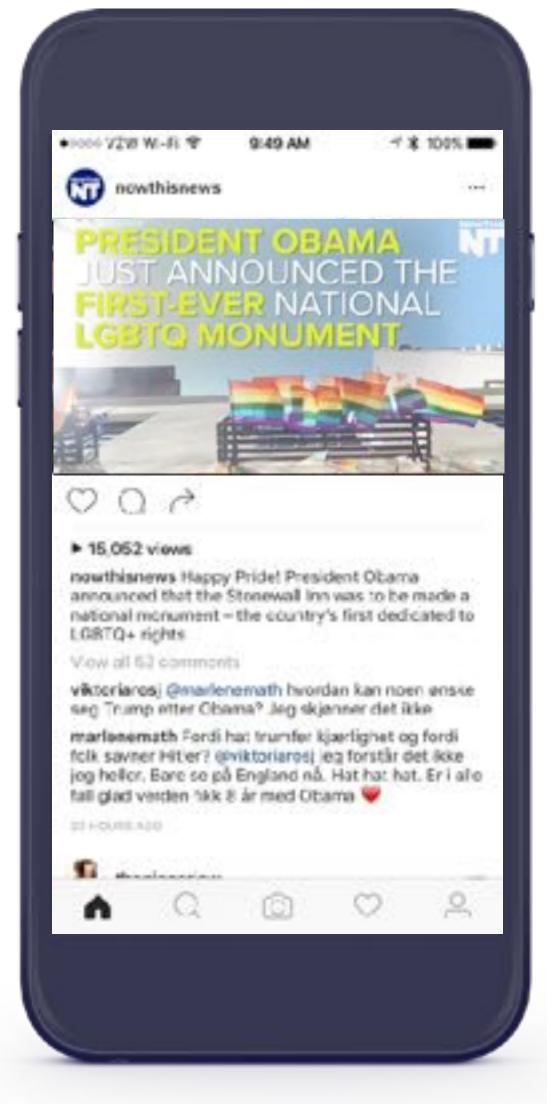
Learn from Mobile-First Video Creators

Text & Big Bold Words In Every Video

SHARETHROUGH



TASTY





Mention Brand in First 5 Seconds

Increase Brand Lift

i Ur lovers

AD BY SWIFFER

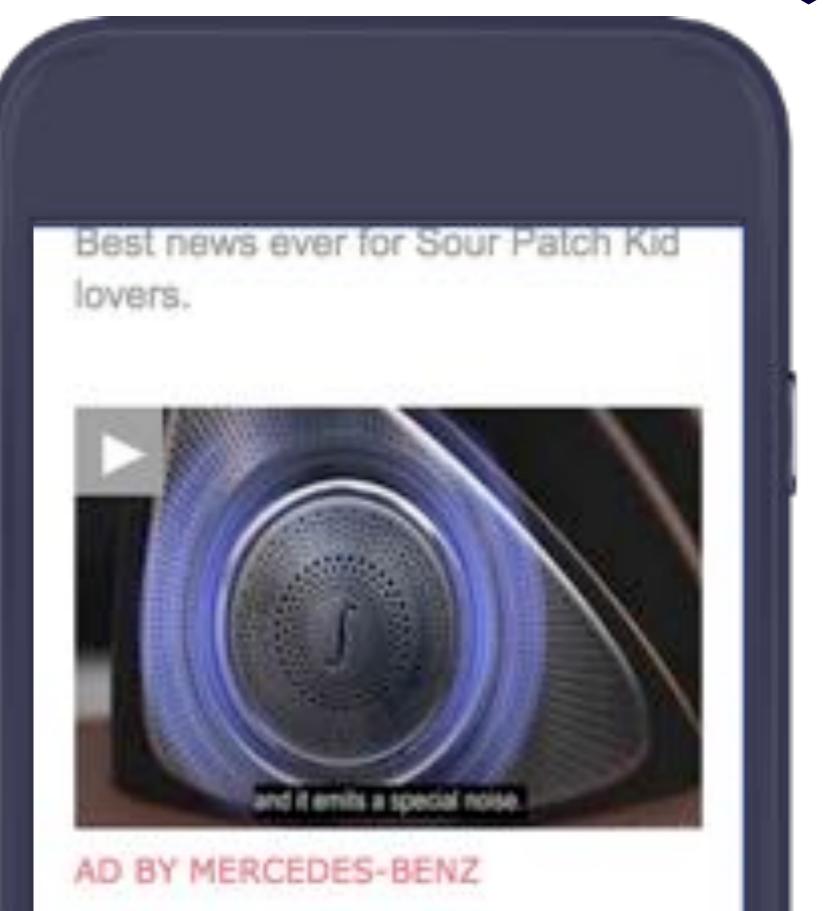
Discover 3 Neat Ways to Use Swiffer. Looking at Her, it Actually Seems Fun!

This video shows you efficient and interesting ways to use your Swiffer products.

Add Text to Video

Captions Improve Completion Rate By 28%

Source: Twitter/OMG Study 2017

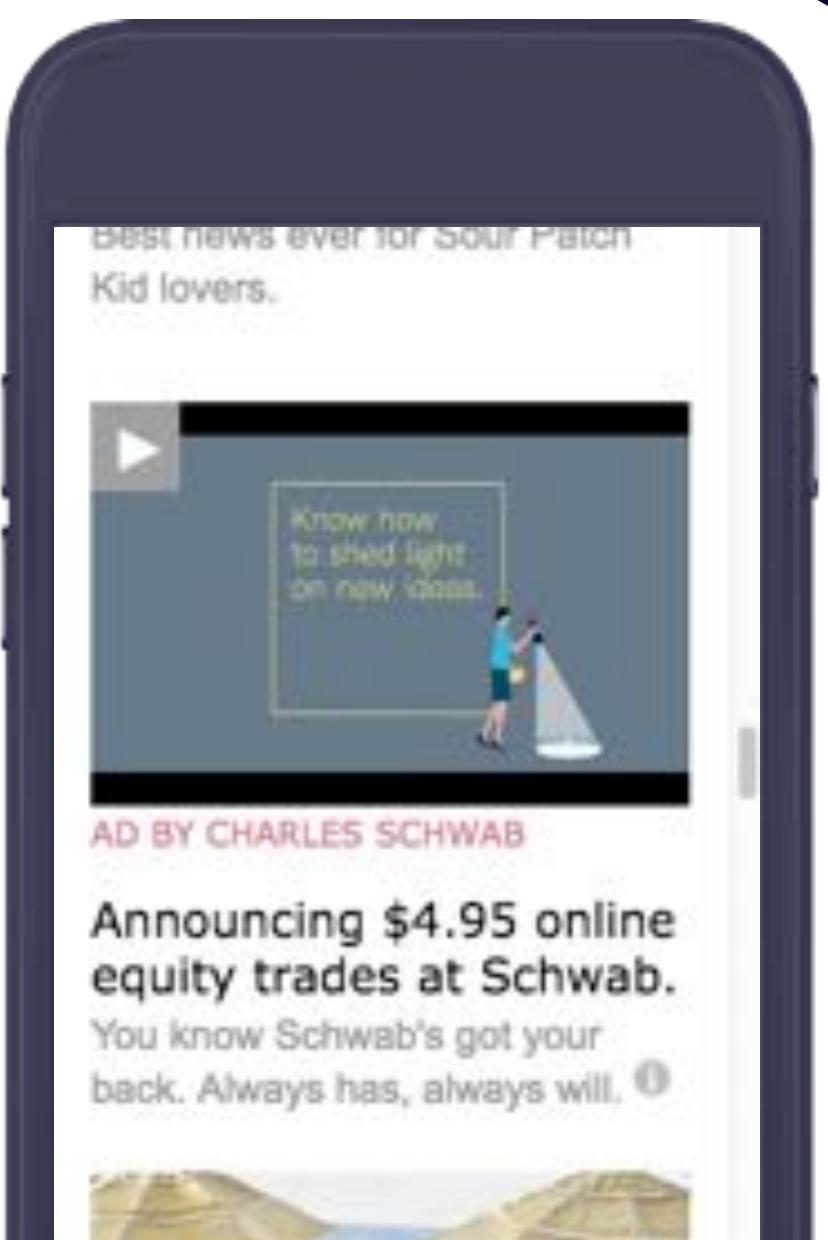


Have you heard? PRE-SAFE® Sound debuts in the all-new 2017 E-Class.

Learn how the new E-Class helps protect not only your body in a crash, but your hearing as well.

Lead with the Headline

Be Straight Forward



SHARETHROUGH

How Engaging Is Your Headline?

At 60 Miles an Hour, the Only Thing You Hear in the New Rolls Royce Is the Ticking of the Dashboard Clock

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headlines.sharethrough.com

SHARETHROUGH



E



Characters: 105 Words: 22



David Ogilvy



How to Get People to Stop in The Feed & PAY ATTENTION



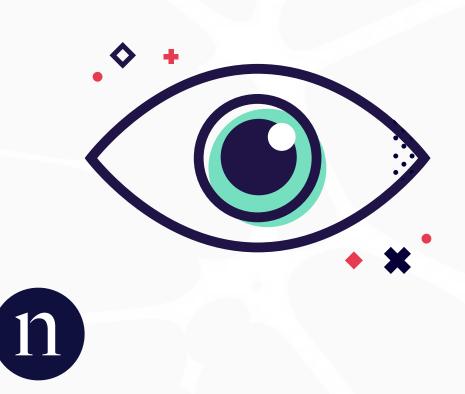
Quick Overview of Methodology



High Resolution Dense-array EEG

1

32 Sensors collect data at 500times per second capturing activityacross all brain regions.



Eye-tracking

Tracks visual focus at 60 times perLinguistic inquiry word countsecond on tablet.(LIWC) developed by the Universityof Texas, Austin (+SPSS).



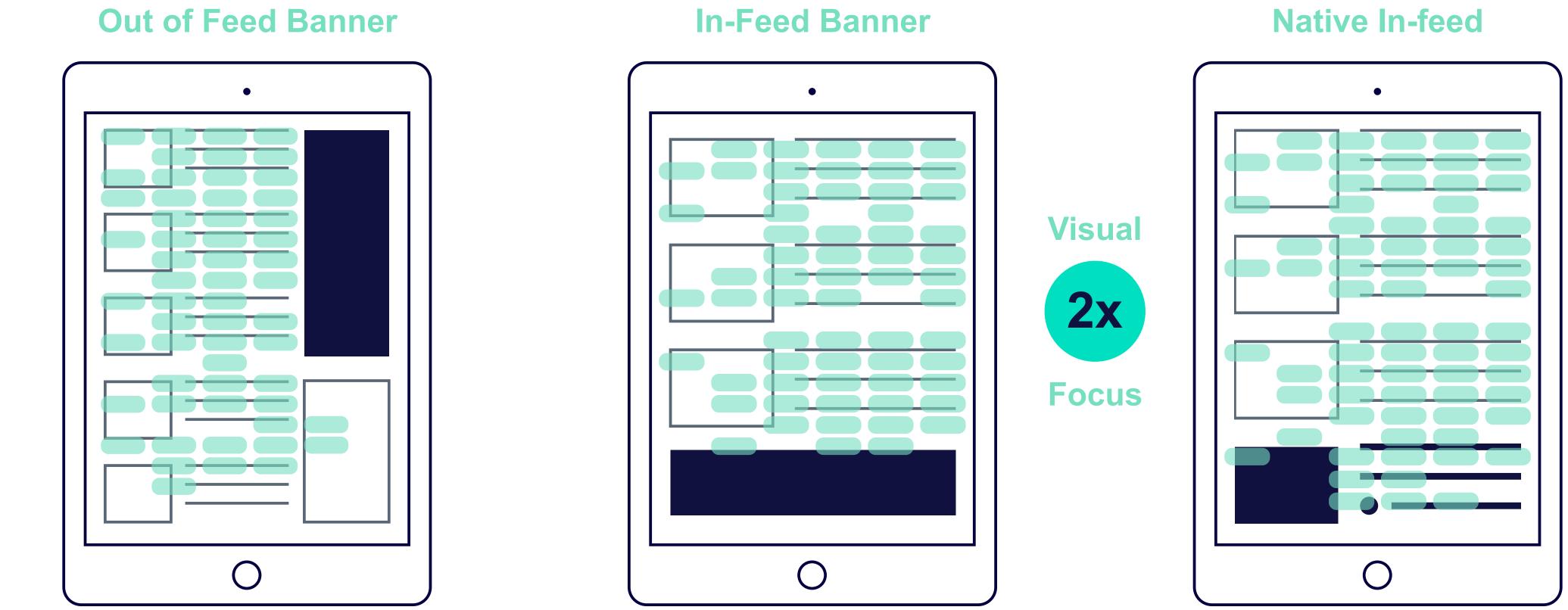


Academic Research

Ground findings in academic research (MIT, UOTA, USC, etc.).



In-Feed Native Ads Receive Twice As Much Visual Attention As Banners



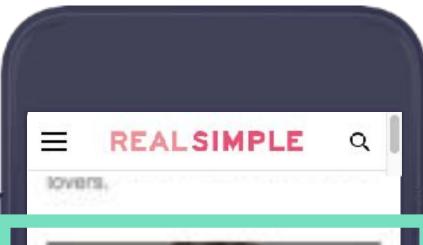
Nielsen/Sharethrough, "A Neuroscience Perspective," 2015 and 2013 IPG Media Labs Brand Study





Native Ads Are Read, Not Just Seen







AD BY ATST

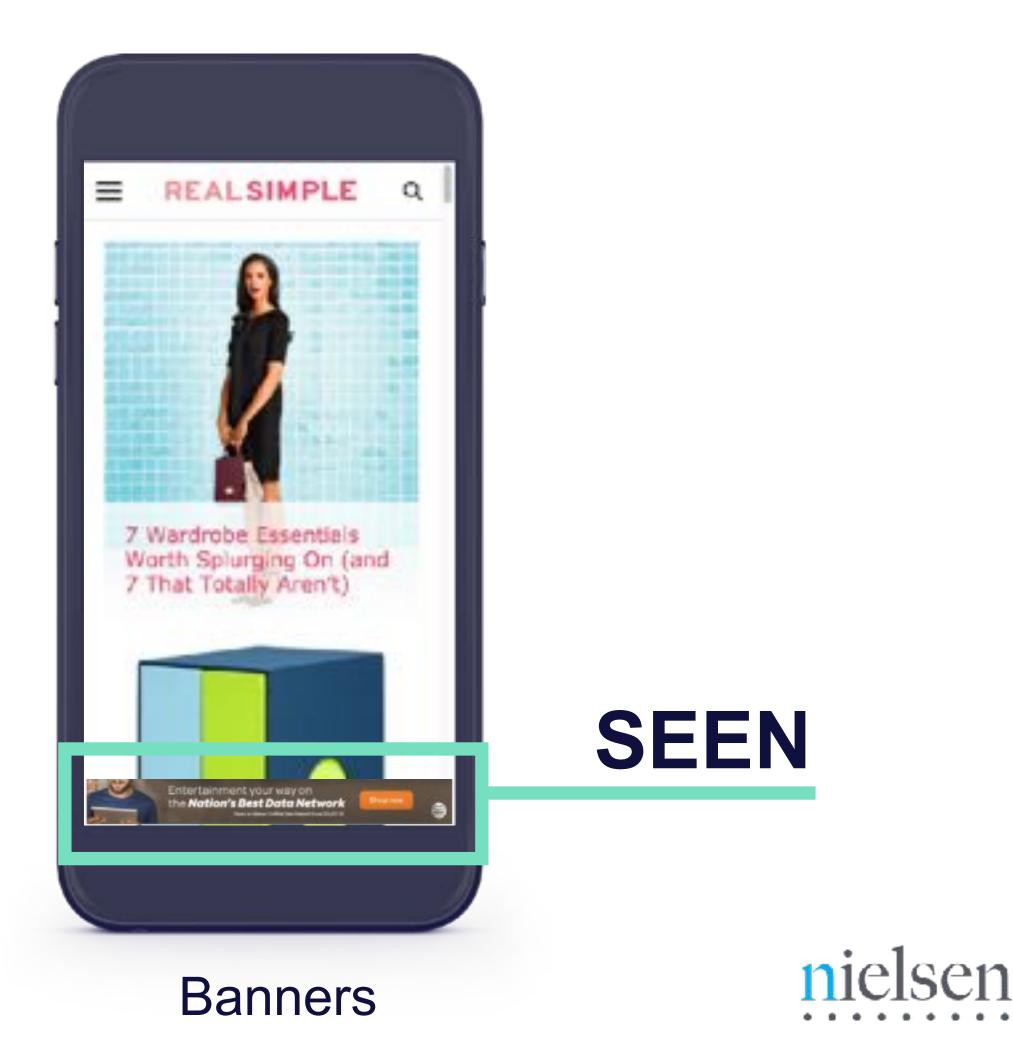
New Study Reveals AT&T Has the Nation's Best Data Network. Enjoy it With These Top Entertainment Devices

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Based on Nielsen Certified Network Score Q2+Q3 '16







Brands Are Converting Banner/Pre-roll Strategy to a Native Strategy



2x BRAND LIFT 10x CTR 4x ROAS

lovers.



AD BY TEFFANY & CO.

Tiffany's Legacy of Style and Swiss Watchmaking Expertise Unite

Our founder Charles Lewis Tiffany instalied a clock outside of Tiffany & Co. long before public clocks became commonplace.

An Unexpected Finding...



EEG Activity Reveals That a Specific Set of "Context Words" Maximize Neural Connections & Trigger Attention

Context Words Trigger Attention

Time

Insight



Relating Discover Thoughts

Secret

Considering

History

Everyday

Years

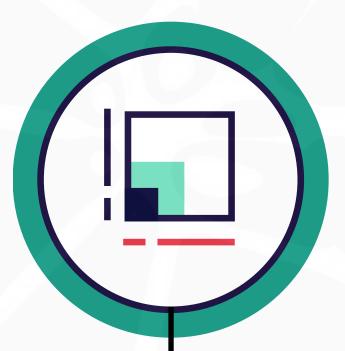
Soon

Updated





Space



Upon

Above

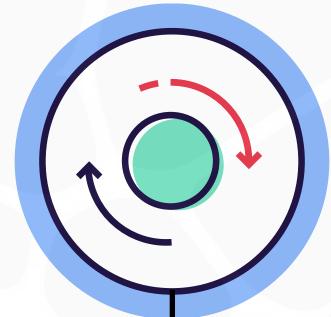
Beyond

Biggest

Everywhere

1,078 TOTAL CONTEXT WORDS





Appear Replacing Entering Falling **Tallest**



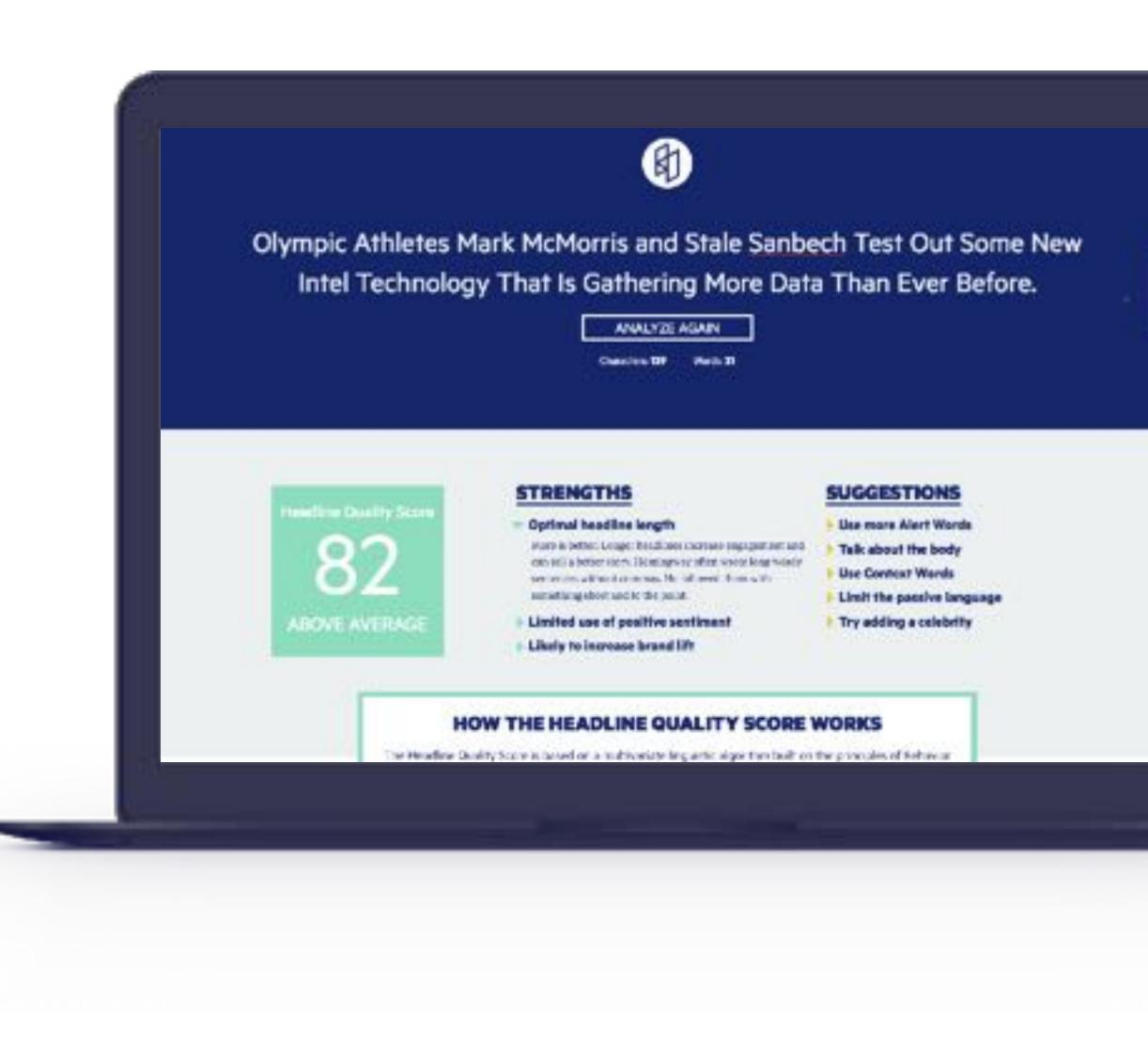
Project Hemingway Headline Analyzer

Native Ad Headline Optimizer Tool For Content Marketers

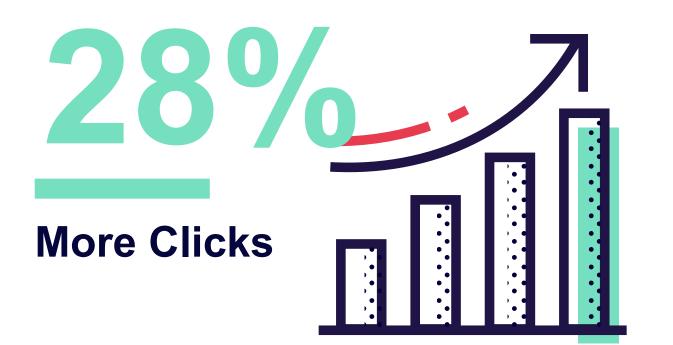
headlines.sharethrough.com

Native Copywriting Philosophy



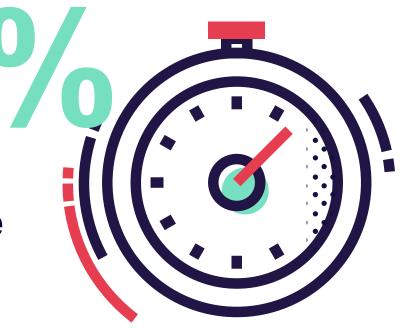


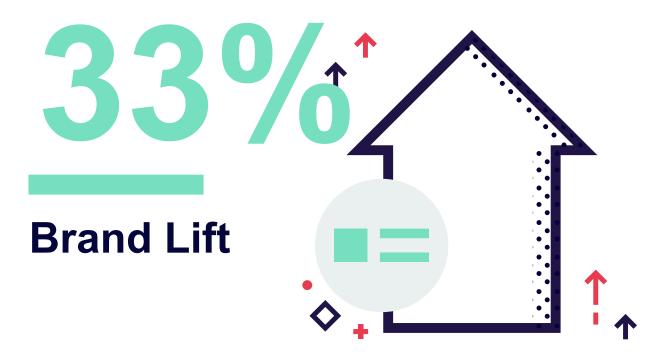
Optimized Native Ad Headlines Drive Much Better Campaign Results



More Time Spent







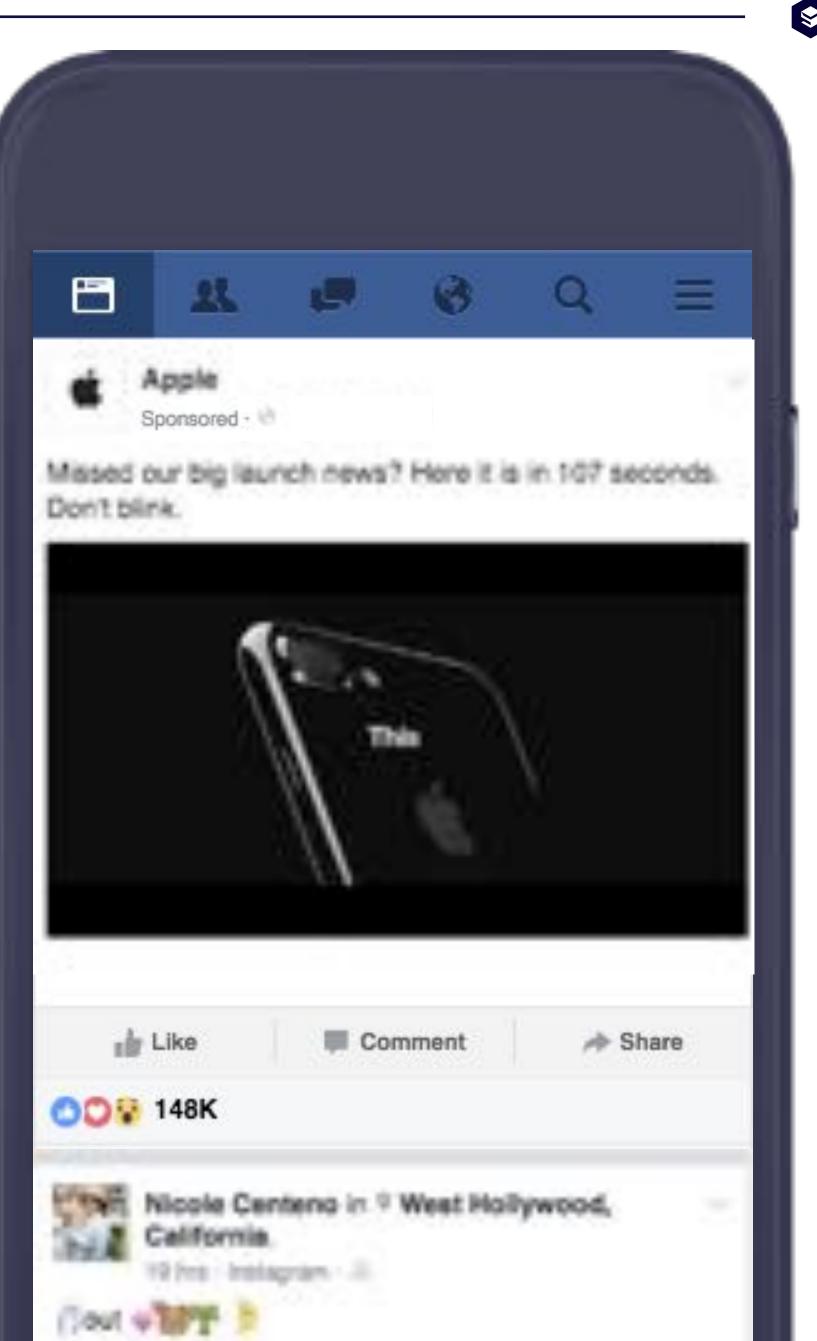
headlines.sharethrough.com

Best in Class Examples



Best In Class

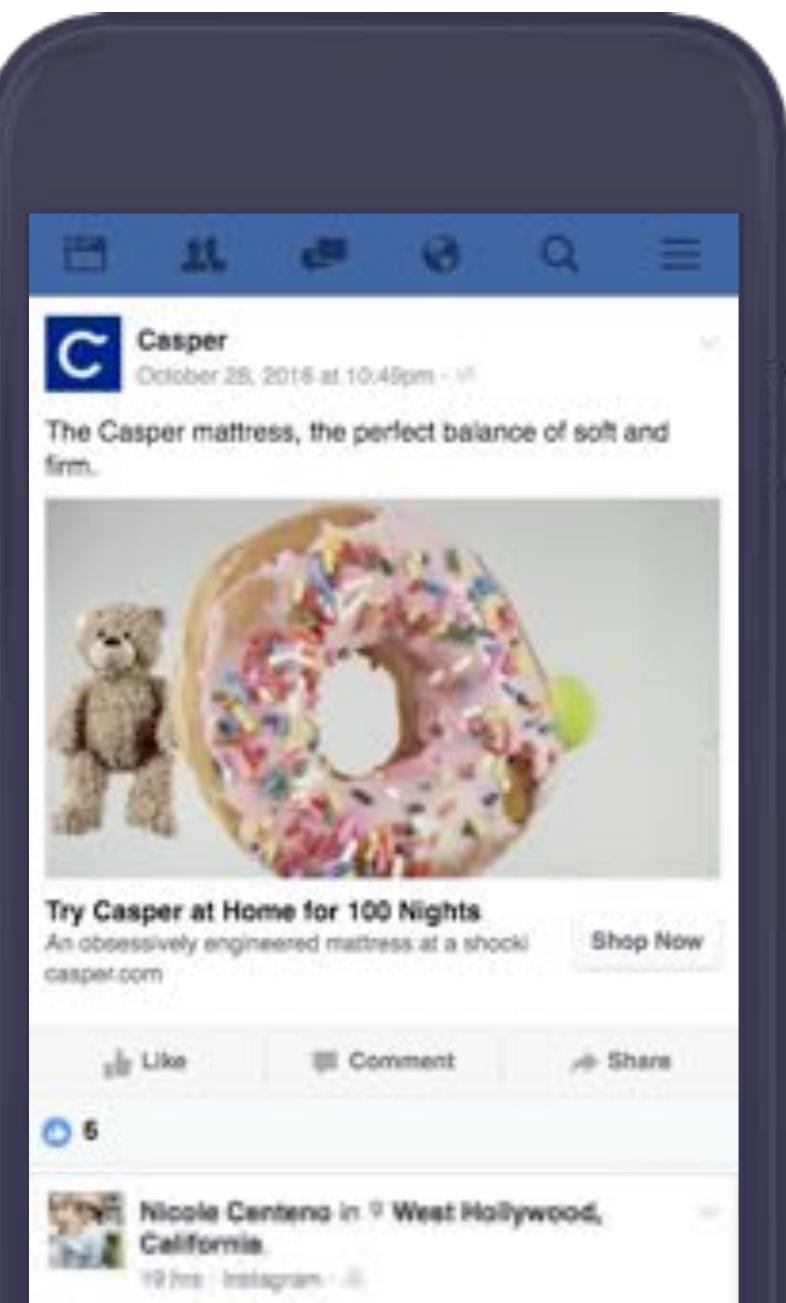
Product Launch: iPhone 7



Best In Class

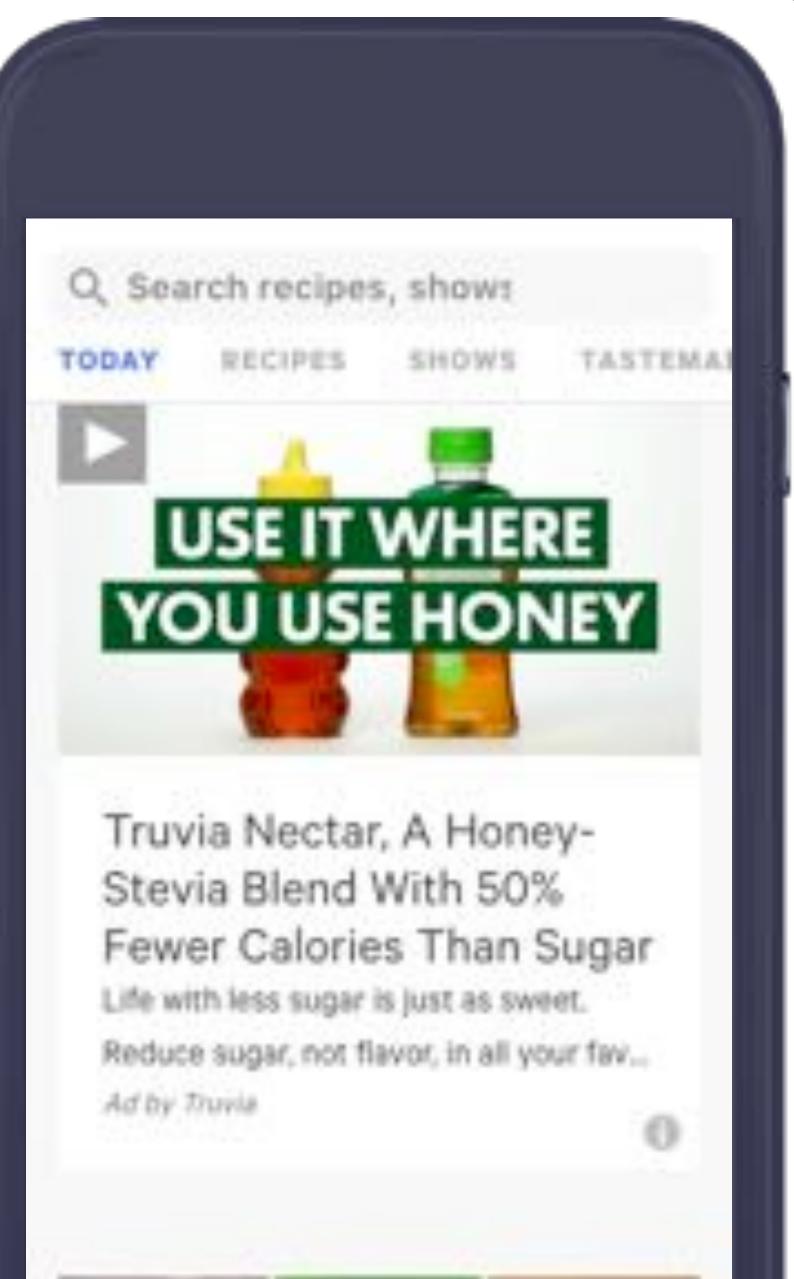
Product Benefits: Casper





Best In Class

Awareness: Truvia



Best In Class

Product Update: Bud Light



These Bud Light Mavs cans are as ready for the game as you and your friends are.

Ad by Bud Light

JPP relives fireworks accident



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Dallas



Best In Class

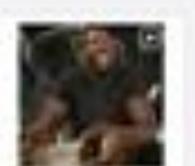
Product Update: Bud Light



These Bud Light Spurs cans are as ready for the game as you and your friends are.

Ad by Bud Light

JPP relives fireworks accident



San Antonio

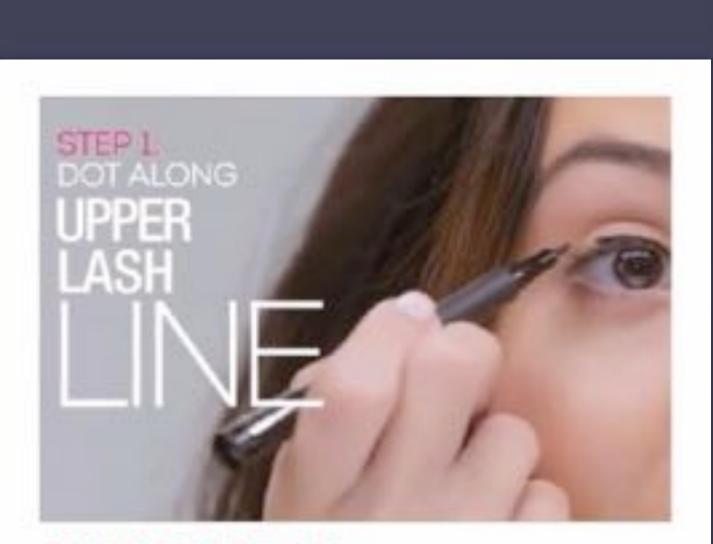




Best In Class

How To: Covergirl





AD BY COVERGIRL

This Easy Tutorial Will Show You How To Achieve The Winged Eyeliner Look

Learn how to create the perfect winged eyeliner in this COVERGIRL makeup tutorial! Giselle Ugarte walks you through four easy steps to get the look you desire.

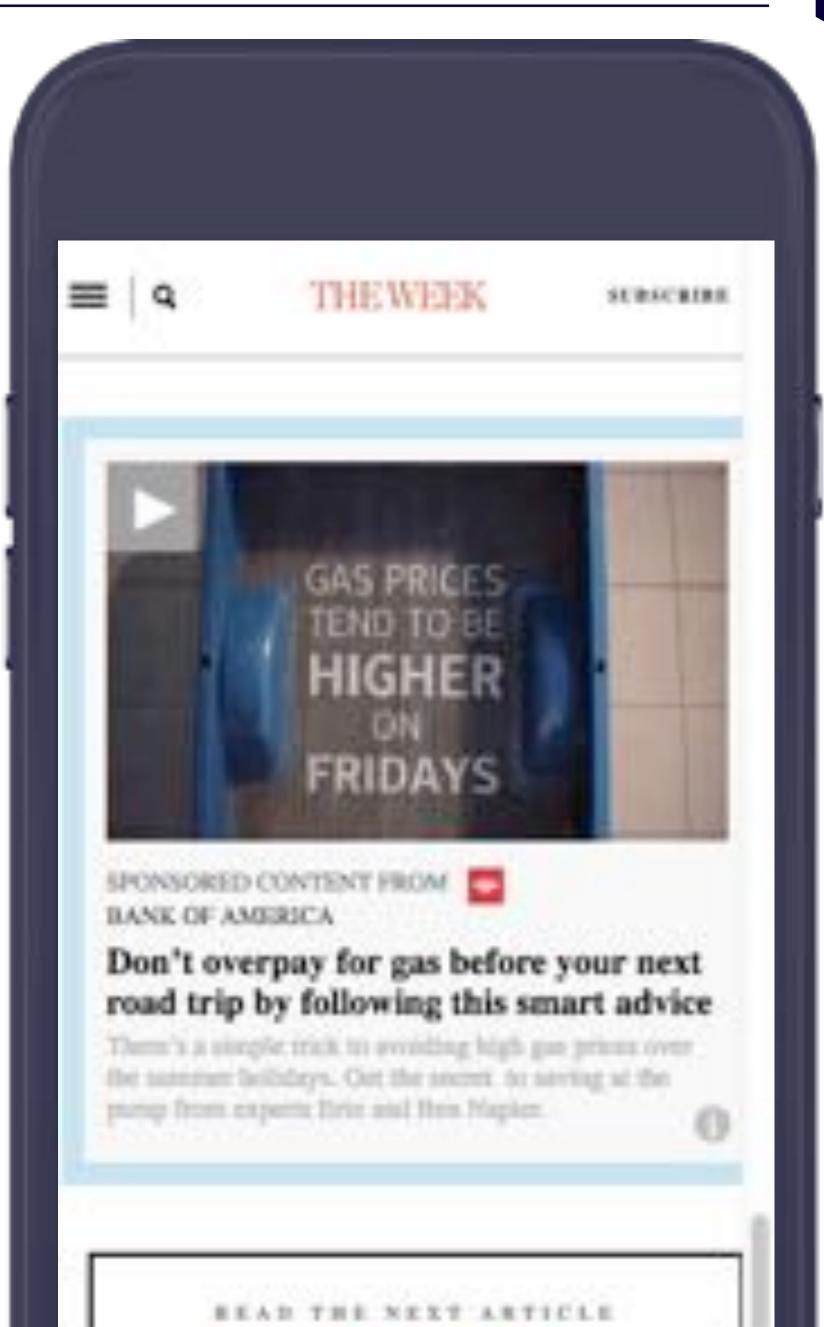
Best In Class

TV Spot: Rocket Mortgage



Best In Class

Expert Advice: Bank Of America



Best In Class

Gen Z/Millennial Target: truth



01 -

FACT: Cats Are 2X More Likely to Get Cancer If Their Owner Smokes

Ad by truth

JPP relives fireworks accident

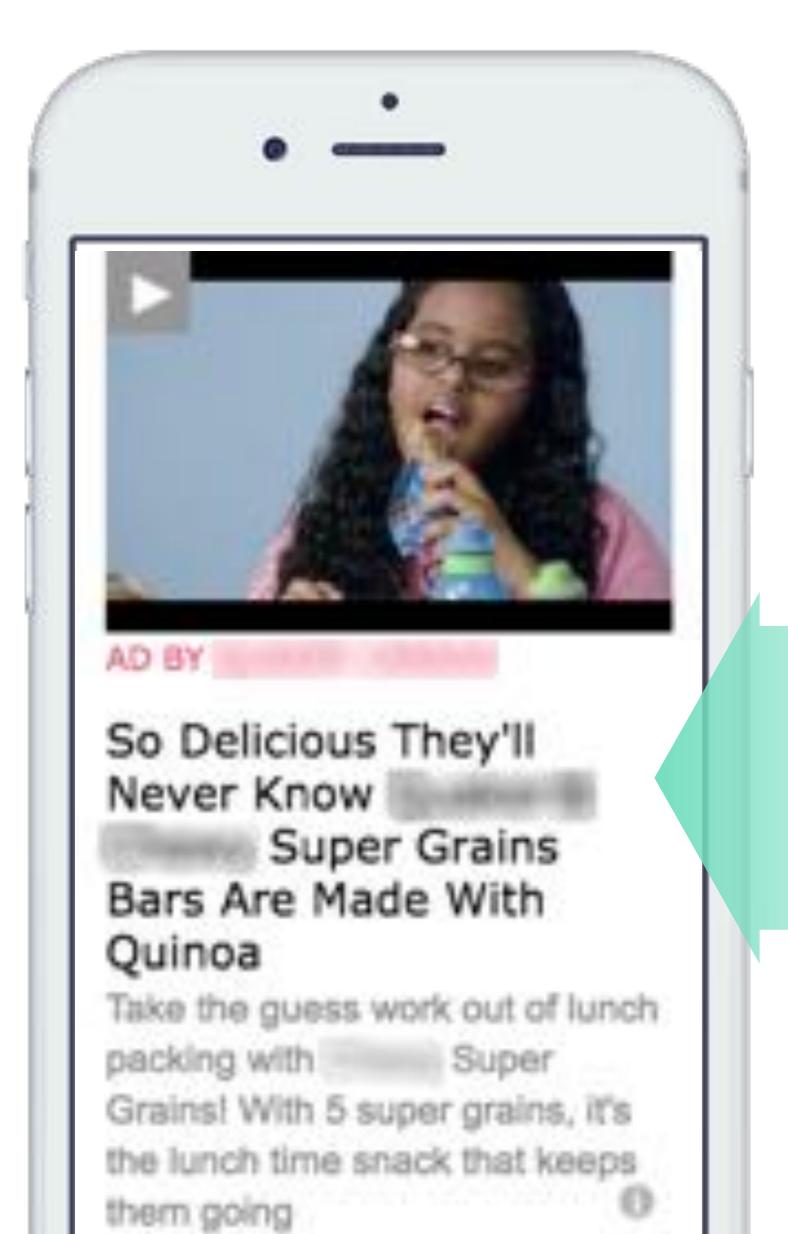


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ROI Case Studies



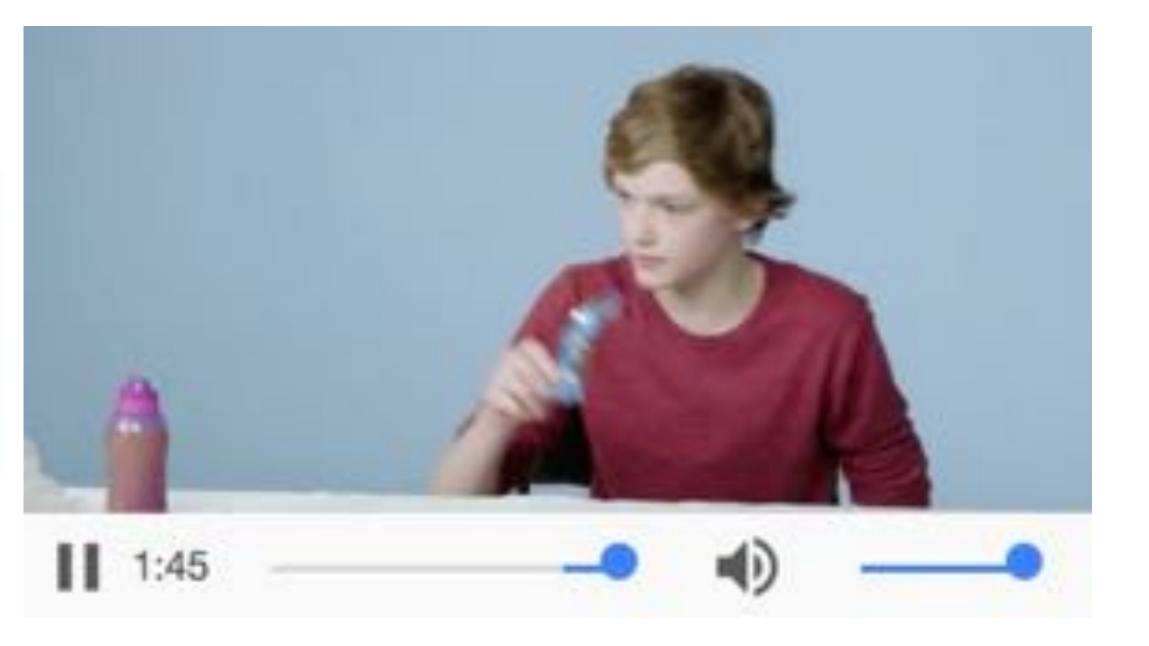
Increase Message Awareness with Native Video



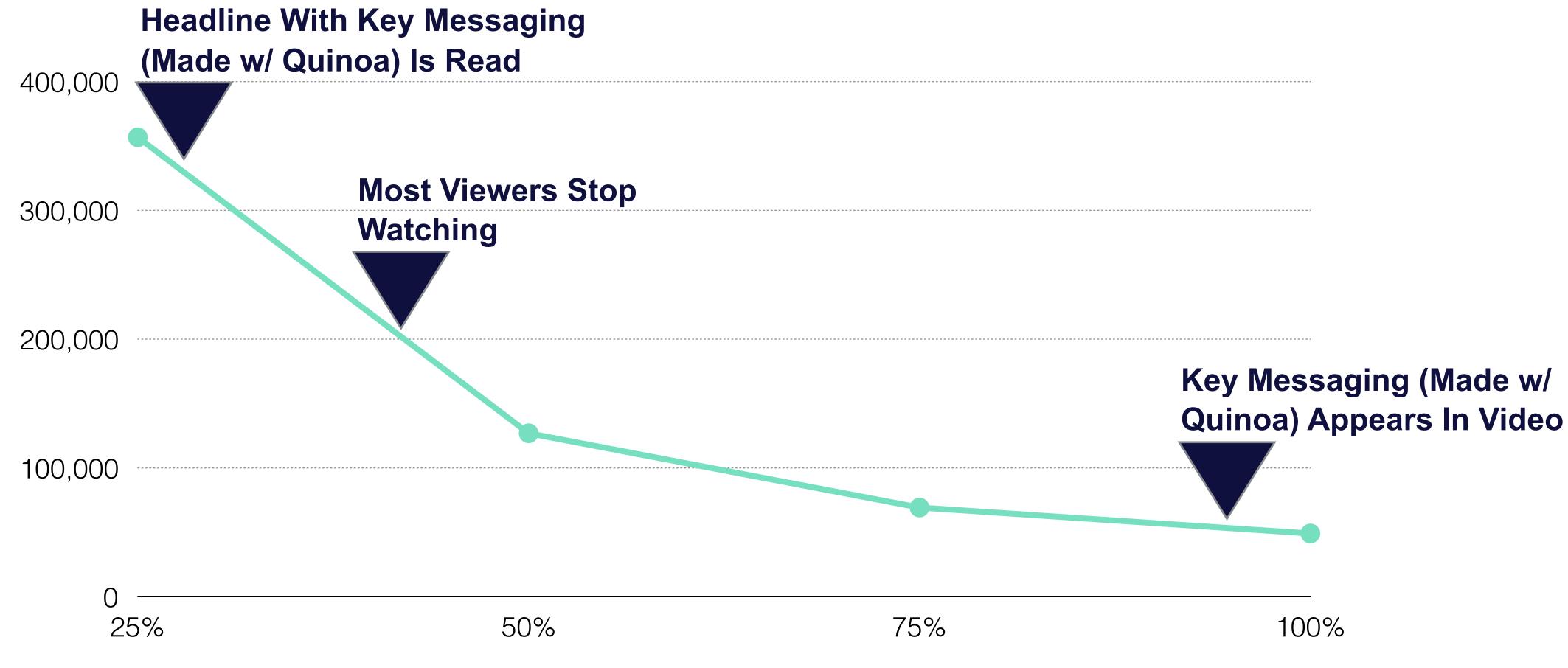
Food Brand Uses Headlines To Set Context For Long-Form Video

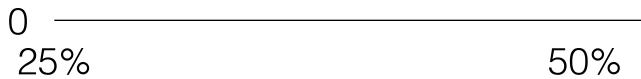
Goal: Increase message awareness











VCR By Quartile For the Campaign

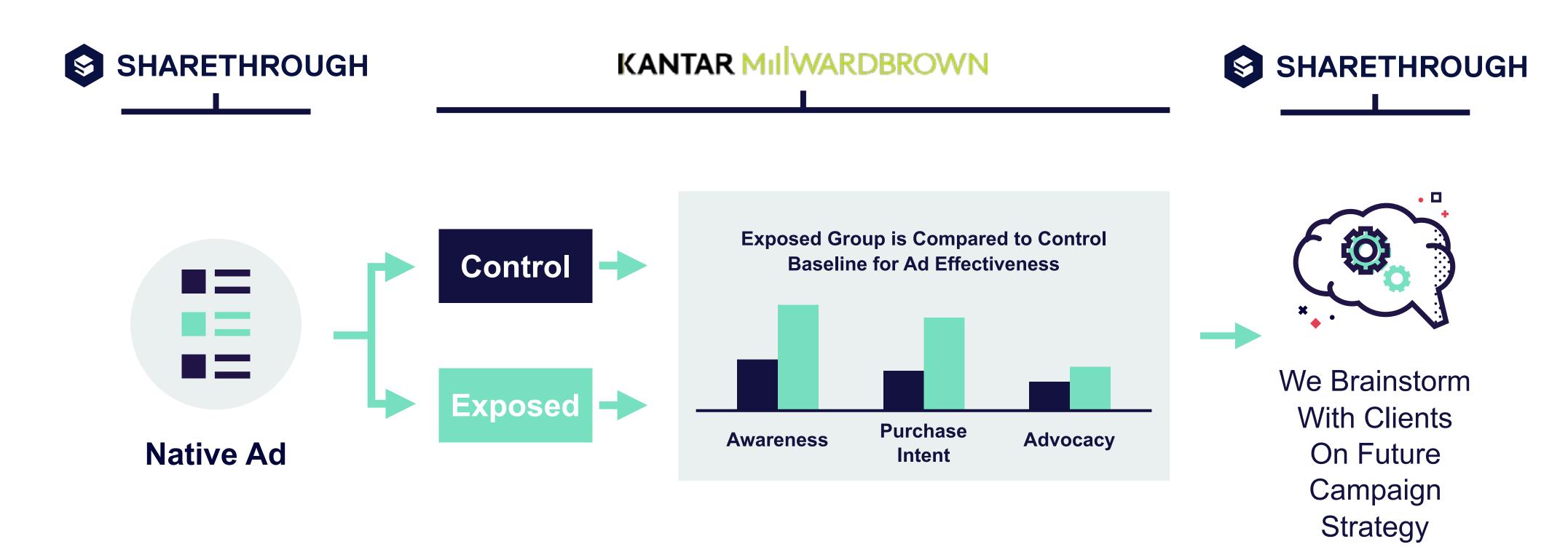


Key Messaging Buried at End of Video

Most viewers stopped watching around the :27 second mark

NATIVE ROI

How We Measure Brand Lift



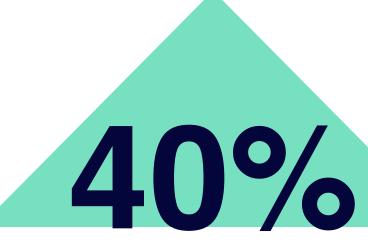


Campaign Performance Across Marketing Funnel

Overall, the campaign saw strong results across the board in every brand metric measured



Lift in aided brand awareness**

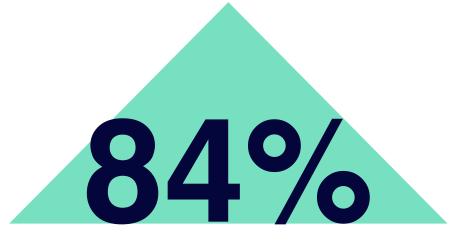


Lift in brand favorability***





Lift in purchase intent***

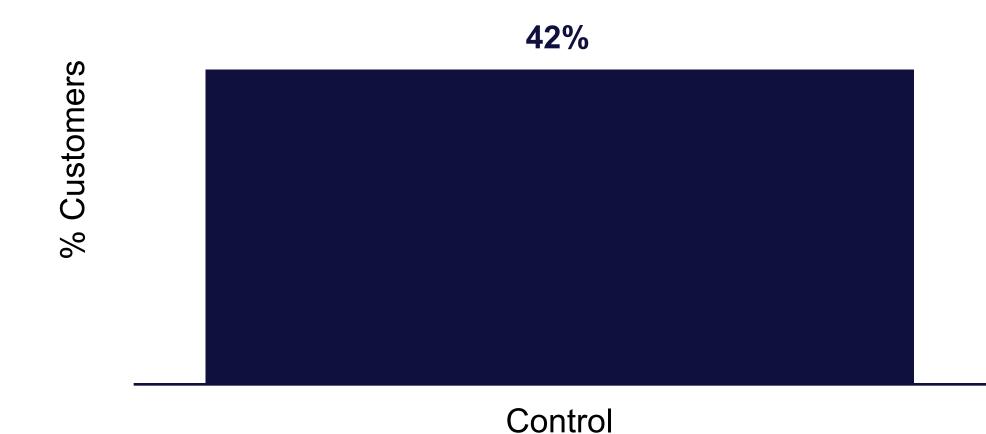


Lift in brand advocacy ***

Source: Millward Brown Digital / Sharethrough

Measurable Increase on Message Awareness





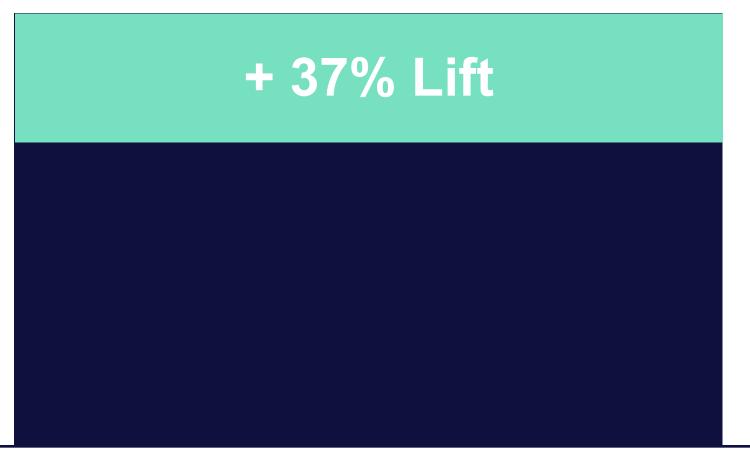
*Directional Lift; **Statistically significant increase at 70% confidence level; ***Statistically significant increase at 80% confidence level



As a direct result of the native ad campaign, 112,000 more people are now aware that the product is made with quinoa at a cost of \$.89 per person

MESSAGE AWARENESS LIFT

58%

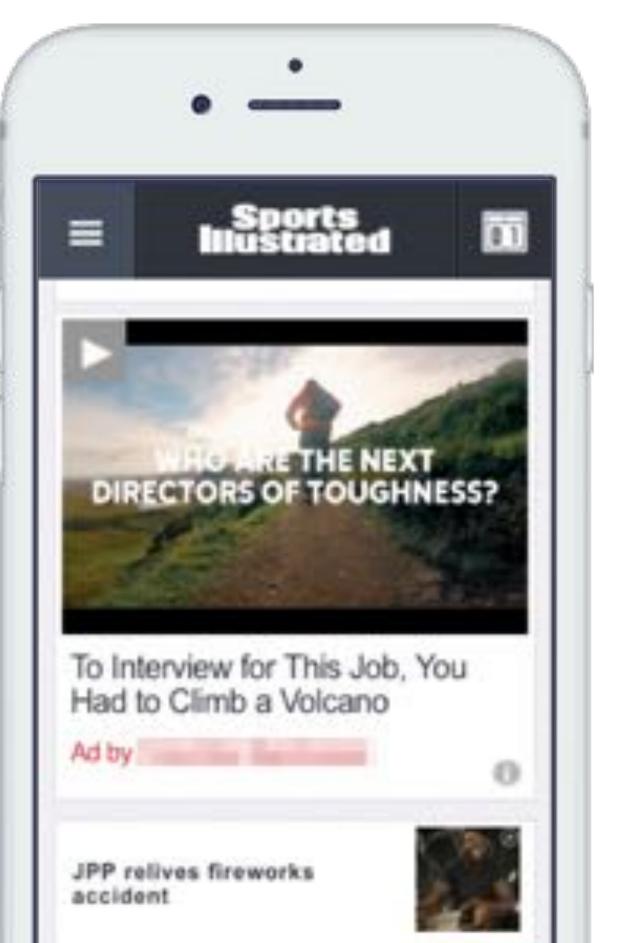


Exposed

Increase Foot Traffic with Native Video

Outdoor Apparel Brand Uses :15 Videos & Blog Content Goal: Increase sales

Native Video



Blog Content







Creative

:15 Videos Blog Content

DIRECTORS OF TOUGHNESS

A THE LOOP IN

.

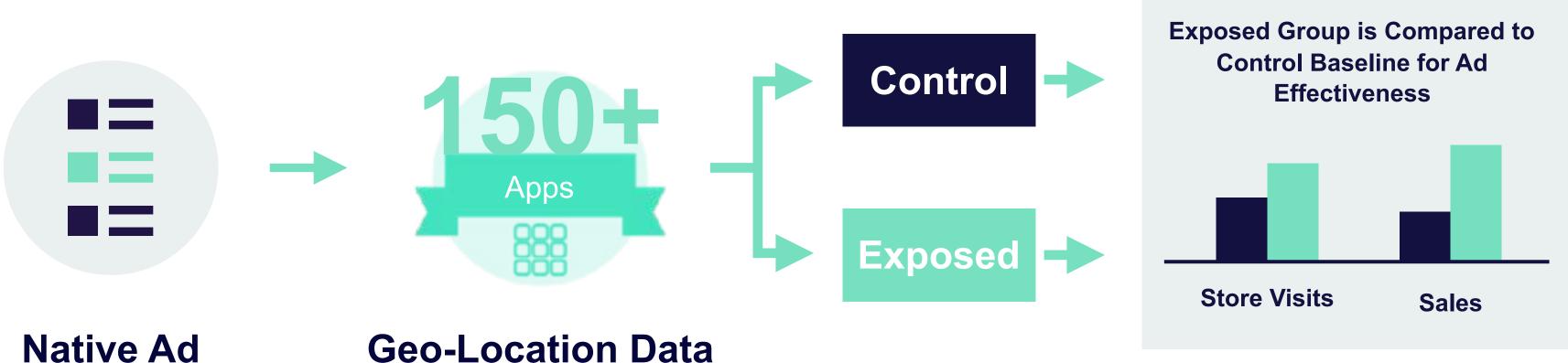




How We Measure In-Store Foot Traffic Lift

Placed Measures In-Store Traffic, Correlated to Ad Exposure





Native Ad



Placed.

PLACED x SHARETHROUGH RESEARCH:

Native Ads Increased Retail Foot Traffic

National Campaign Drove Strong Foot Traffic to Local Sporting Goods Stores



High Conversion Rates

20.62%

8.76%

Lift in Foot Traffic **Placed Benchmark: 6.70%**







Increased Store Visits 187,409

Earning Attention with Sharethrough Native Ads Deliver In-Store Foot Traffic Far Above The Placed Average

3X ABOVE PLACED AVERAGE

6.70%

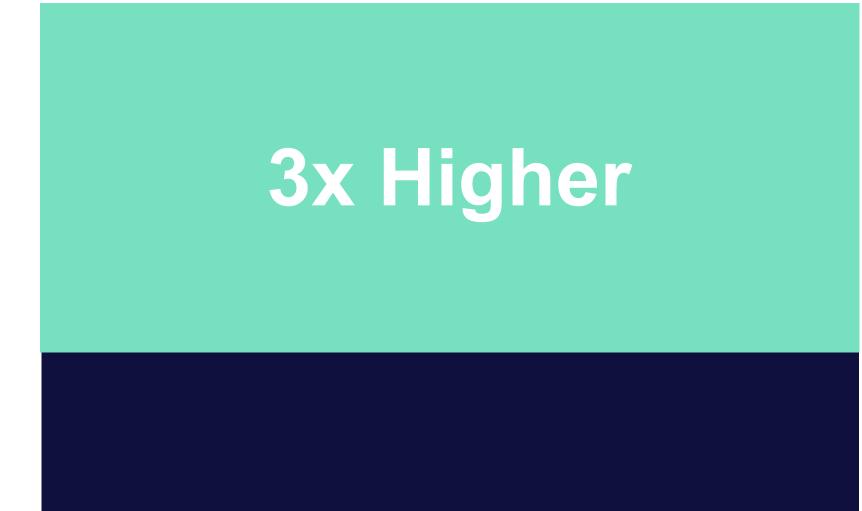
Placed Benchmark

Lift in Foot Traffic

In-Store Visit Lift within 30 Days | Data from Columbia Fall '16 campaign only | Significant at 99%



20.62%



Sharethrough

Source: Placed



Leverage Sharethrough to Drive In-Store Traffic

Brands That Use Sharethrough Achieve

21% lift in store visits

75% success rate

\$0.27-\$1.07

average cost per additional visit





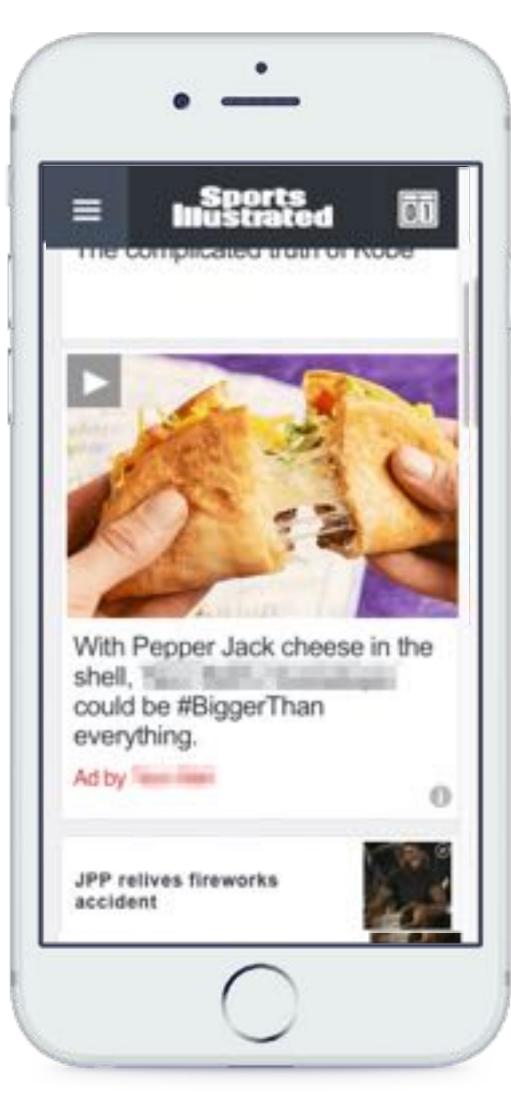


Increase Sales with Native Video



NATIVE ROI

QSR Brand Introduces New Menu Item & Store Locations



SHARETHROUGH

Native Video



PR Articles





PLACED RESULTS:

20X ROAS

Increase in Foot Traffic x Avg. Purchase Size led to equivalent of a 20.2x return on ad





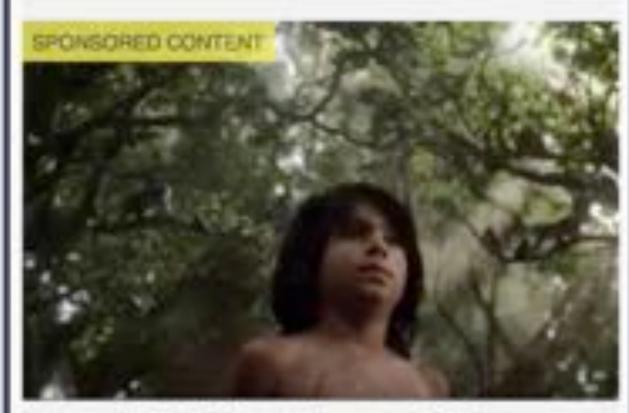
PROGRAMMATIC UNLOCKS NATVE A "custom" ad format, now standardized

Programmatic Native Landscape

Advertiser	DSP	
	() theTradeDesk	
XAXIS CADREON	AppNexus	
Caccuen vivaki 	DoubleClick Bid Manager	
P&G 🕵	Native SSP	•
М. М.	S	
Coca Cola MINDSHARE	SHARETHROUGH	



Menshealth Sussesser The Fushing Workout That Crushes Your Chest



Love This Treehouse? Try Living There.

BY AIRBNB

Love this? Live there. \$100 off all treehouses. Book Now.

NATIVE VIDEO 101



Future of Native Video

New Formats: 360° Video

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PENNSVLVA

360 Video Example

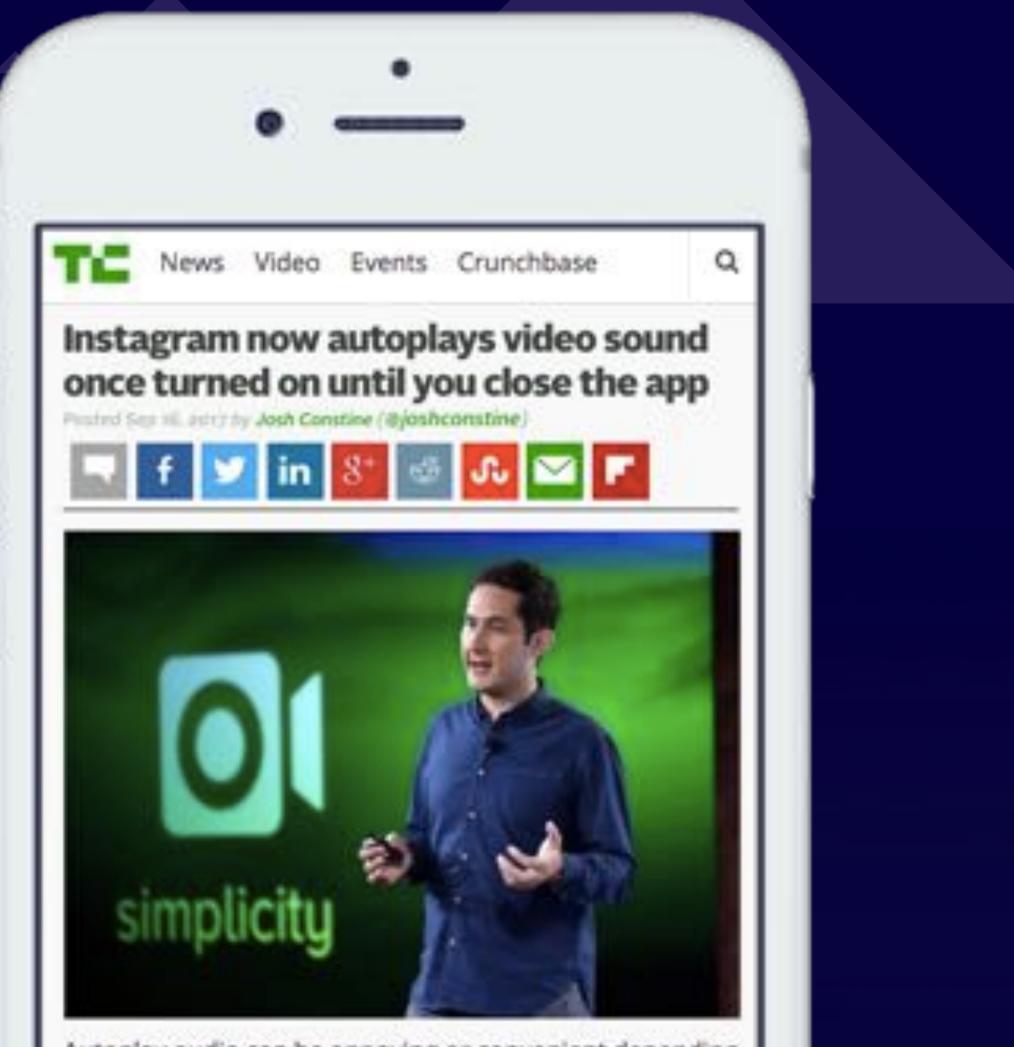
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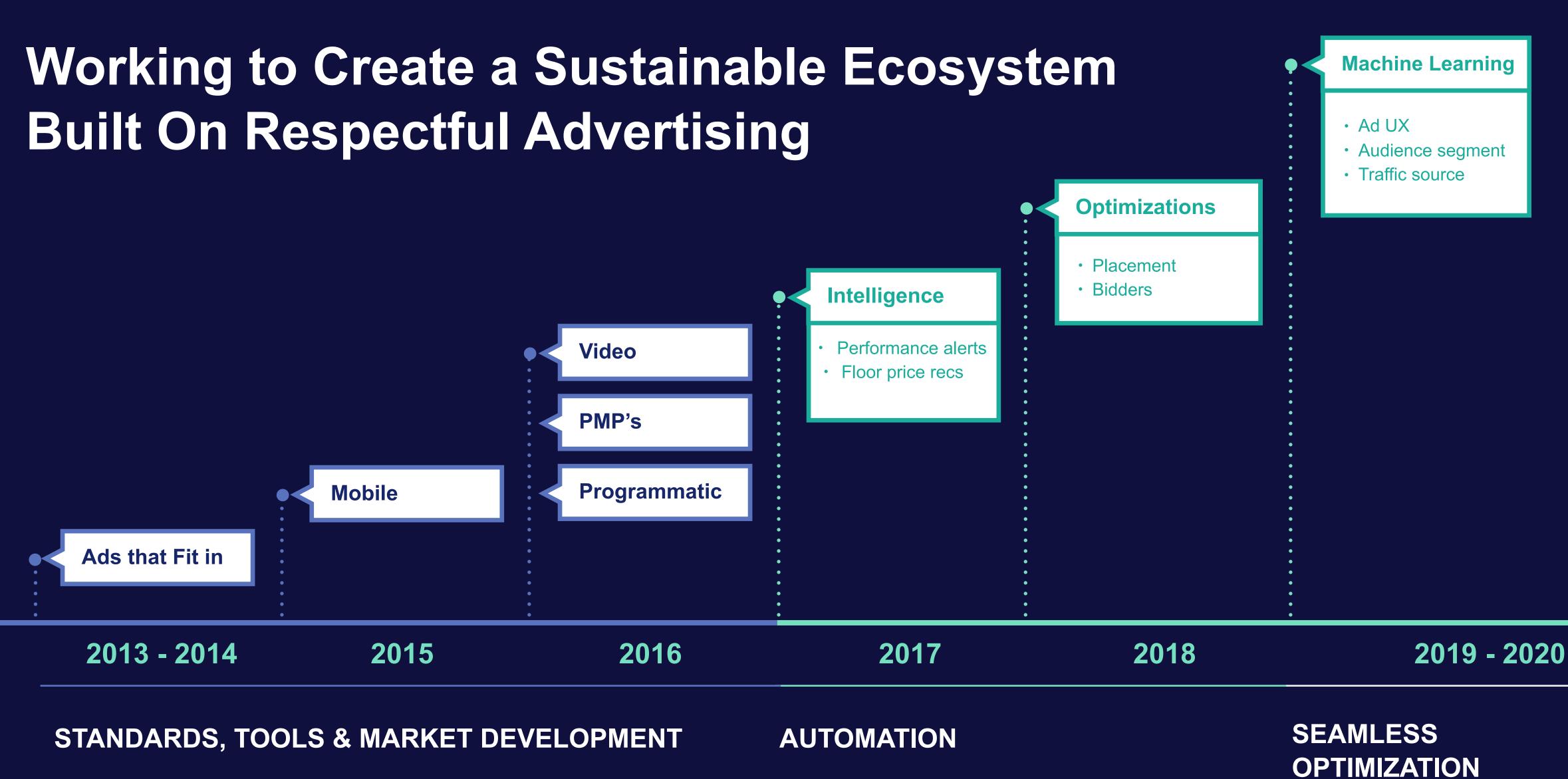


Is Sound Coming Back? (Not likely outside social)



Autoplay audio can be annoying or convenient depending on the situation. Luckily instagram has found a happy medium between defaulting autoplay video sound on or off.

This weekend TechCrunch spotted that some Instagram videos in the feed were autoplaying with audio. Now





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What Did We Learn?



- Intimate devices require intimate advertising (ads that fit in)
- Muted instant play video is the expected feed experience
- And it turns out that they deliver performance unlike anything we've ever seen
- Videos with text are most successful at delivering a message



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DIGIDAY



85 percent of Facebook video is watched without sound

Sahil Patel @sizpatel May 17, 2016

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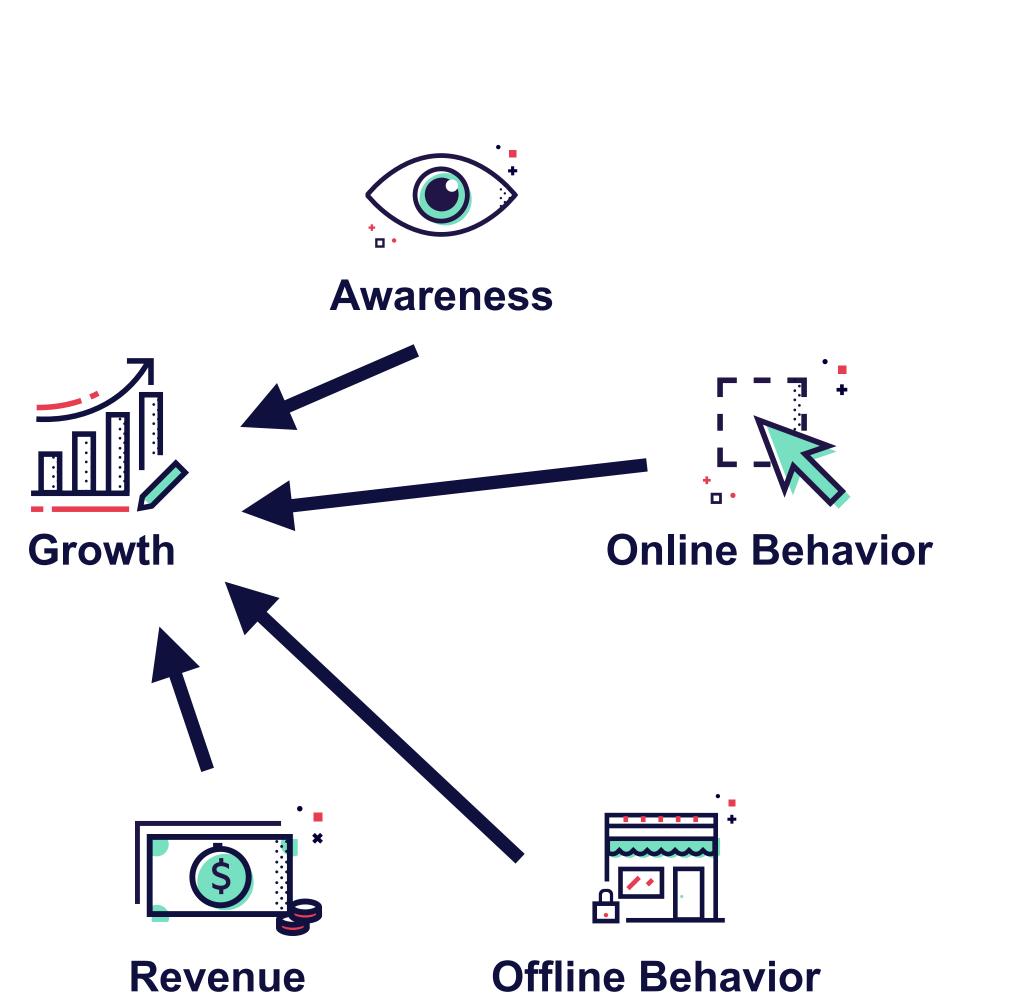
Facebook might be hosting upwards of 8 billion views per day on its platform, but a wide majority of that viewership is happening in silence.

As much as 85 percent of video views happen with the sound off, according to multiple publishers. Take, for instance, feel-good site LittleThings, which is averaging 150 million monthly views on Facebook so far this year. Eighty-five percent of its viewership is occurring without users turning the sound on. Similarly, millennial news site Mic, which is also averaging 150 million monthly Facebook views, said 85 percent of its 30-second views are without sound. PopSugar said its silent video views range between 50 and 80 percent.

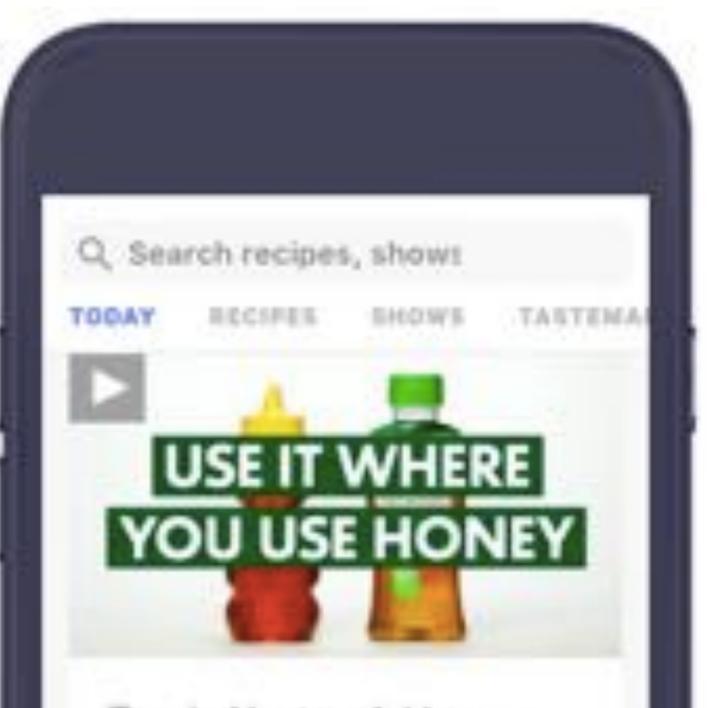
The news shouldn't come as much of a surprise, as Facebook has built a video ecosystem that does not require users to turn the volume up - and publishers have been more than henny to play hall. Most usons' nows foods are now



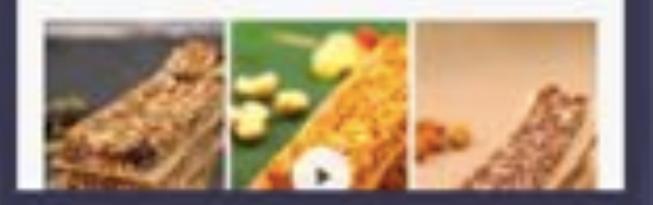
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Truvia Nectar, A Honey-Stevia Blend With 50% Fewer Calories Than Sugar Life with less sugar is just as sweet. Reduce sugar, not flavor, in all your fav... Ad by Truvia



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Thank You!

Frank Maguire

Head of Market Development frank@sharethrough.com



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