



Native Video 101

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Head of Market Development at Sharethrough

@fwanktank

Agenda

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

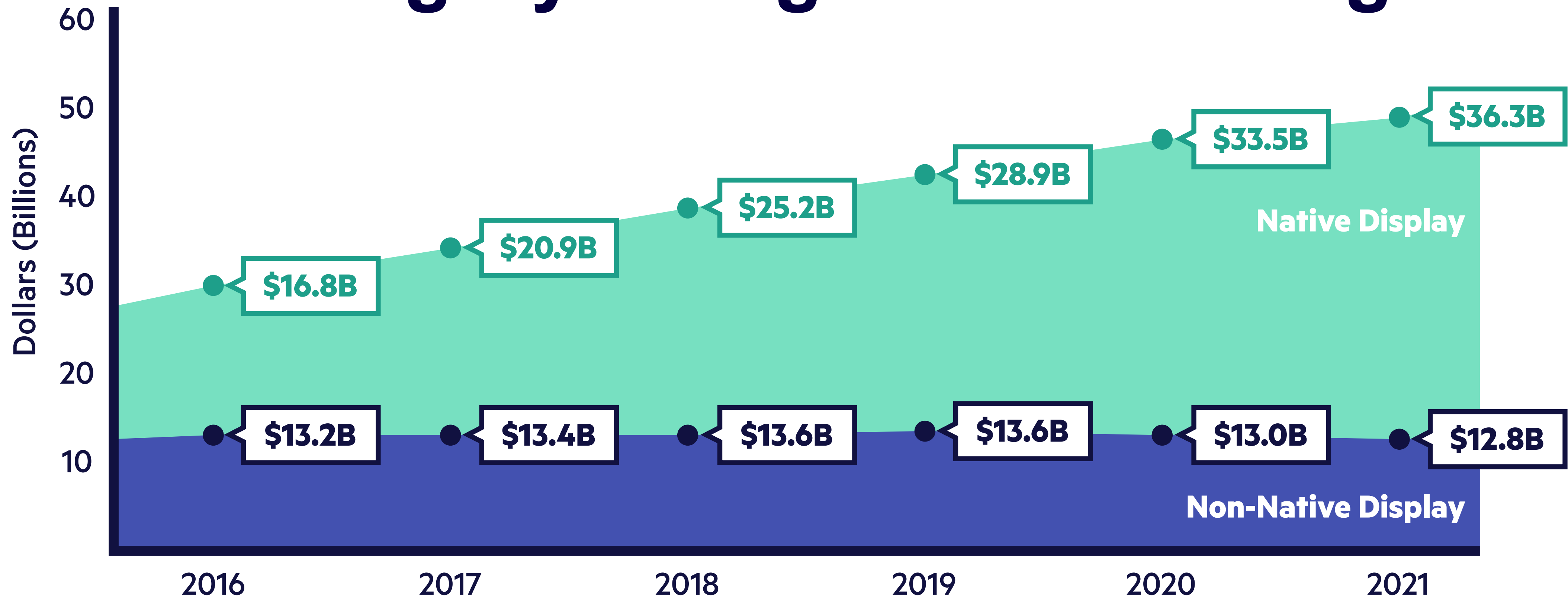
How DSPs fit into the native video landscape

Future of Native Video

What's next for native video

The Rise of Native Video

Native Is the Largest Single Category of Digital Advertising



Source: BI Intelligence, 2016

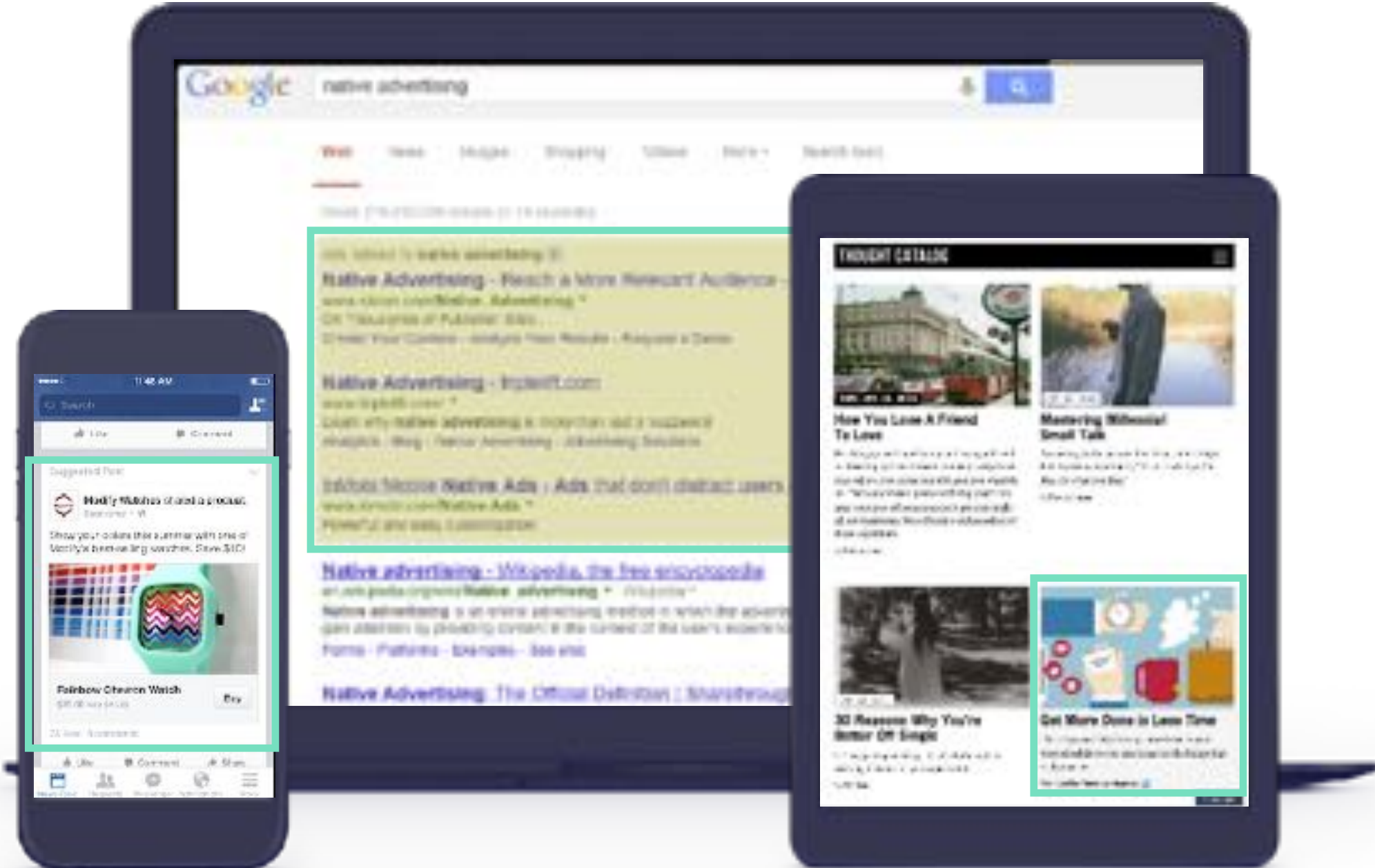
What is Native

Native Advertising:

*“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

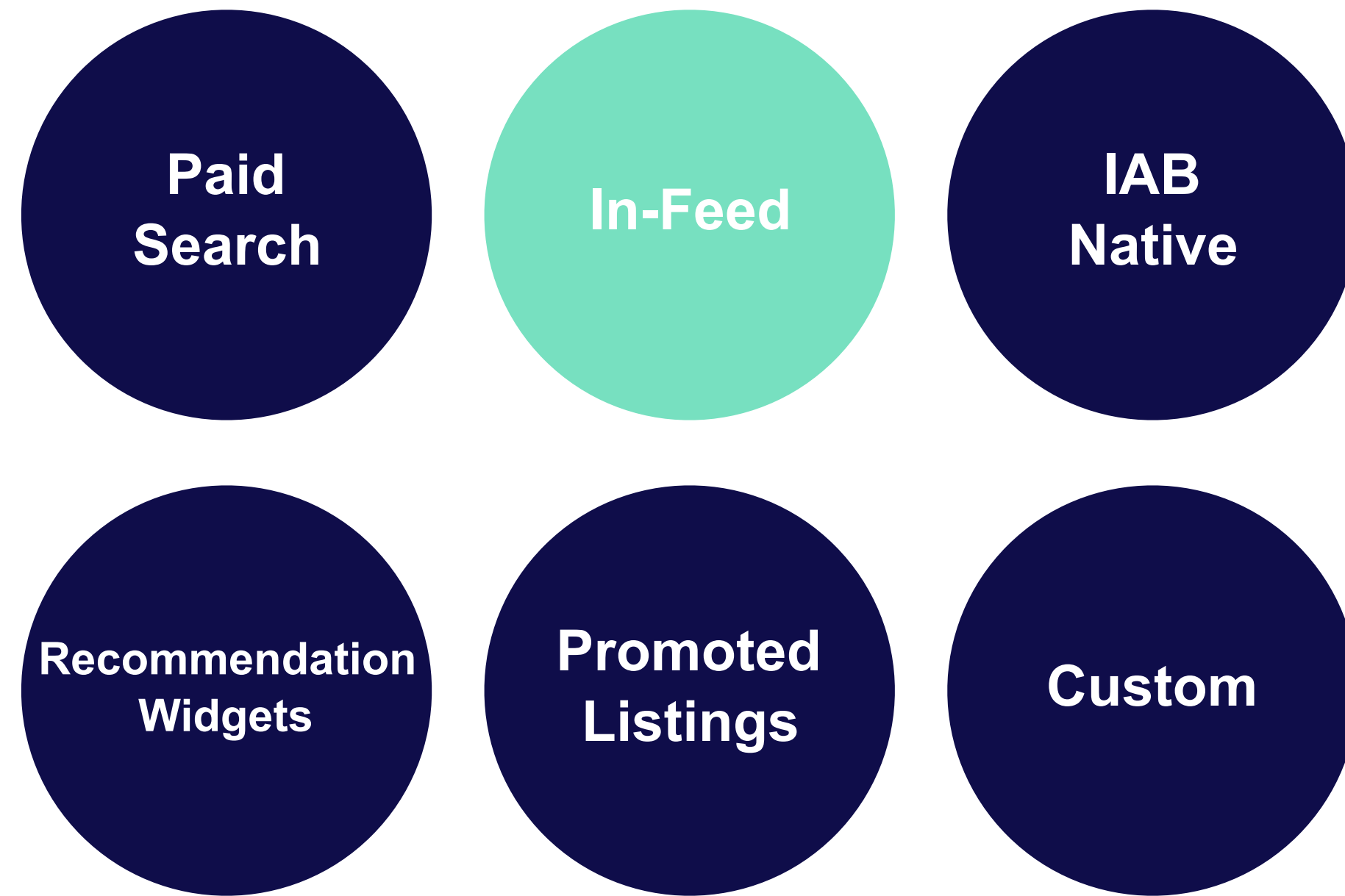
NATIVE ADS



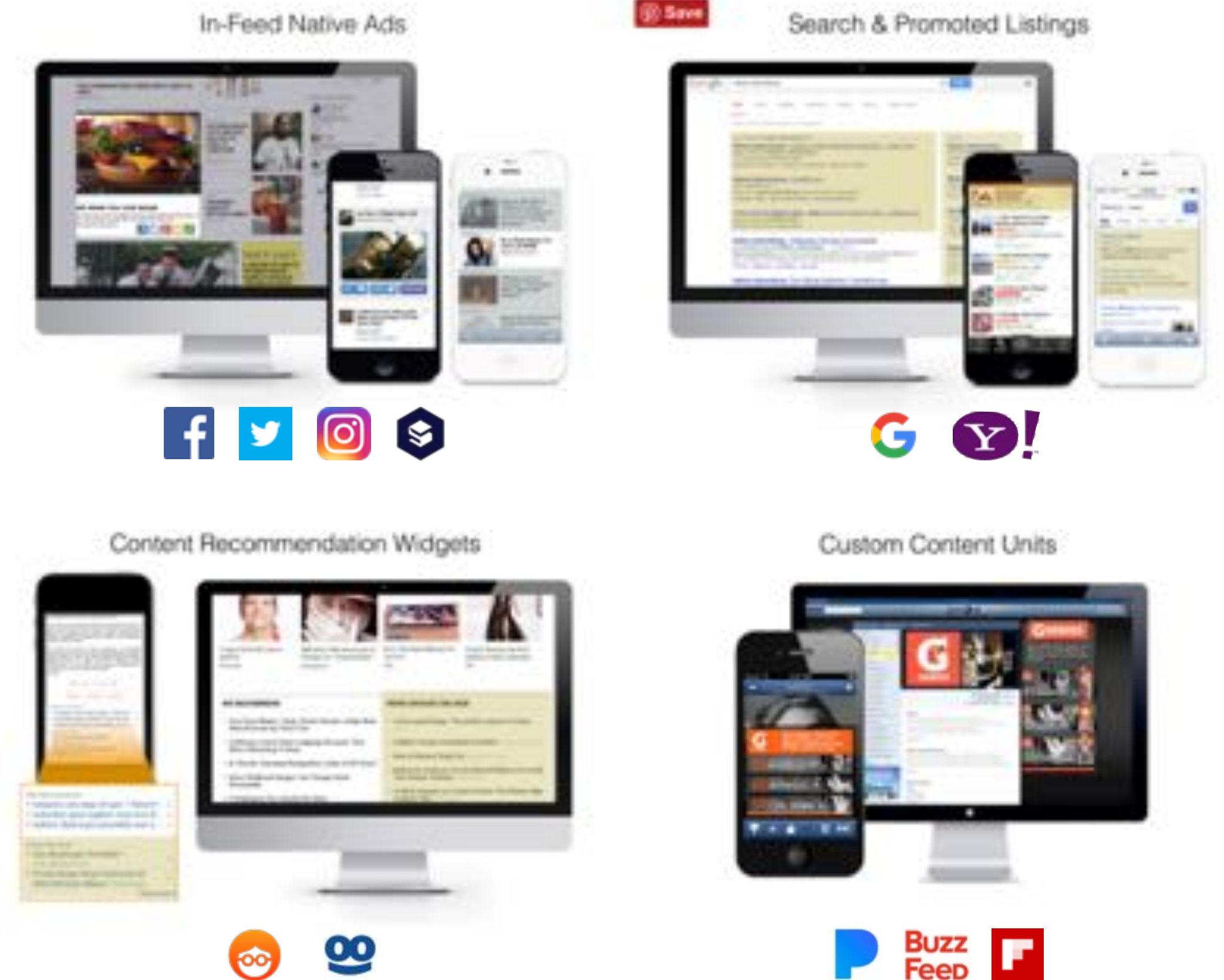
SPONSORED CONTENT



6 Official IAB Native Categories



6 IAB Native Categories



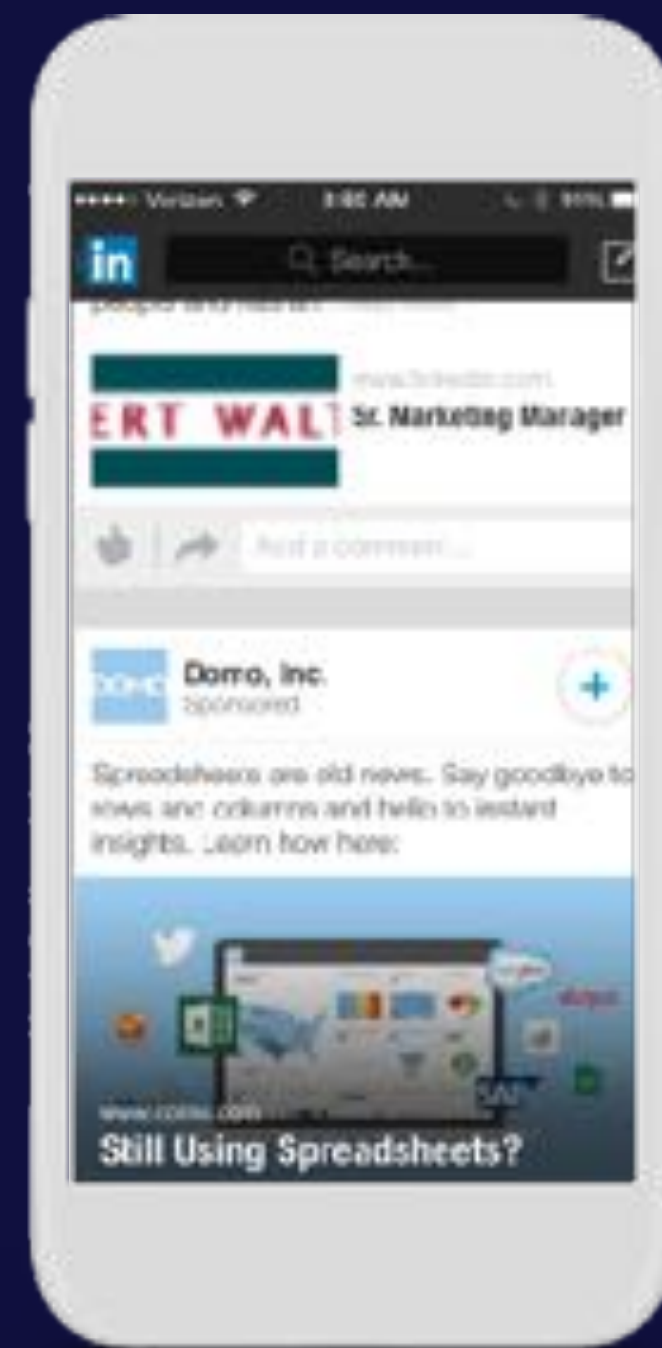
Native Is The Predominant Ad Strategy On Social



twitter



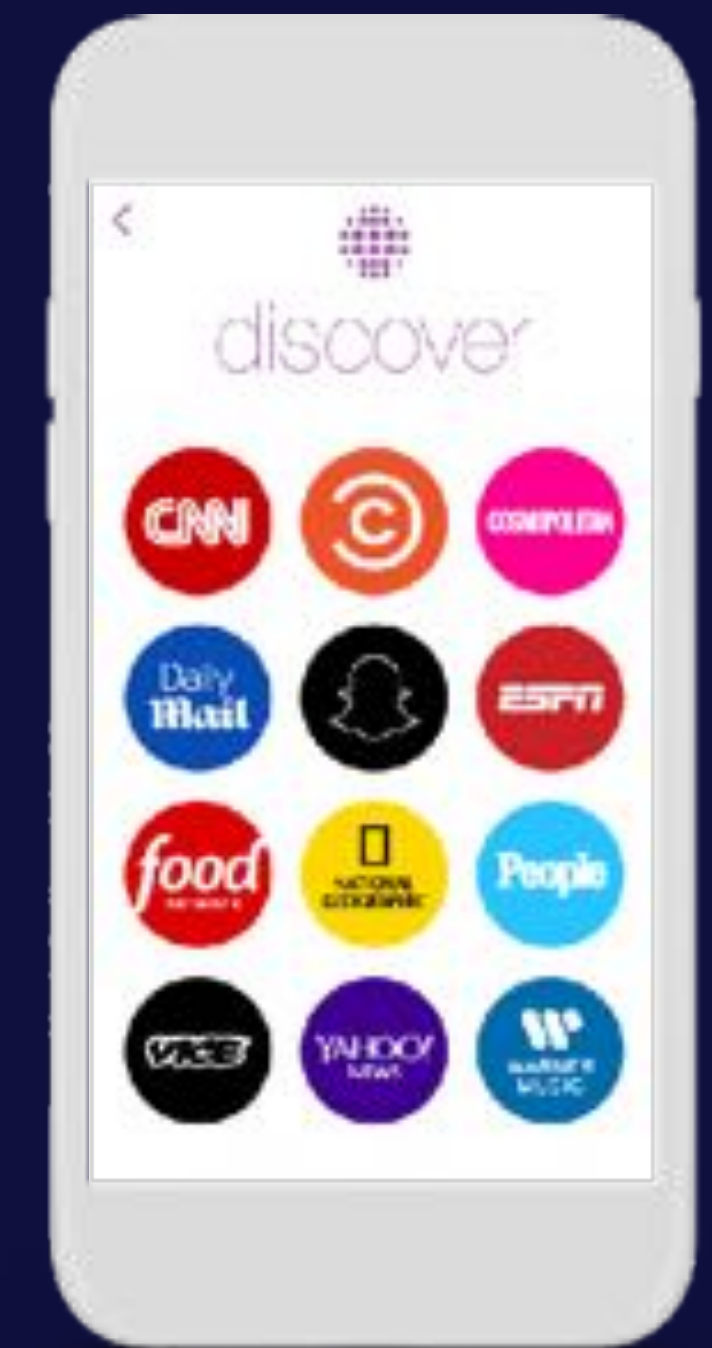
facebook



LinkedIn



Instagram



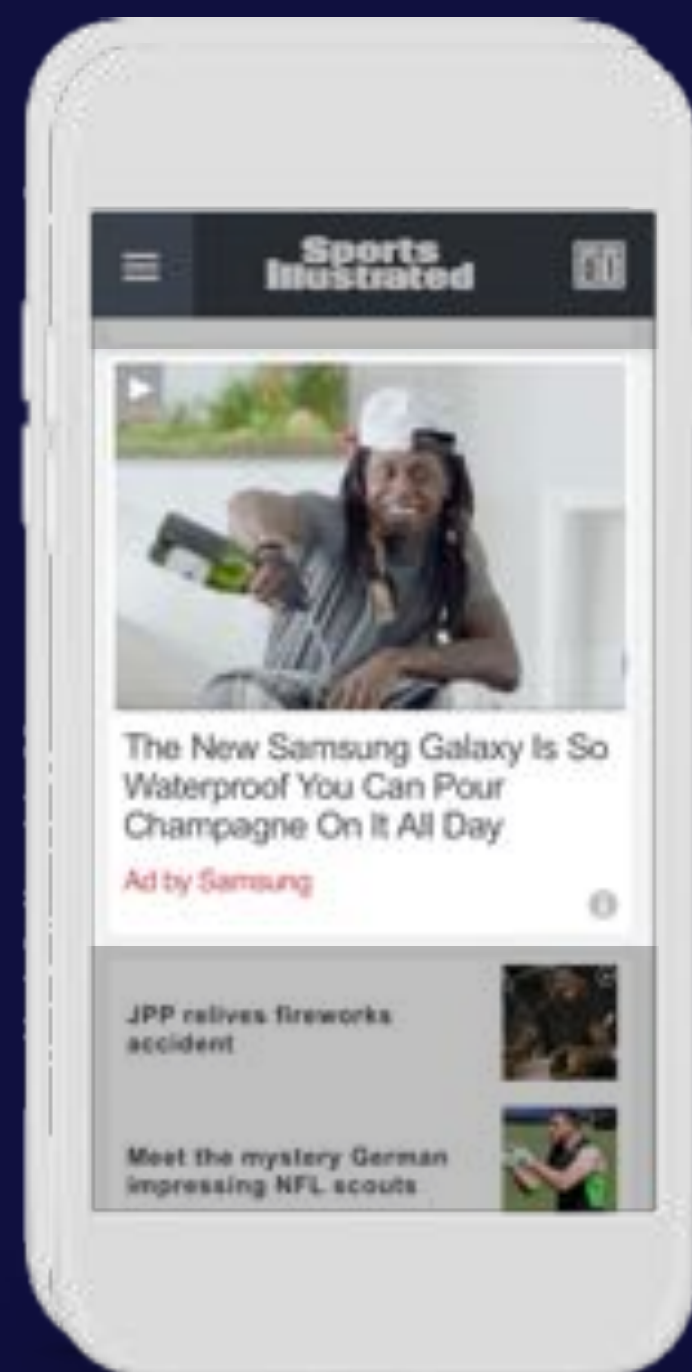
snapchat

Leading Publishers Also Monetize Native Placements



Rolling Stone

WENNER MEDIA



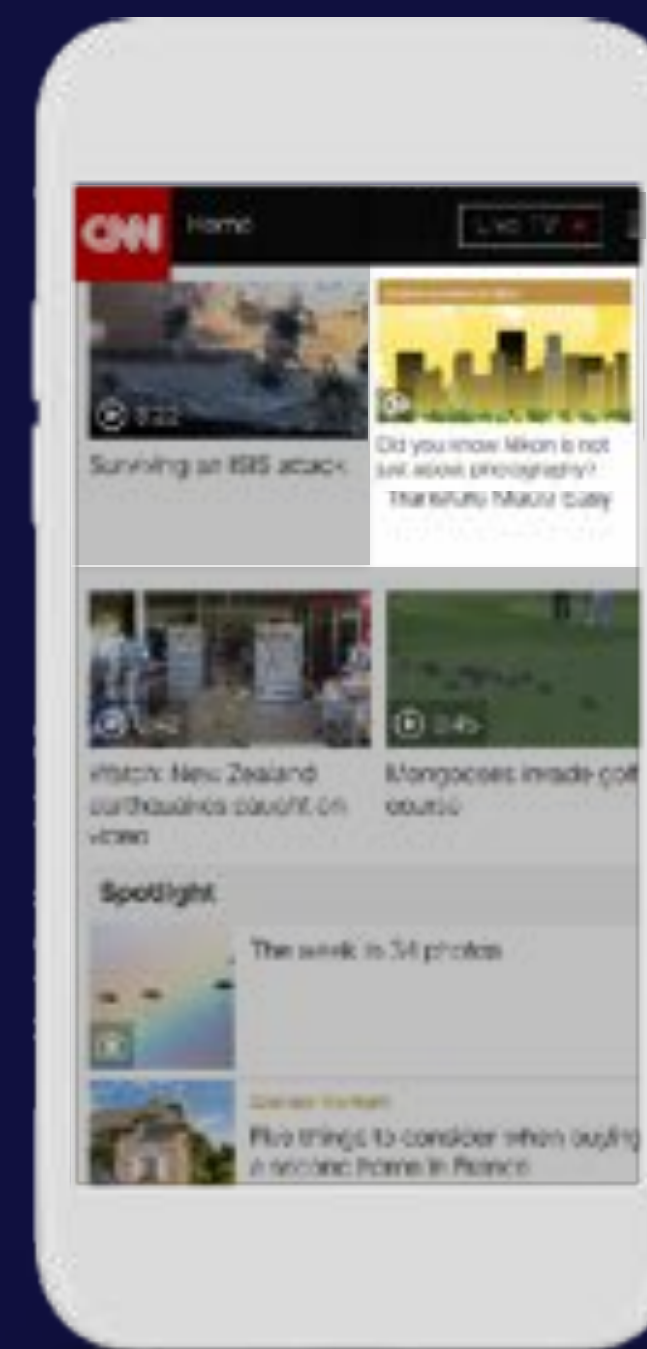
Sports Illustrated

TIME INC



REALSIMPLE

TIME INC



CNN

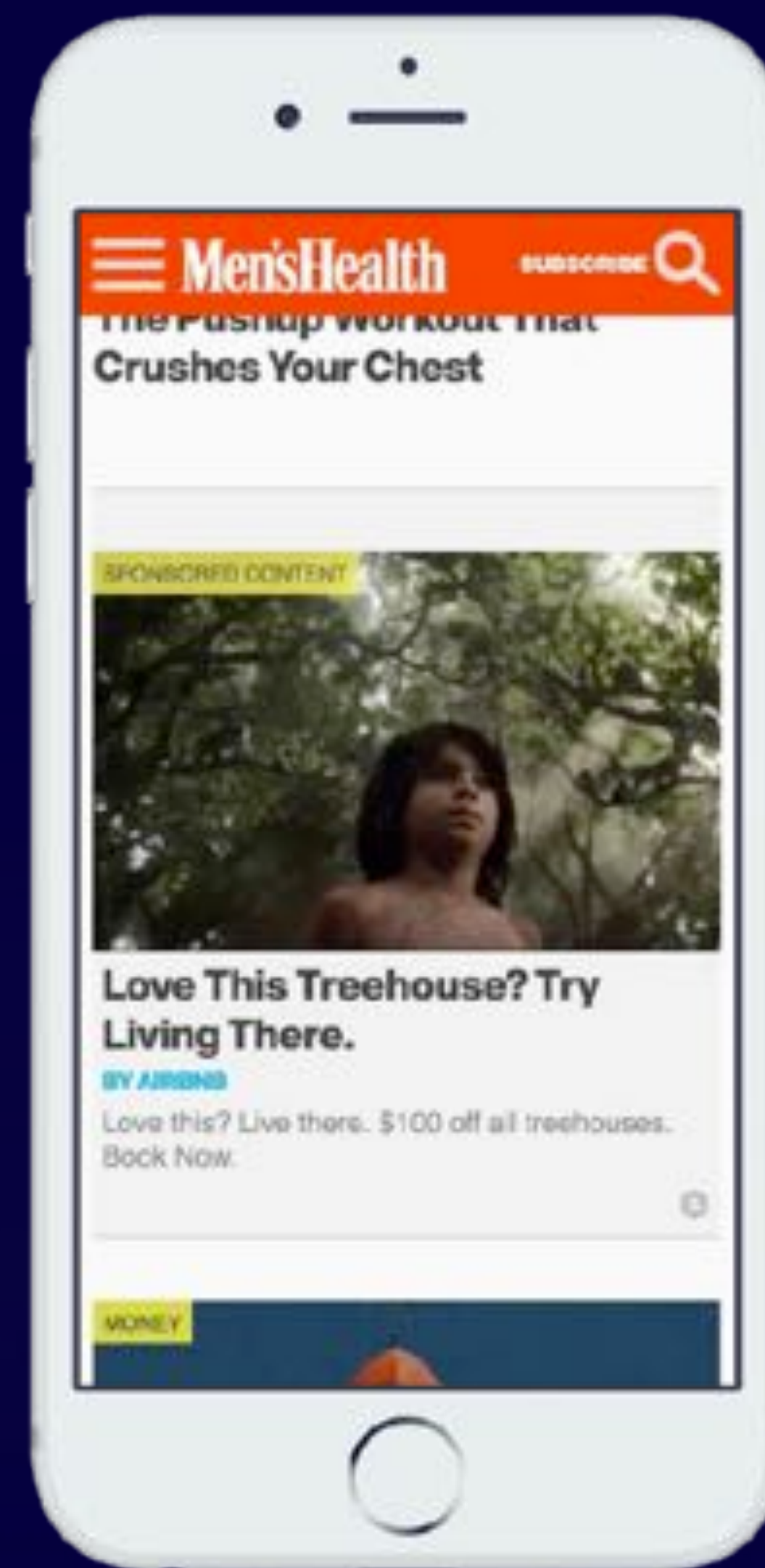
TURNER



E!online.

NBC UNIVERSAL

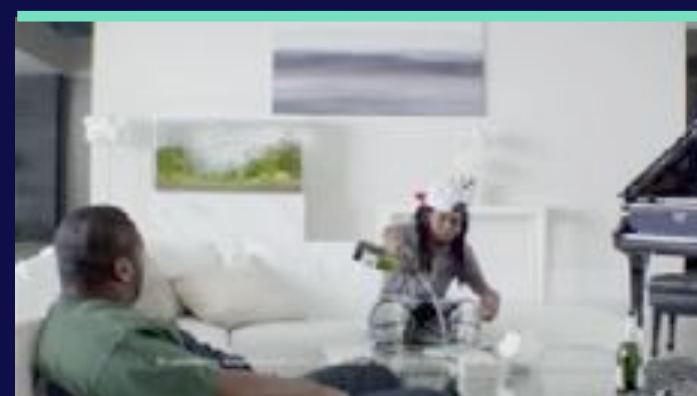
Native Ads Seamlessly Adapted To Every Site



Same Component Parts, Different User Experience

Native Video

THUMBNAIL

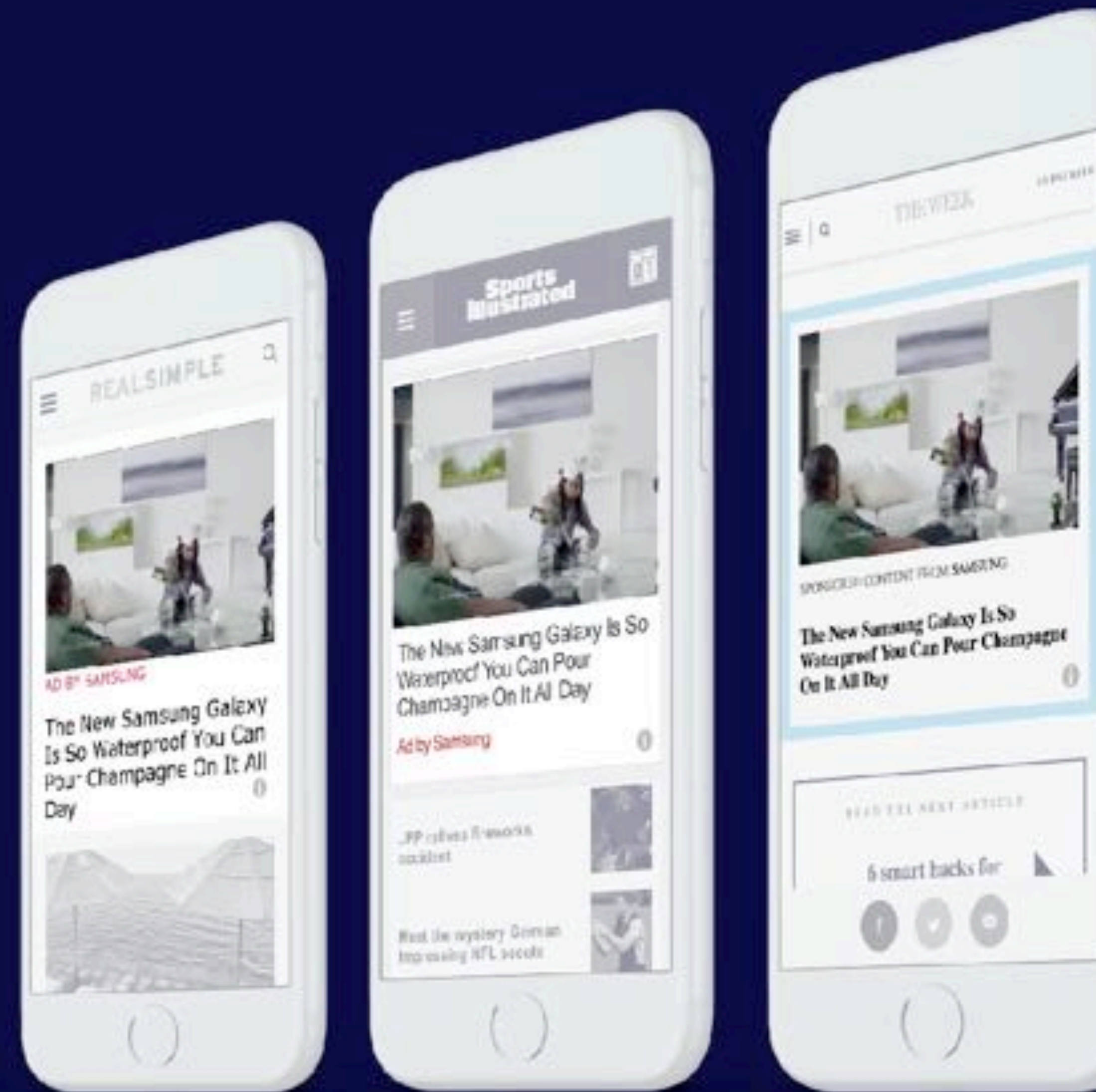


HEADLINE

The New Samsung Galaxy Is So Waterproof You Can Pour Champagne On It All Day

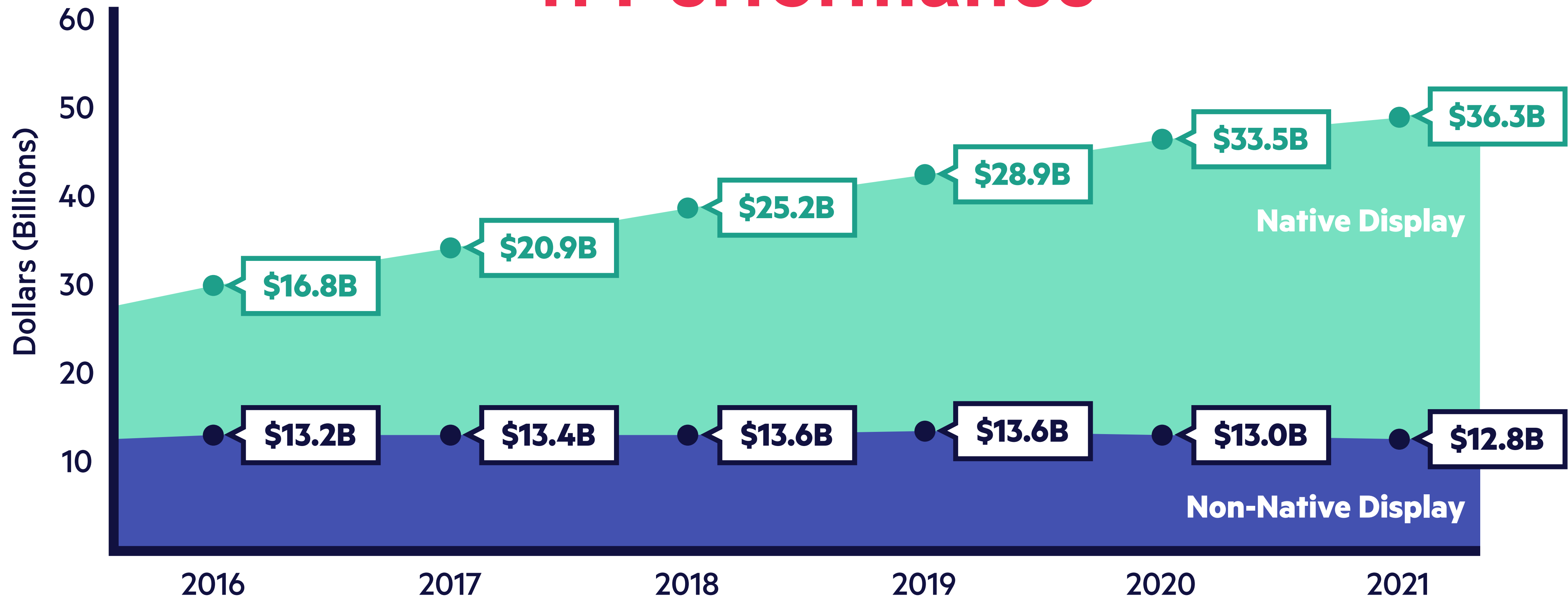
BRAND LOGO

AD BY SAMSUNG



How Did Native Win?

1. Performance

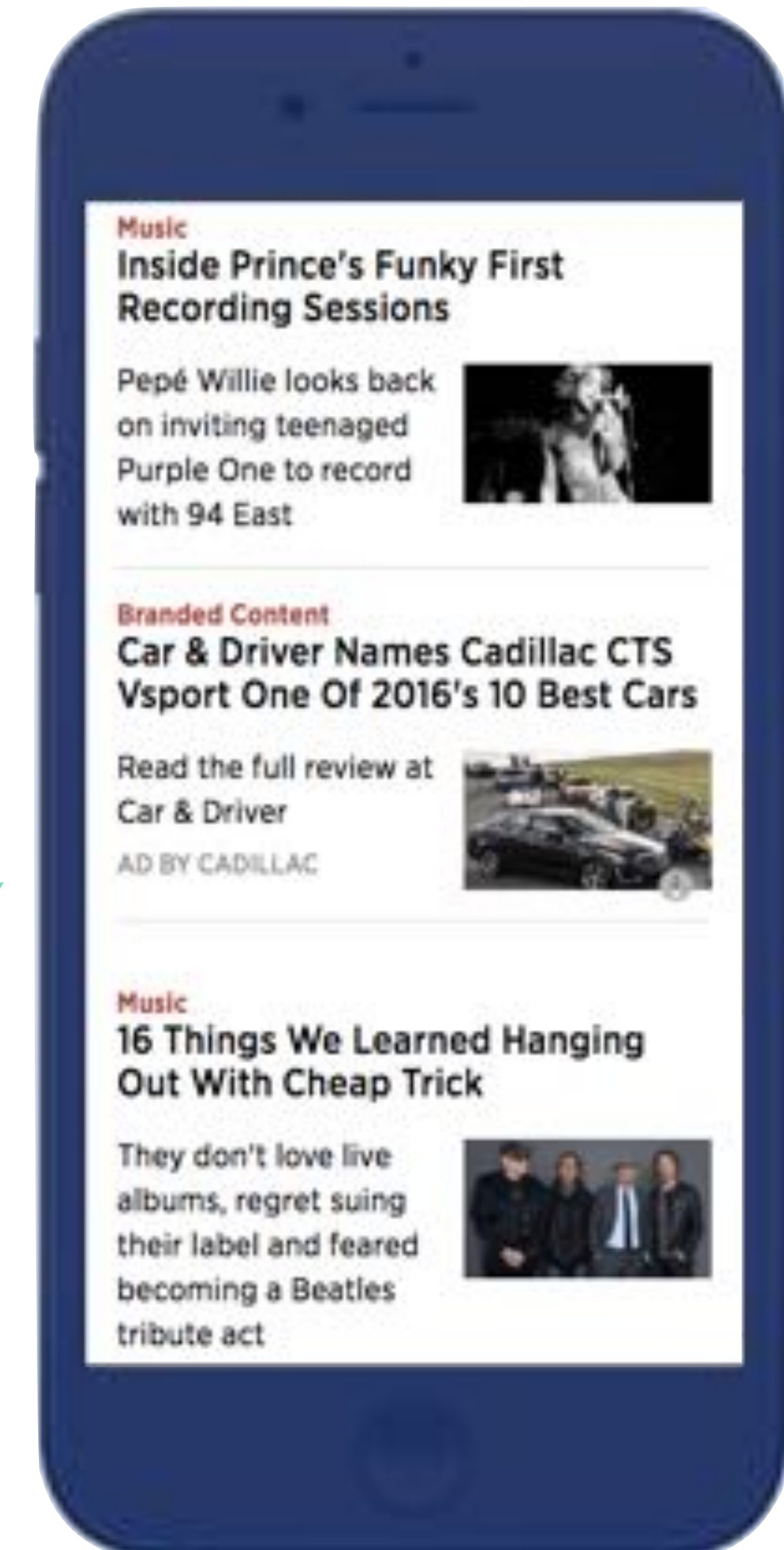


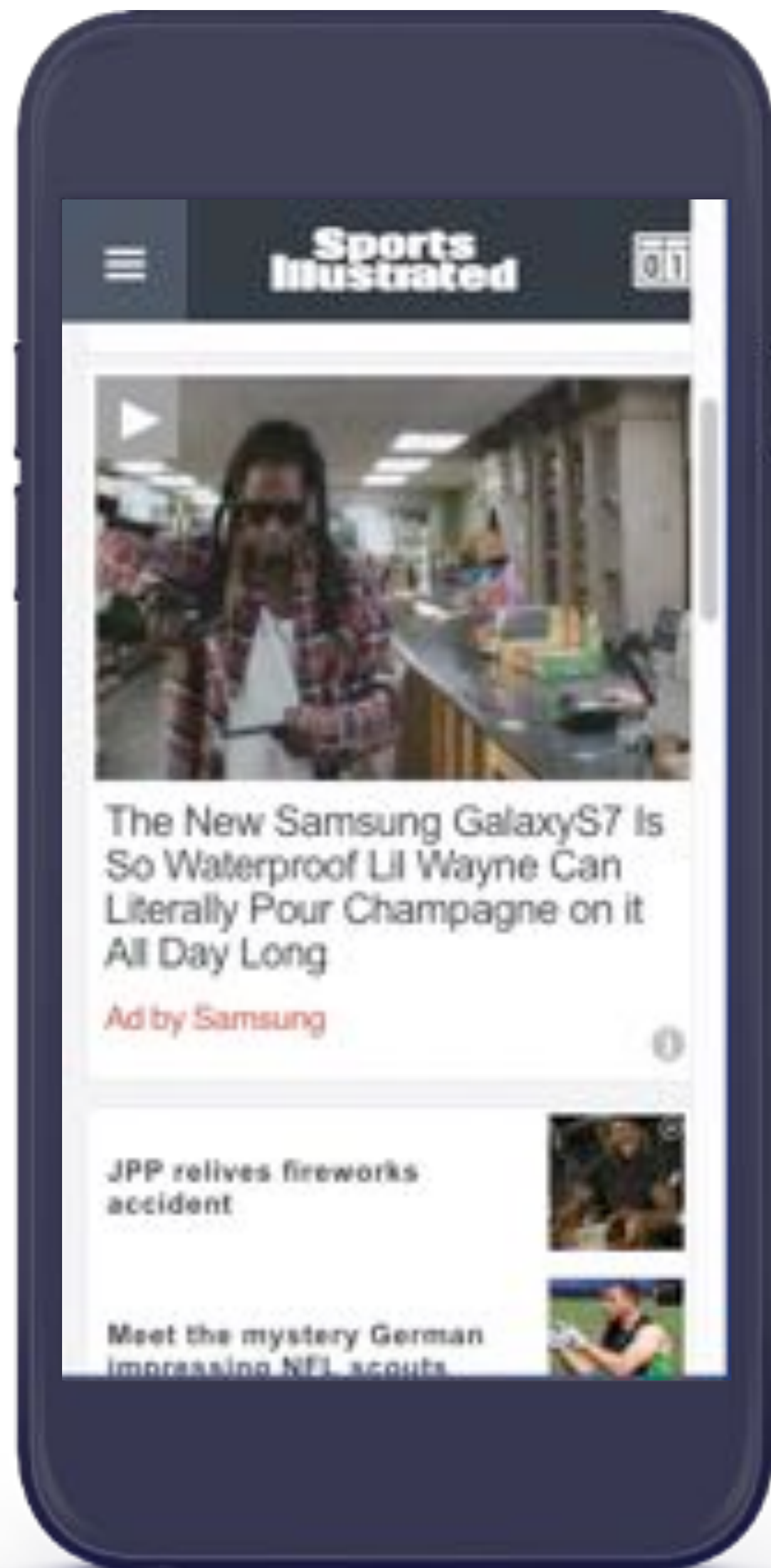
Source: BI Intelligence, 2016

Native Display

Outperforms Traditional Banners

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





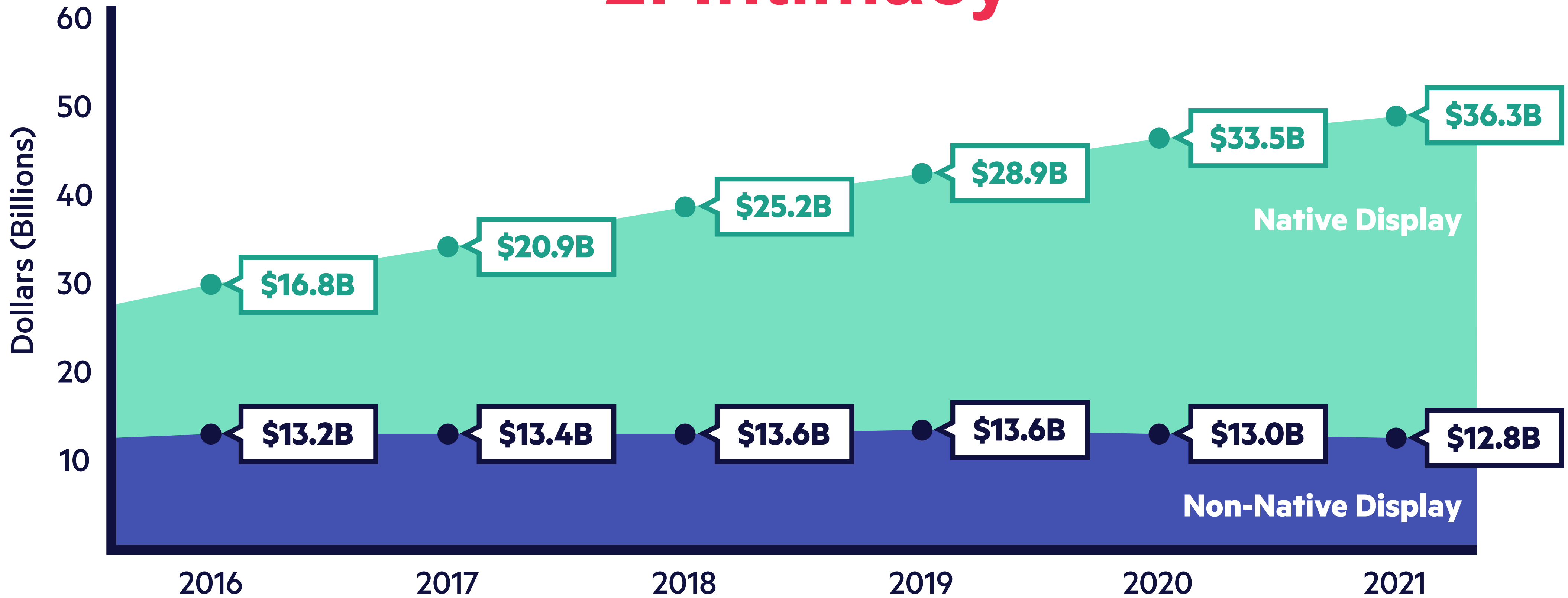
Native Video

Replaces Preroll to Reach Users Who Can't Be Interrupted

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

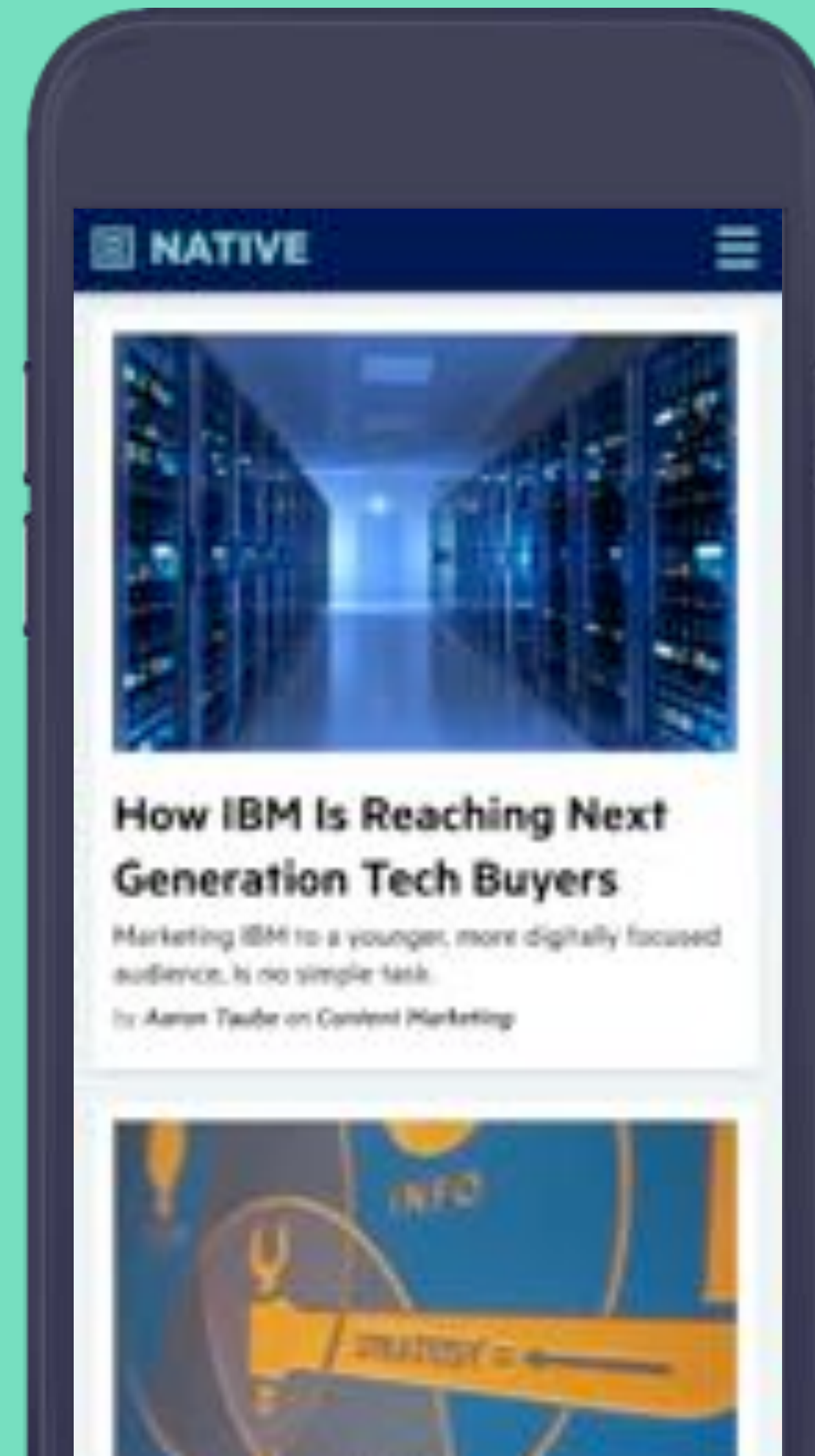
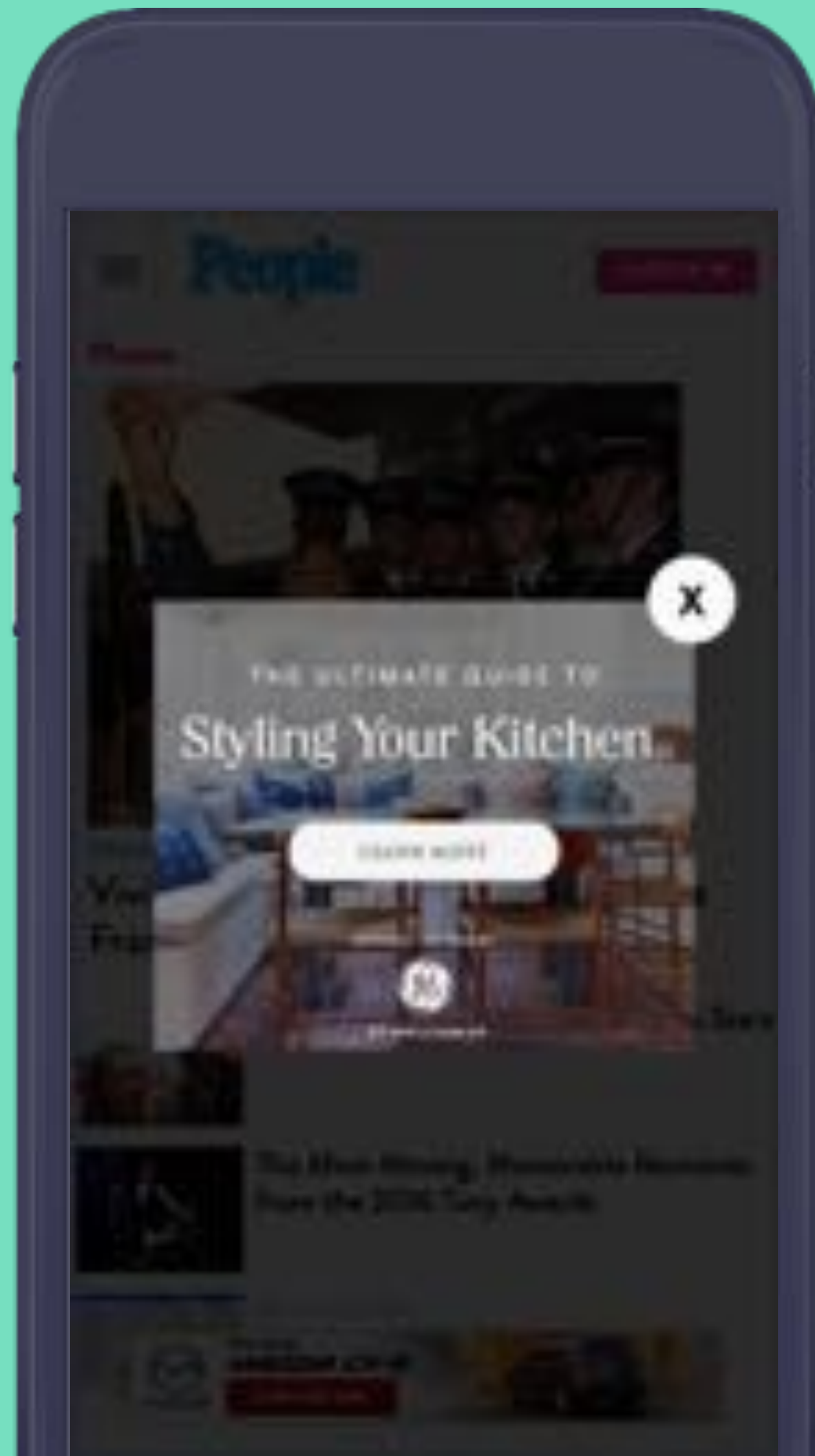
Why Did Native Win?

2. Intimacy



Source: BI Intelligence, 2016

Slapping Desktop Ads into Mobile Didn't Work

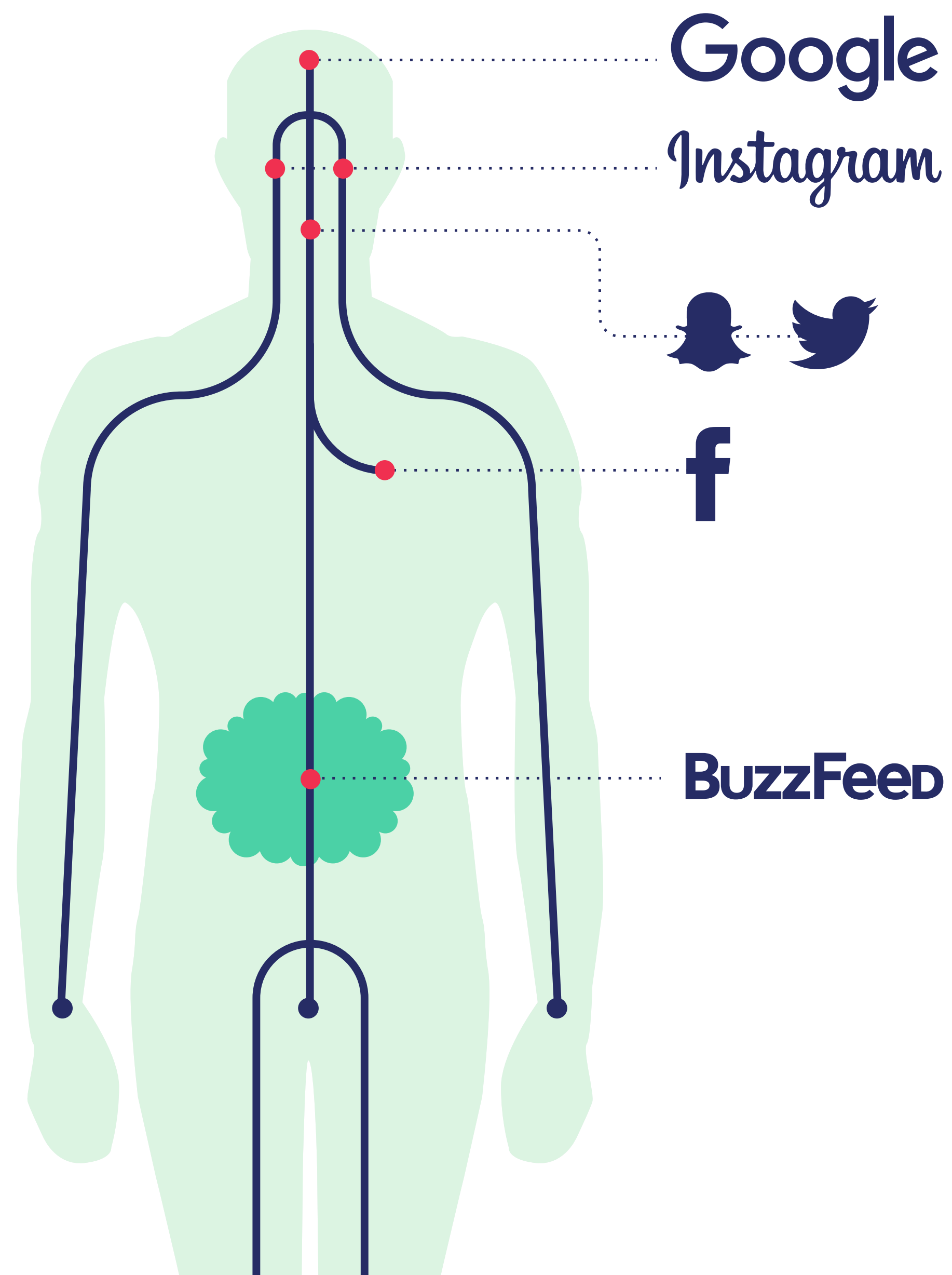




**Because We
Underestimated the
Intimacy of Our Phones**

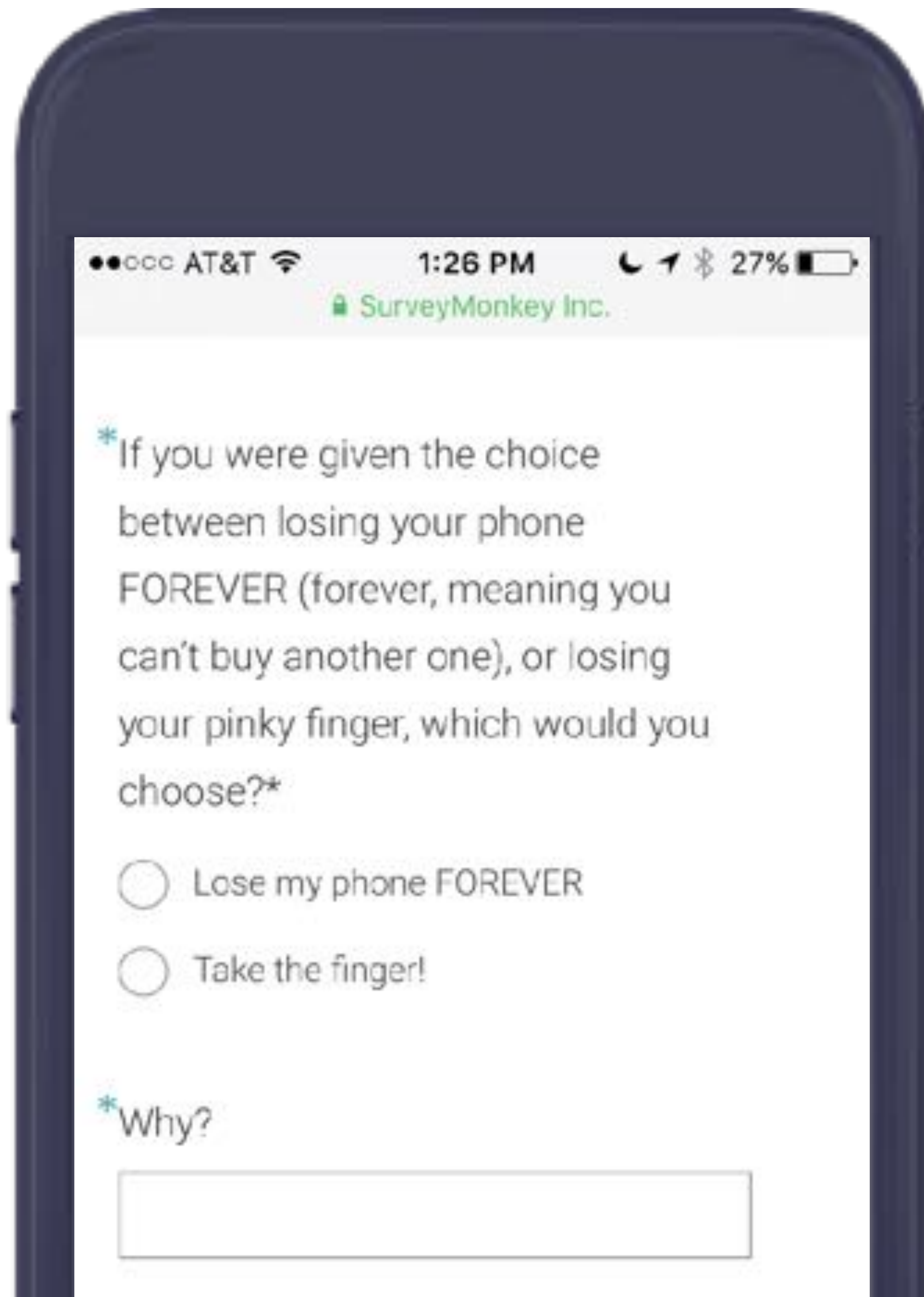
The Sharethrough Millennial Insights Project



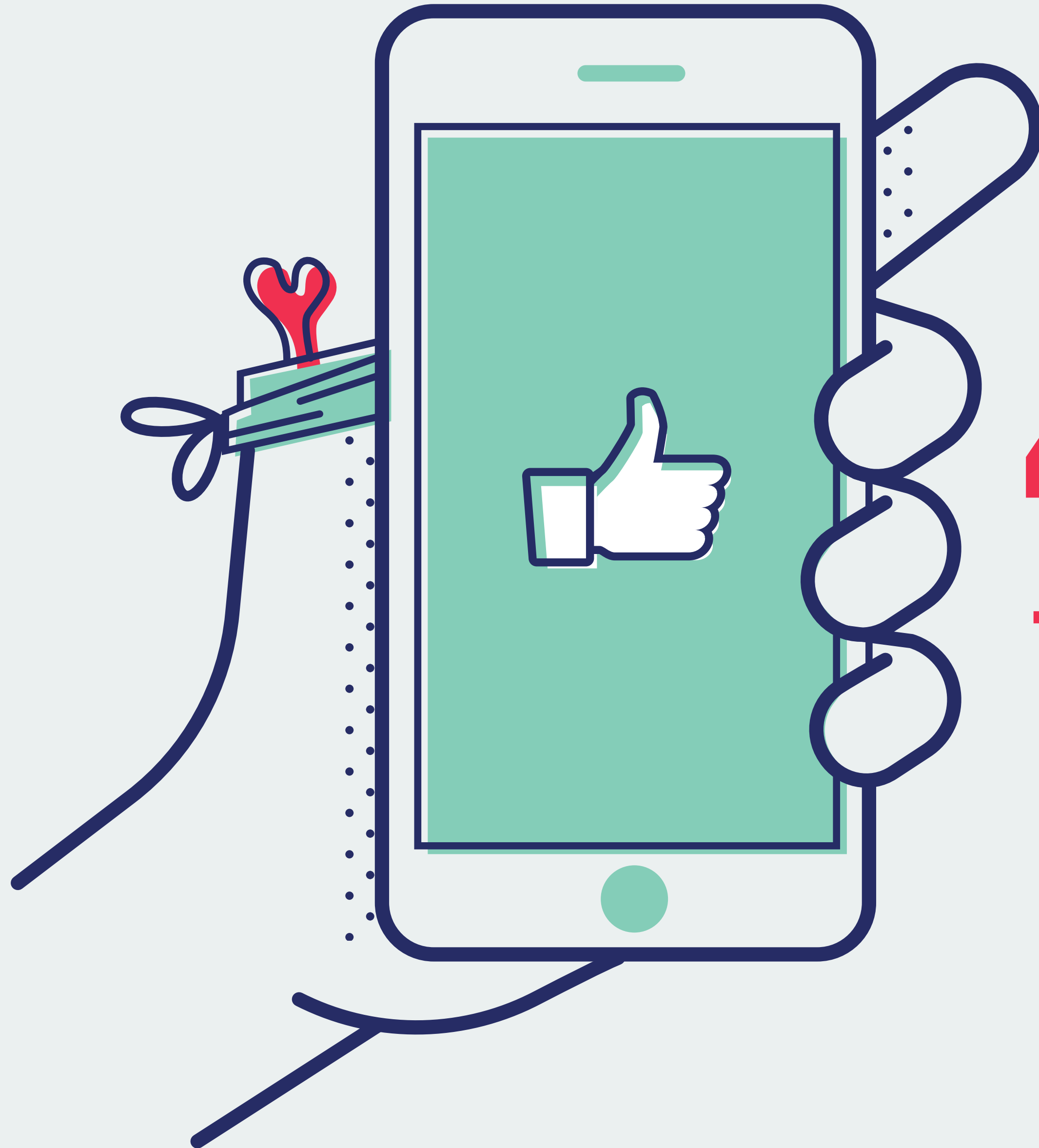


**Google is my
brain, Facebook
and Snapchat are
my nerves**





Sample size : 350 people, ages 18-30



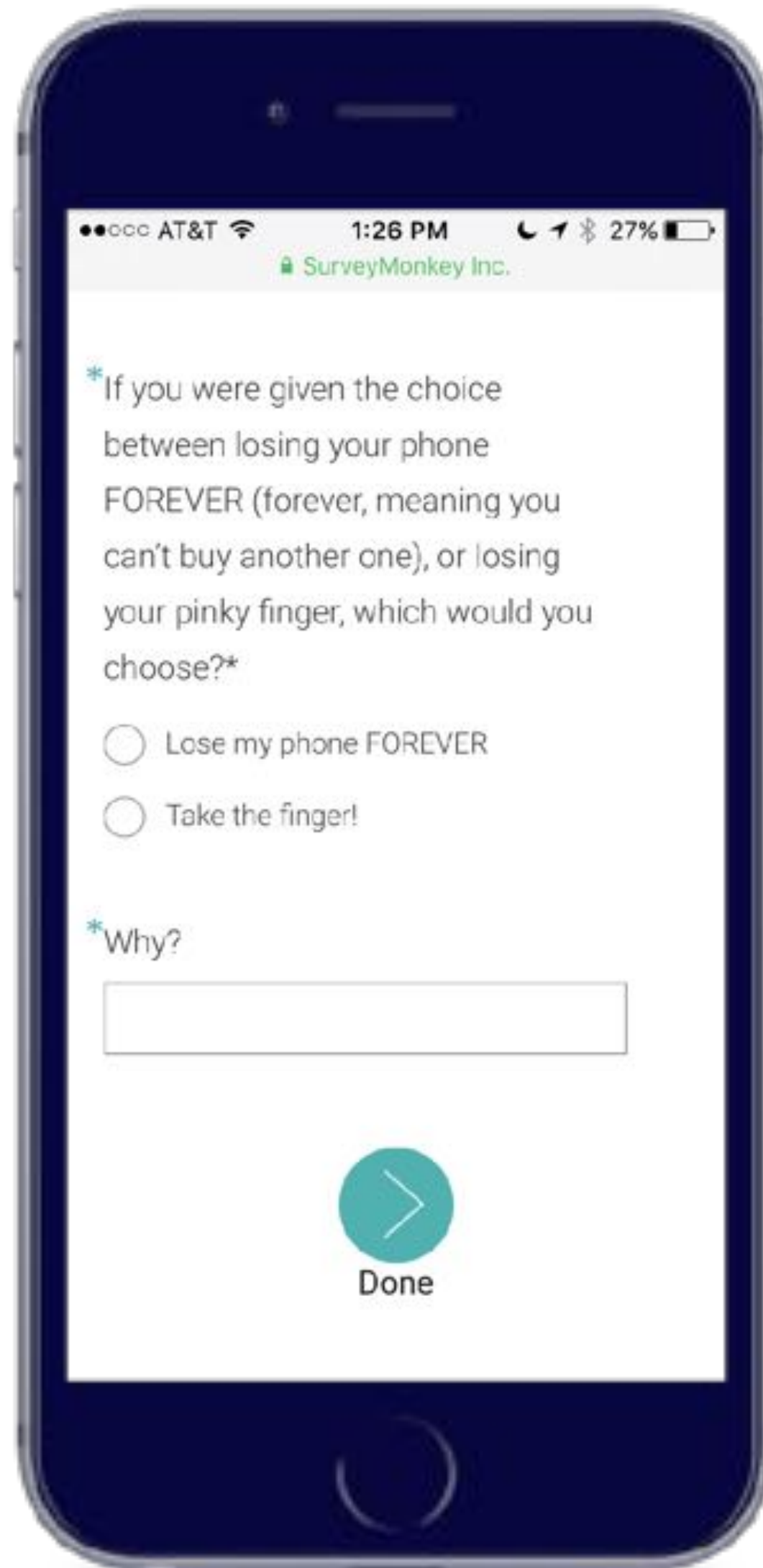
46%
Take the finger!



Apple Users:

59%!

Take the finger!



“My phone keeps me connected... I don’t NEED a pinky.”

- Female, 24 years old

“You NEED a phone to live a normal life now.”

- Female, 25 years old

Our Phones, Our Selves

The newspaper

The radio

The TV

My Phone

Our Phones, Our Selves

The newspaper

The radio

The TV

My Phone

Our Phones, Our Selves

The newspaper

The radio

The TV

My Phone

Our Phones, Our Selves

The newspaper

The radio

The TV

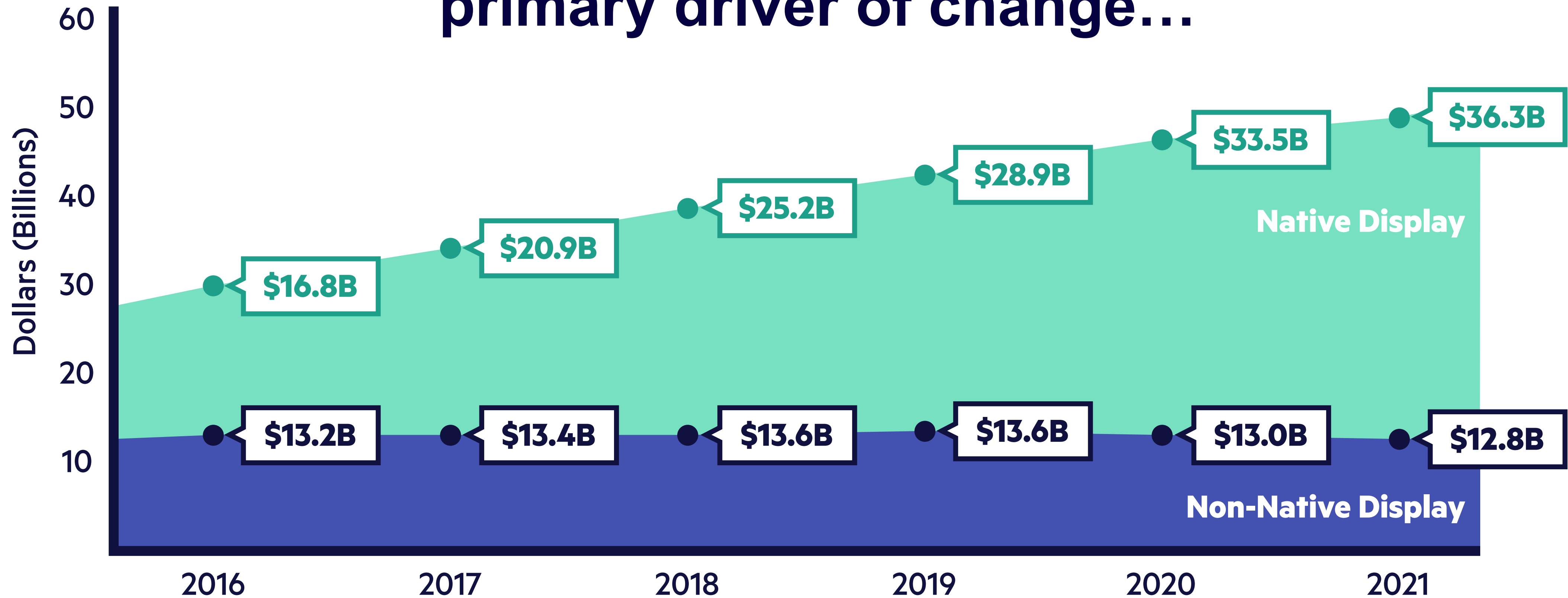
My Phone

The radio

The TV

My Phone ... **Me**?

The **intimacy** of the phone is a primary driver of change...



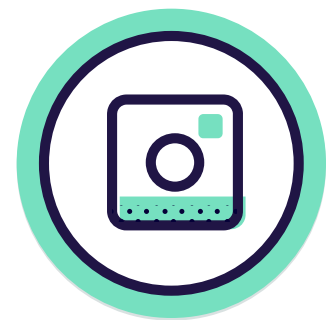
Source: BI Intelligence, 2016

The Intimacy Principle

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



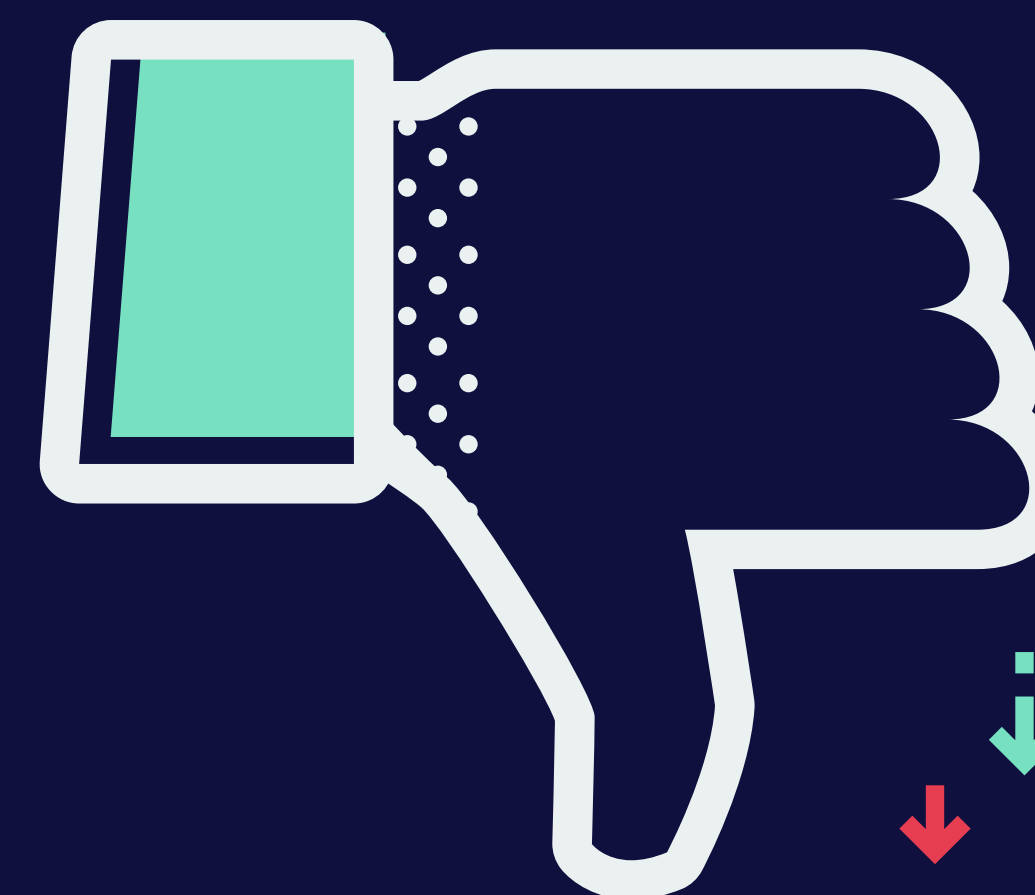
IN 2017:
**VIDEO IS NOW
INSTANT PLAY
& SILENT**



90%

of Adults Skip Pre-Roll

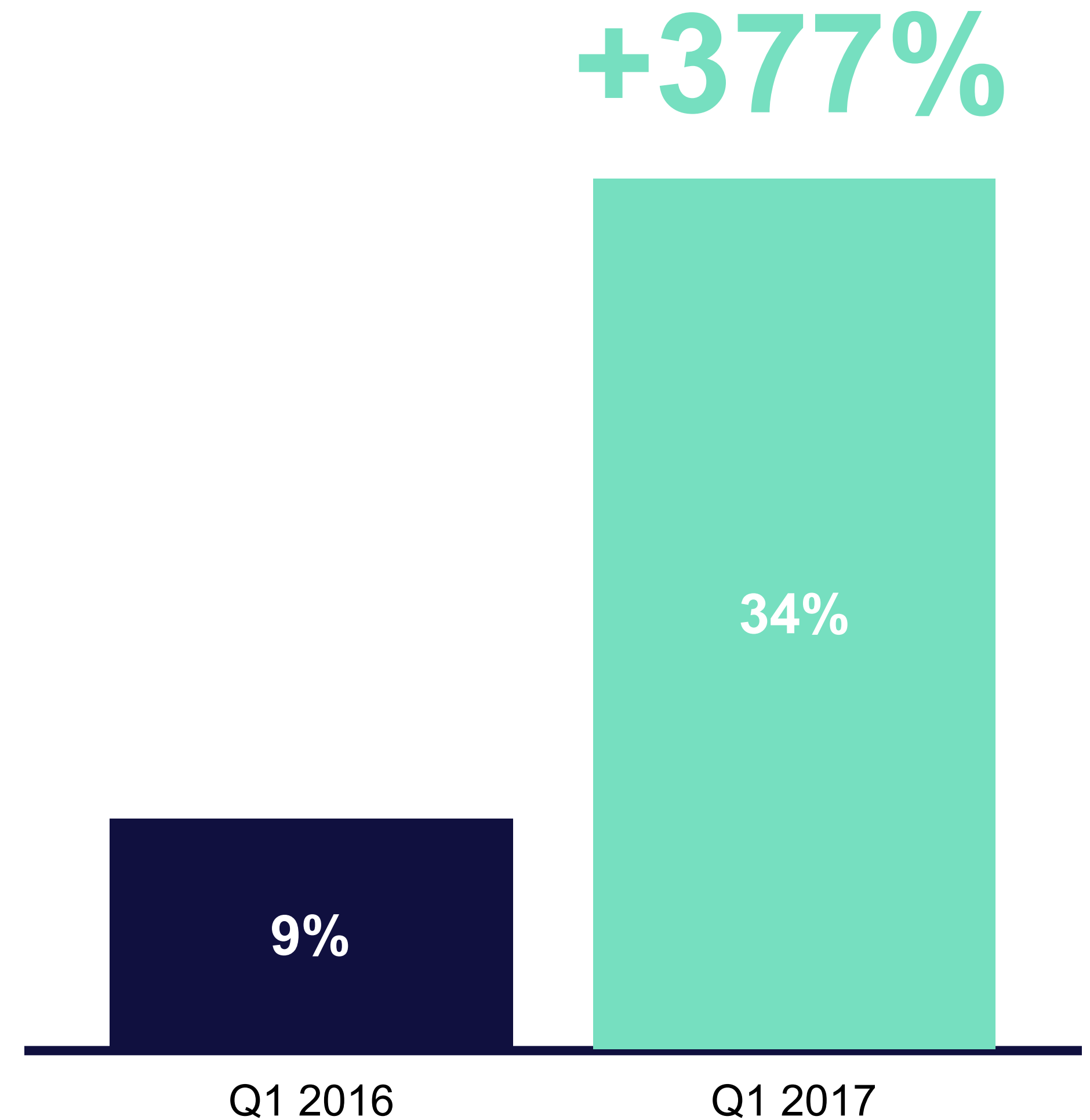
But standard campaign metrics do not report on who you did NOT reach with your pre-roll





“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

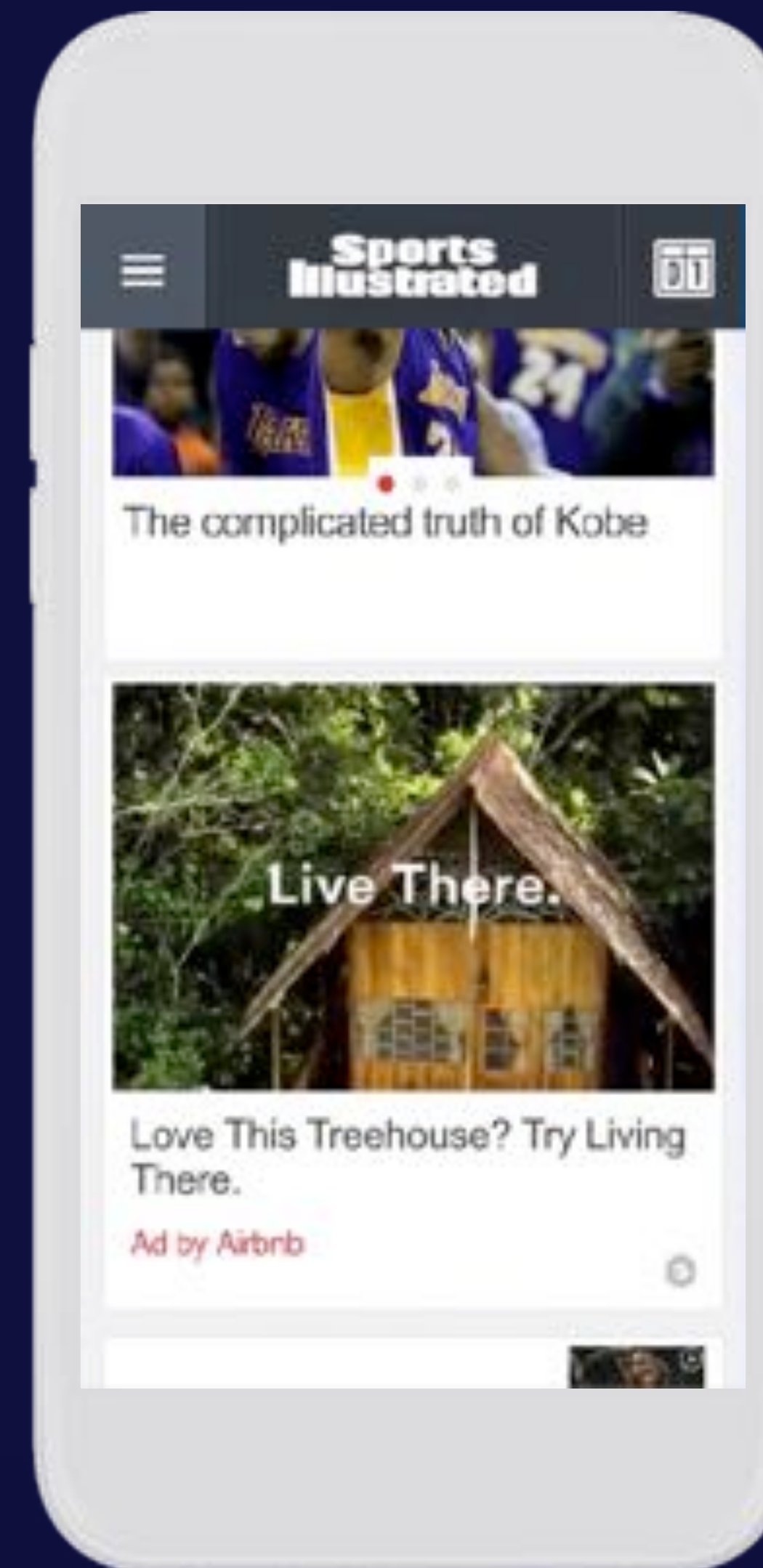
Millennial Native Video Research

79%

of Millennials Find Autoplay Videos Convenient

70%

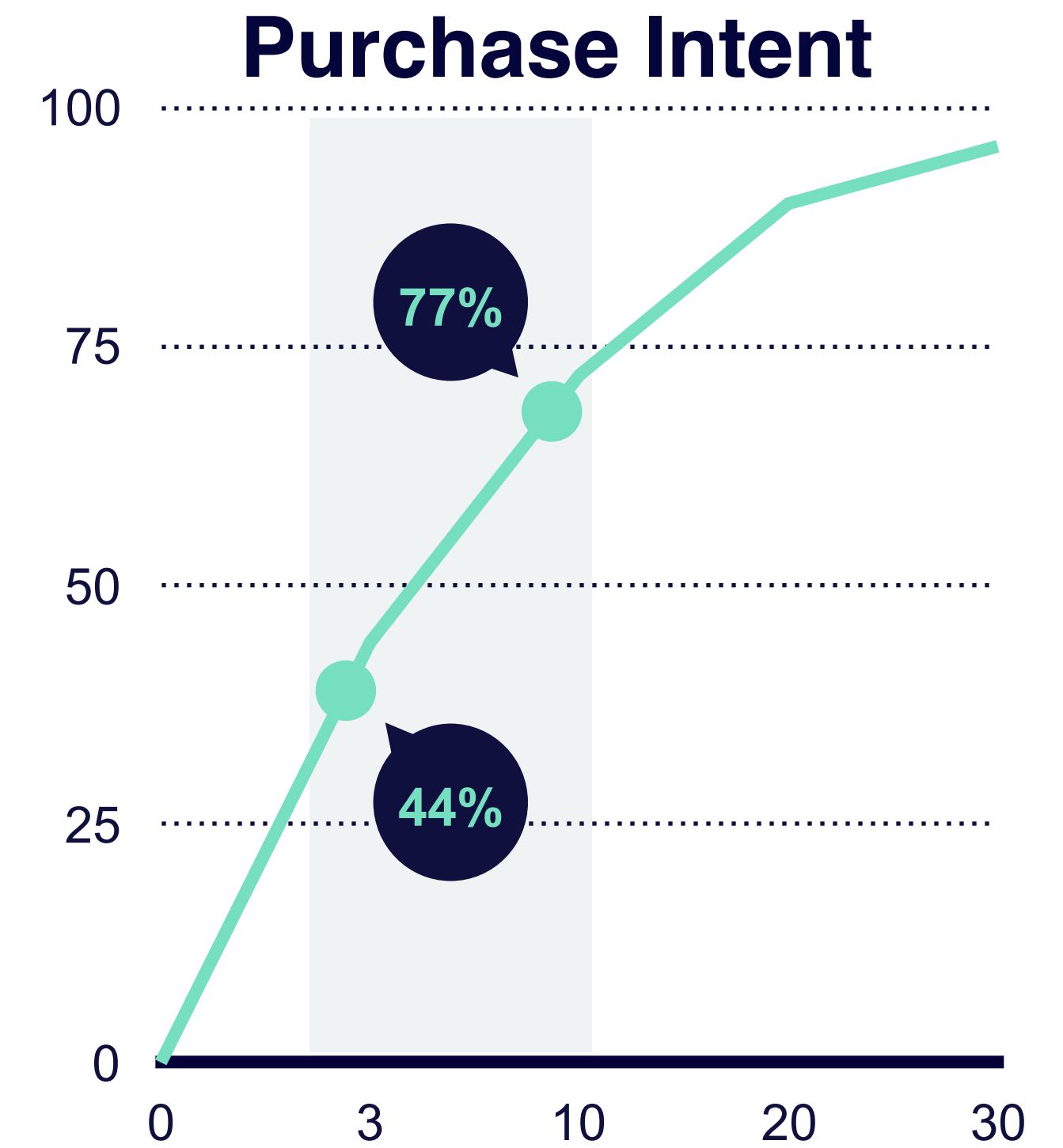
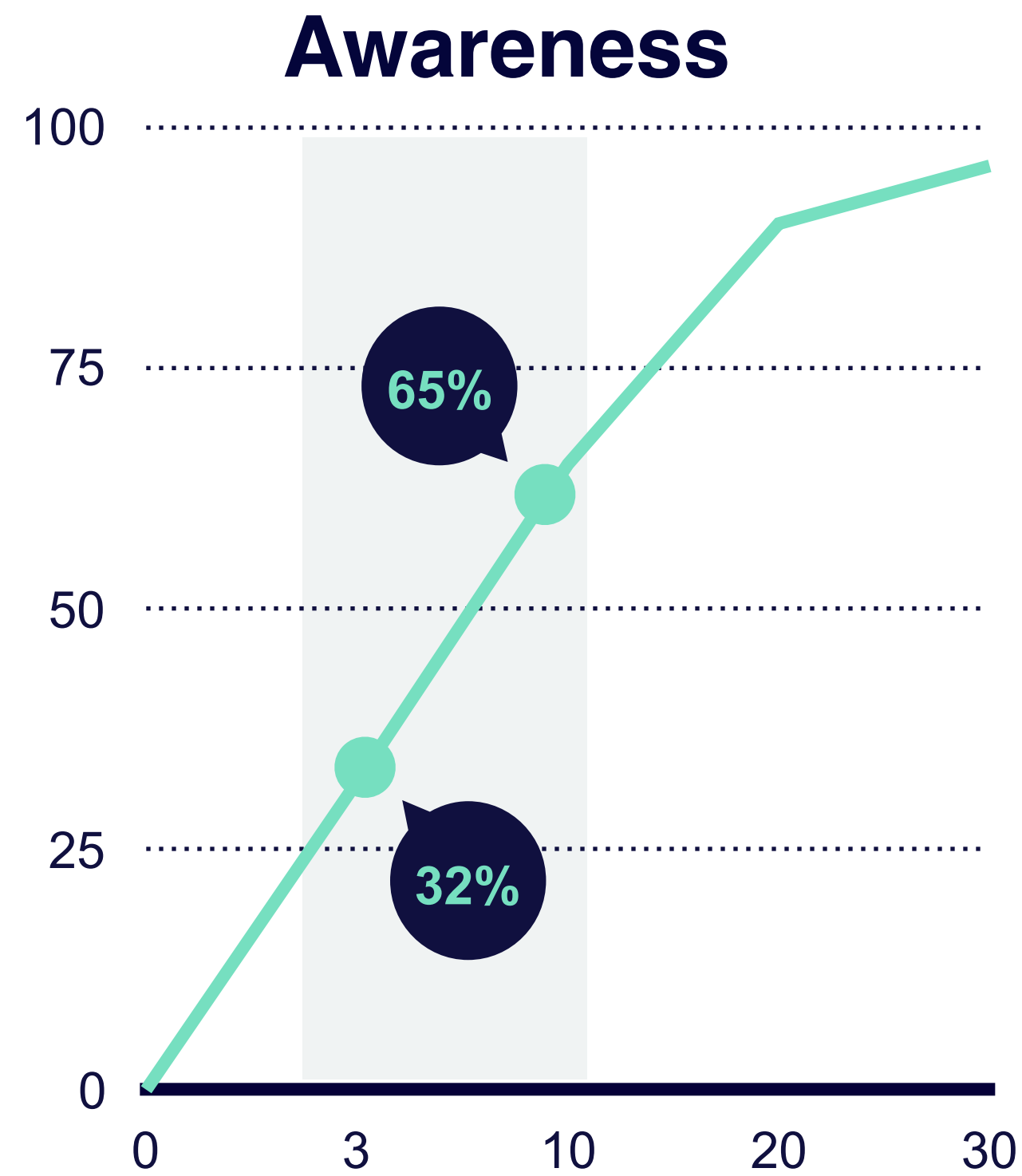
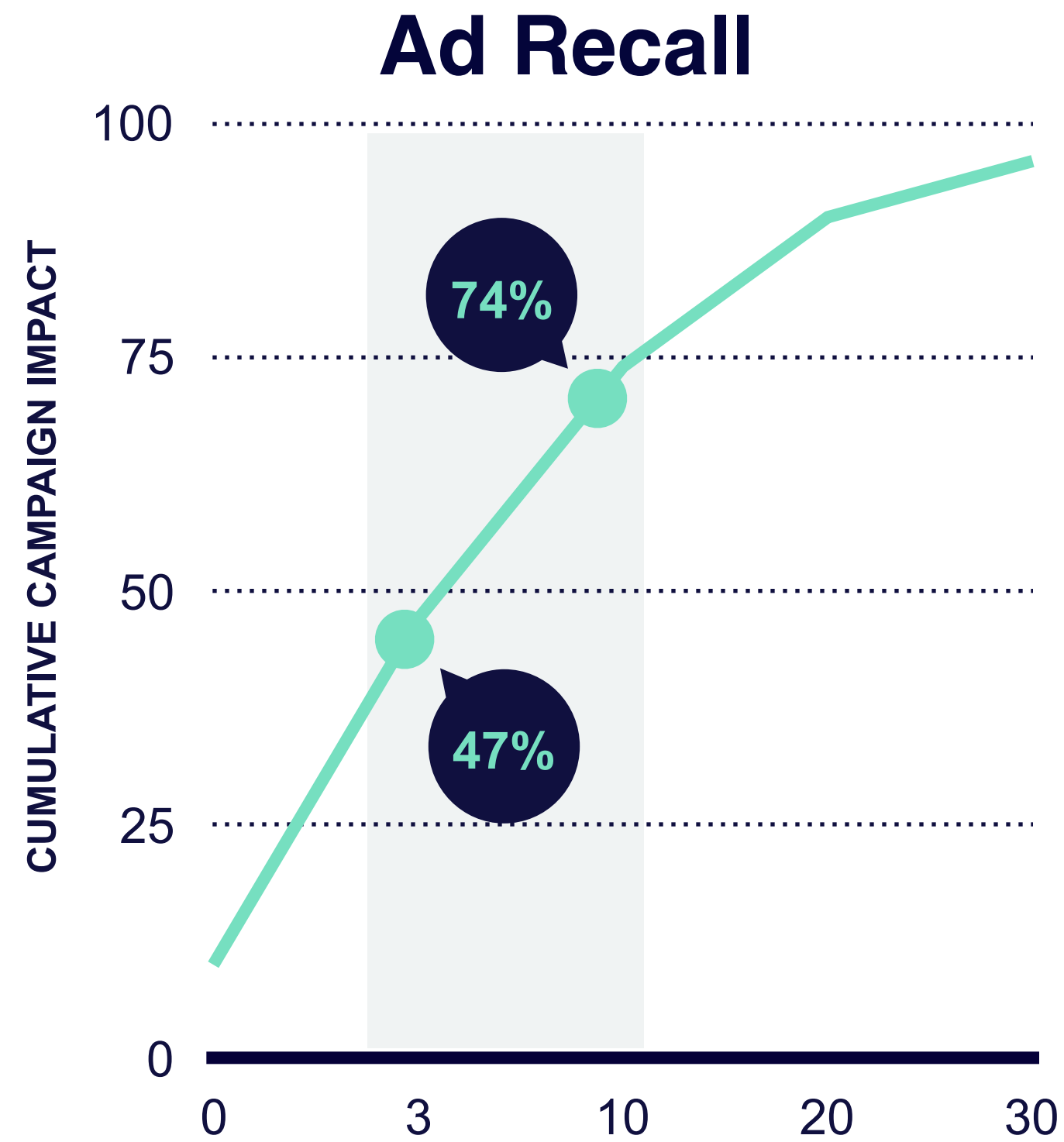
of Millennials Read Headlines While Watching Silent Autoplay Videos



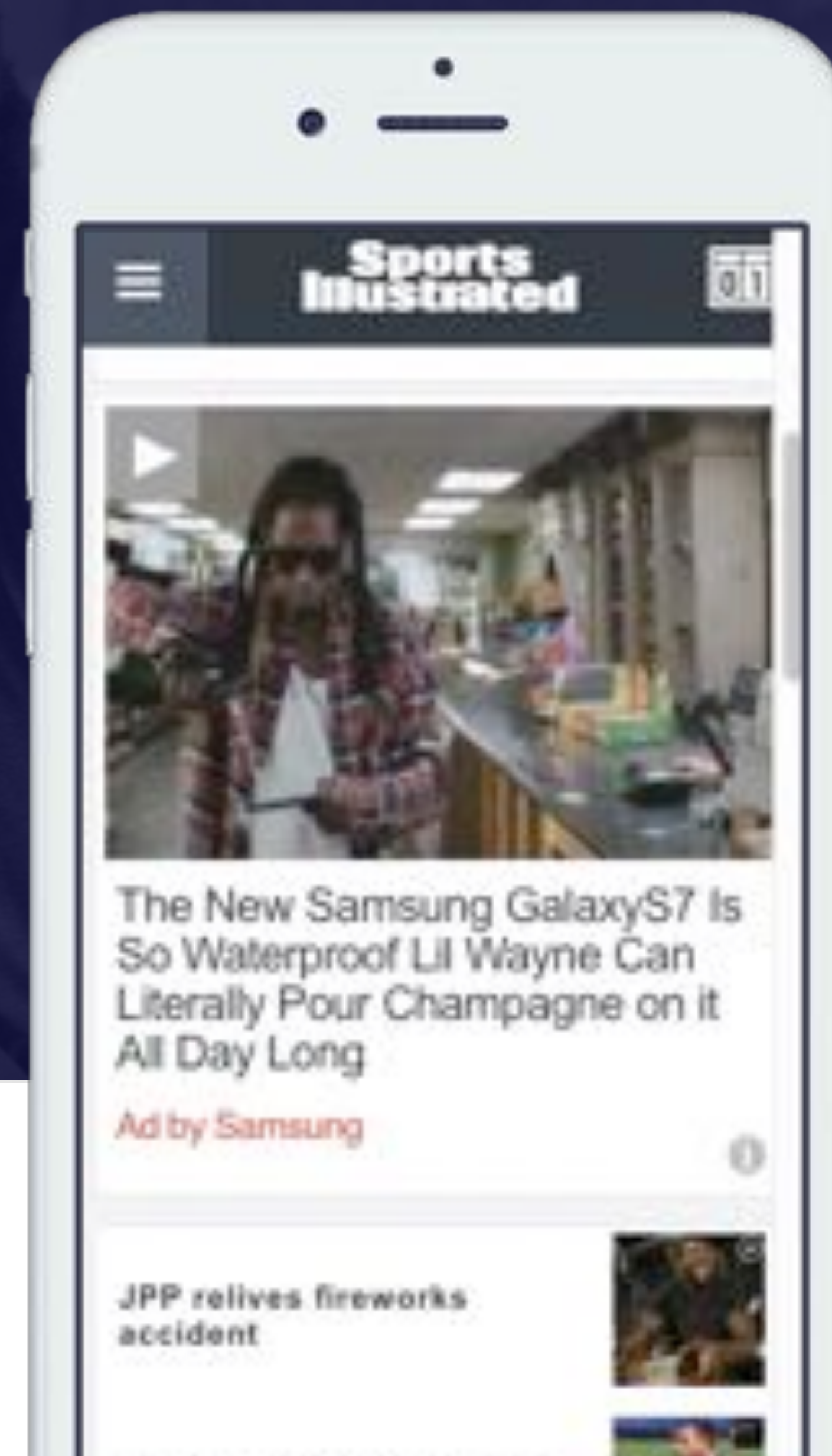
Source: Qualtrics, "Millennials and Advertising" 2016

Instant Play Native Video = Instant Brand Impact

The first 7 seconds make all the difference



By Design, Native Ads Allow the Brand to be Upfront



How Sharethrough Compares to Pre-Roll and Outstream

IN-STREAM

OUTSTREAM



Pre-Roll



Non-Native

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



Native

Includes Context: headline, description, brand logo

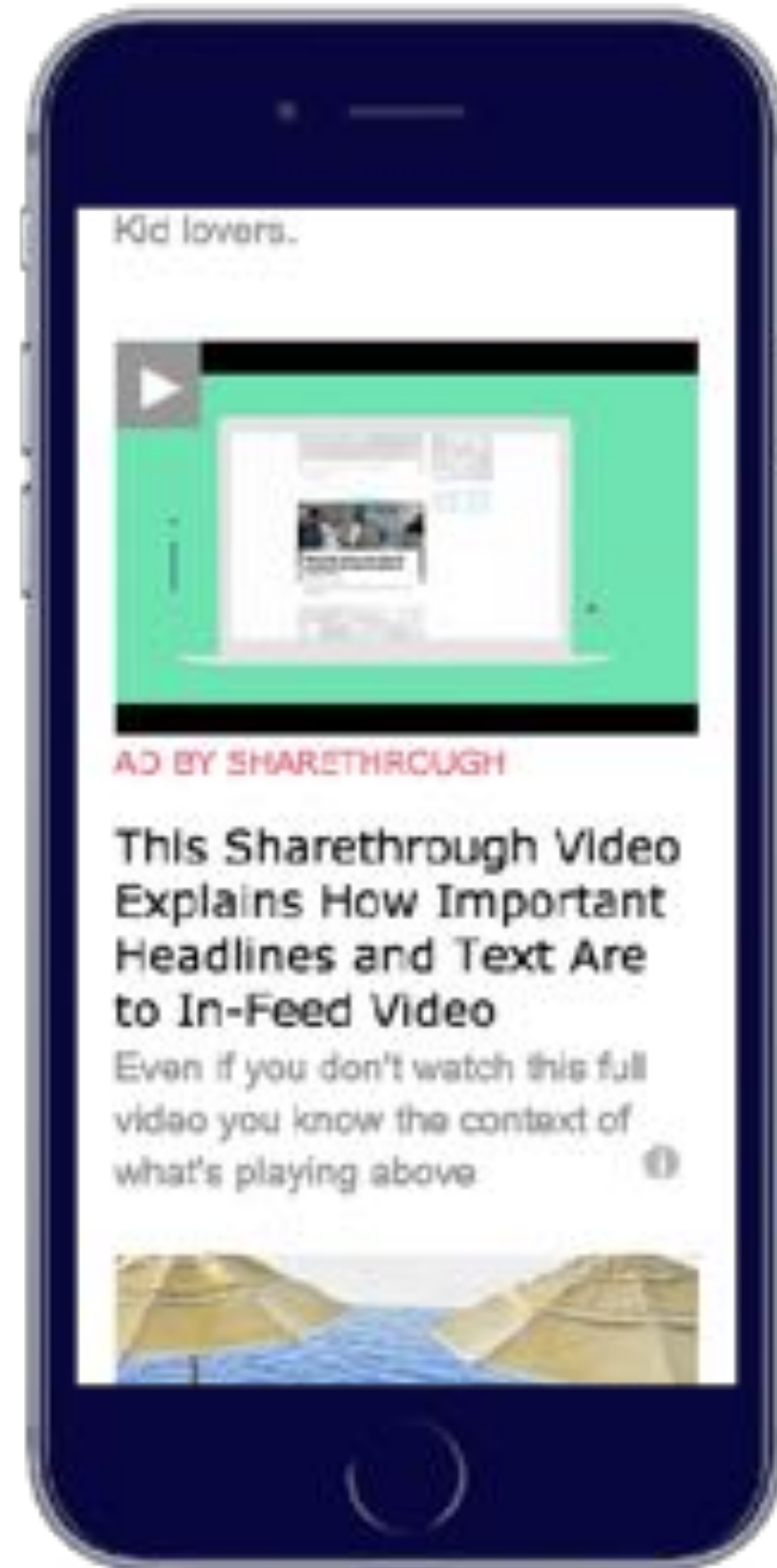
Native Video With Headlines Improves Performance

9%

Lift in Awareness

37%

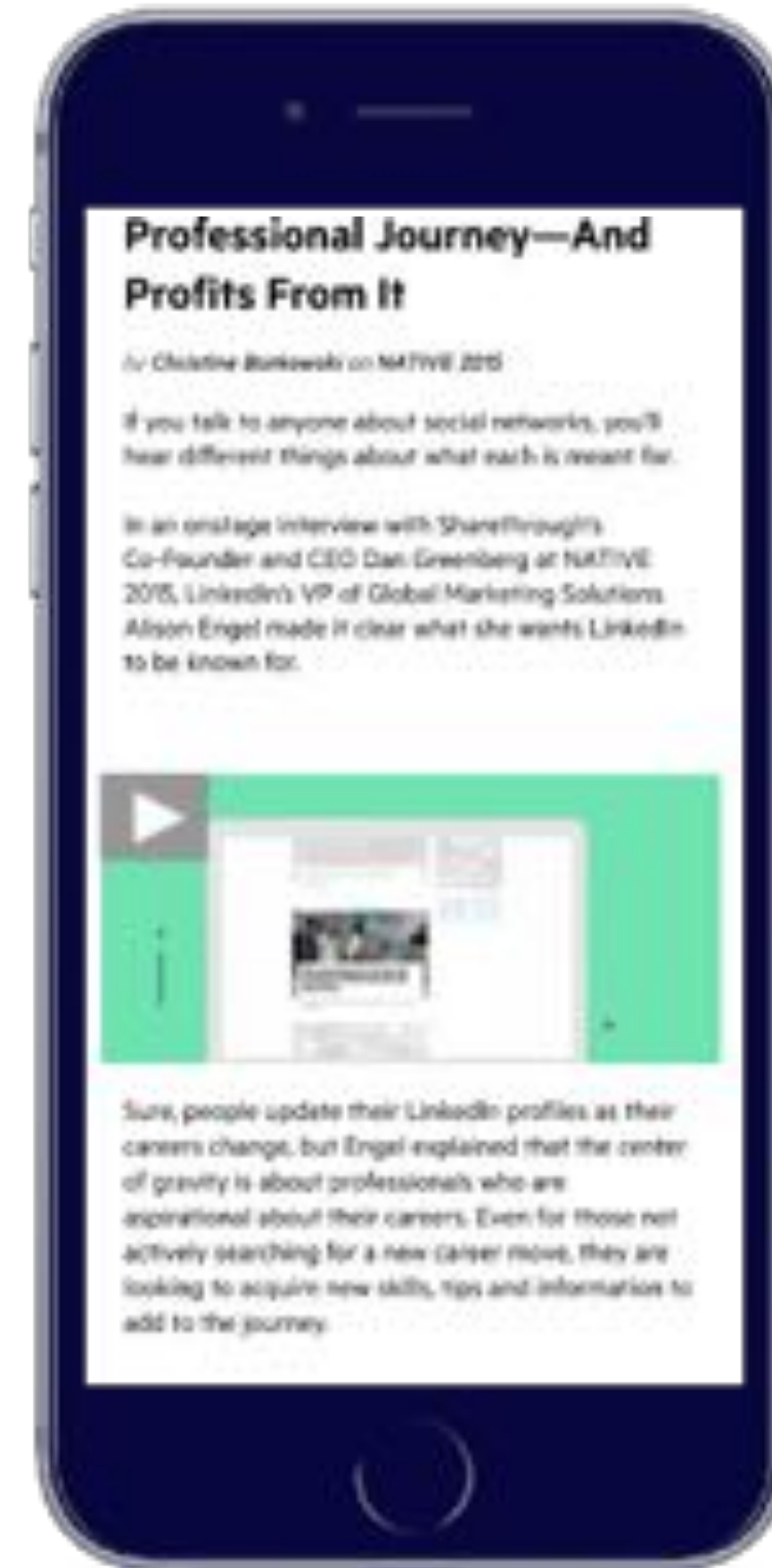
Increase in Completion Rate



Native

Includes Context: headline, description, brand logo

VS



Non-Native

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

Native video performs because of headlines

CLICKTHROUGH RATE

1.2%

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

VIDEO BRAND EFFECT

2.6x

higher brand lift than native non-video

BRAND AWARENESS

9%

more brand awareness than non-native outstream

Best Practices For In-Feed Autoplay



85 percent of Facebook video is watched without sound

Sahil Patel @sizzpatel | May 17, 2016

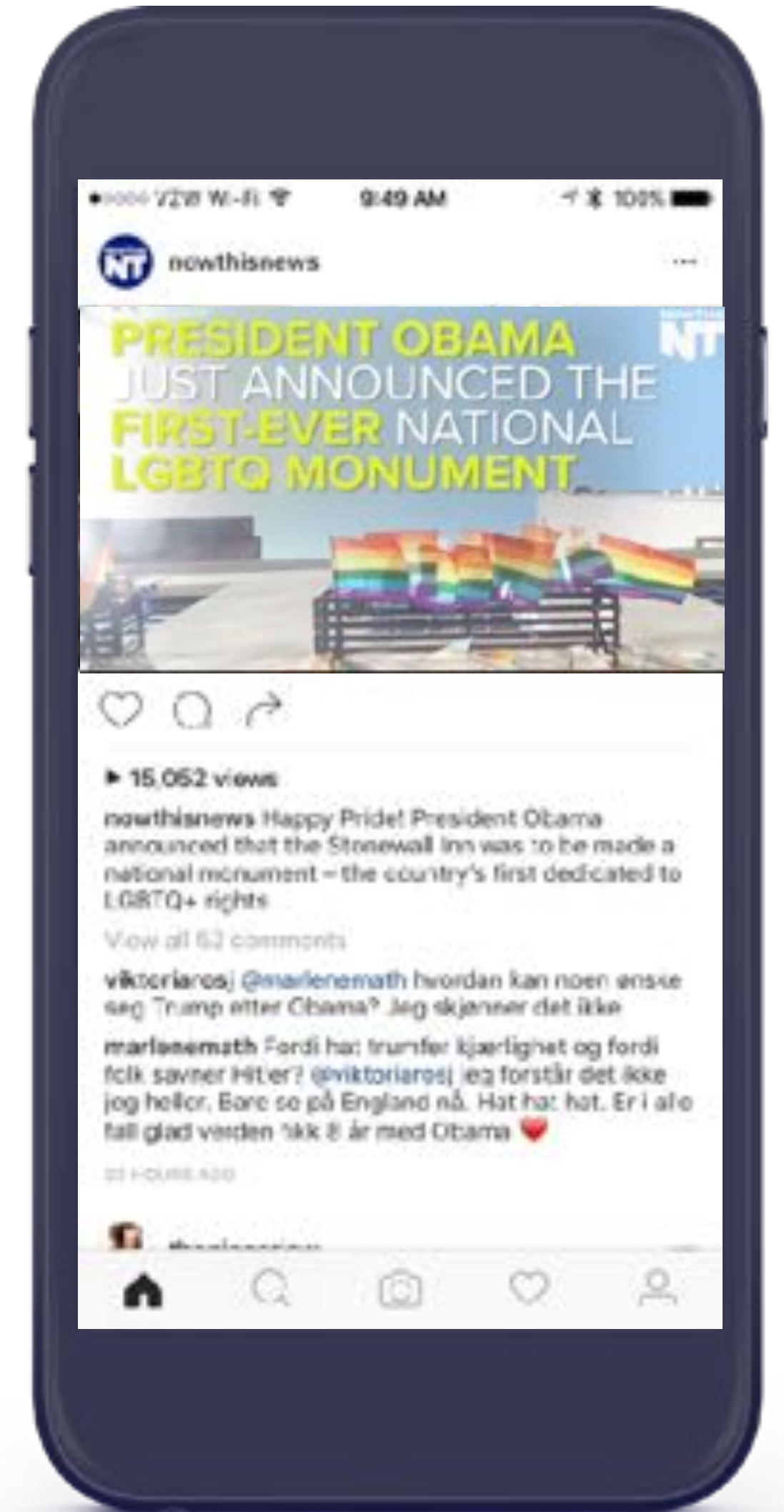
Facebook might be hosting upwards of 8 billion views per day on its platform, but a wide majority of that viewership is happening in silence.

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.



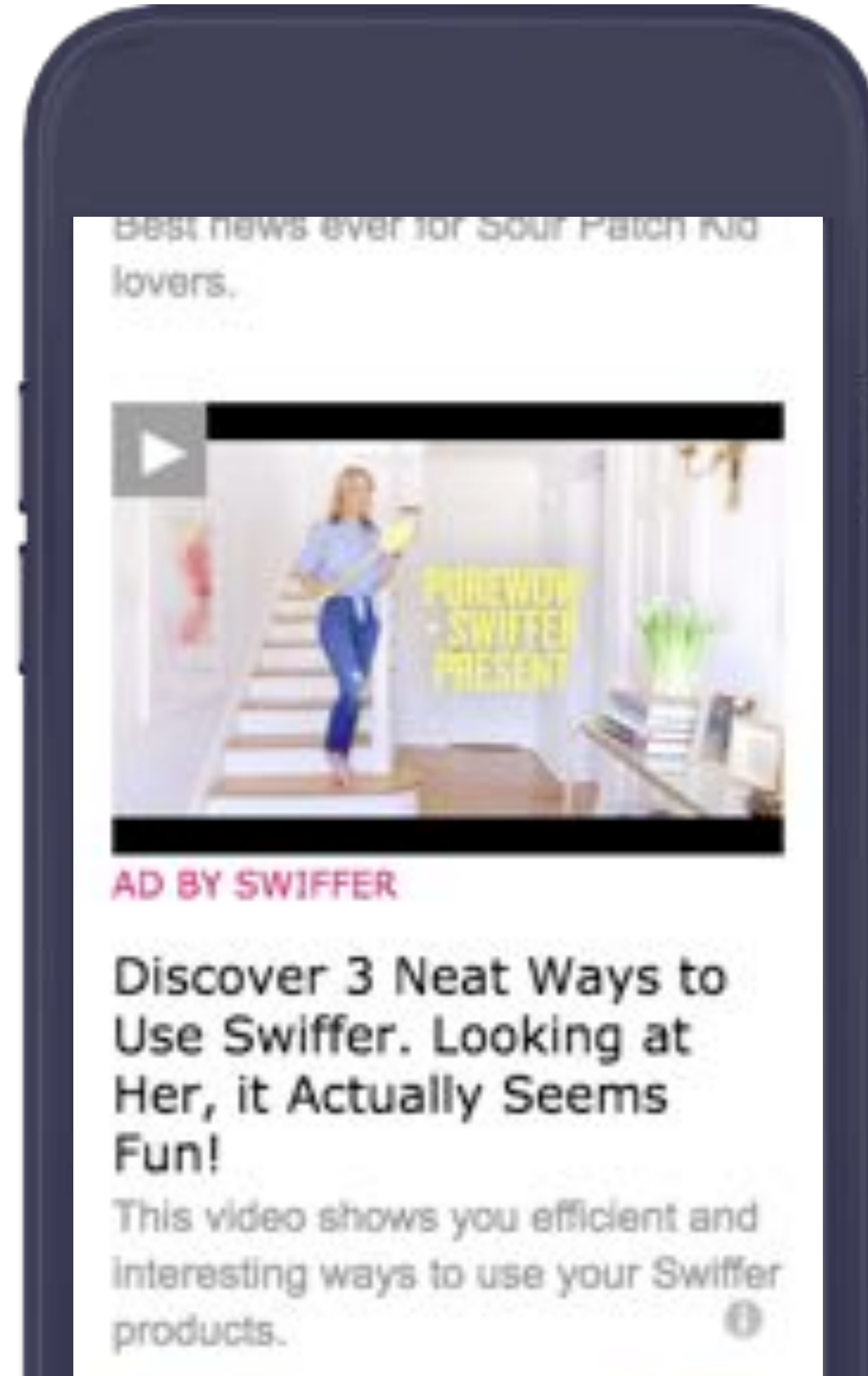
Learn from Mobile-First Video Creators

Text & Big Bold Words In
Every Video



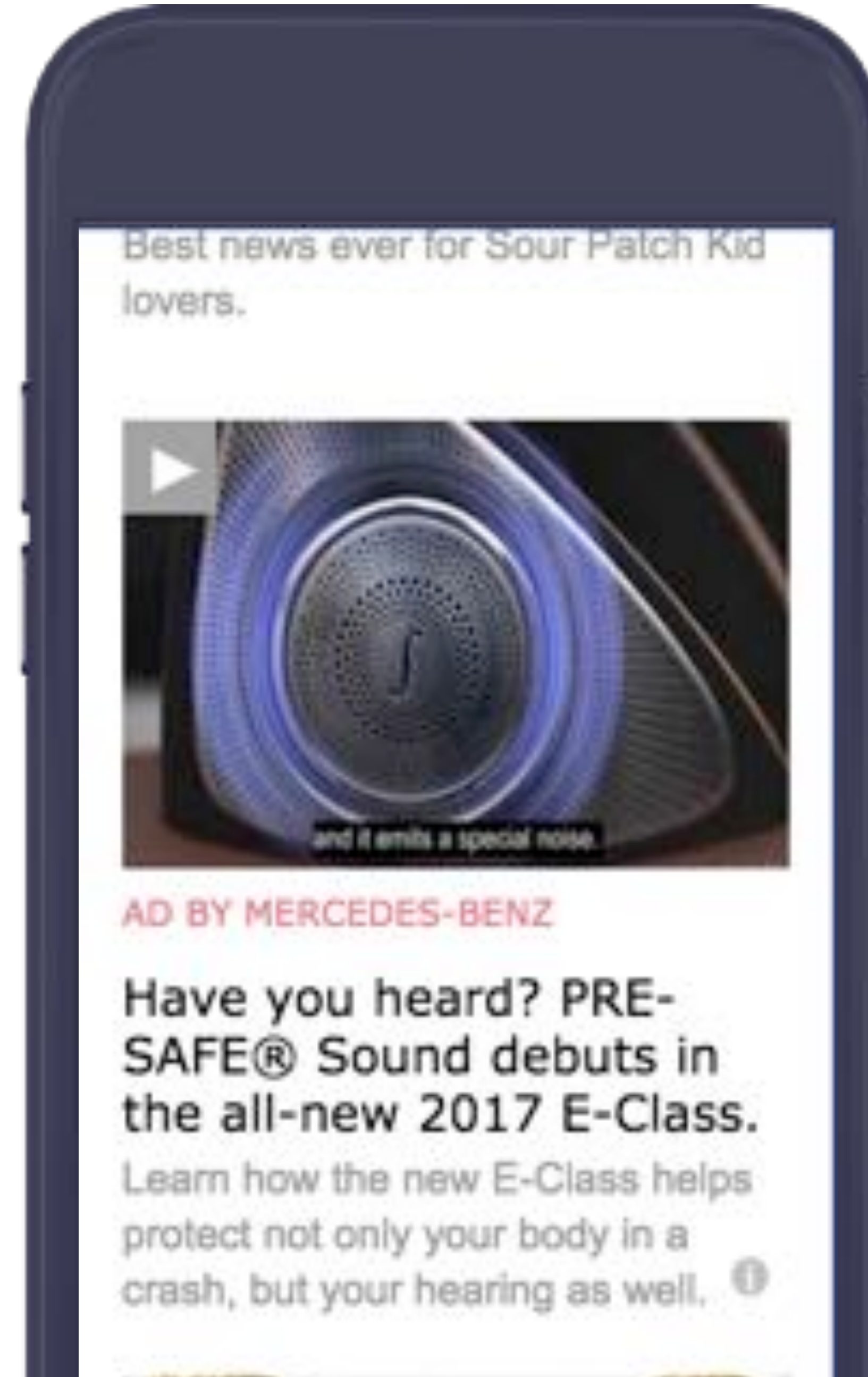
Mention Brand in First 5 Seconds

Increase Brand Lift



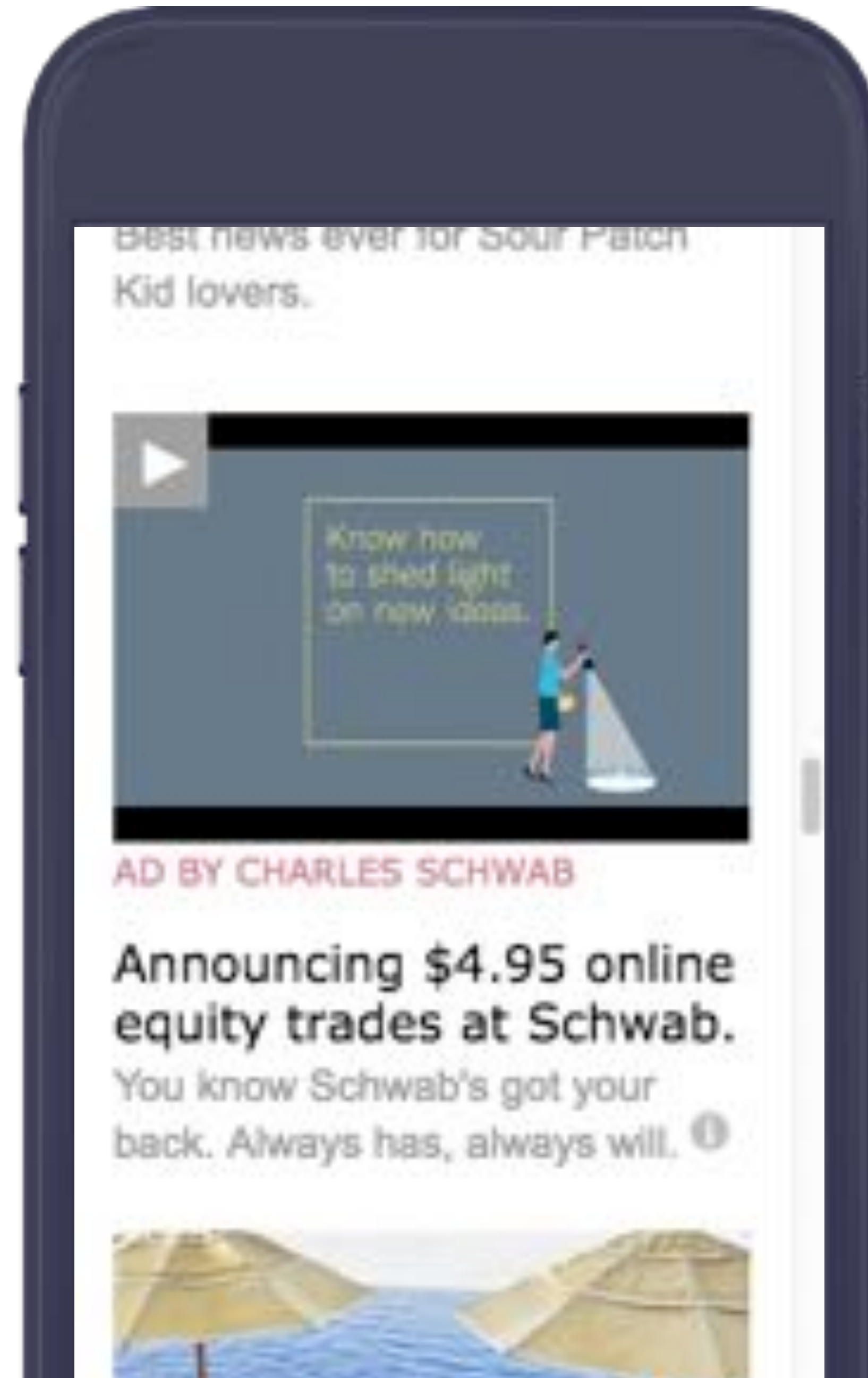
Add Text to Video

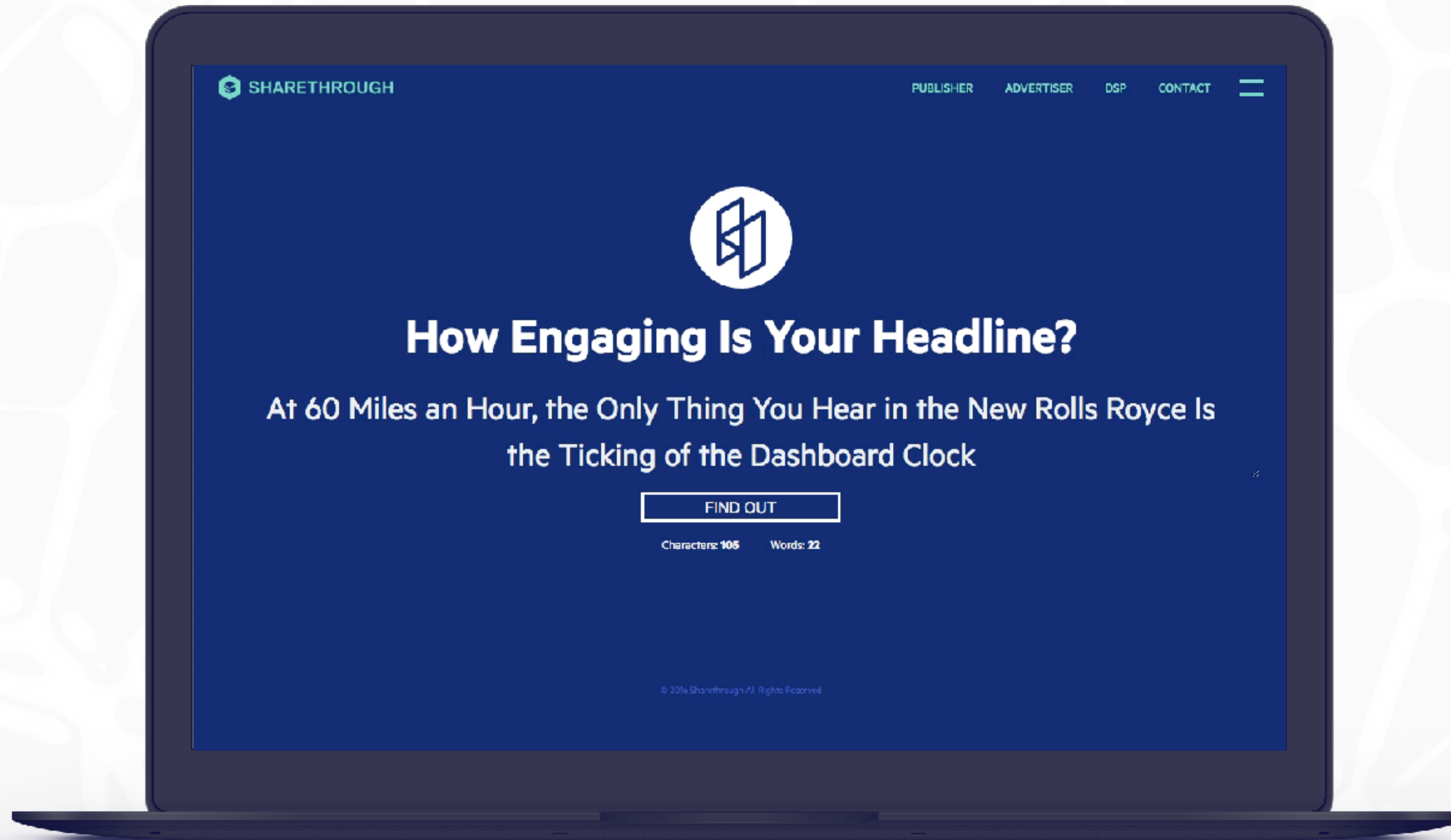
Captions Improve Completion Rate By 28%



Lead with the Headline

Be Straight Forward





David Ogilvy

headlines.sharethrough.com

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





Quick Overview of Methodology



n

High Resolution Dense-array EEG

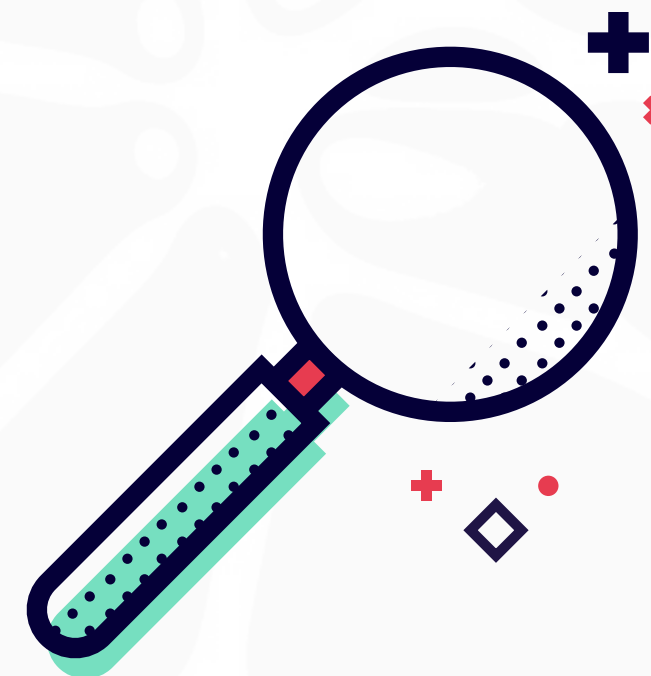
32 Sensors collect data at 500 times per second capturing activity across all brain regions.



n

Eye-tracking

Tracks visual focus at 60 times per second on tablet.





Text Analysis

Linguistic inquiry word count (LIWC) developed by the University of Texas, Austin (+SPSS).



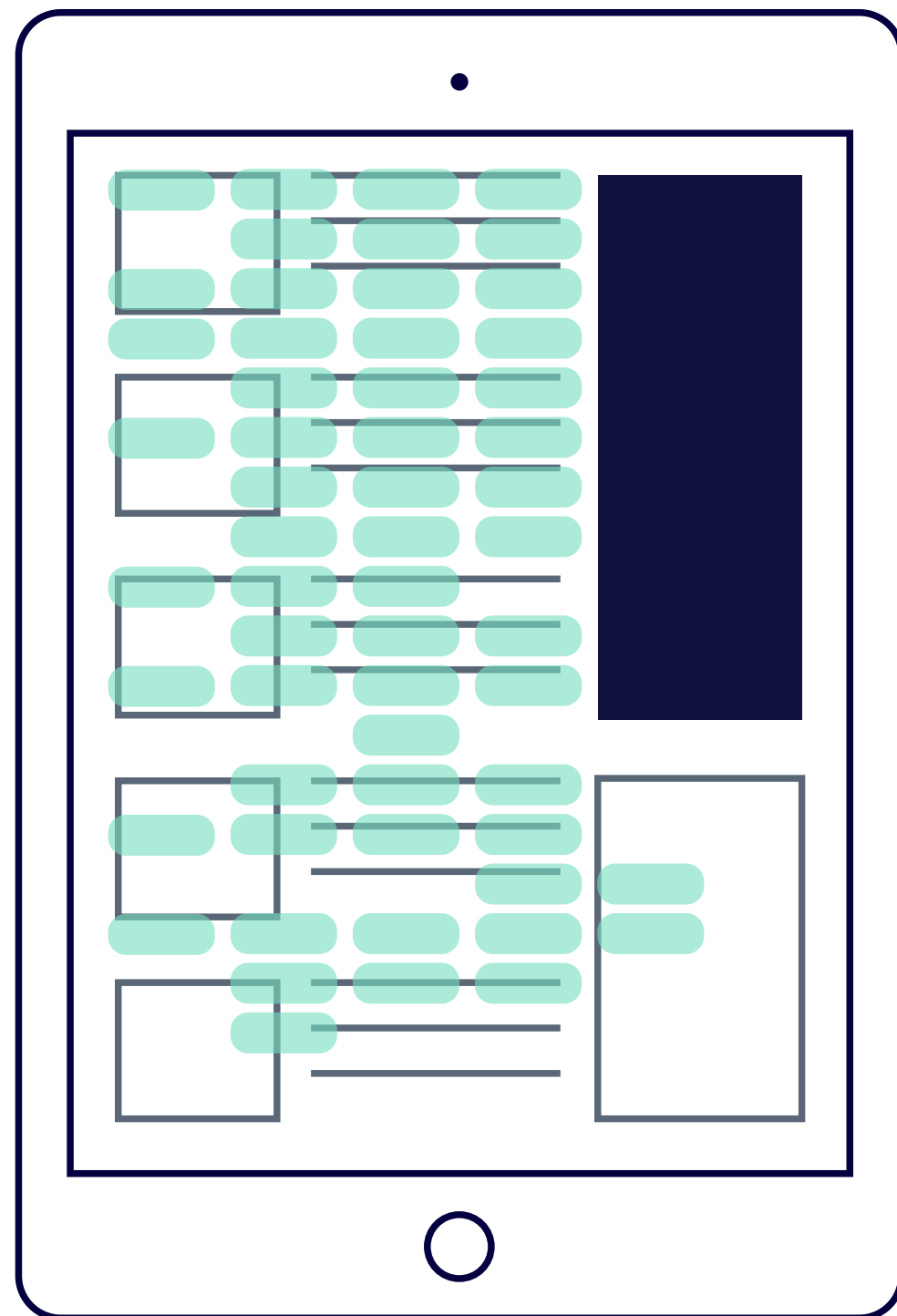


Academic Research

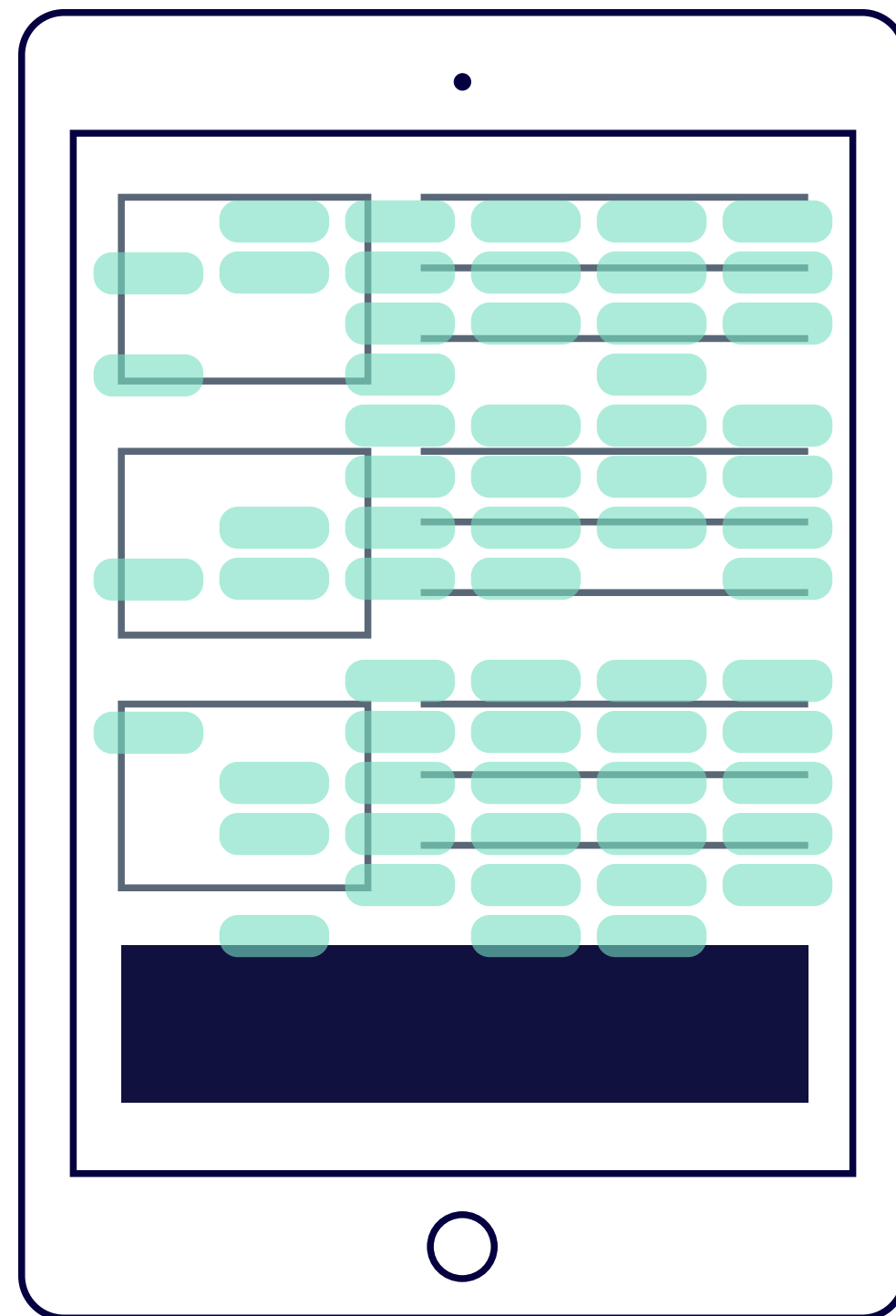
Ground findings in academic research (MIT, UOTA, USC, etc.).

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

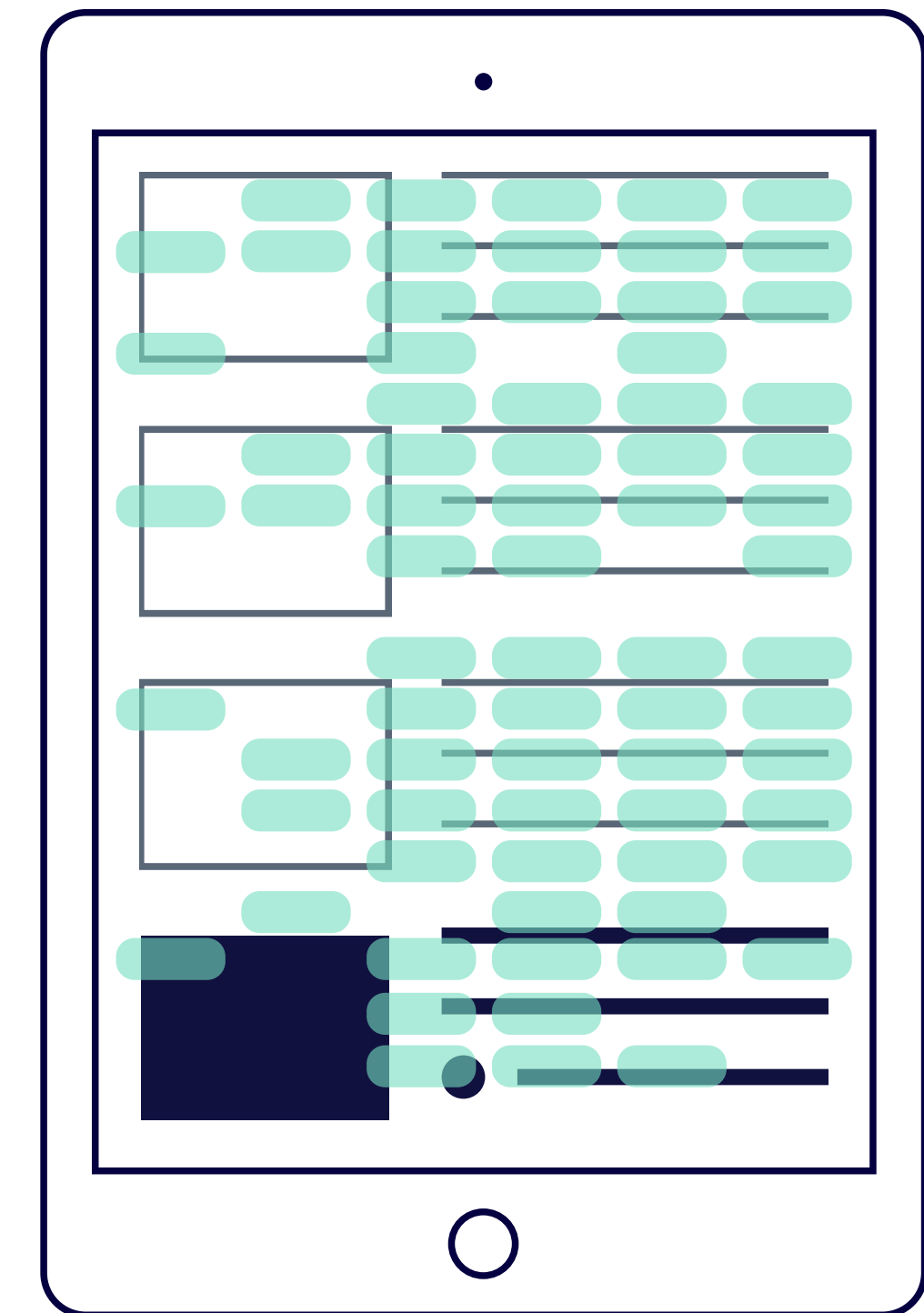
Out of Feed Banner



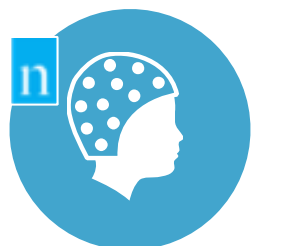
In-Feed Banner



Native In-feed

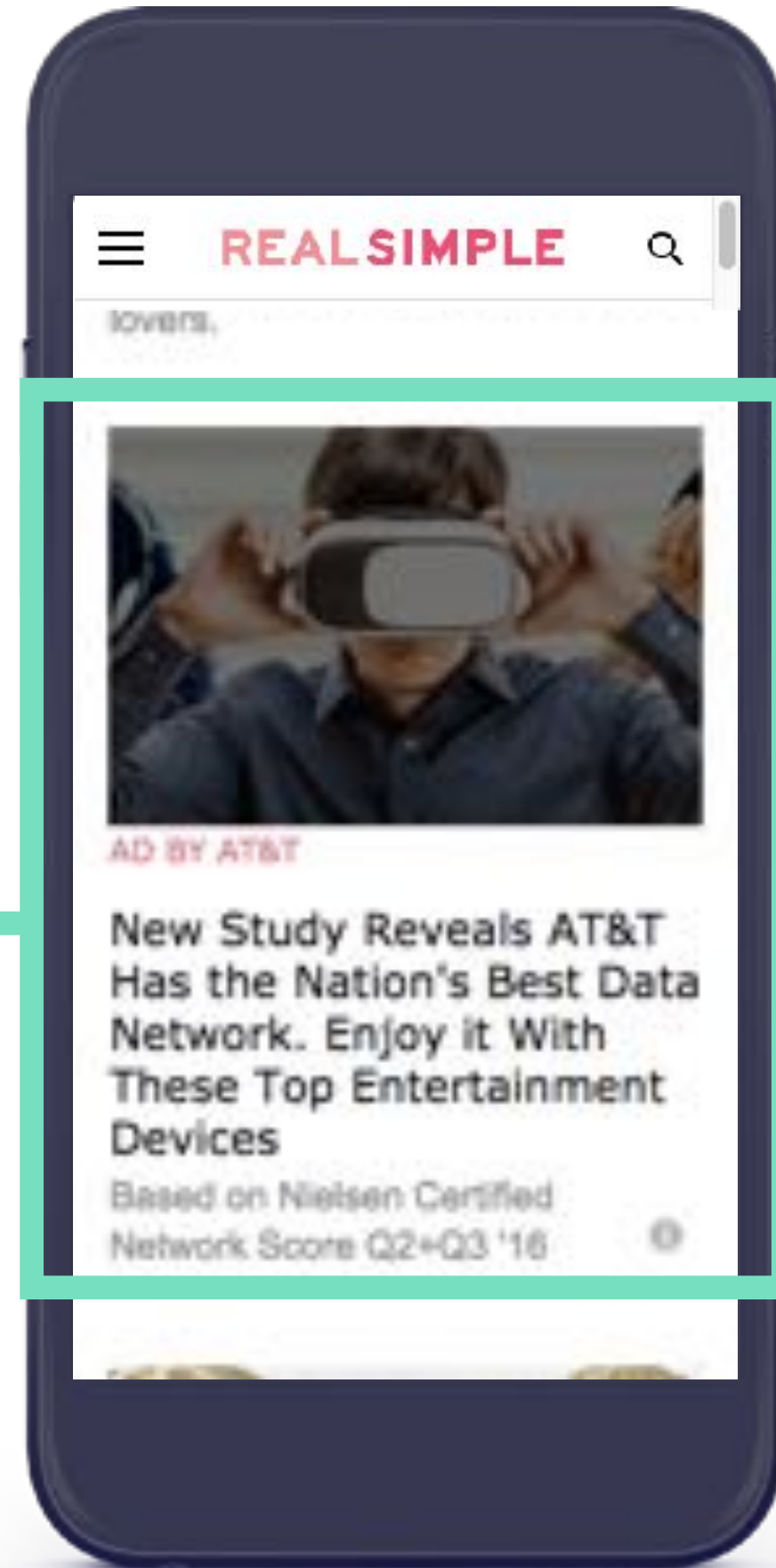


Visual
2x
Focus



Native Ads Are Read, Not Just Seen

READ



Native

SEEN



Banners

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



2x BRAND LIFT
10x CTR
4x ROAS



An Unexpected Finding...

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

Context Words Trigger Attention

Insight



- Relating
- Discover
- Thoughts
- Secret
- Considering

Time



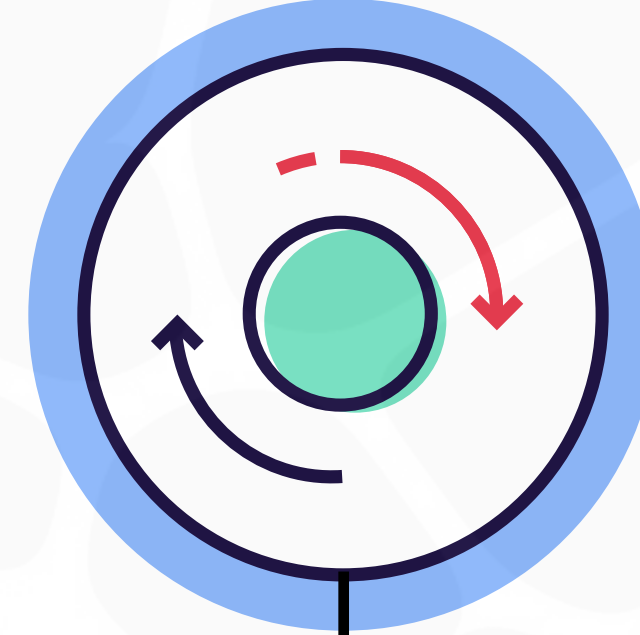
- History
- Everyday
- Years
- Soon
- Updated

Space



- Upon
- Above
- Beyond
- Biggest
- Everywhere

Motion



- Appear
- Replacing
- Entering
- Falling
- Tallest

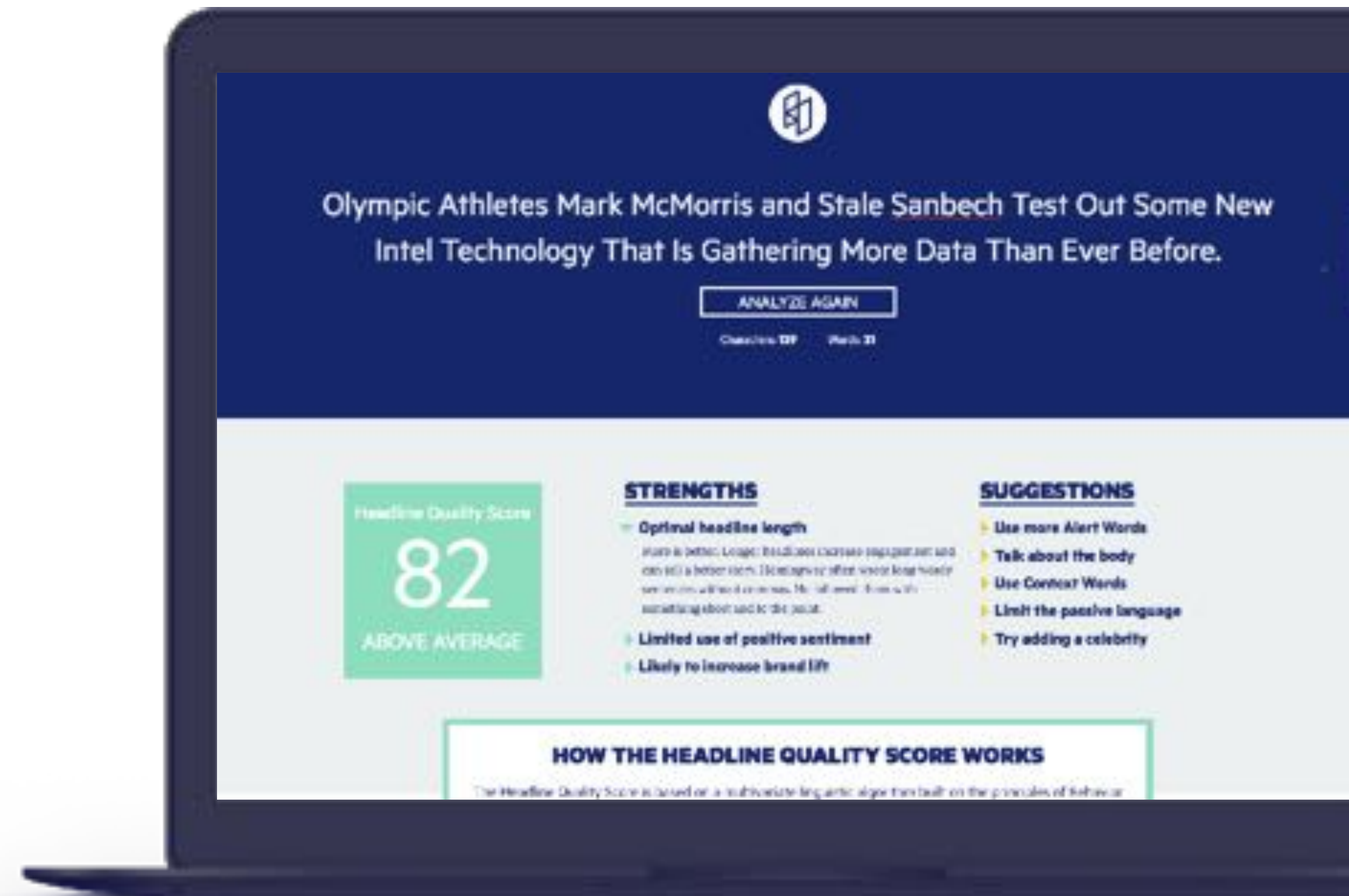
1,078
TOTAL CONTEXT WORDS

Project Hemingway

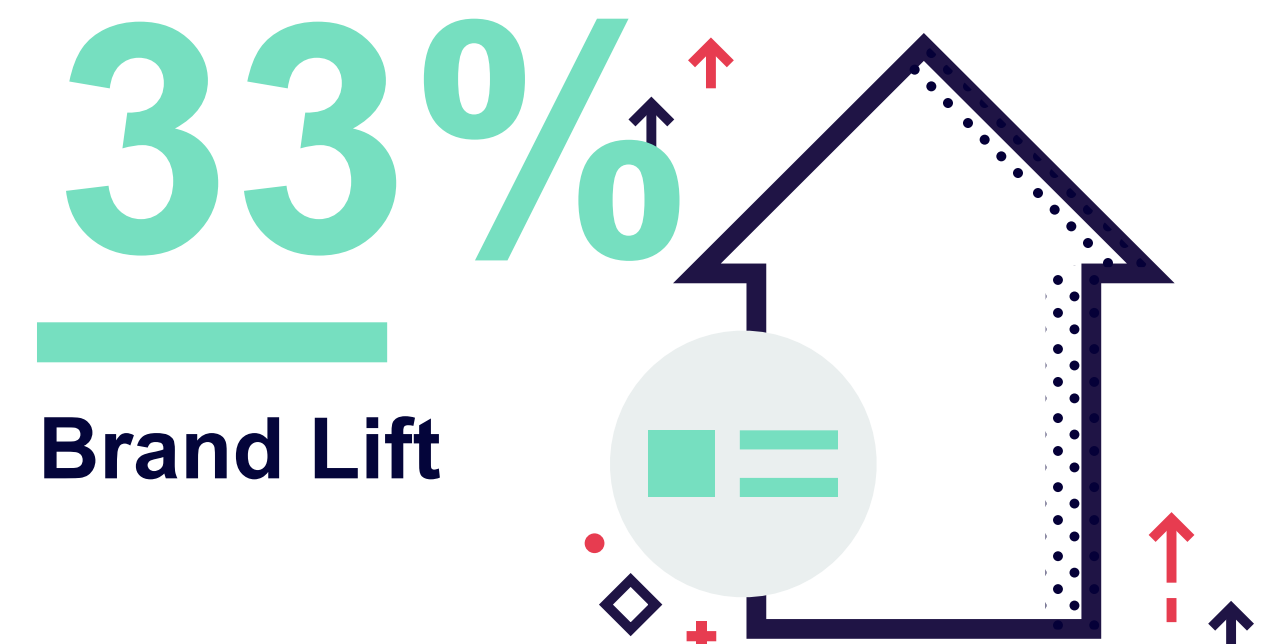
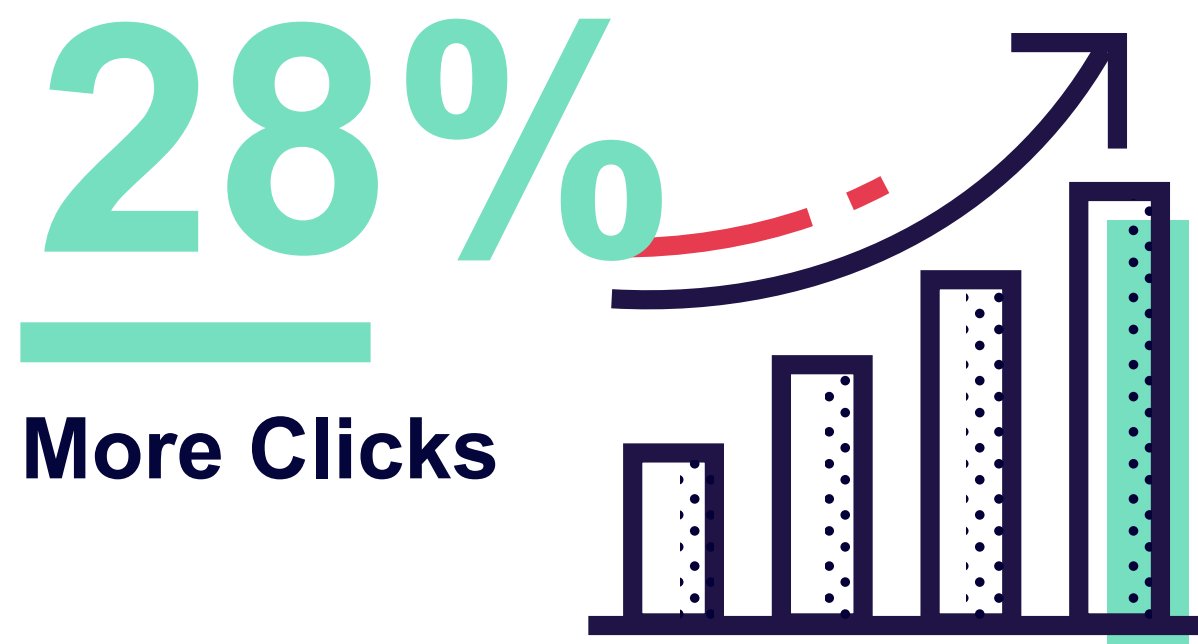
Headline Analyzer

Native Ad Headline Optimizer Tool
For Content Marketers

headlines.sharethrough.com



Optimized Native Ad Headlines Drive Much Better Campaign Results

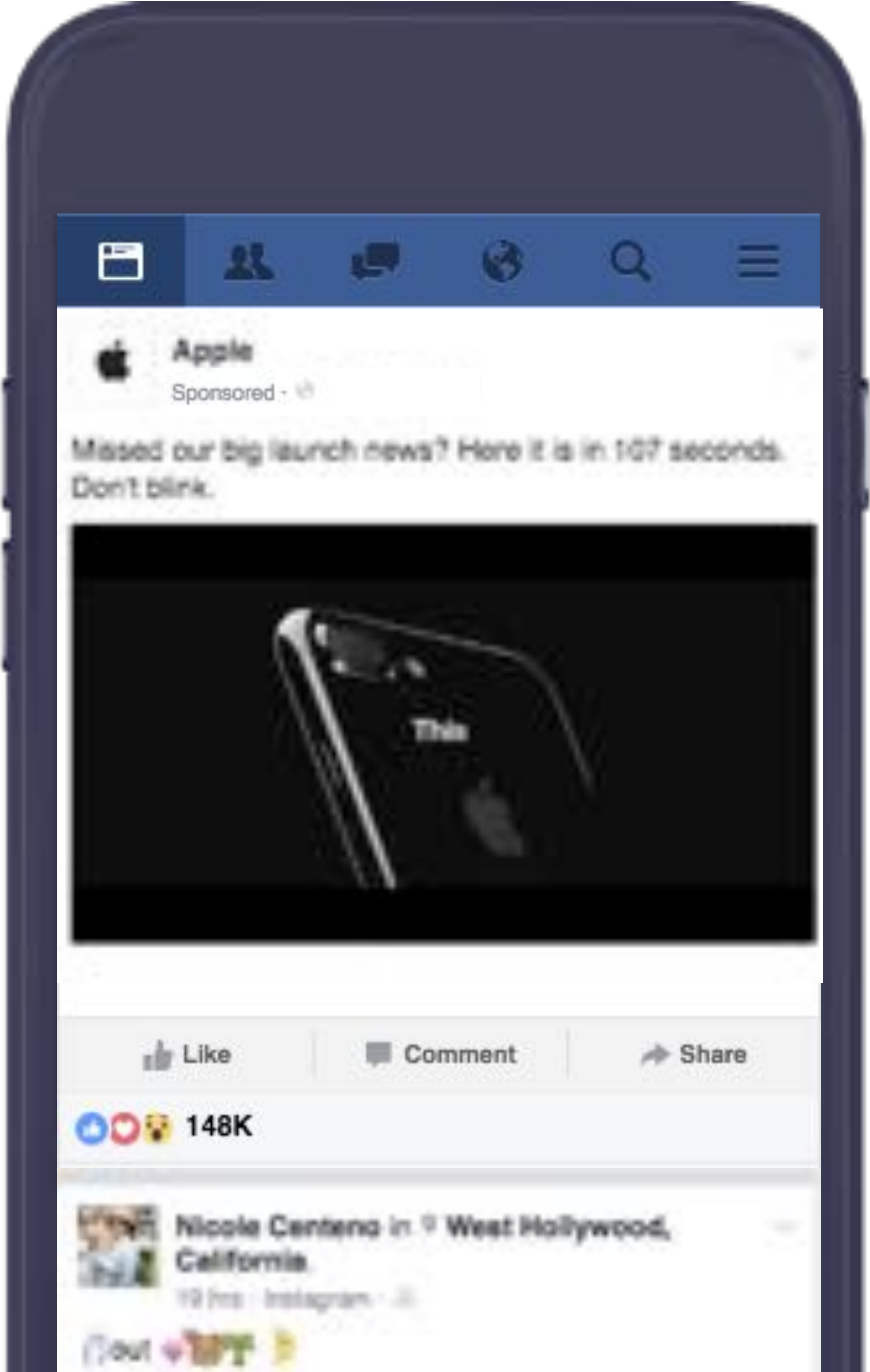


headlines.sharethrough.com

Best in Class Examples

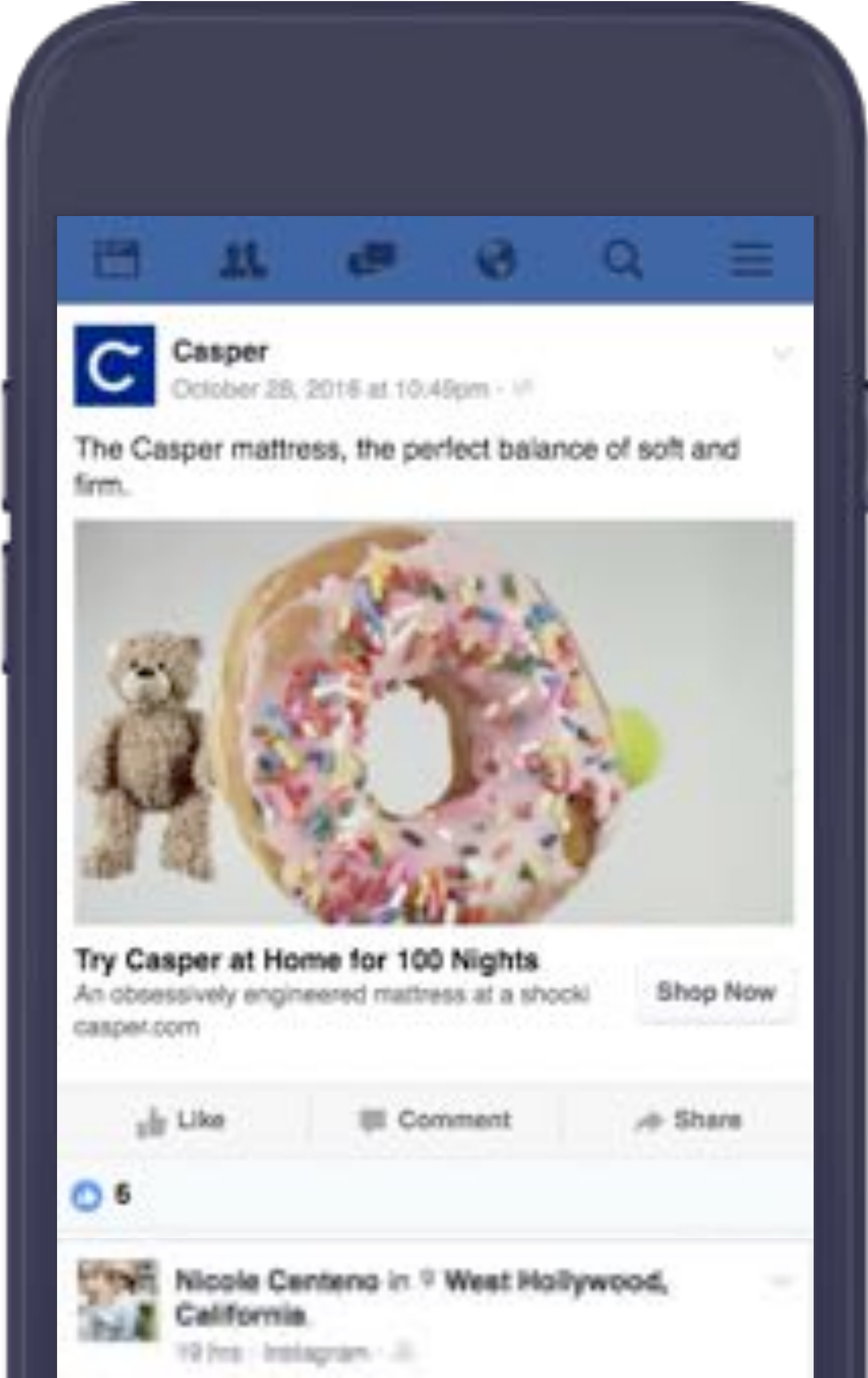
Best In Class

Product Launch: iPhone 7



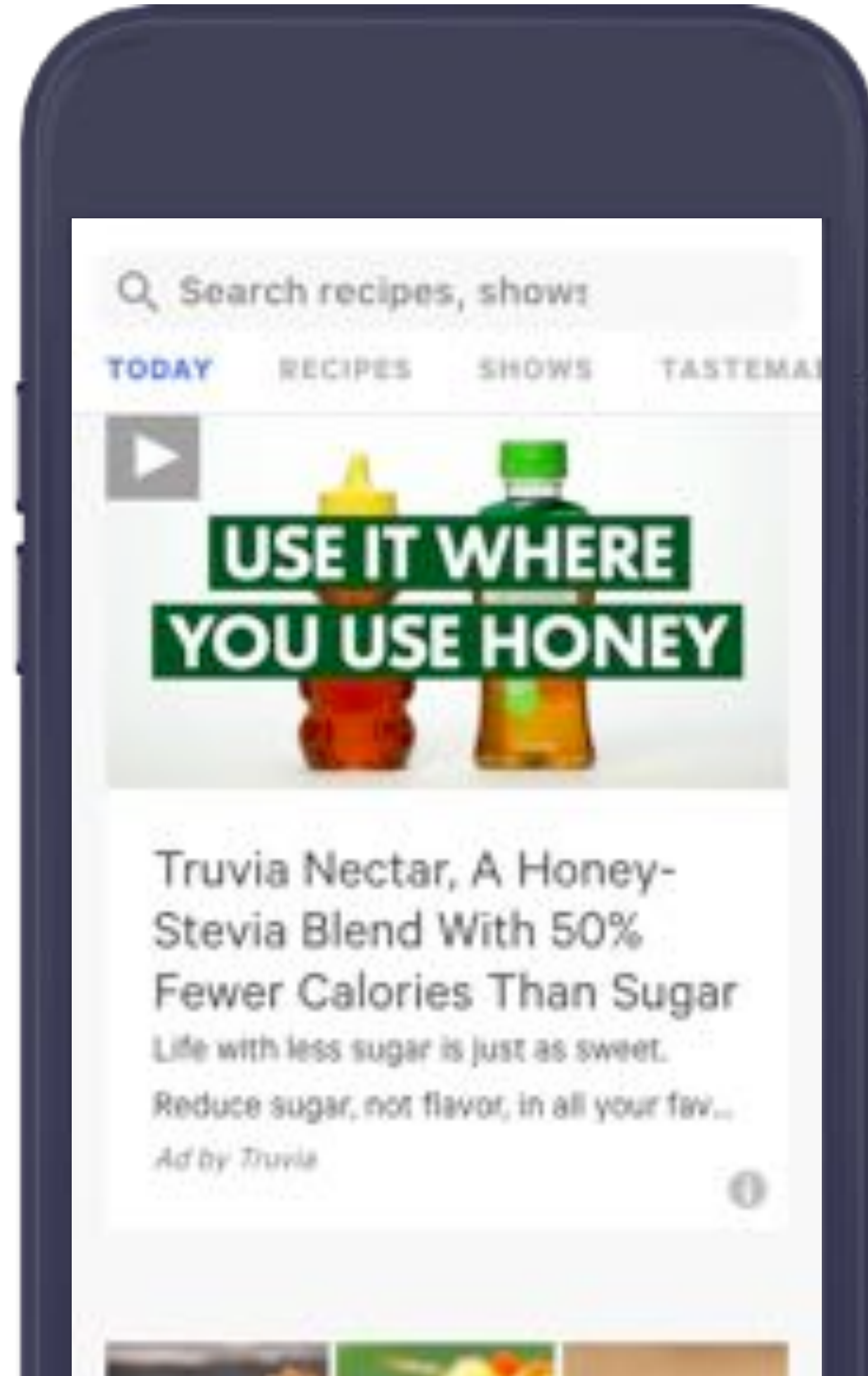
Best In Class

Product Benefits: Casper



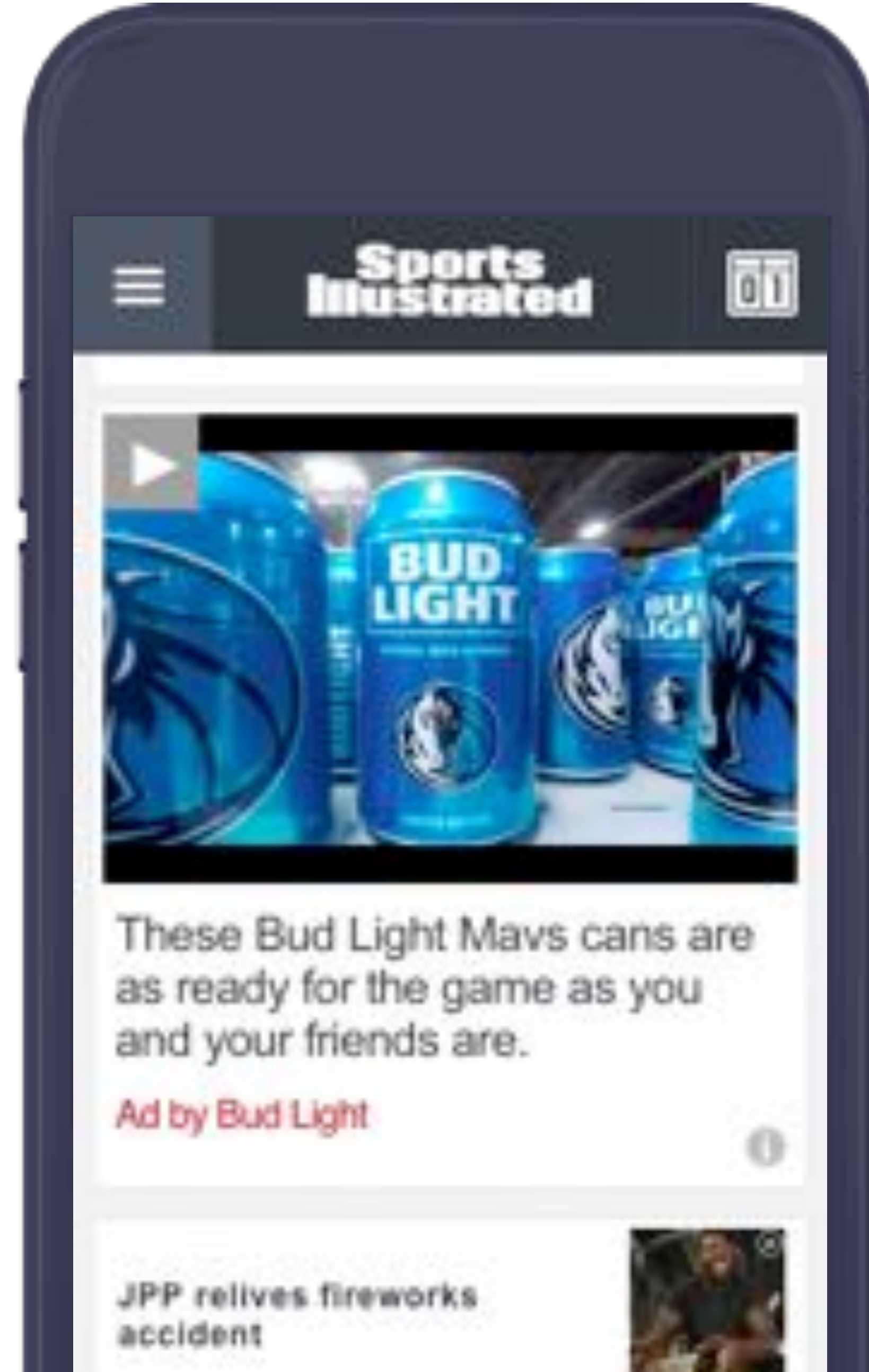
Best In Class

Awareness: Truvia



Best In Class

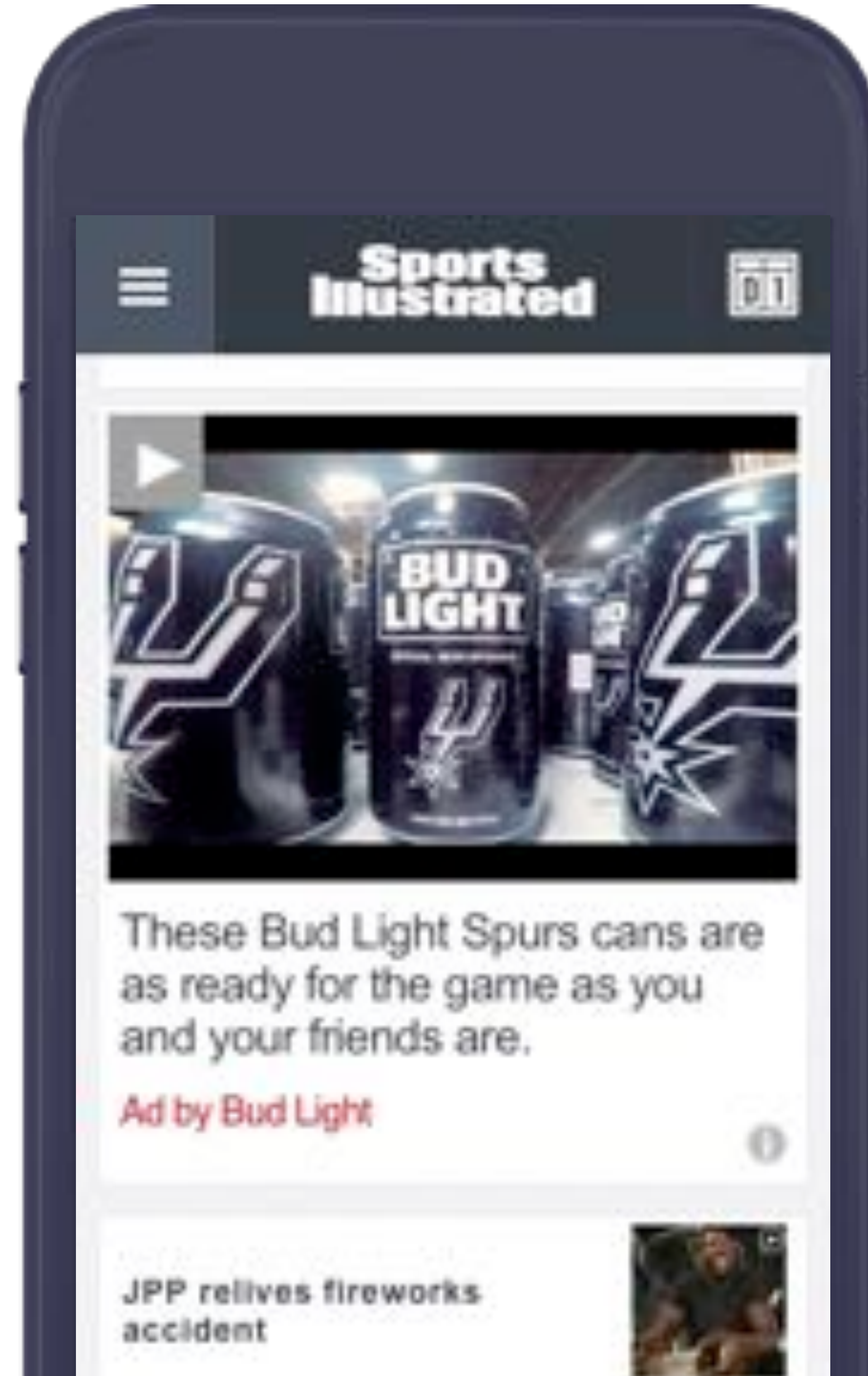
Product Update: Bud Light



Dallas

Best In Class

Product Update: Bud Light



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. 

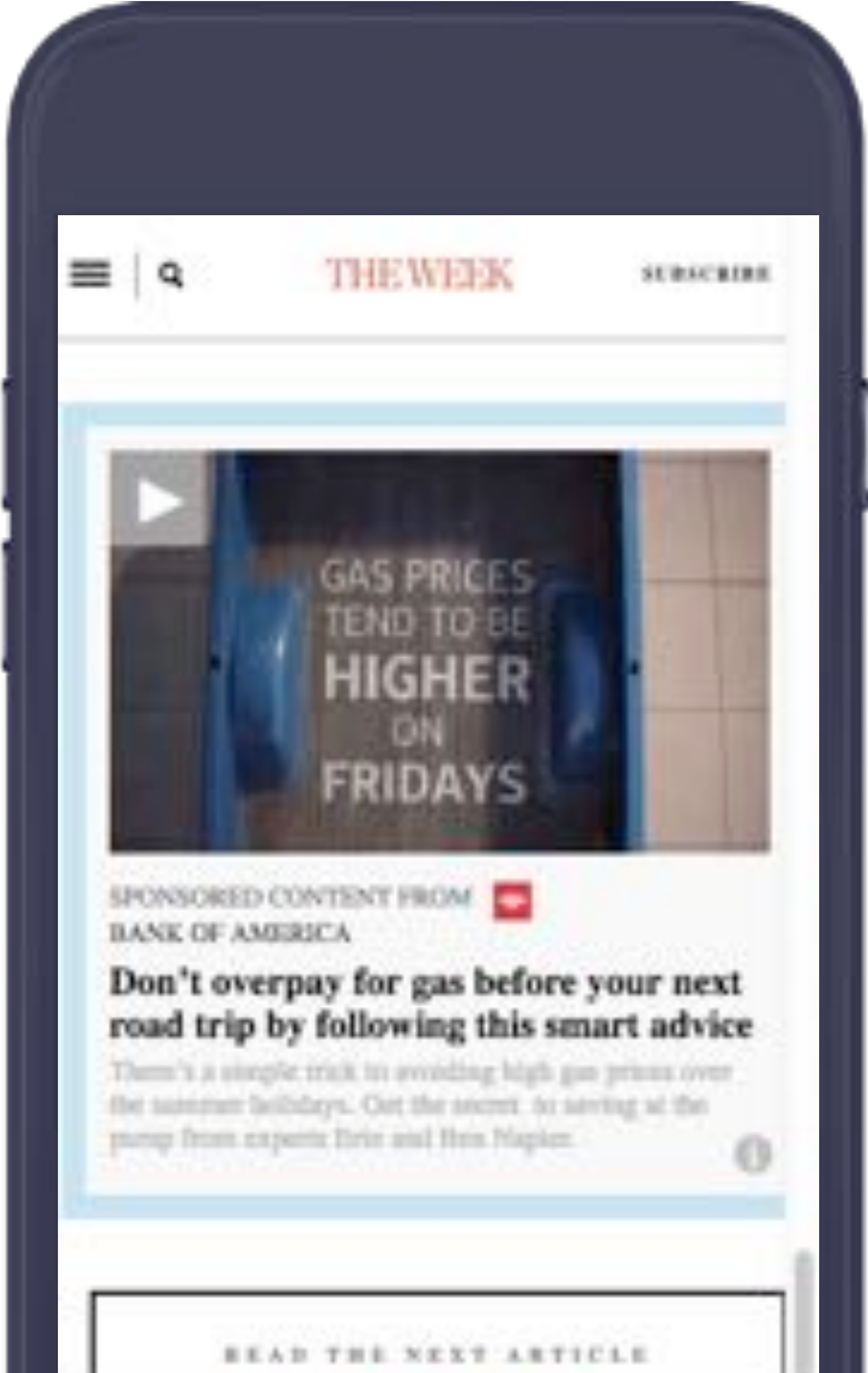
Best In Class

TV Spot: Rocket Mortgage



Best In Class

Expert Advice: Bank Of America



Best In Class

Gen Z/Millennial Target: truth



ROI Case Studies

Find yourself calling
an alpine lake



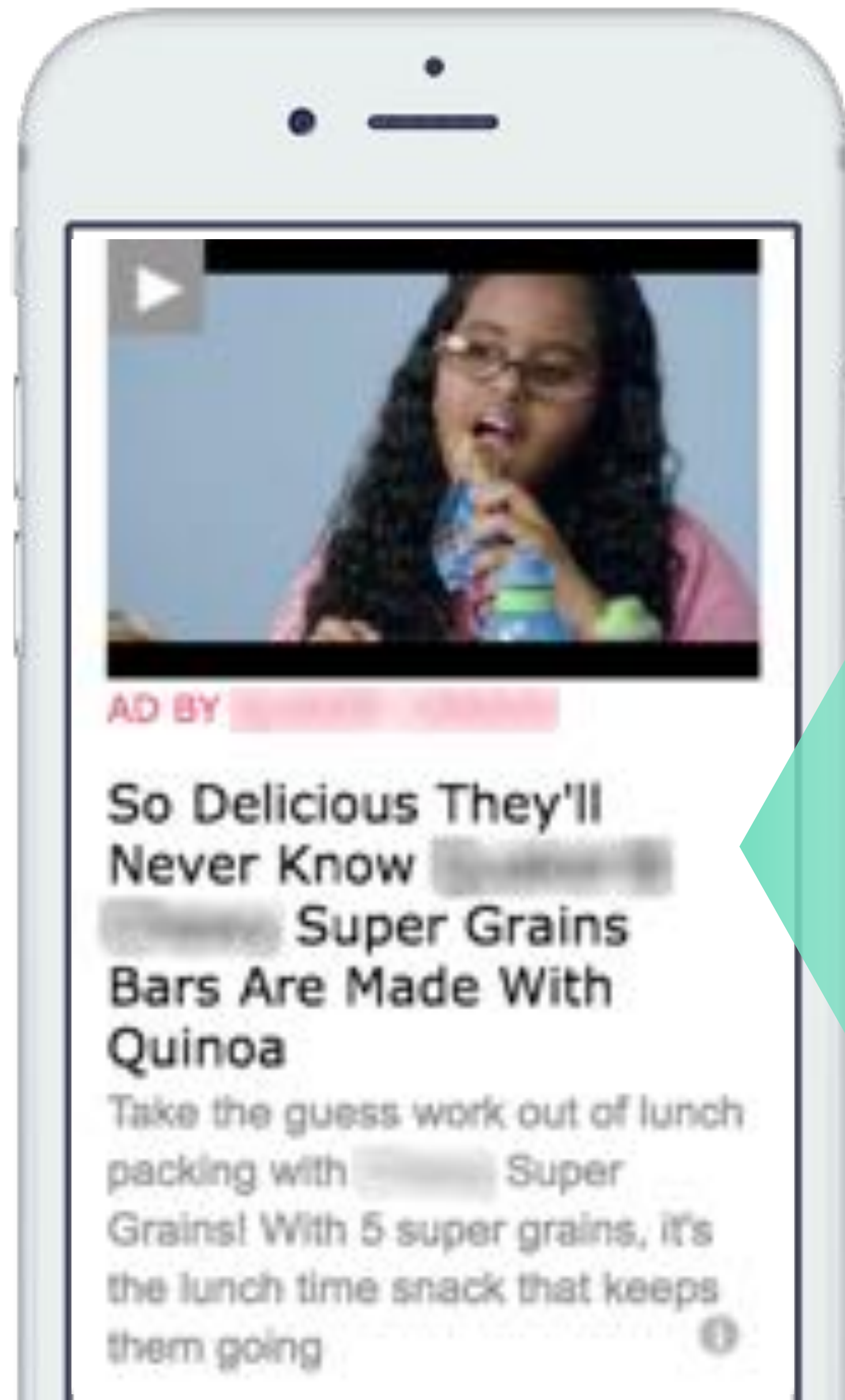
Increase Message Awareness

with

Native Video

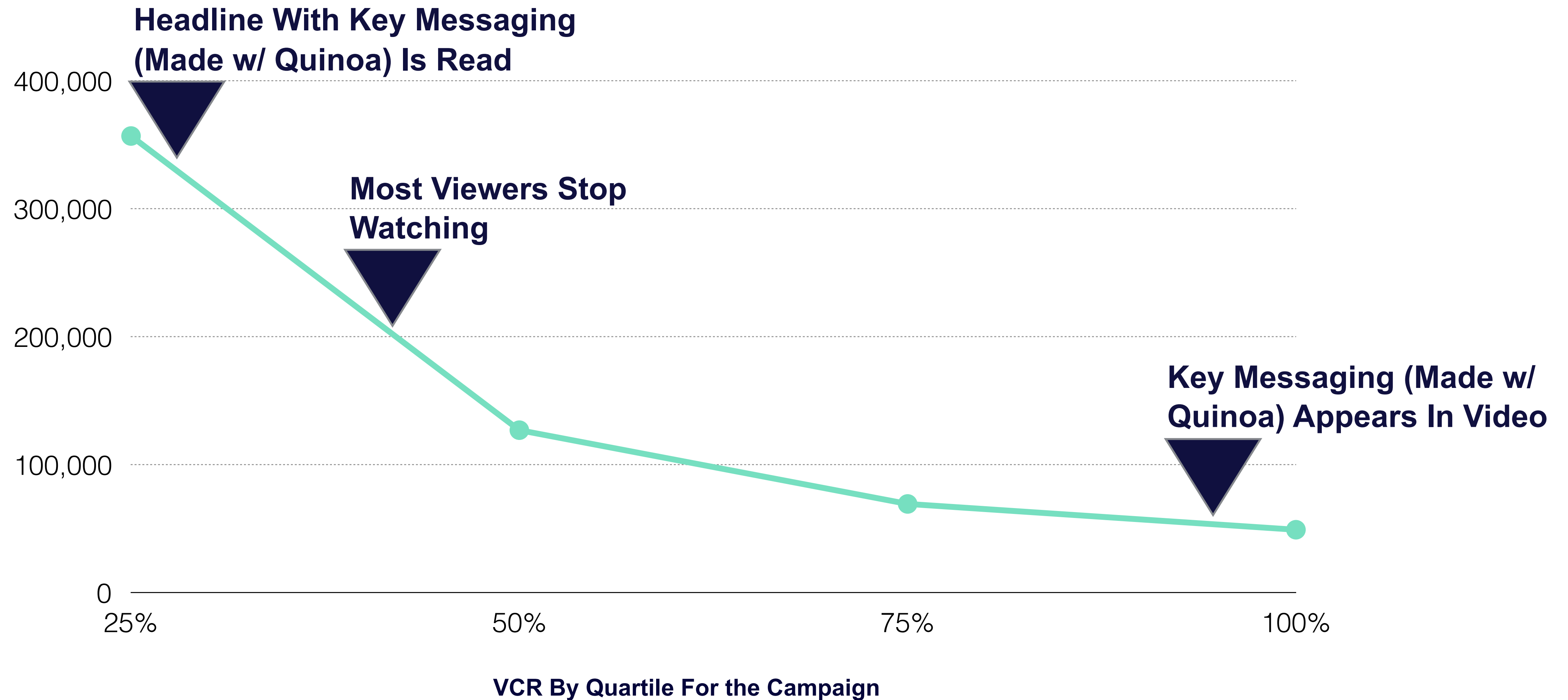
Food Brand Uses Headlines To Set Context For Long-Form Video

Goal: Increase message awareness



Key Messaging Buried at End of Video

Most viewers stopped watching around the :27 second mark



How We Measure Brand Lift

SHARETHROUGH

KANTAR MILLWARD BROWN

SHARETHROUGH

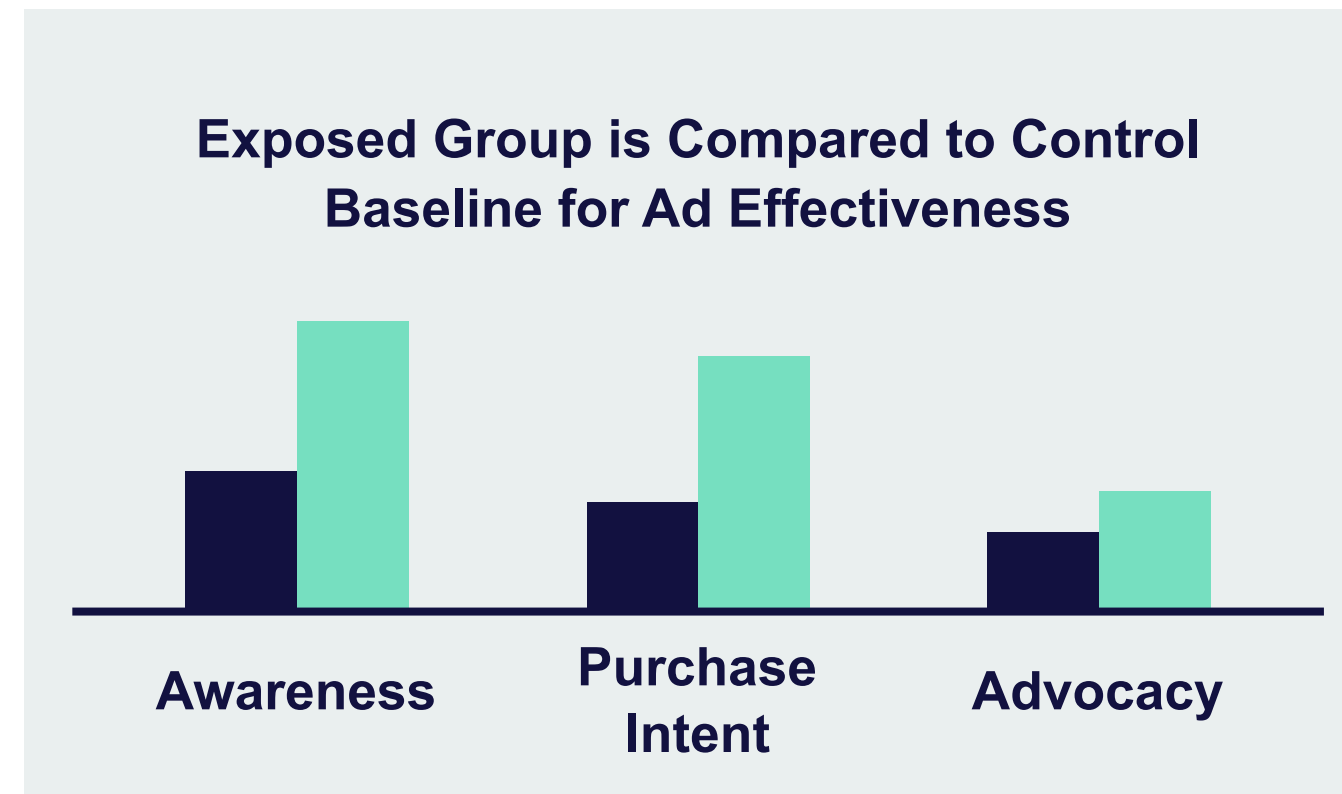


Native Ad



Control

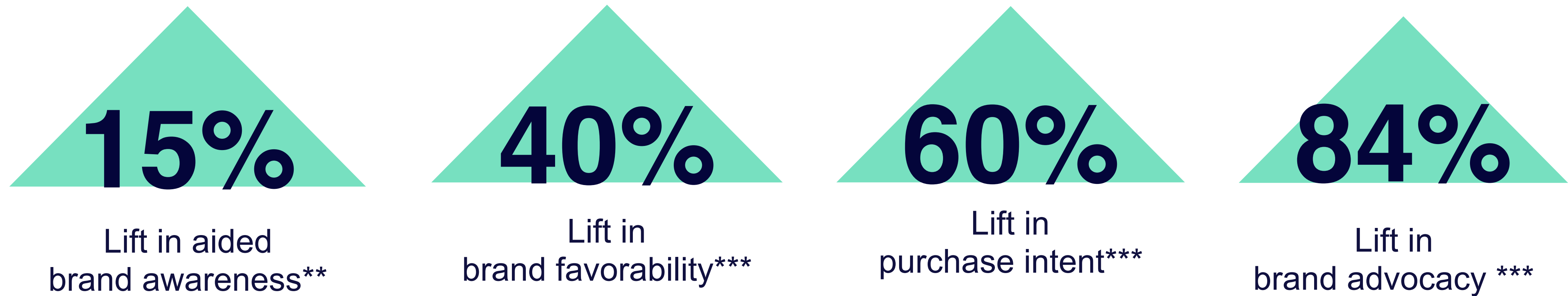
Exposed



We Brainstorm With Clients On Future Campaign Strategy

Campaign Performance Across Marketing Funnel

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



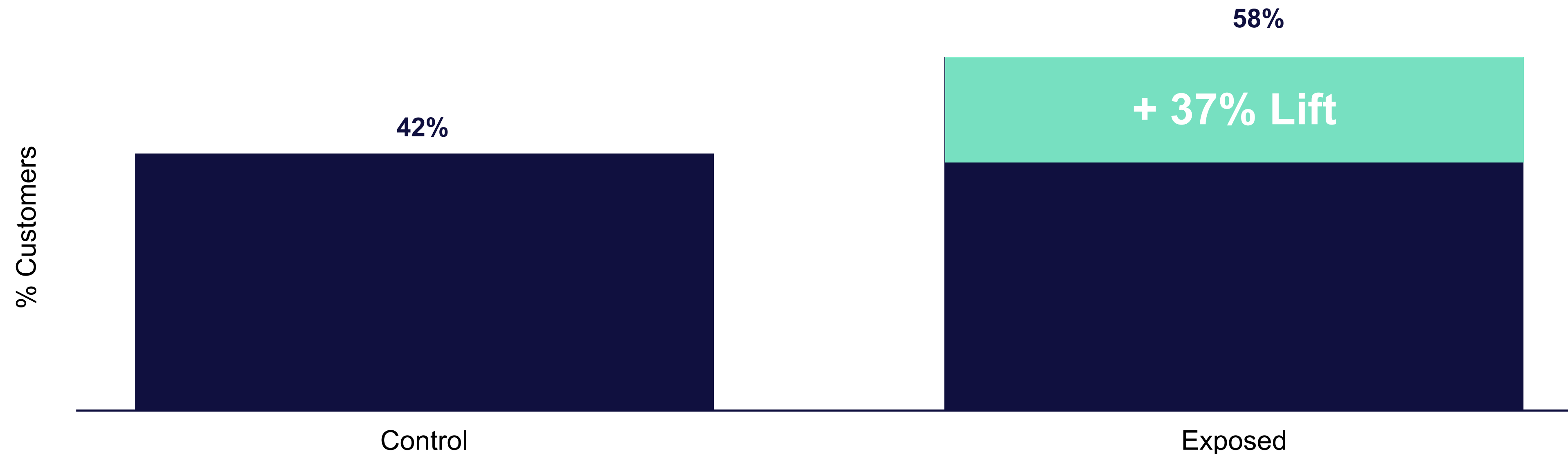
*Directional Lift; **Statistically significant increase at 70% confidence level; ***Statistically significant increase at 80% confidence level

Source: Millward Brown Digital / Sharethrough

Measurable Increase on Message Awareness

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



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

Source: Millward Brown Digital / Sharethrough



Increase Foot Traffic

with

Native Video

Outdoor Apparel Brand Uses :15 Videos & Blog Content

Goal: Increase sales

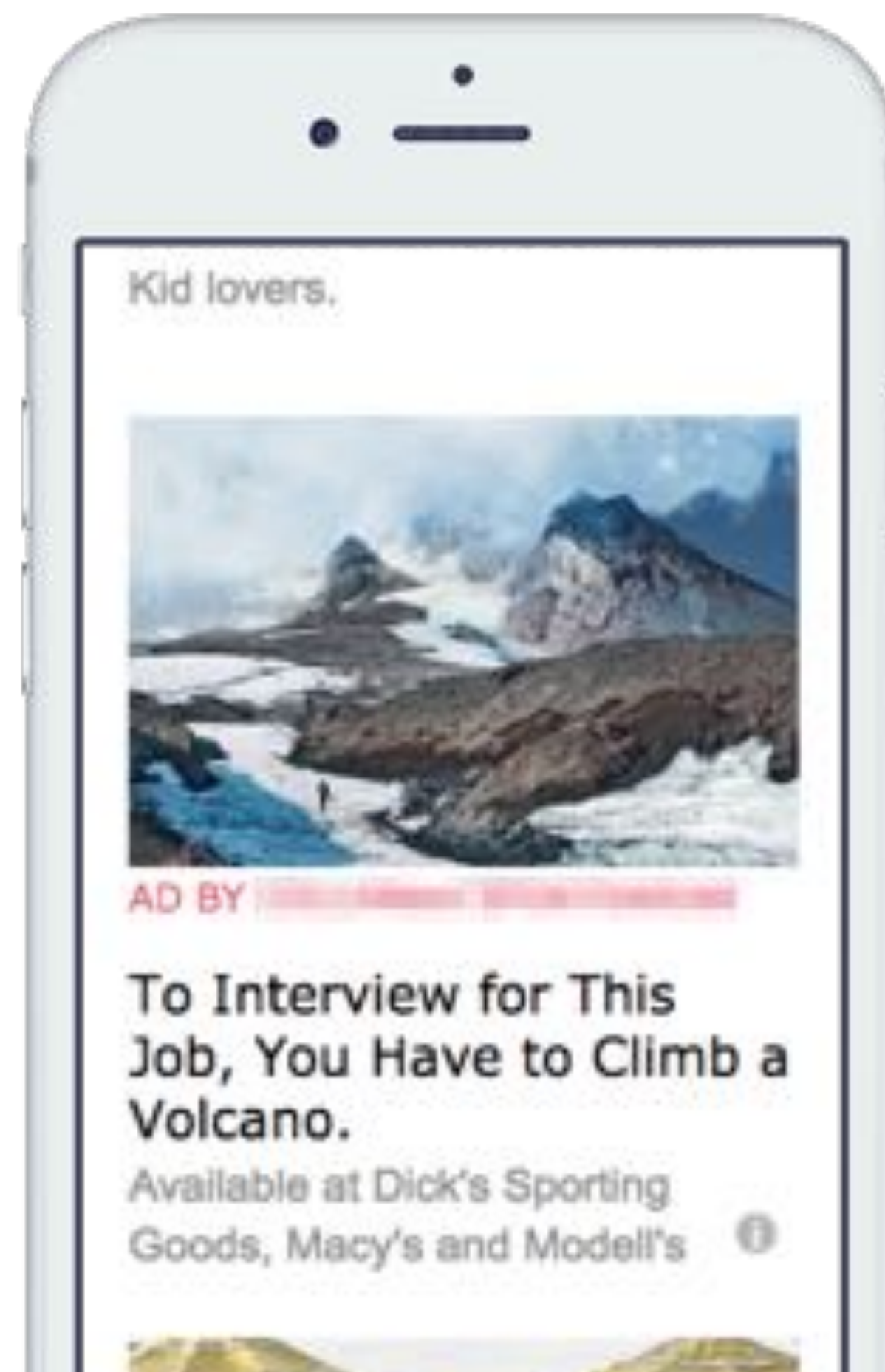
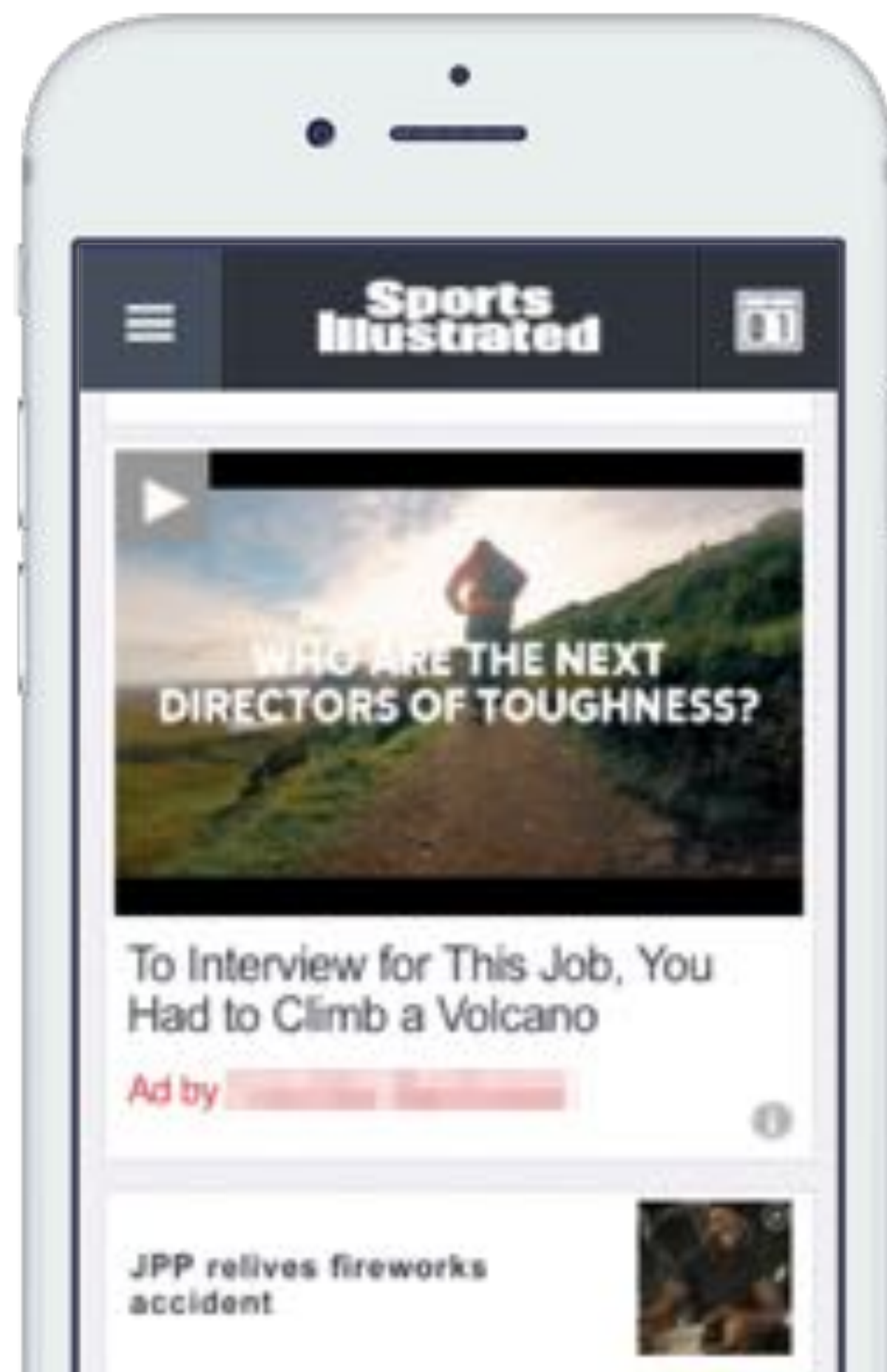
Native Video

Blog Content

Creative

:15 Videos

Blog Content



How We Measure In-Store Foot Traffic Lift

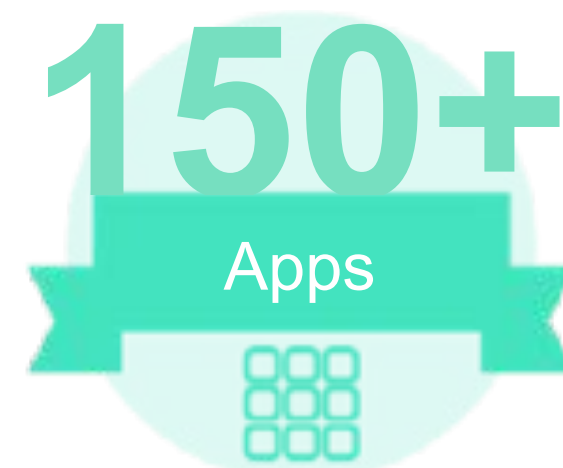
Placed Measures In-Store Traffic, Correlated to Ad Exposure



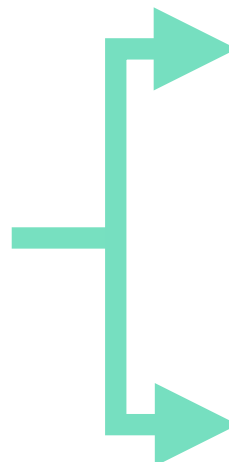
Placed.



Native Ad

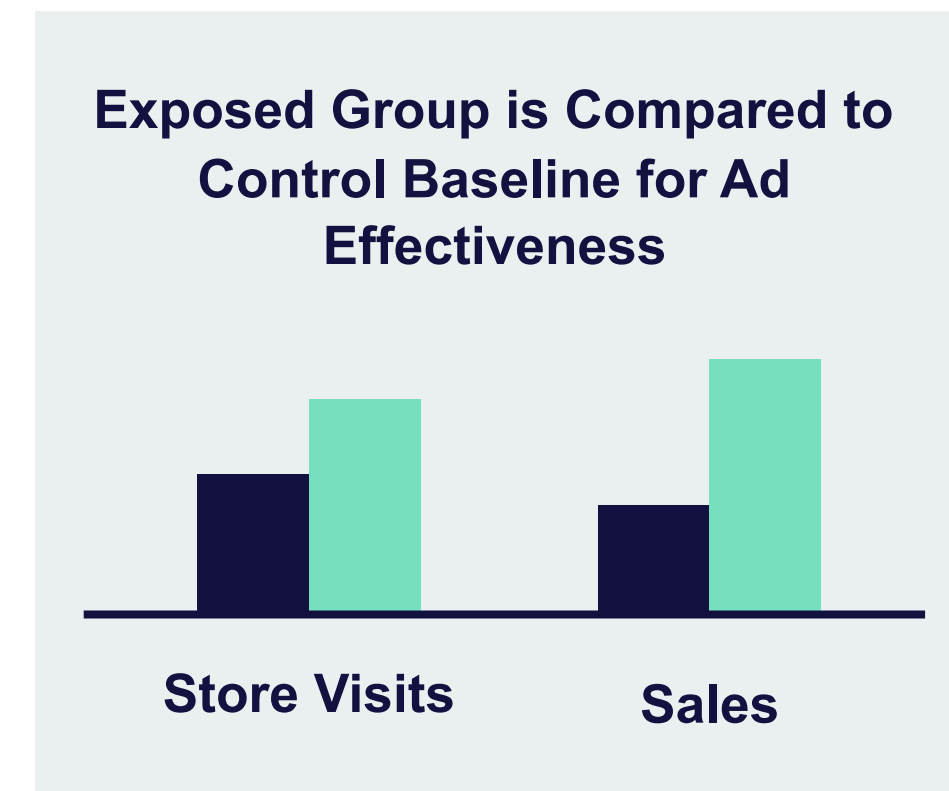


Geo-Location Data



Control

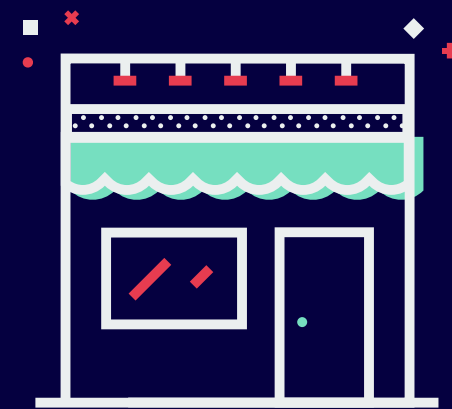
Exposed



PLACED x SHARETHROUGH RESEARCH:

Native Ads Increased Retail Foot Traffic

National Campaign Drove Strong Foot Traffic to Local Sporting Goods Stores



High Conversion Rates

8.76%



Lift in Foot Traffic

20.62%

Placed Benchmark: 6.70%

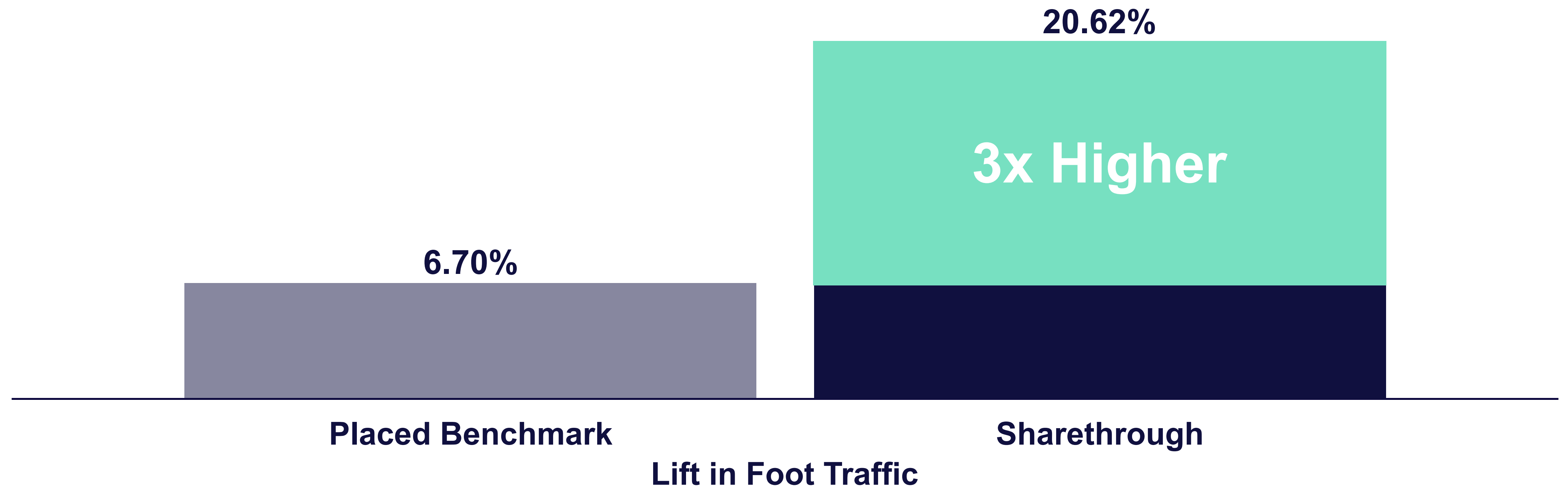


Increased Store Visits

187,409

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

3X ABOVE PLACED AVERAGE



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

Verified by
Placed





Increase Sales

with

Native Video

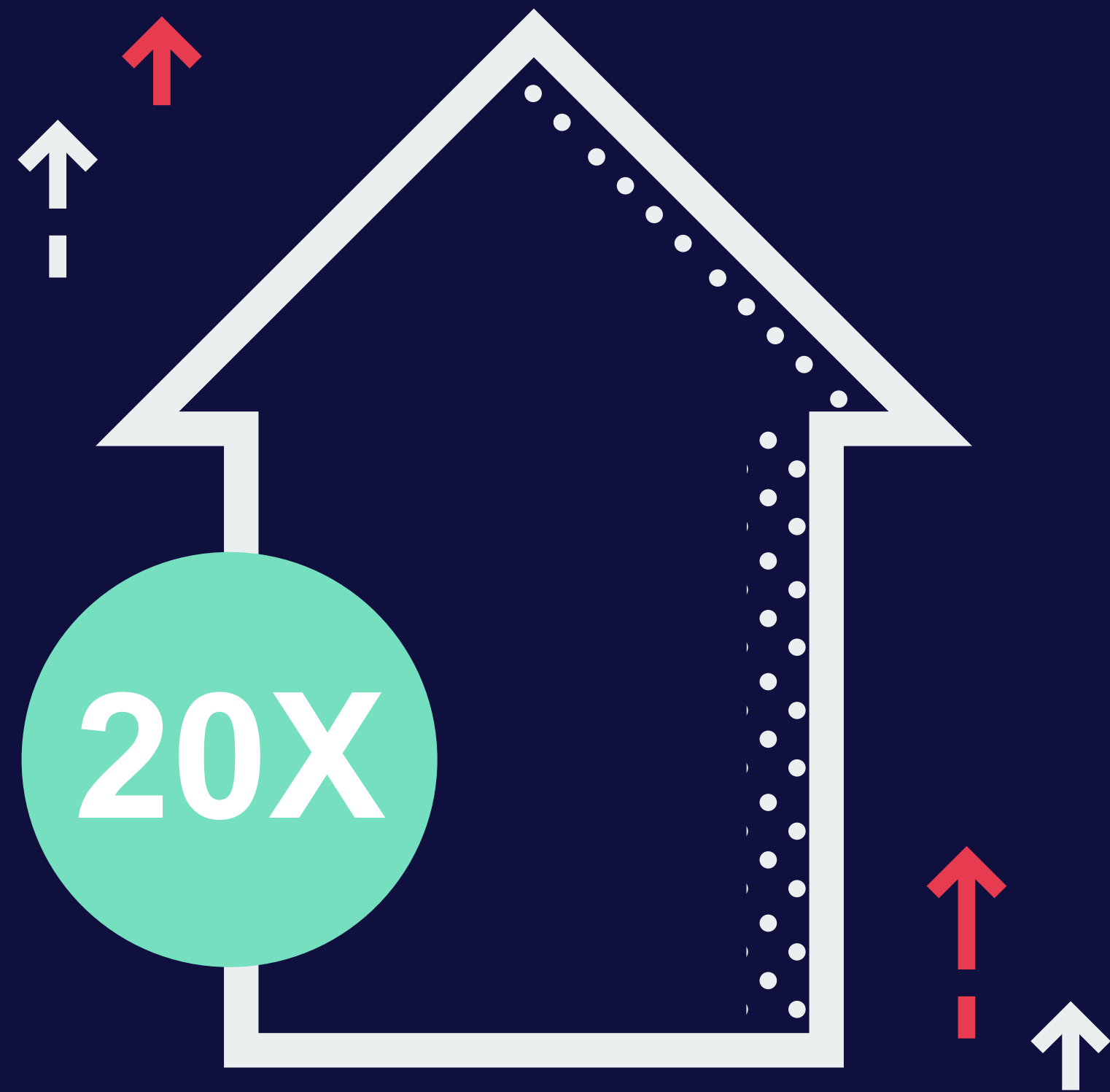
QSR Brand Introduces New Menu Item & Store Locations



Native Video



PR Articles



PLACED RESULTS:

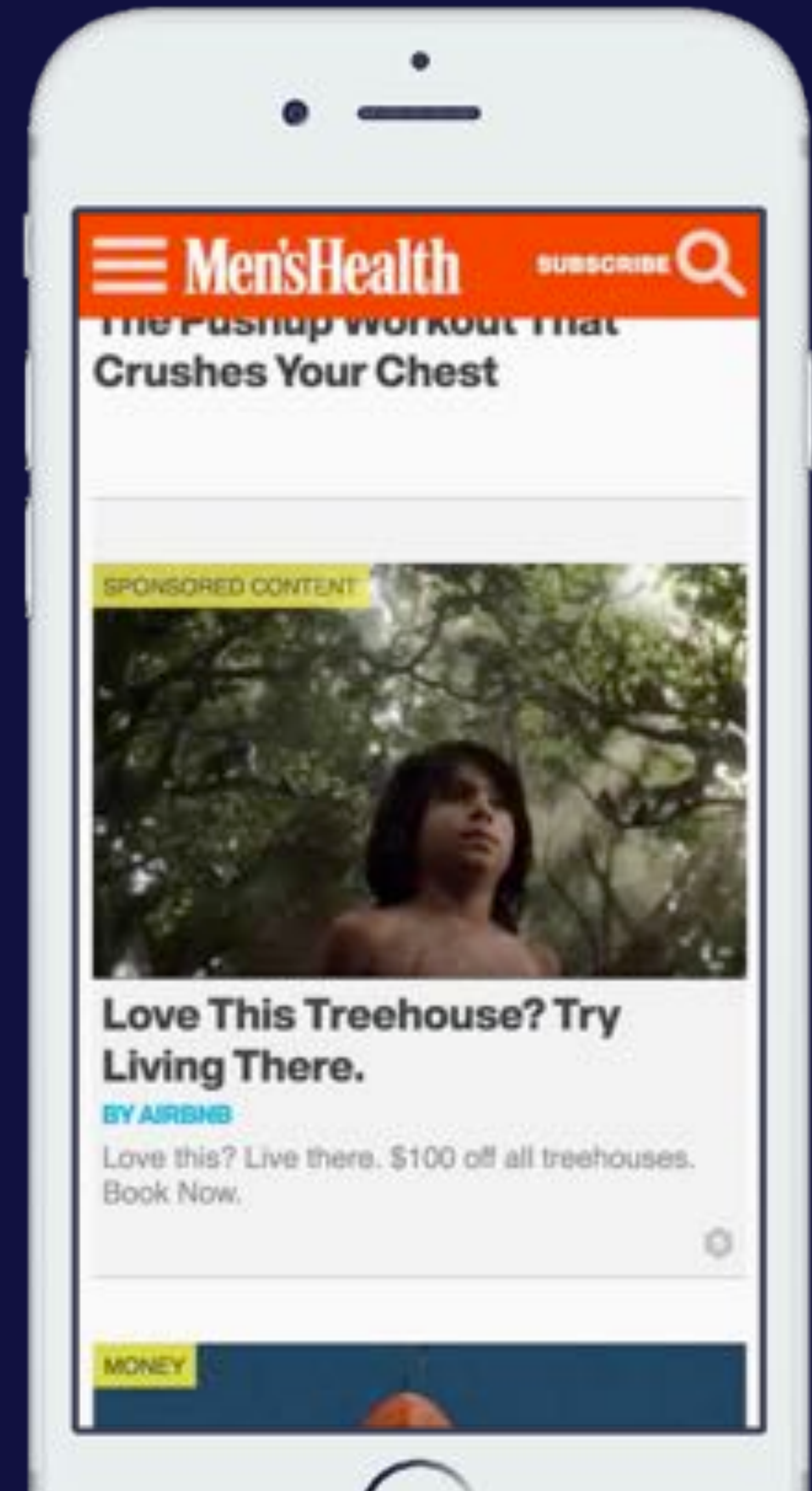
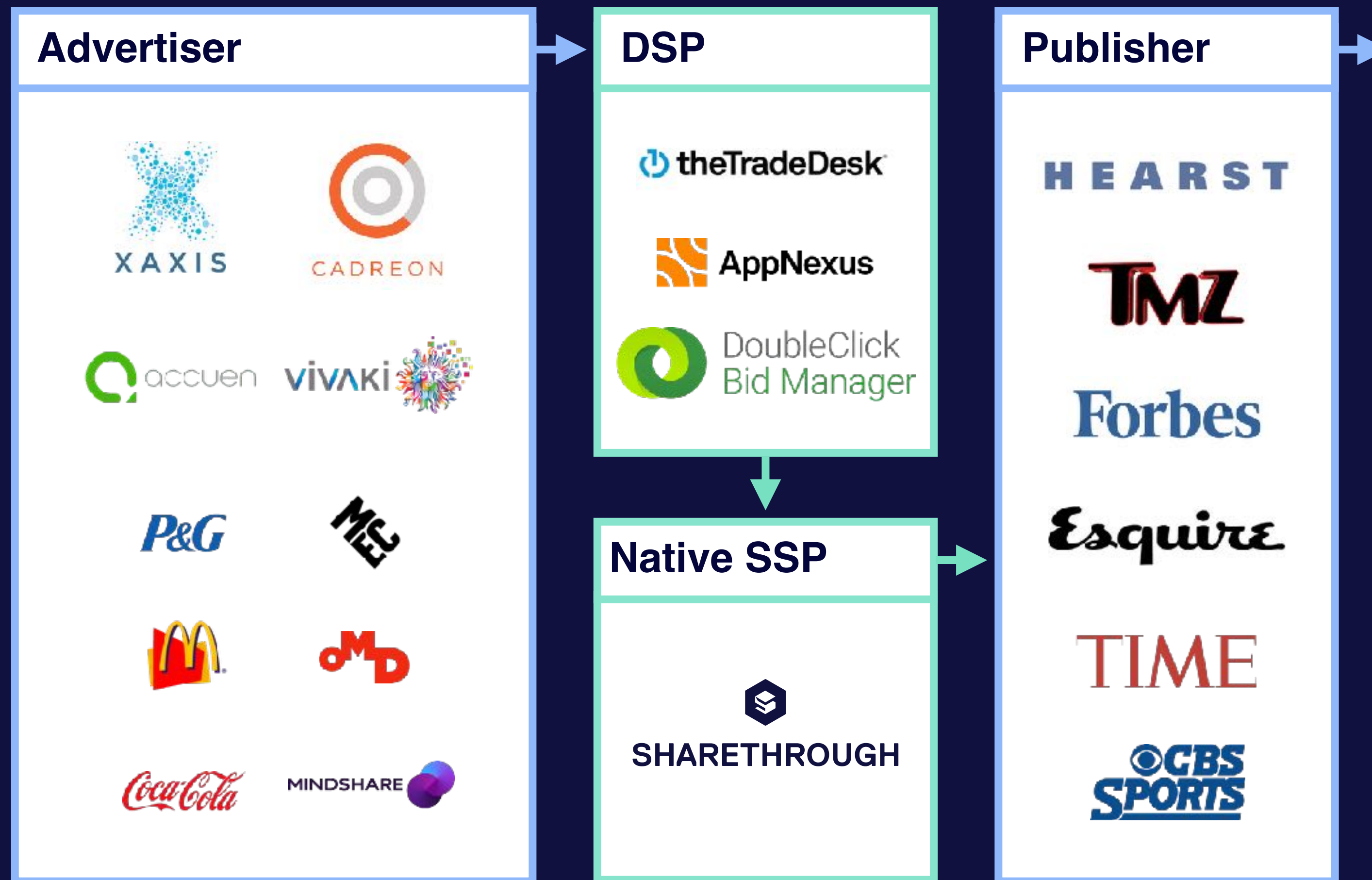
20X ROAS

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

PROGRAMMATIC UNLOCKS NATIVE

A “custom” ad format, now
standardized

Programmatic Native Landscape



Future of Native Video

New Formats: 360° Video

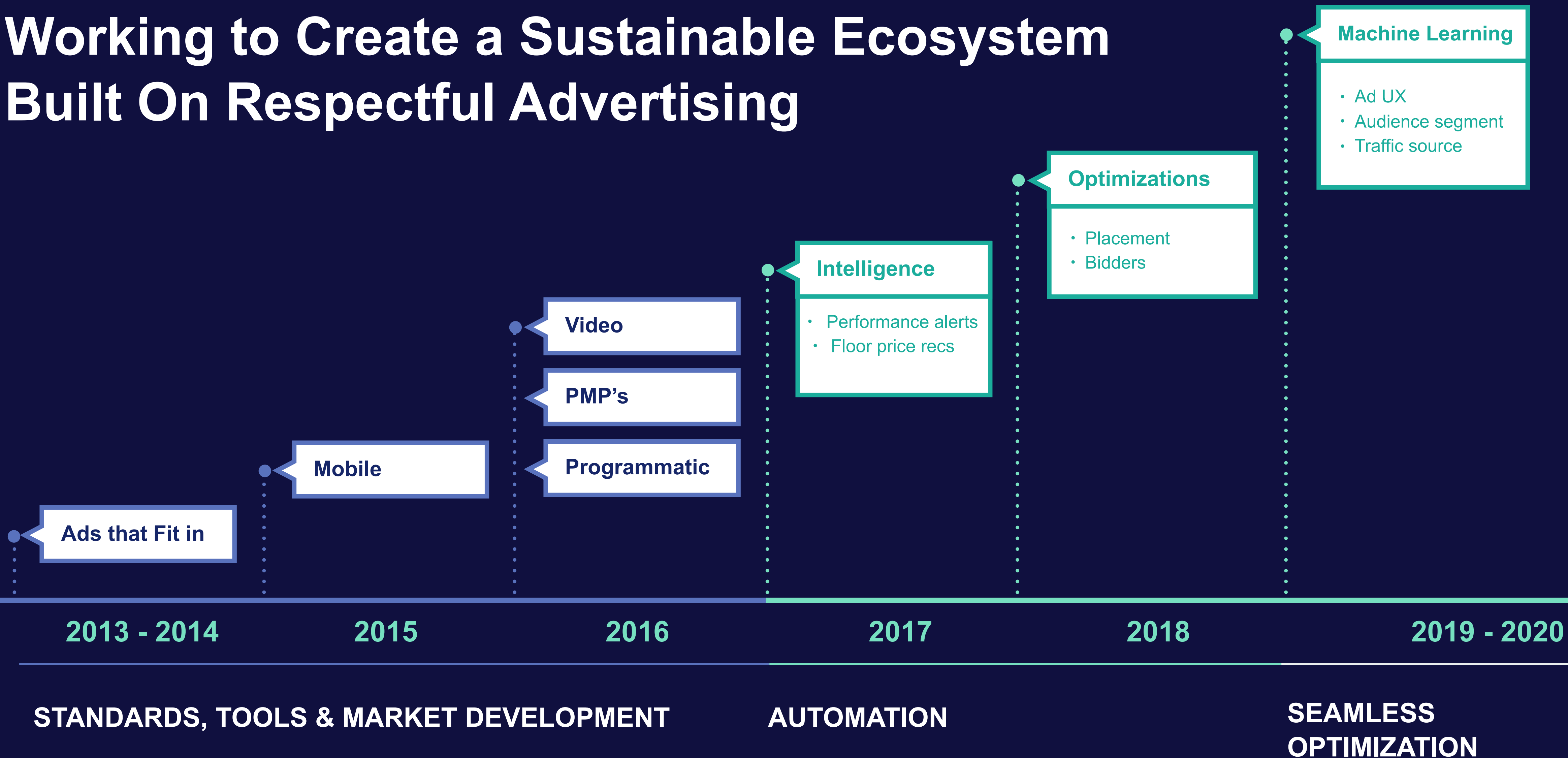


Is Sound Coming Back?

(Not likely outside social)

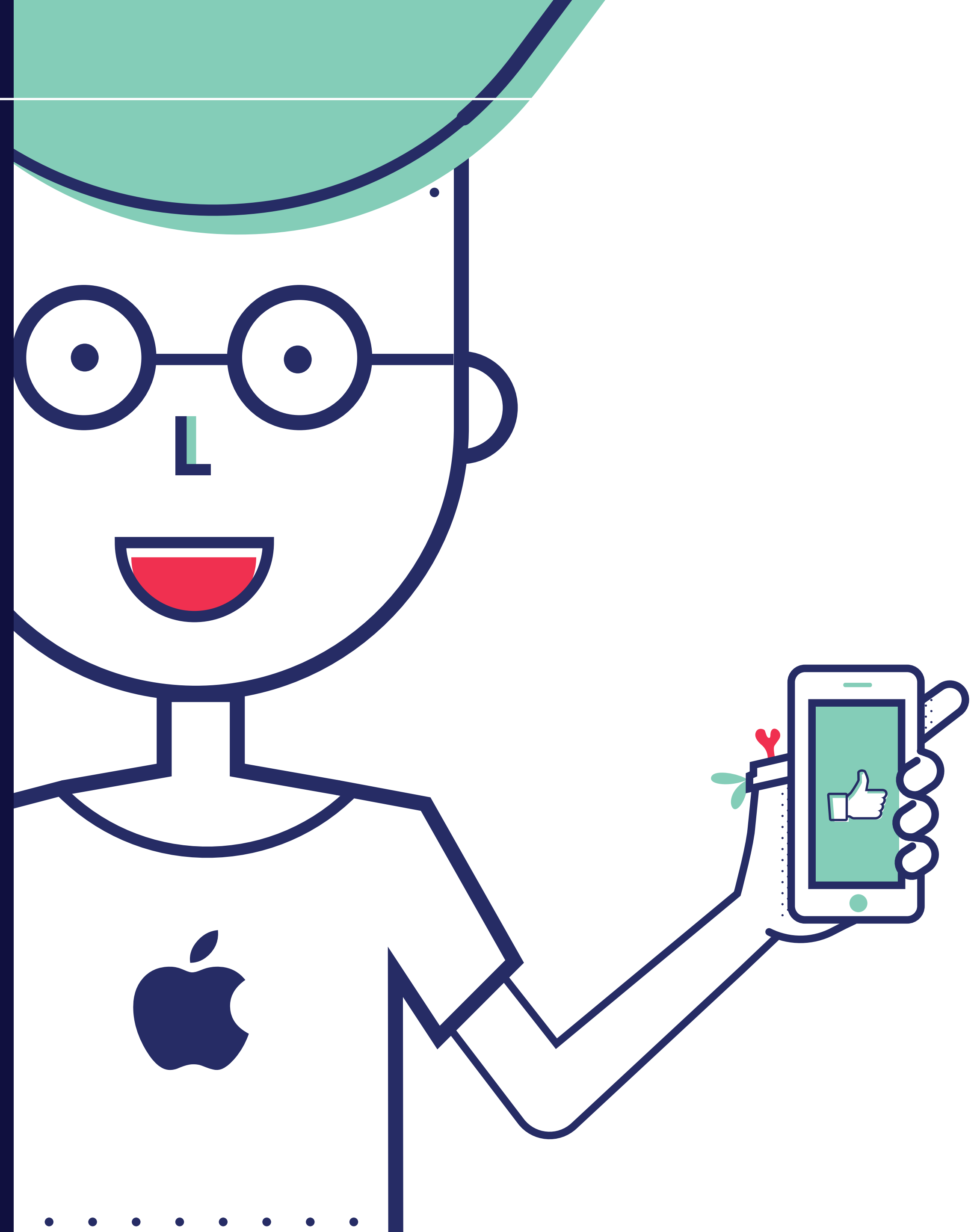


Working to Create a Sustainable Ecosystem Built On Respectful Advertising

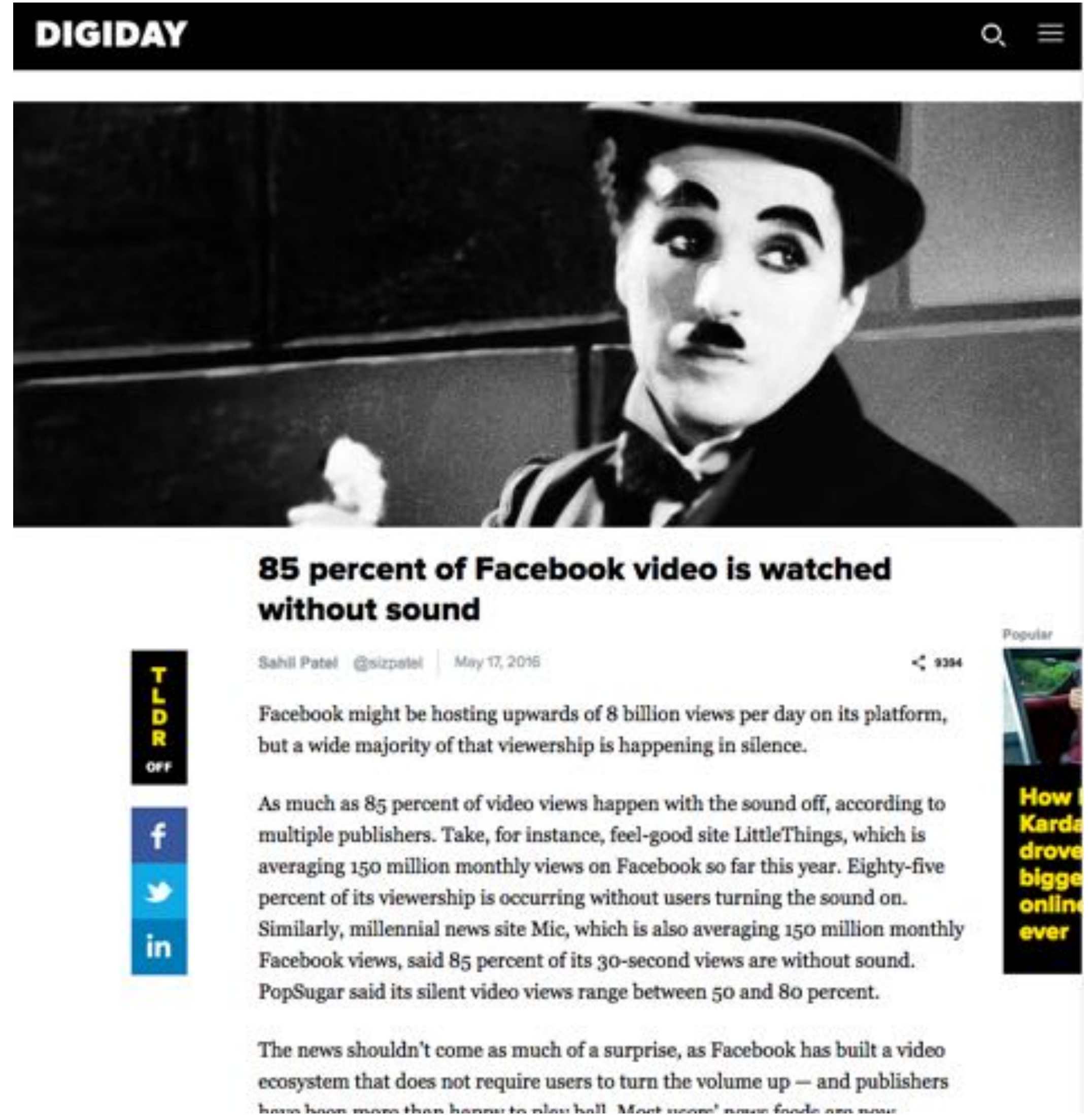


What Did We Learn?


- 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 @sahilpatel | May 17, 2016

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.

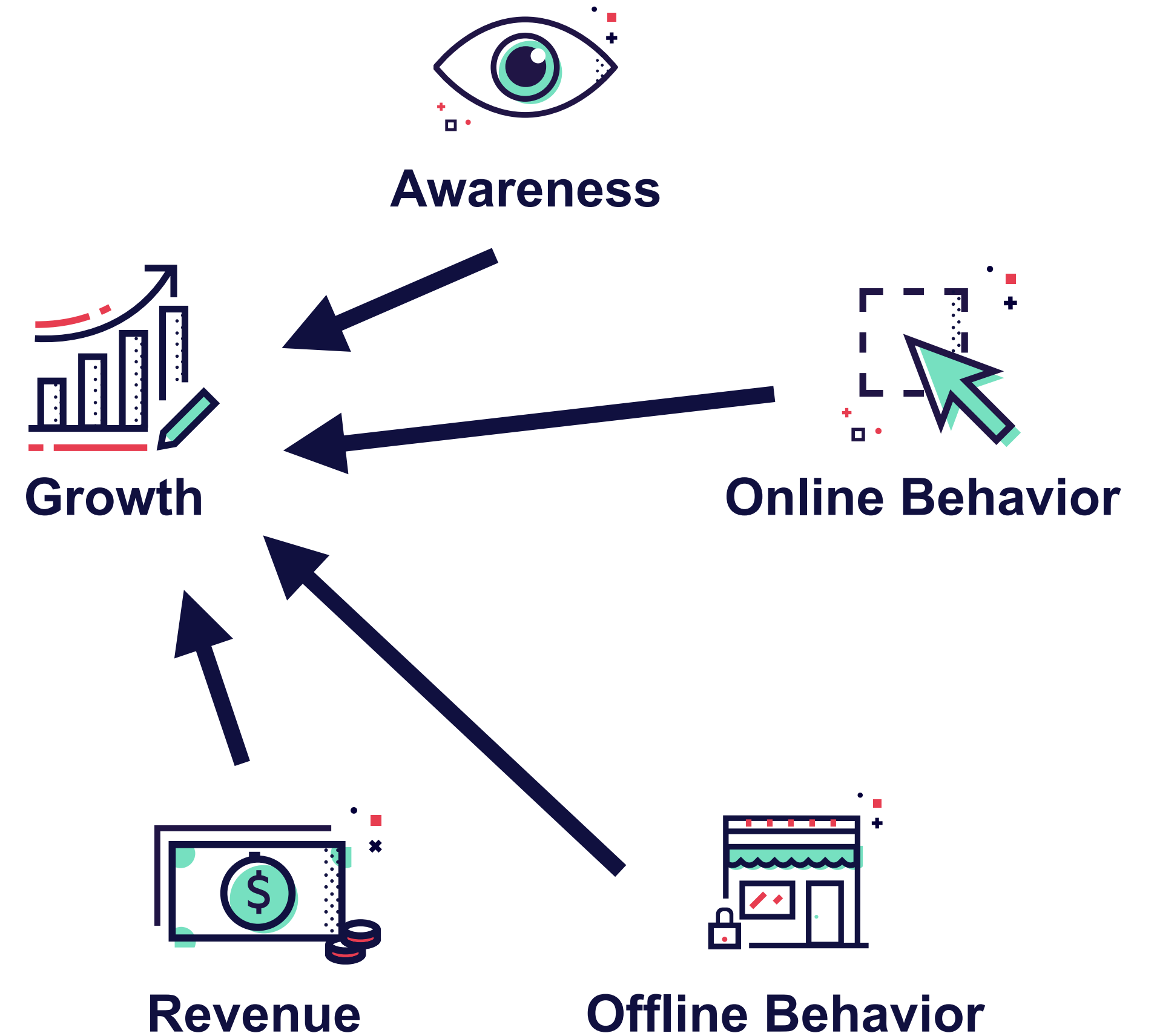
The news shouldn't come as much of a surprise, as Facebook has built a video ecosystem that does not require users to turn the volume up — and publishers have been more than happy to play ball. Most users' news feeds are now

T L D R
OFF

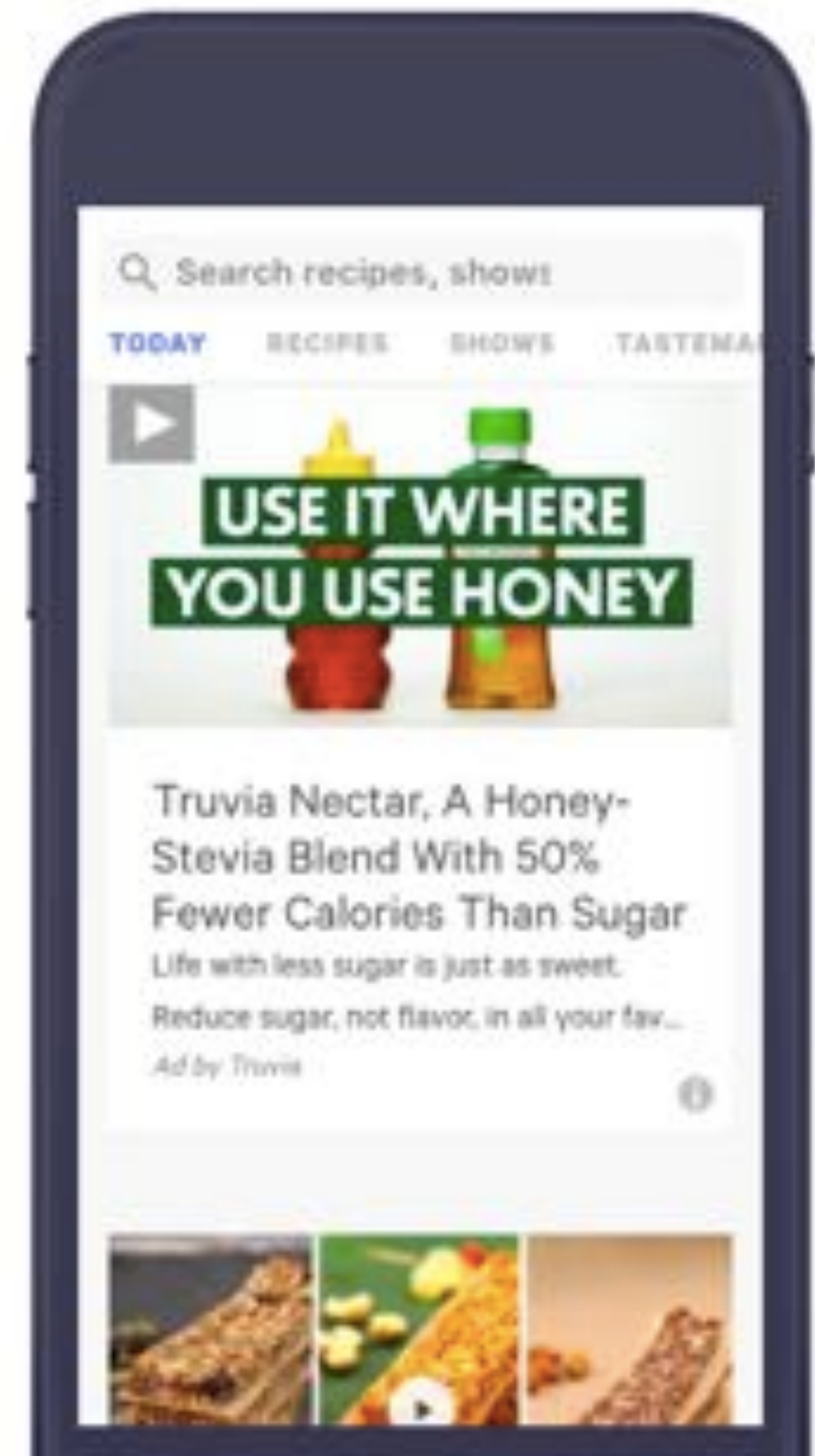
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Popular
How Karda drove biggest online ever

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Thank You!

Frank Maguire

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