

## The E-Comm Boardroom

# 'Going Native' - The Best Kept Secret in E-Commerce Advertising

A Free Report

## Overview

Learn about the most underused type of ad platform in all of e-commerce: Native Advertising.

Included in this report are real world examples and stats, so you can understand exactly why marketers spent **over \$44 billion** on Native Advertising in 2019.

Finally, learn how to design your very own native ads campaign to get a leg up on your competition by advertising on platforms that they aren't even aware of!

**Read on to learn about Native Advertising for e-commerce.**

## What is Native Advertising?

Let's start with a definition, from Outbrain:

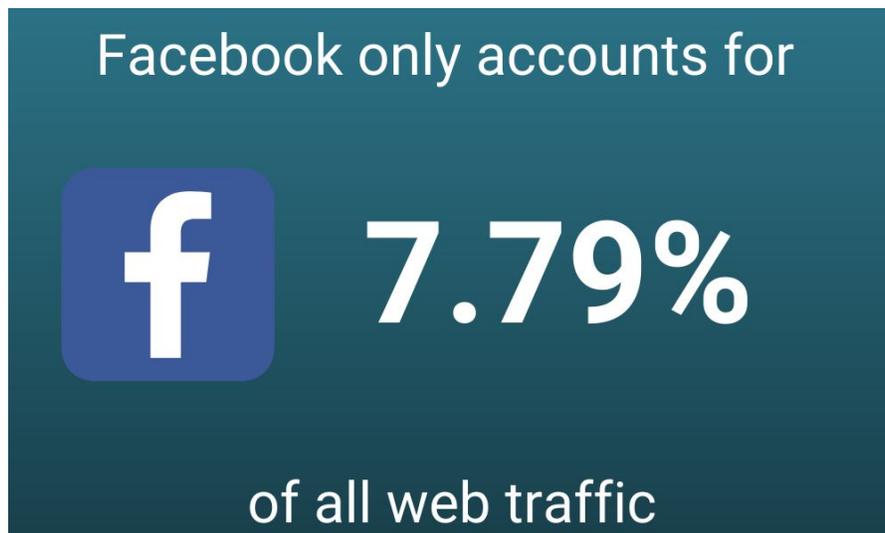
***Native Advertising** is the use of paid ads that match the look, feel and function of the media format in which they appear.*

Translation? A native ad is nearly indistinguishable from the rest of the content on the screen. It blends in with the flow of the page instead of sticking out like a sore thumb.

**You've seen them before. Native Ads may appear in the following places:**

- At the top or side of a google search
- A recommended sponsored article below the article you just read on a news site
- A social media feed

Yep, that's right, a standard Facebook Ad is *technically* a native advertisement. However, **most marketers limit themselves** to only this form of native advertisements. While Facebook is one of the most popular sites on earth, here's the reality:



**If you're only advertising on Facebook, you have to ask yourself:**

**“Why am I ignoring 92.21% of web traffic? “**

Fortunately, there are over 1000 Native Ad networks/platforms that you can tap into to help grow your reach.

### Native Ad Example

These three native ads are found at the bottom of a Rolling Stone article.

**SPONSORED STORIES**

Recommended by 



**Canceled TV Shows Announced: The Full List.**

**How to buy Apple devices without paying Apple prices**

**Have private student loans? Here's some great news.**

Notice how they appear very much like a recommended article. It feels very non-intrusive for the user who was just reading a Rolling Stone piece.

The only way to tell these are ads is the “Sponsored Stories” and “Recommended by Outbrain” labels above the articles.

Otherwise, they blend in perfectly.

Now, you might be wondering:

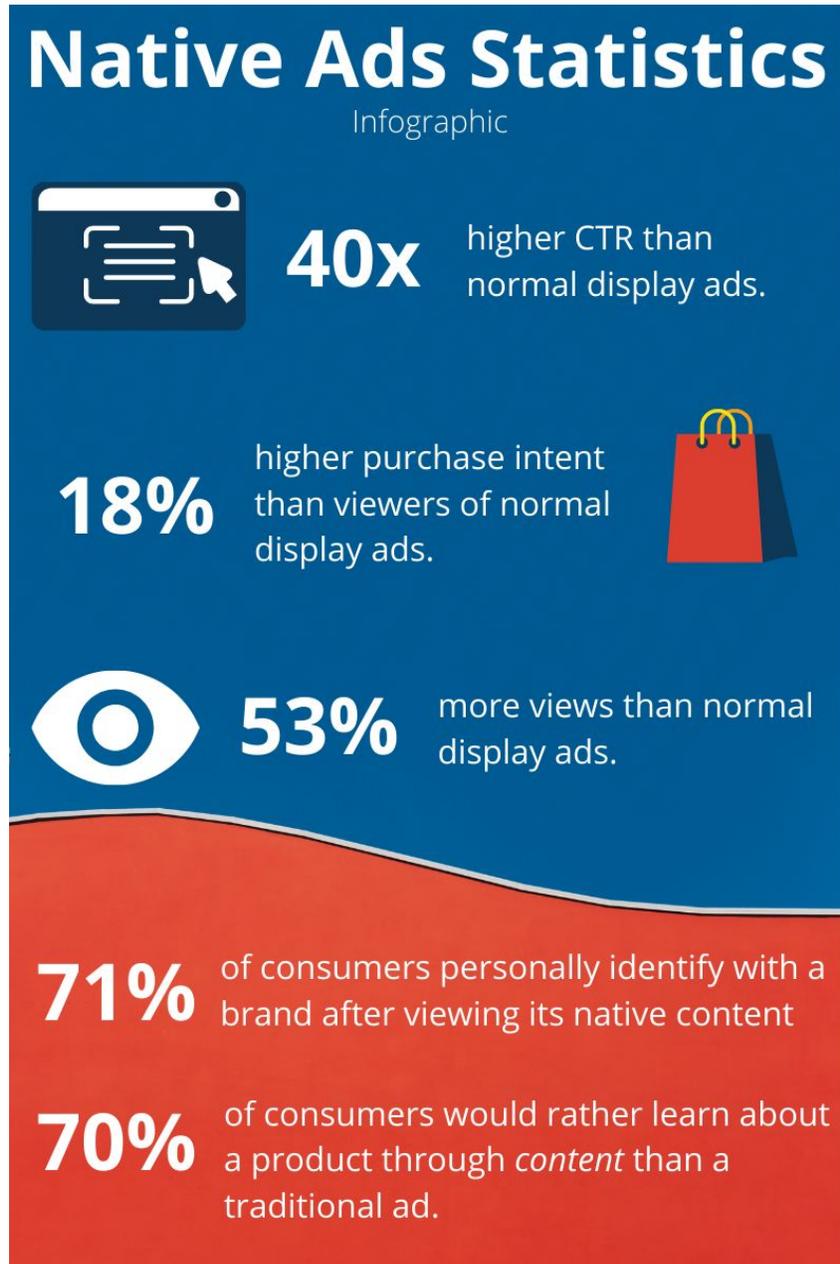
What is the impact of the non-invasive nature of native ads?

How well do they perform in comparison to other ad types?

Let’s take a look.

## Native Advertising Stats

The infographic below highlights the key advertising performance boosts you can expect when “going native.”



Get the picture? Use native ads to create content that your potential customers enjoy viewing, and watch as engagement soars!

## Native Advertising Platforms & Campaign Best Practices

### The top Native Ads Platforms are:

- Taboola/Outbrain
- Yahoo Gemini
- MGID
- RevContent

But there are over 1000. Each platform has unique benefits and a different range of monthly viewers, publishing sites / content types, and features. Do some research to determine the best platform for your business. Taboola is the most mature and easiest to use, so if you aren't sure, start there.

### Native Ad Campaign Best Practices

Be very intentional about how you design your native ad campaign. Follow this blueprint:

- **Make sure your native campaign is content oriented.** Put yourself in the shoes of your target customer. Imagine you're reading an article you are interested in, and come to the end of the page. If an ad is there that looks like an ad, you are likely to shut off your brain, and ignore it. Instead, structure your ad like a news article to encourage further reading.
- **Use curiosity.** Write headlines to "sell the click." Read tabloid magazine covers for the most curiosity-inducing headlines on the planet. Get inspired - they actually work!
- **Educate your ad viewers.** Most of your ad viewers are not ready to buy when they see your ad. Asking for a sale right away is like asking for marriage on the first date. Instead, educate them about how your brand can solve their problems.
- **Utilize retargeting.** Once you've educated your potential customers, follow up with a retargeting ad to drive sales.

Hopefully you see how valuable and underused native ad platforms truly are. Use that to your advantage! Native is a blue ocean. Go where your competitors won't, and you'll have the edge.

**Thank you for reading! If you have questions, please reach out to us at: [info@ecommmboardroom.com](mailto:info@ecommmboardroom.com)**