

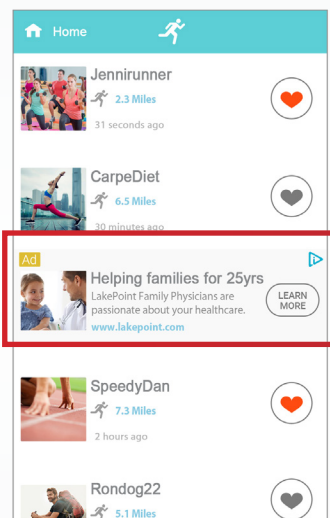
# NATIVE ADVERTISING

DELIVER YOUR MARKETING MESSAGE TO USERS THAT ARE CONSUMING CONTENT THAT NOT ONLY ALIGNS WITH YOUR AD, BUT COMPLEMENTS IT TOO.

Native Ads offer an integrated experience for your audience. Reach your audience on platforms they already know, love and read everyday — without disrupting their consumption habits. Native ads are responsive and built in real-time to integrate with the content and design of the site your message appears on.

Your native ads will look great and capture your audience’s attention wherever they consume their content. Your ads can appear in app, on desktop, and on mobile.

## IN APP

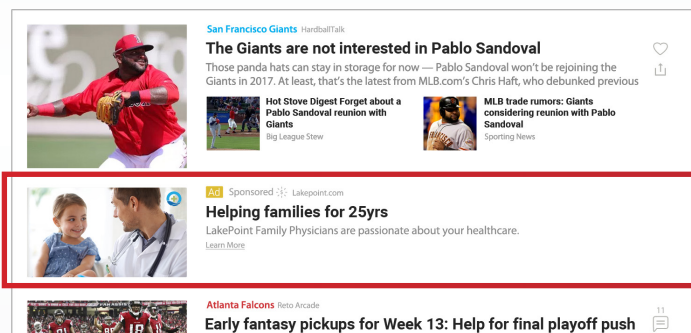


# 63%

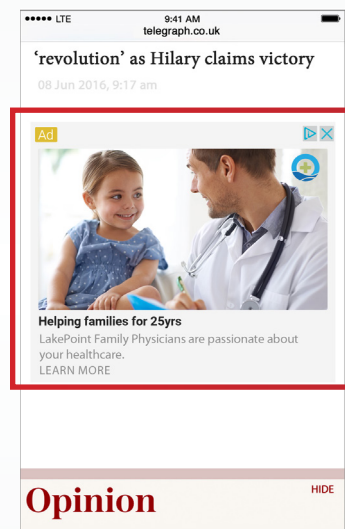
of mobile ads are expected to be native by 2020.

— IHS Study

## DESKTOP



## MOBILE



## THE FOCUS IS ON YOUR AUDIENCE

Native ads are served with advanced targeting tactics to make sure your campaign is reaching its maximum potential by only being displayed to an audience that is relevant to your campaign.

This target audience is defined by their demographic characteristics, online behaviors, interests, and geographic location. We'll reach this audience with the most appropriate online advertising tactics and optimize as we go to ensure the best possible performance for your campaign.