

Native Advertising Research

# The Millennial Perspective on Native Ads And The Mobile Content Experience



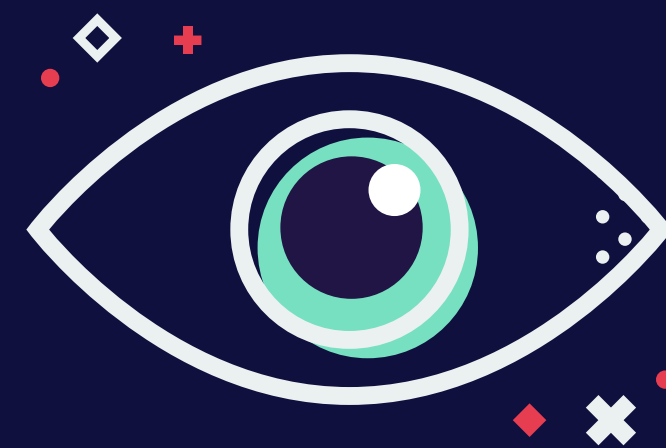


# The Challenge:

Uncover Millennial Perceptions, Attitudes And Interaction With Native Advertising



**ATTITUDES**



**PERCEPTIONS**



**INTERACTION**

# Methodology



## Panelist Overview

- Participants were recruited from a Qualtrics panel with a focus on Millennials ages 18-34
- Final sample size of 300 was recruited to participate in the survey

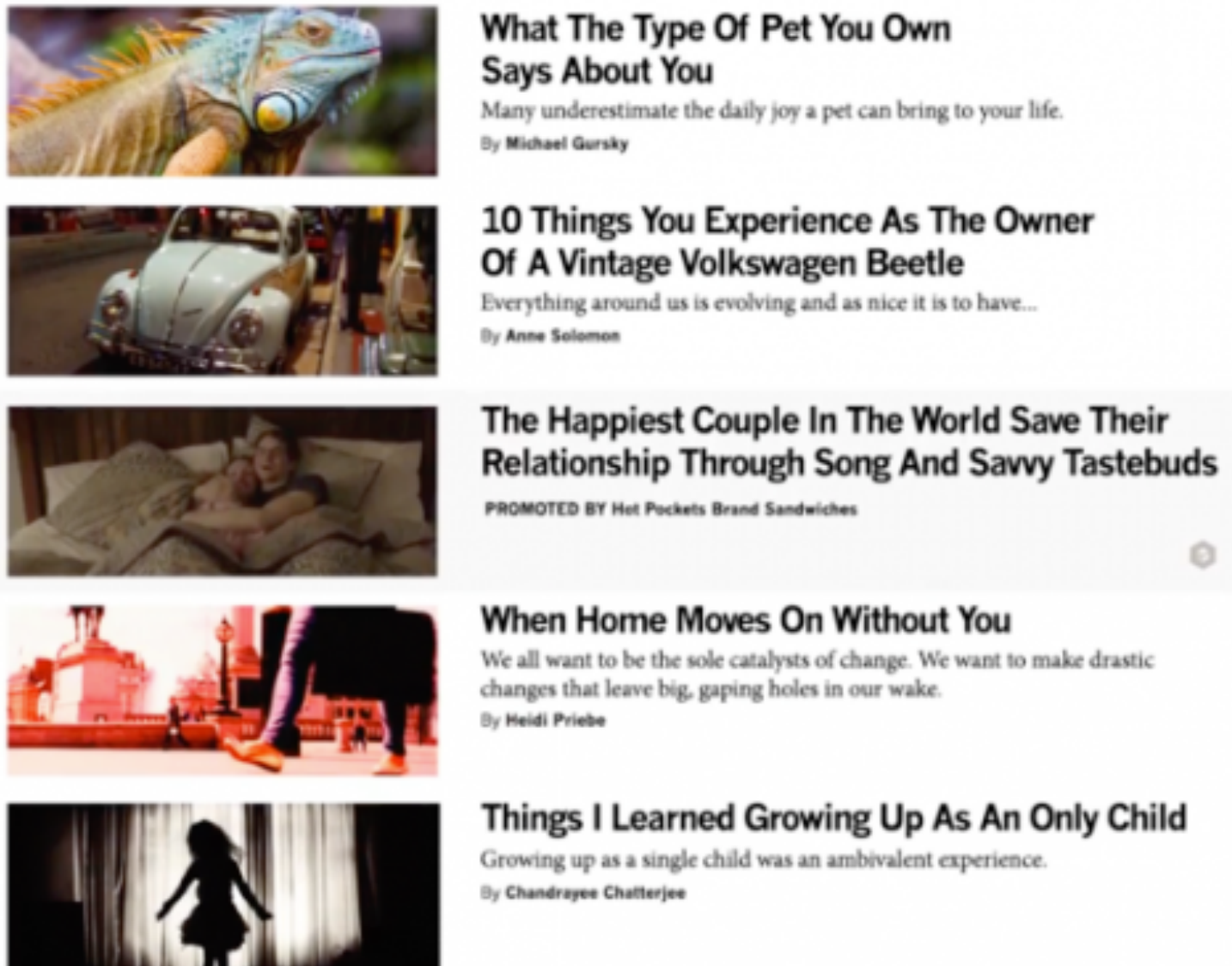
## Quantitative Phase

- Panelists were served with general online content questions to develop a baseline of attitudes and behaviors
- Panelists were then exposed to an in-feed native ad and asked a series of behavioral and attitudinal questions
- Panelists were also exposed to autoplay video within a content feed to uncover their perceptions and attitudes toward video

# Participant Stimulus:

## IN-FEED NATIVE AD

## CONTENT RECOMMENDATION WIDGET



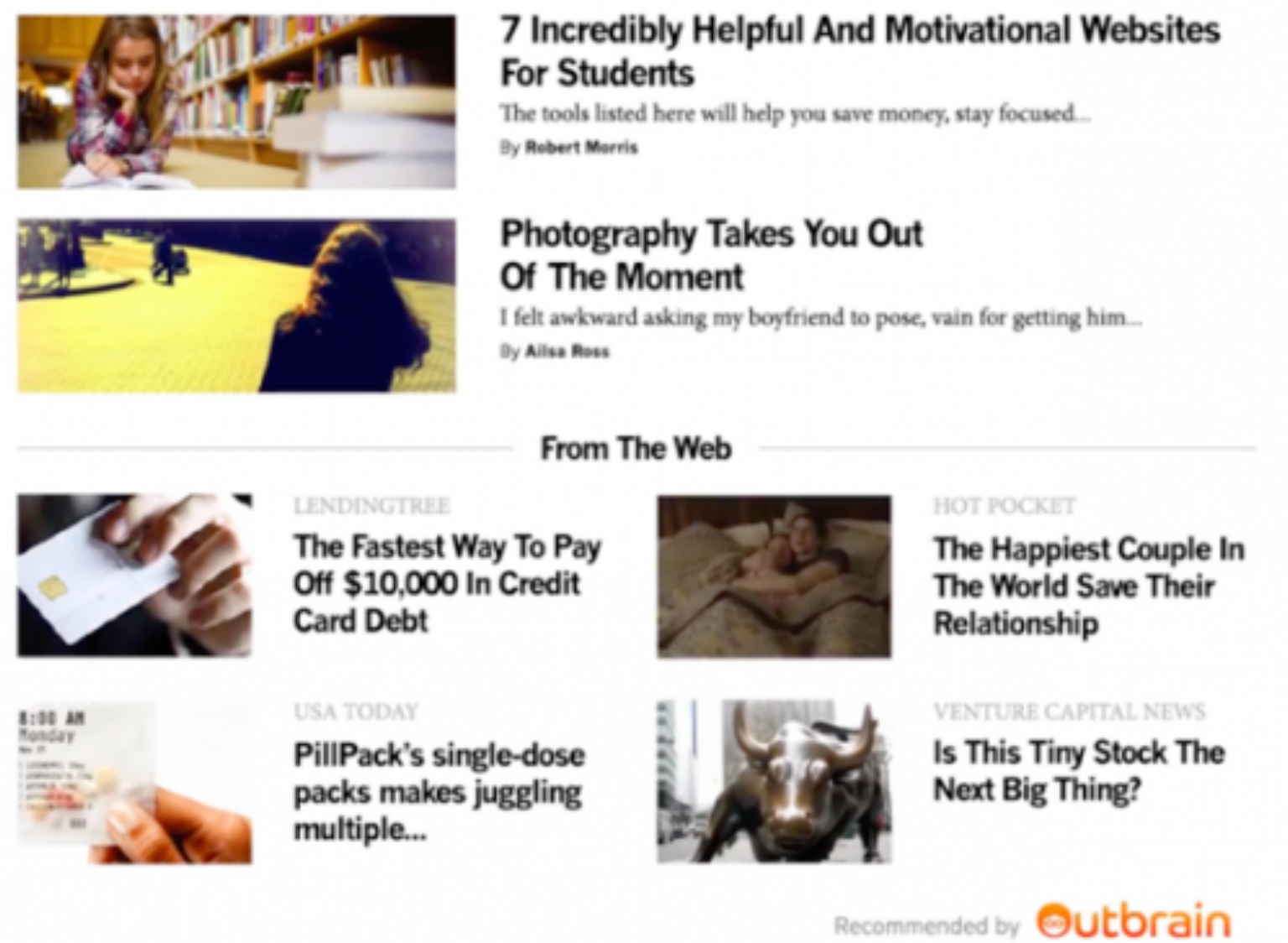
**What The Type Of Pet You Own Says About You**  
 Many underestimate the daily joy a pet can bring to your life.  
 By Michael Gursky

**10 Things You Experience As The Owner Of A Vintage Volkswagen Beetle**  
 Everything around us is evolving and as nice it is to have...  
 By Anne Solomon

**The Happiest Couple In The World Save Their Relationship Through Song And Savvy Tastebuds**  
 PROMOTED BY Hot Pockets Brand Sandwiches

**When Home Moves On Without You**  
 We all want to be the sole catalysts of change. We want to make drastic changes that leave big, gaping holes in our wake.  
 By Heidi Priebe

**Things I Learned Growing Up As An Only Child**  
 Growing up as a single child was an ambivalent experience.  
 By Chandrayee Chatterjee



**7 Incredibly Helpful And Motivational Websites For Students**  
 The tools listed here will help you save money, stay focused...  
 By Robert Morris

**Photography Takes You Out Of The Moment**  
 I felt awkward asking my boyfriend to pose, vain for getting him...  
 By Aissa Ross

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From The Web

**LENDINGTREE**  
 The Fastest Way To Pay Off \$10,000 In Credit Card Debt

**USA TODAY**  
 PillPack's single-dose packs makes juggling multiple...

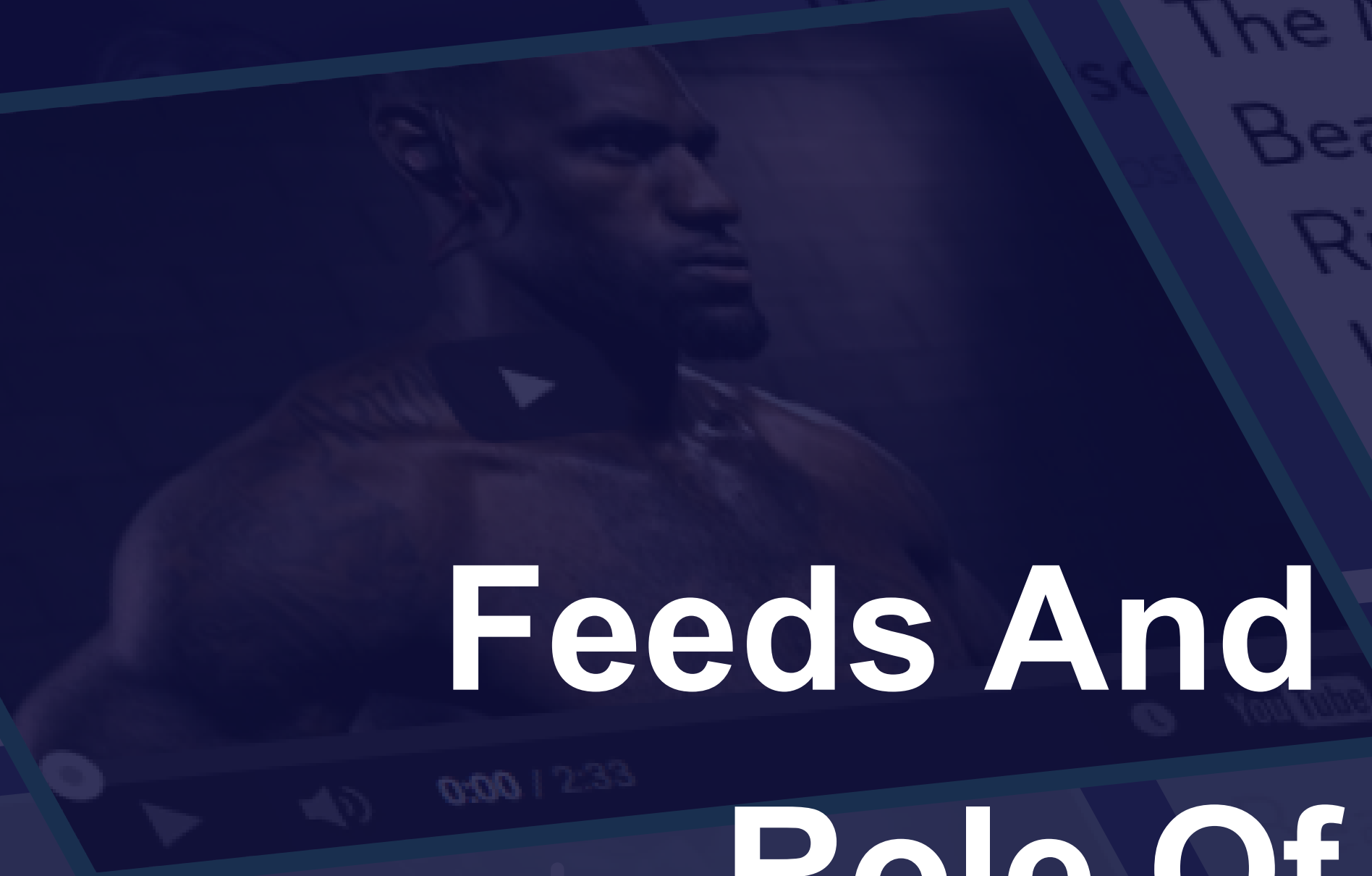
**HOT POCKET**  
 The Happiest Couple In The World Save Their Relationship

**VENTURE CAPITAL NEWS**  
 Is This Tiny Stock The Next Big Thing?

Recommended by **Outbrain**



# Feeds And The Essential Role Of Headlines



Get to Know 6 Couples  
You're Likely to See  
The Most Explosive  
Beats Ever Fuel The  
Rigorous Regimen Of  
LeBron James In Full  
Work Mode

TOP VIDEO



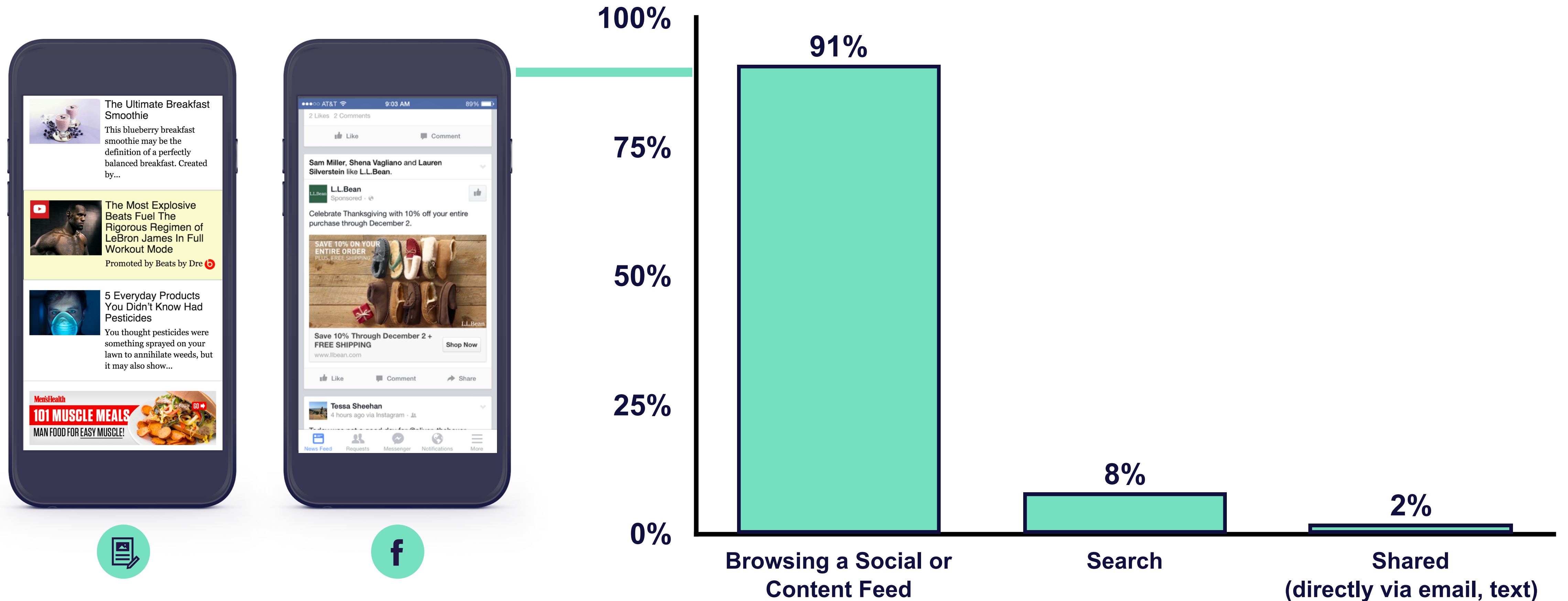
The Portlandia St  
Head-to-Head

Sonequa Martin-Green  
Welcomes a Son

3  
CINGE

TV WATCH 0400PM

# The Vast Majority Of Millennials Consume Their Content Via Discovery In Feed

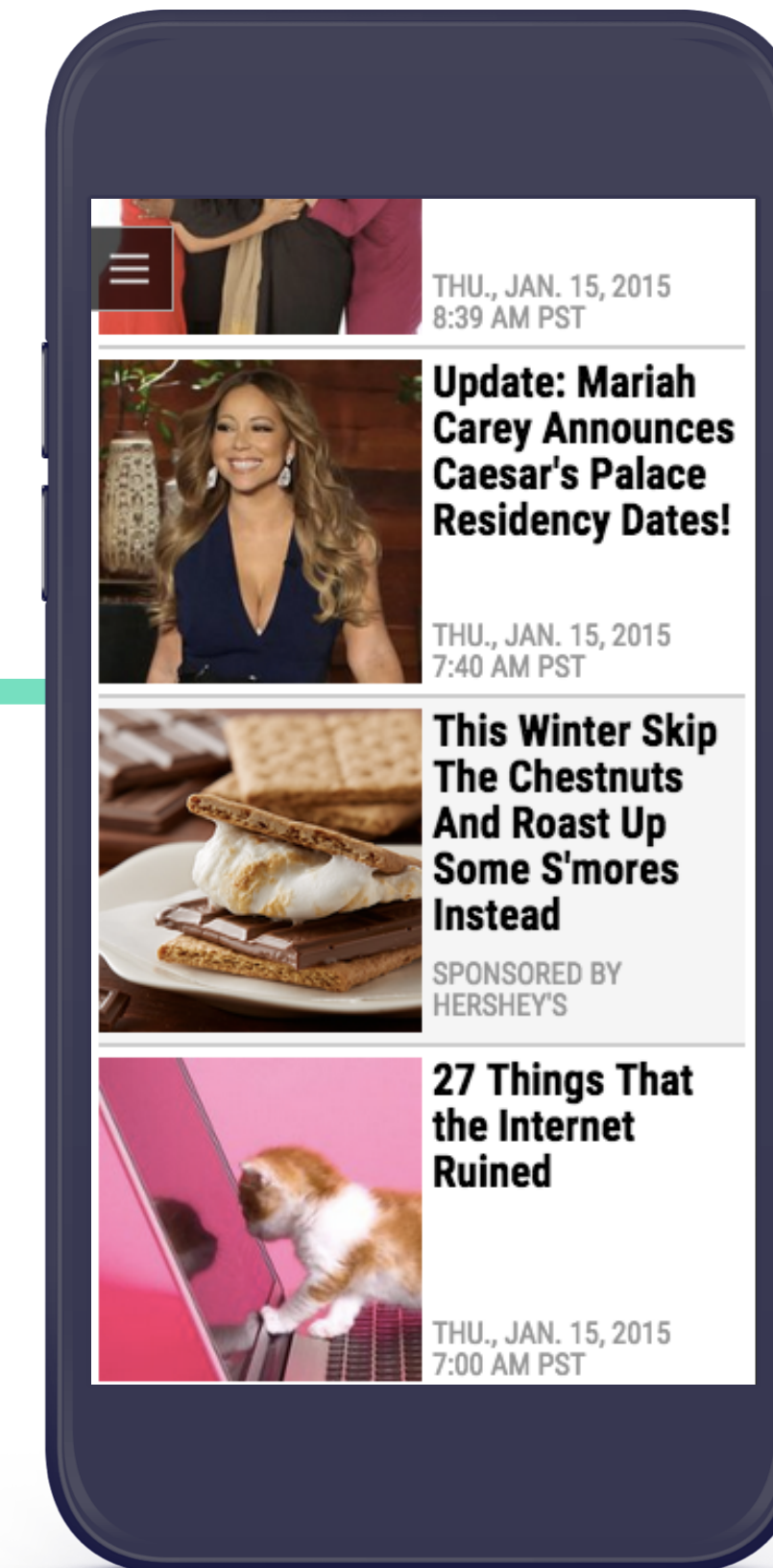




# For Millennials, The Headline Is The Content

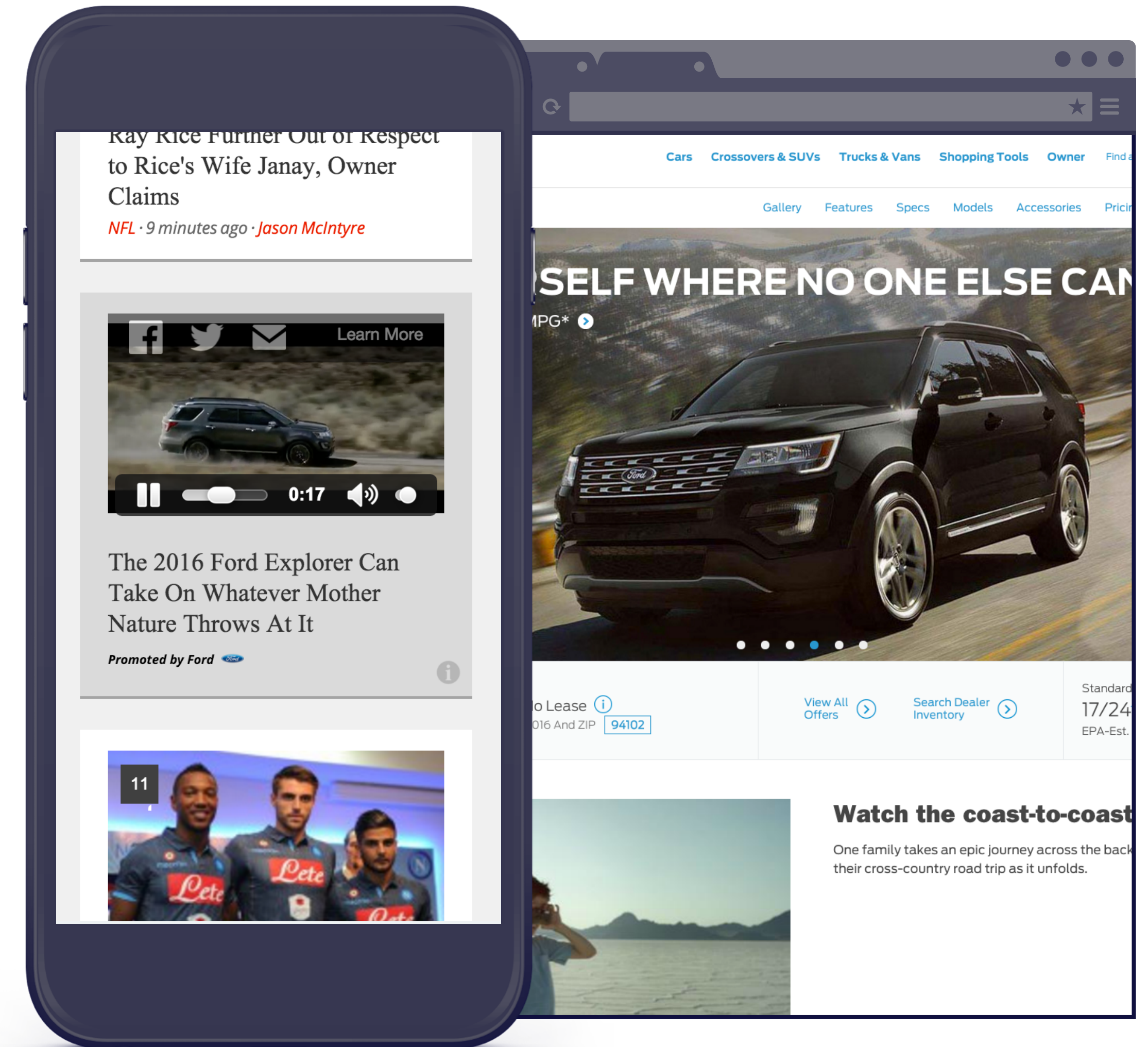
1 in 5

OF MILLENNIALS SAY THAT  
THEY **EXCLUSIVELY** READ  
HEADLINES



# Headlines Alone Can Drive Brand Results

44 Percent Of Millennials Admit To Visiting A Brand's Website Or Social Media Site After Reading Only A Headline





# Ad Perceptions

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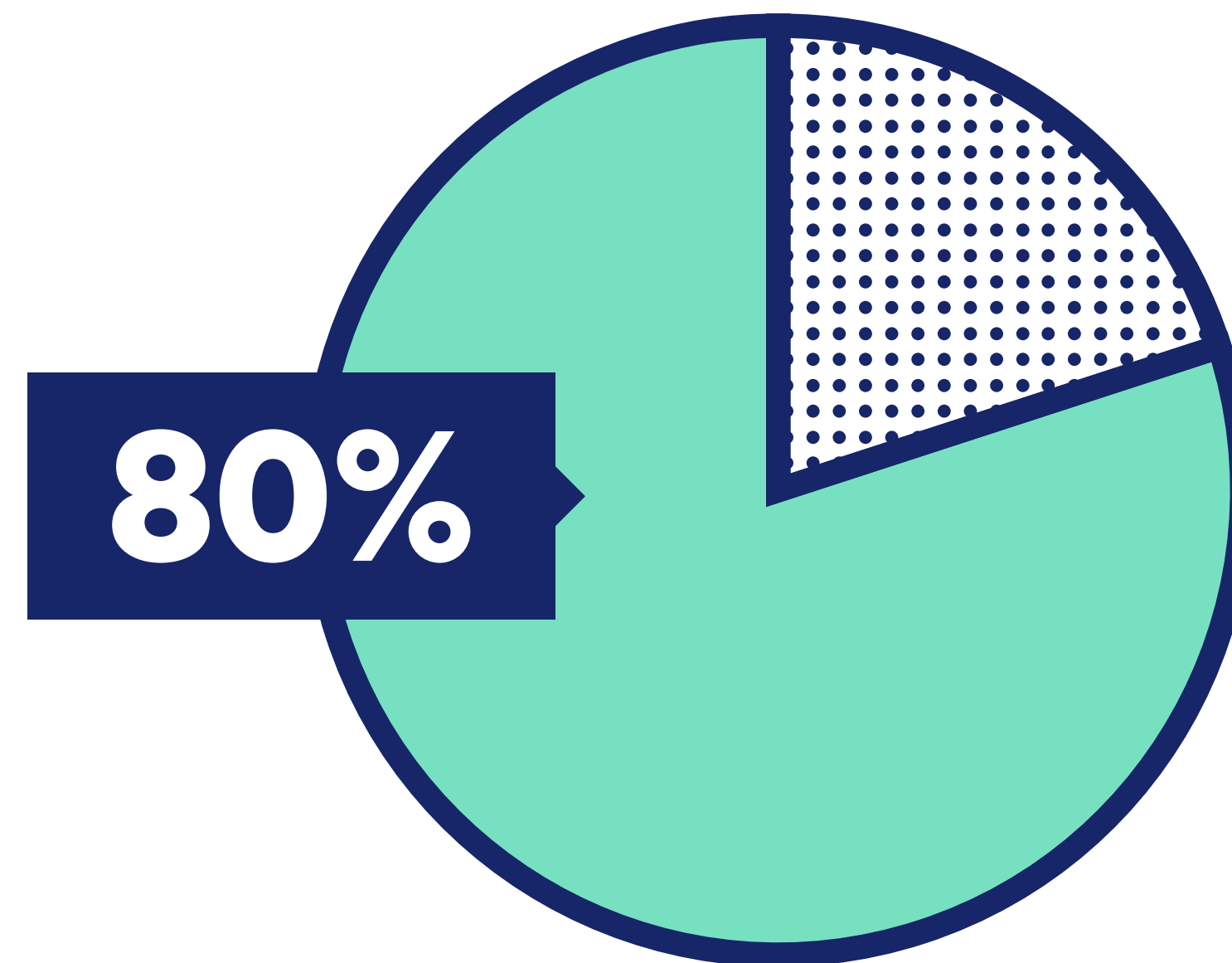
# User Experience Is Essential To Millennials, Disruptive Ad Experiences Will Be Blocked



OF THOSE THAT USE AD BLOCKING, 64 PERCENT OF  
MILLENNIALS STATE THEY USE IT BECAUSE THE ADS  
WERE DISRUPTIVE AND/OR MADE THE SITE LOOK  
CLUTTERED.

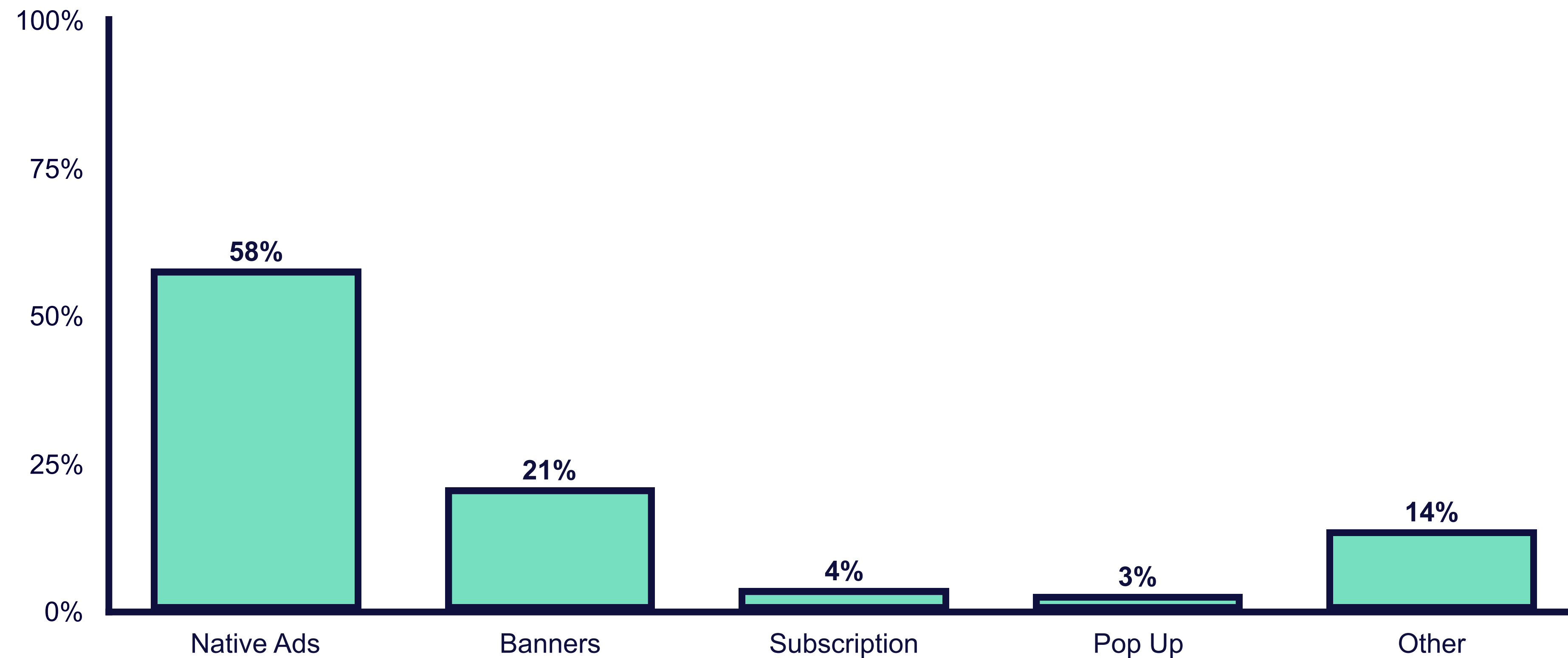


# Millennials Consider In-Feed Native Ads To Be A Good User Experience

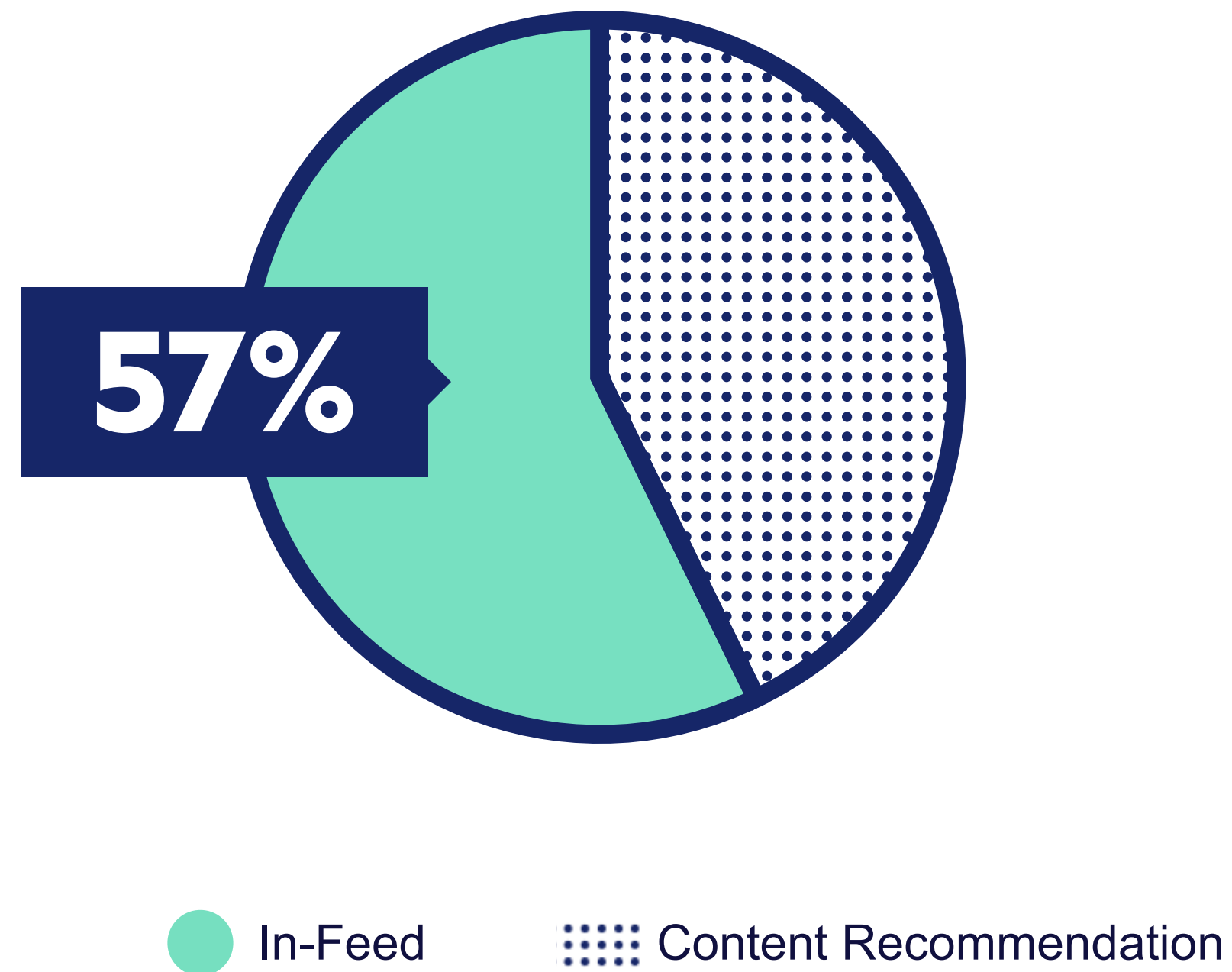


80 percent of Millennials say in-feed native ads are a good user experience

# When Asked About Ad Preference, 58% Of Millennials Think Publishers Should Only Use Native Ads



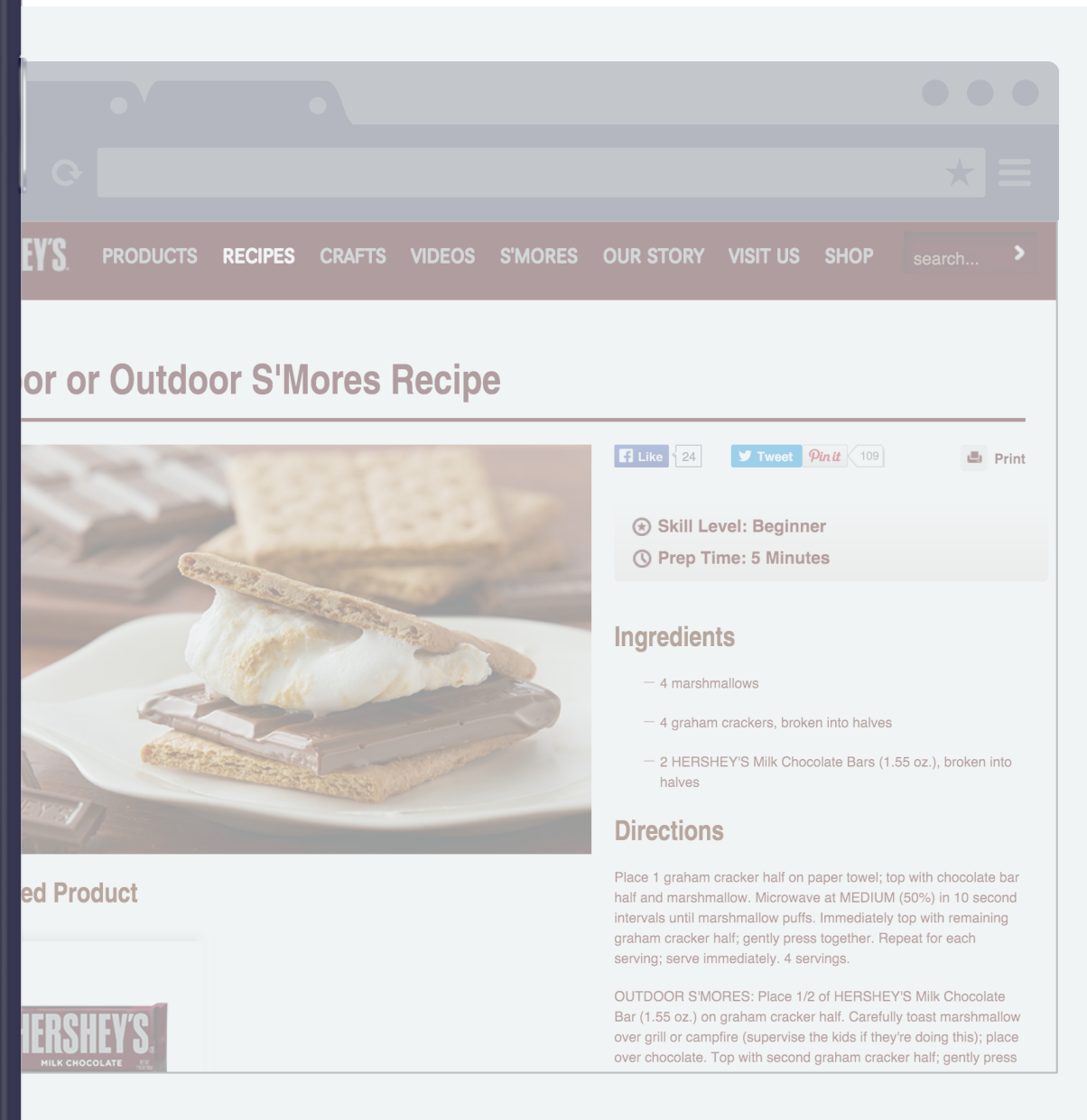
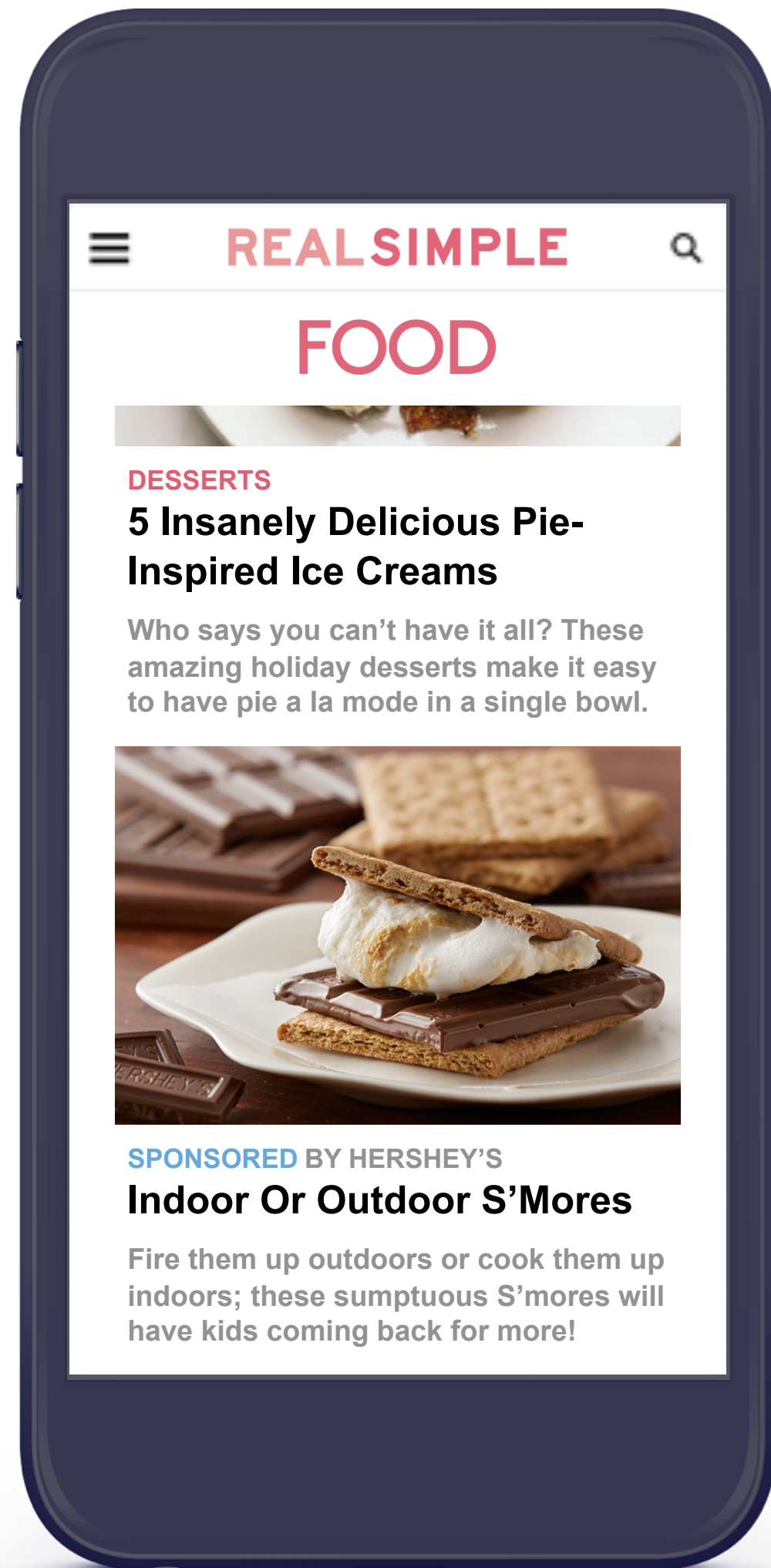




## Native Ad Format Breakdown

14 percent more millennials prefer in-feed native ads to recommendation widgets

QUESTION: GIVEN A CHOICE BETWEEN THESE TWO TYPES OF NATIVE ADS, WHICH DO YOU PREFER?  
PARTICIPANTS ARE THOSE THAT HAD CLICKED ON BOTH IN THE LAST 90 DAYS, 51N



# Importance Of Staying In The Feed

Of those that don't engage with native ads, 43 percent Millennials say it's due to a fear of being redirected to another site

QUESTION: WHY HAVE YOU NOT CLICKED ON AN IN-FEED NATIVE AD IN THE PAST 90 DAYS? SELECT ONLY ONE.

# In-Feed Ad Quality Seen on Par with Editorial



OF MILLENNIALS SAY IN-FEED NATIVE ADS ARE  
THE **SAME OR BETTER** THAN THE OTHER  
CONTENT ON THE PAGE

QUESTION: HOW WOULD YOU EXPECT THE QUALITY OF THE SPONSORED  
CONTENT FROM A NATIVE AD TO DIFFER FROM OTHER CONTENT ON THE PAGE?

- I EXPECT THE QUALITY OF SPONSORED CONTENT TO BE... COMPARED TO  
OTHER CONTENT ON THE PAGE.

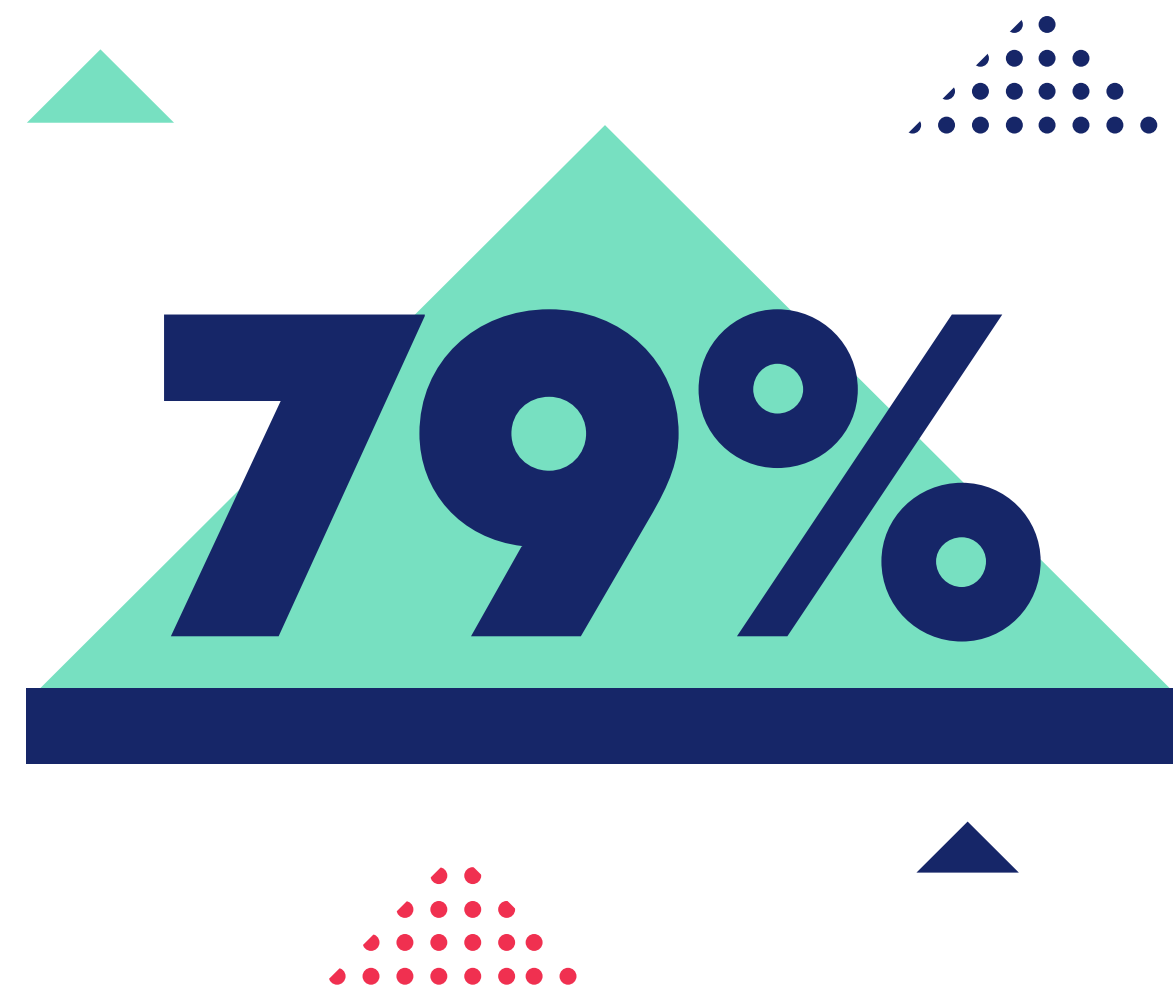
- ANSWER CHOICES: 7PT SCALE - MUCH WORSE TO MUCH BETTER.



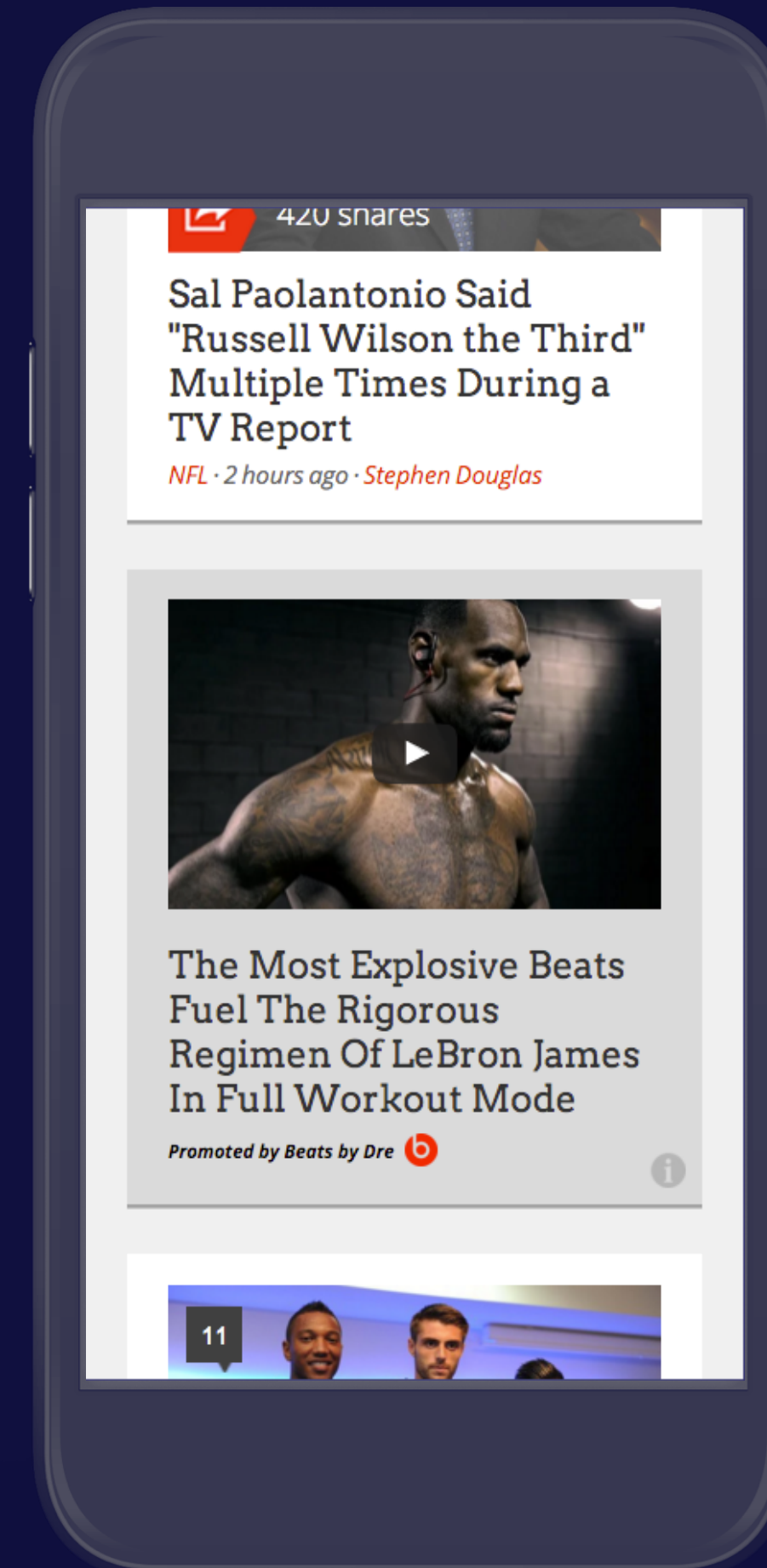
# Opinions On Autoplay Video



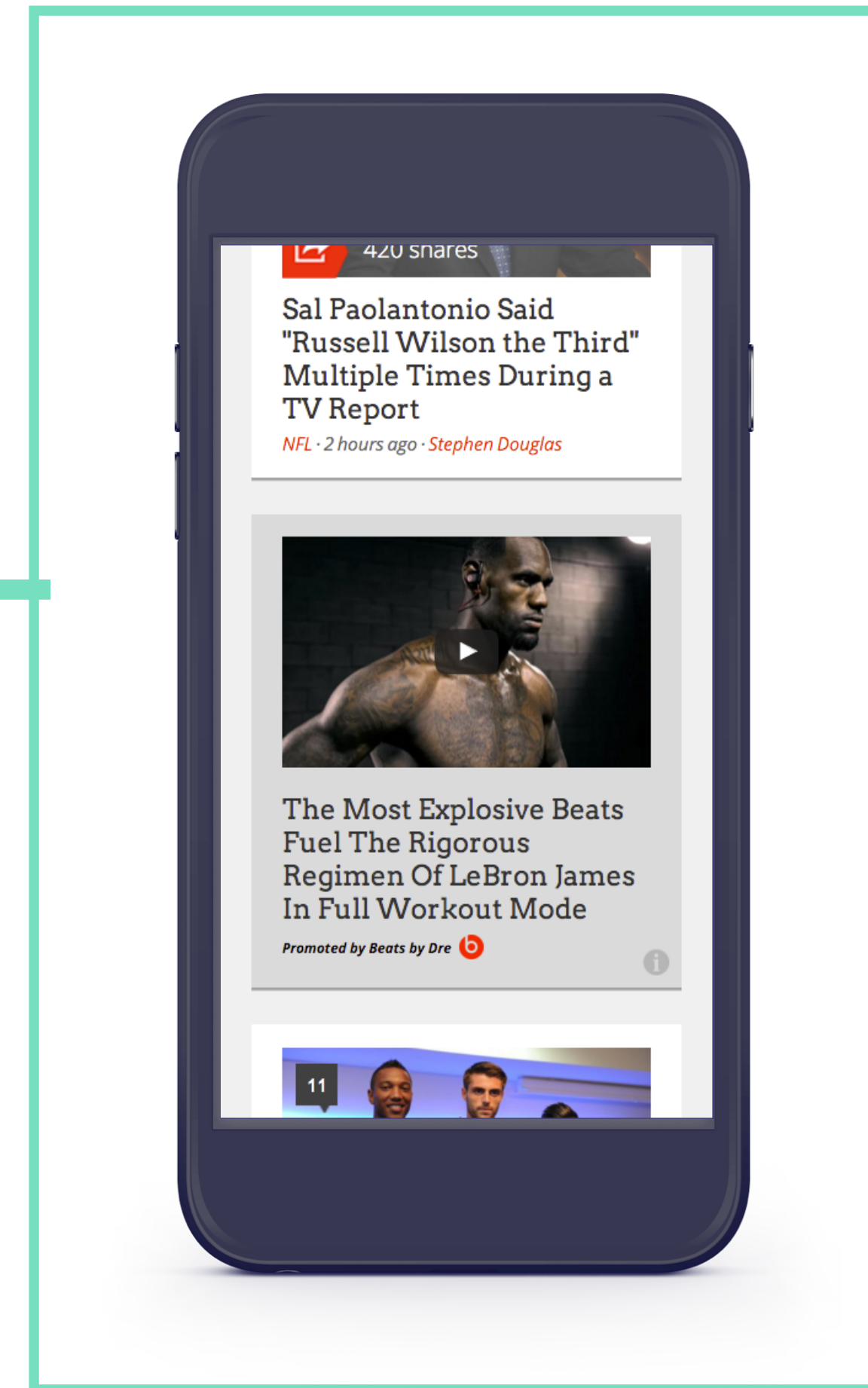




79%  
OF MILLENNIALS SAY A VIDEO  
THAT PLAYS AUTOMATICALLY IN  
THE FEED IS CONVENIENT



# Headlines Are A Core Part of the Video Experience



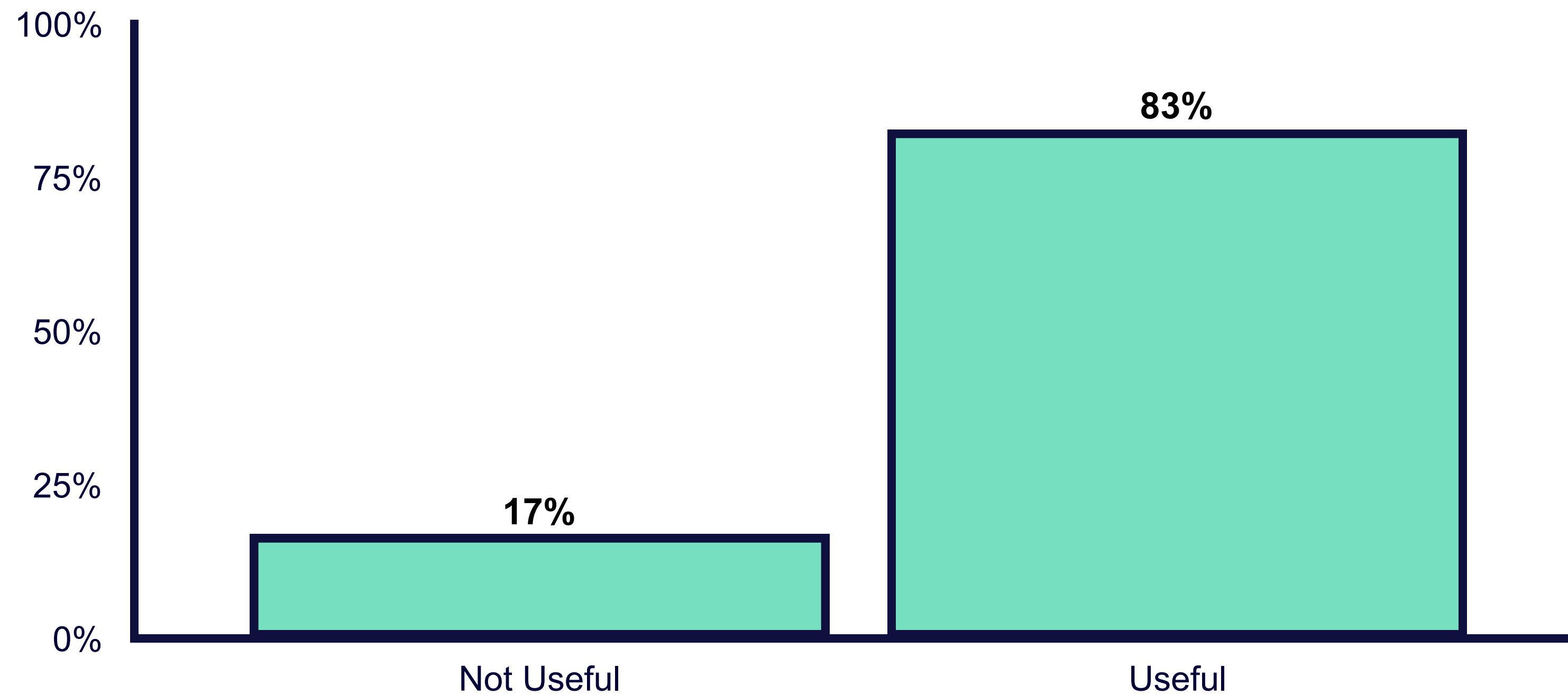


# Purchasing Behavior

Source: Sharethrough Native Advertising Perception & Attitudes November 2015;

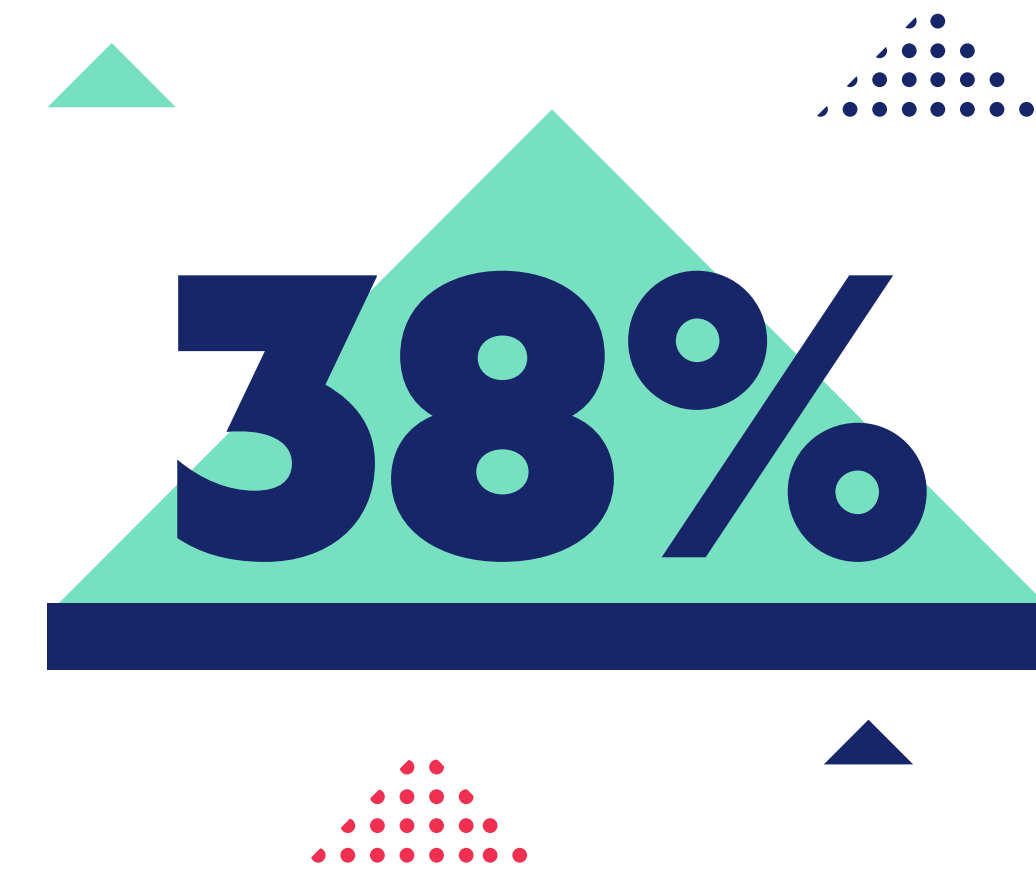


# Millennials Believe Online Content Is Very Useful In Helping Them Make Purchasing Decisions

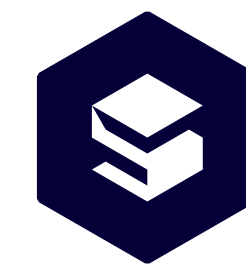




# In-Feed Native Ads Impact Future Purchase Behavior



OF MILLENNIALS SAY IN-FEED NATIVE ADS  
MAKE THEM MORE LIKELY TO PURCHASE THE  
BRAND FEATURED IN THE CONTENT



**SHARETHROUGH**

Thank You