



NATIVE ADVERTISING

The Evolution of advertising, driving brand engagement



#UAE Milestones

1979

Queen Elizabeth II inaugurates the Dubai World Trade Centre on February 26.



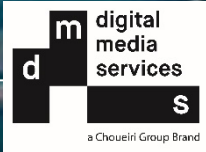
1990's



2000's



2010's



2015

TV

Newspapers

Magazines

Outdoor

Cinema

Radio

Digital

Exhibitions

parenting.

female forum.

female lifestyle.

luxury.

Cooking.

SUPERMAMA

عالم حواء



أنوثة
ounousa.com

JAMALOUKI
.net

نواعم
NAWASEM.COM

gheir.com

JUST.FOOD
LIFESTYLE.COOKING

news.

social news.

trending topics.

video.

الحياة
النصار

L'Orient
LE JOUR
الشرق

البيان
العربية
Al Arabiya

EMIRATES
24|7
الإمارات اليوم

Yalla FEED
step FEED

موضوع
www.mawdoo3.com

d
Dailymotion
alsharq
ديك
Teads.tv

sport.

motoring.

music.

entertainment.

lifestyle.

KOORA
كوورة
EUROSPORT

plus
dawri

StriveME
MOTORY
MOTORS MOTION

anghami
Music Unlimited.

المشرف
mbc.net
دبي بوست
dubai post

رائد
www.Ra2ed.com

unique browsers

139 million



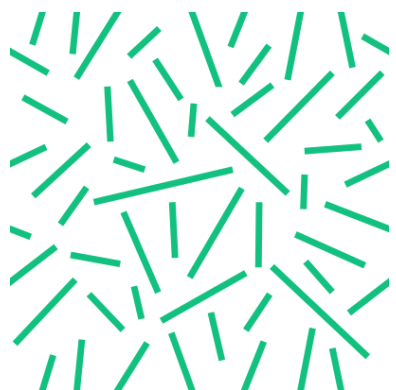
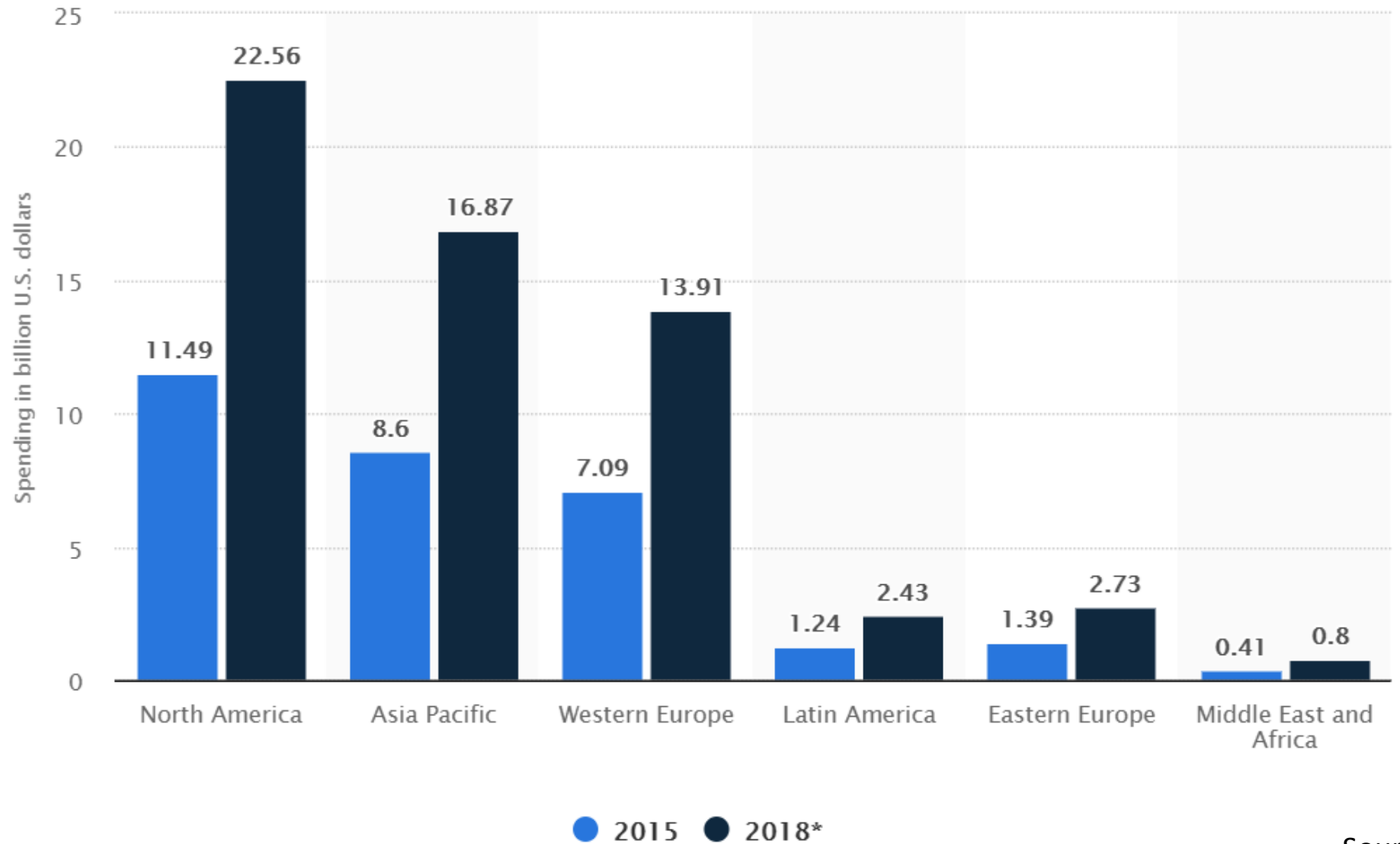
page views

2.1 billion

ad impressions


4.4 billion

Native advertising spending worldwide, by region (in billion U.S. dollars)





What is Native Advertising?



In-feed
units

Custom
content

Sponsored
content

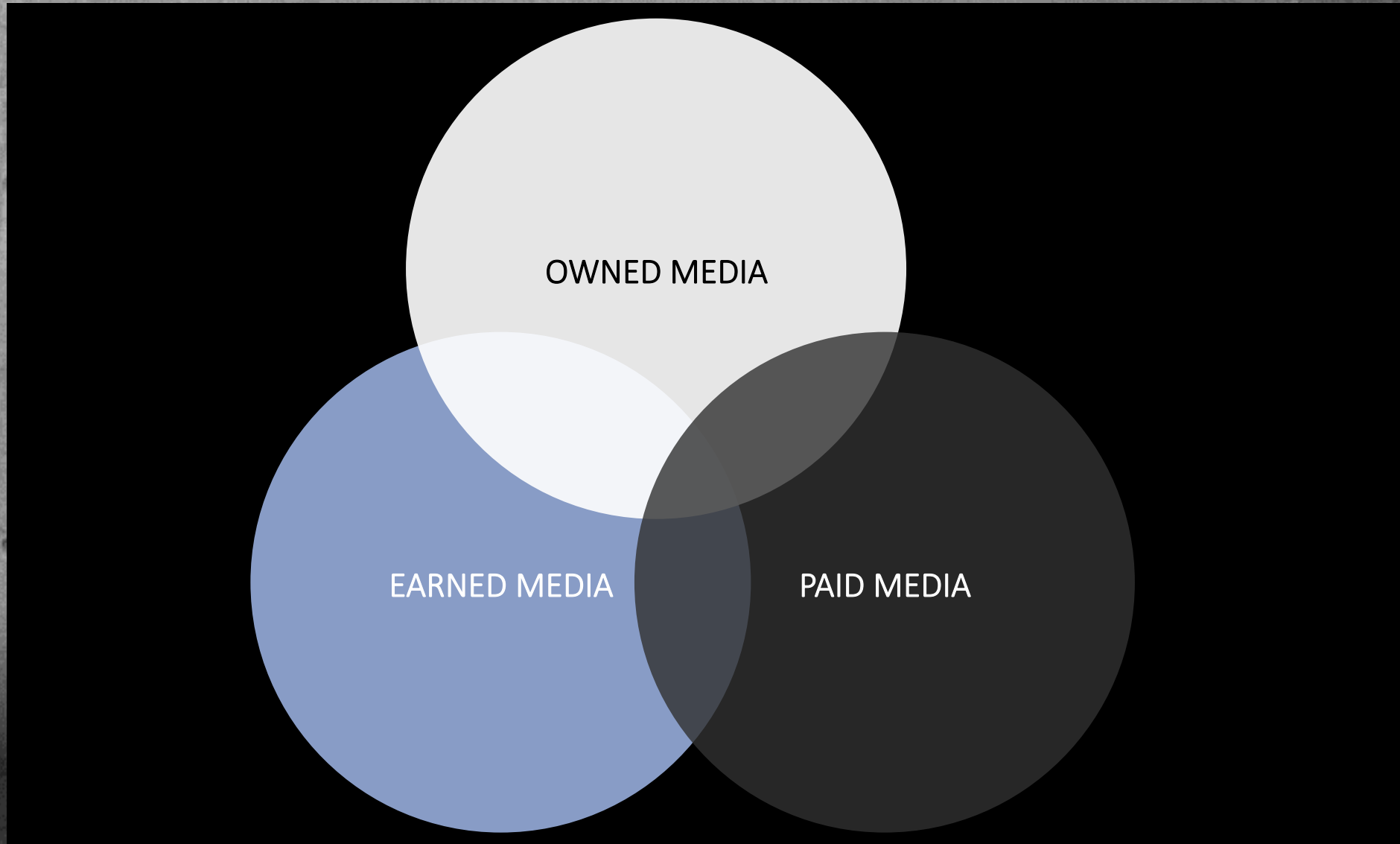
Promoted
listings

In-stream
native

In-Ad
native

Recommendation
widgets

Paid
search
units



Forms of media from a marketer's perspective

PAID MEDIA

“Native advertising is paid advertising (media) where the ad matches the form, feel and function of the content of the media on which it appears.”

kameleon



Publishers Native Advertising Ecosystem

Native Ad Content
On-site

Native Ad Units
Off-site

Content Recommendation
Publisher Network

Sponsored Editorial

Integrated Editorial

Custom Editorial

Brand integration level



Written articles

Image galleries

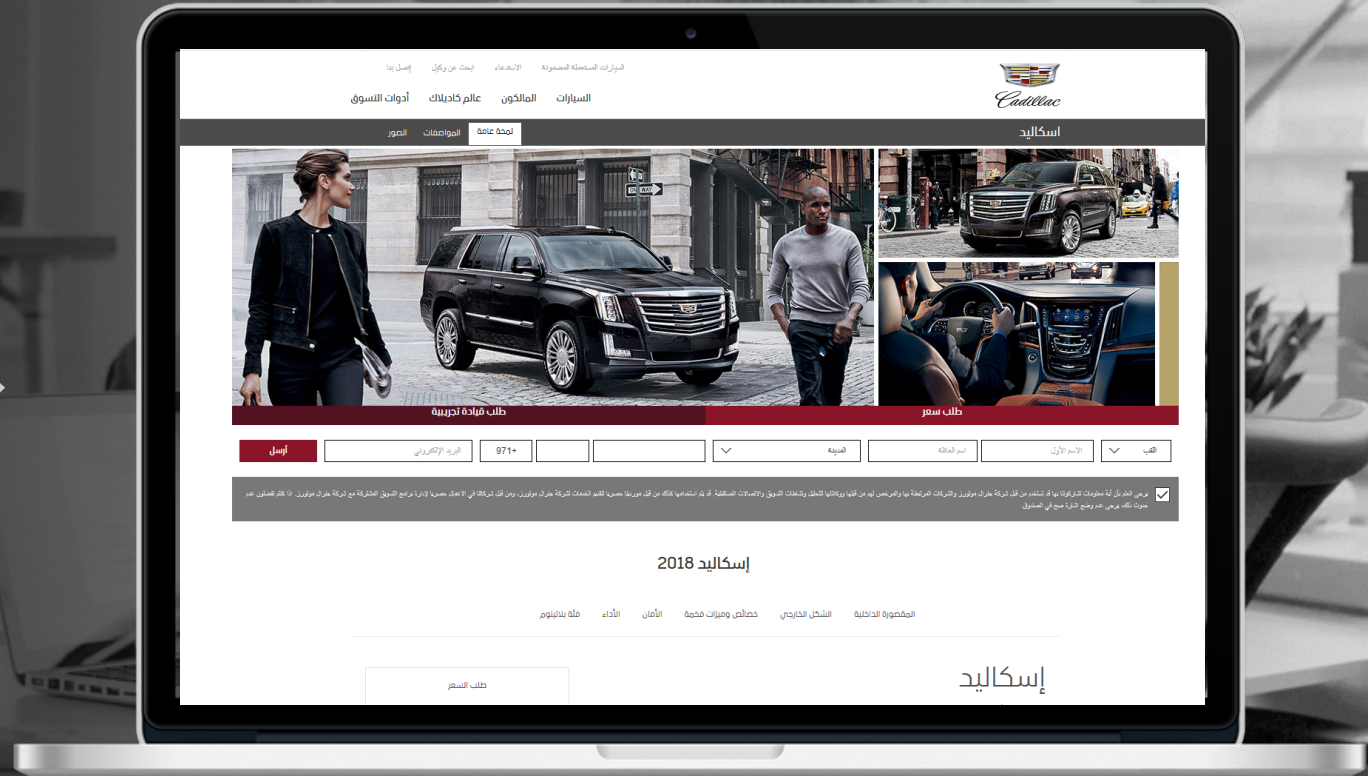
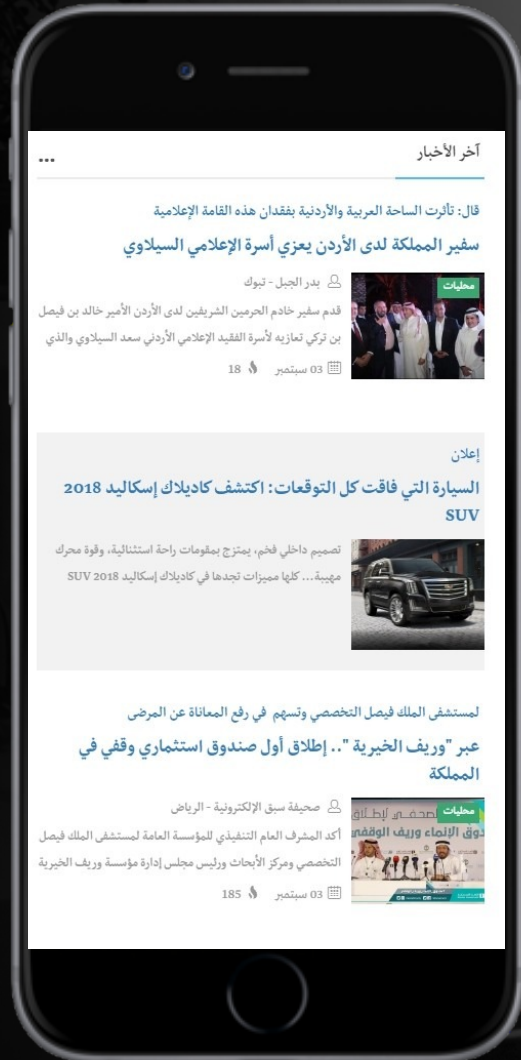
Infographics

GIFs

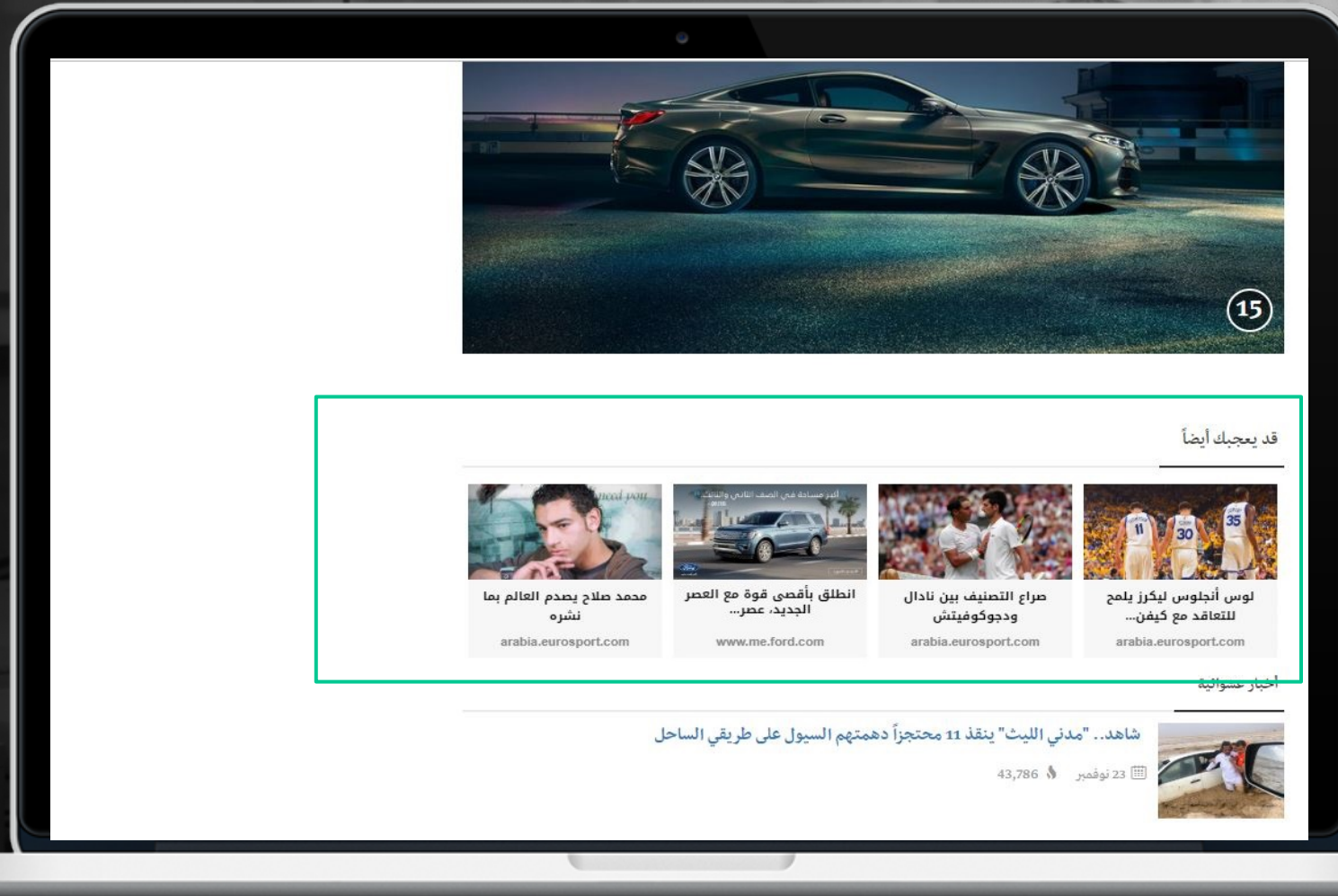
Videos

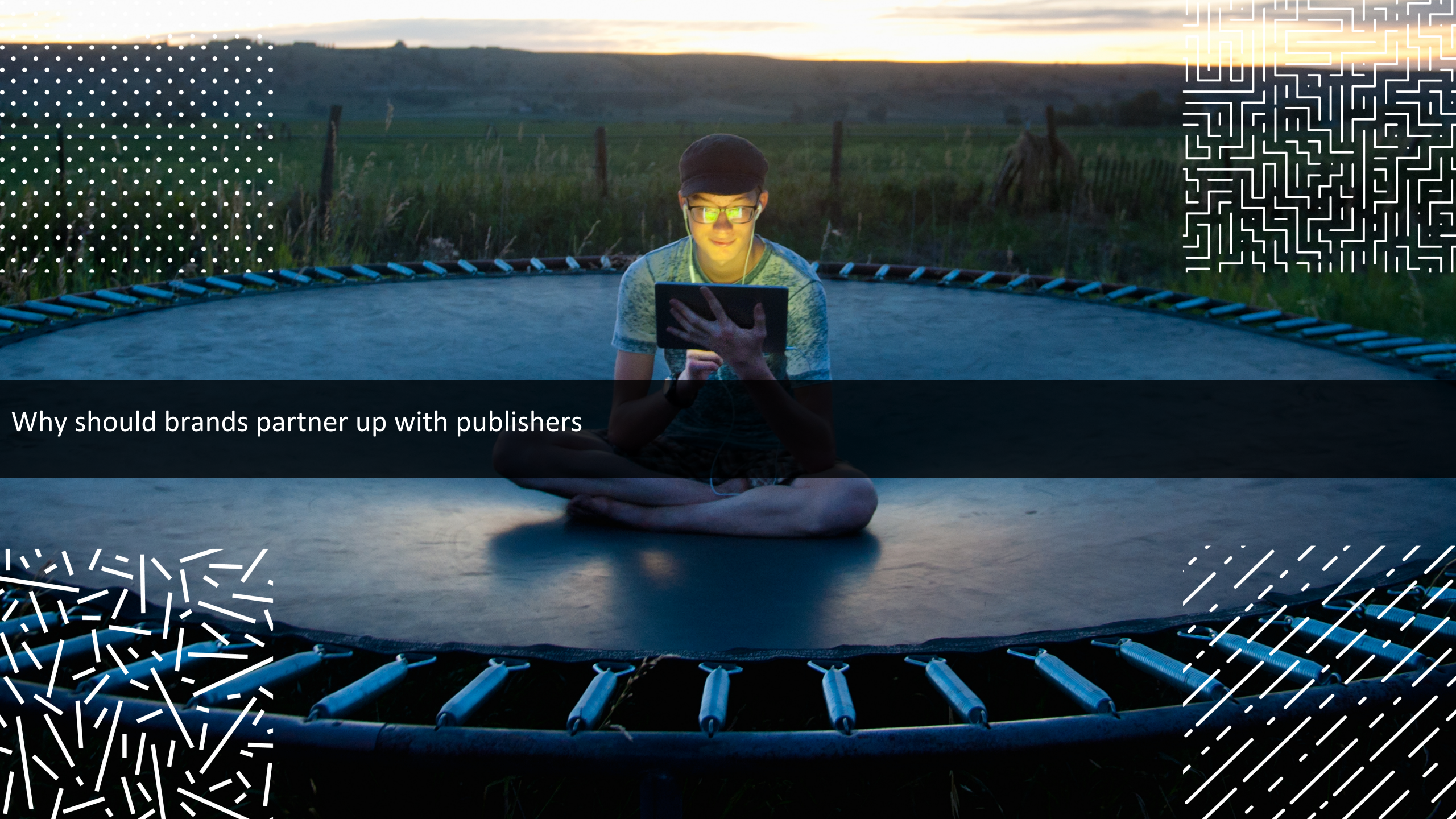


Native Ad Units | Off-site



Content Recommendation | Publisher Network





Why should brands partner up with publishers



The citizens of Sierra Leone went to the polls on March 7 but this time something was different: the country recorded votes at 70% of the polling to the [blockchain](#) using a technology that is the first of its kind in actual practice.

“Anonymized votes/ballots are being recorded on Agora’s blockchain, which will be publicly available for any interested party to review, count and validate,” said Gammar. “This is the first time a government election is using blockchain technology.”

“Sierra Leone wishes to create an environment of trust with the voters in a contentious election, especially looking at how the election will be publicly viewed post-election. By using blockchain as a means to immutably record ballots and results, the country hopes to create

What's on your mind...

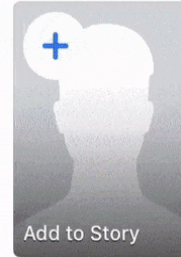
Status

Photo

Check In

Stories

Your Archive



The Telegraph

Yesterday at 11:02 AM · 🌐

Police officers have finally been given the green light to fight back against moped criminals as Scotland Yard says they will ram suspects off their bikes even if they are not wearing helmets.



Massive Rise in News Engagement

2018



+22pts

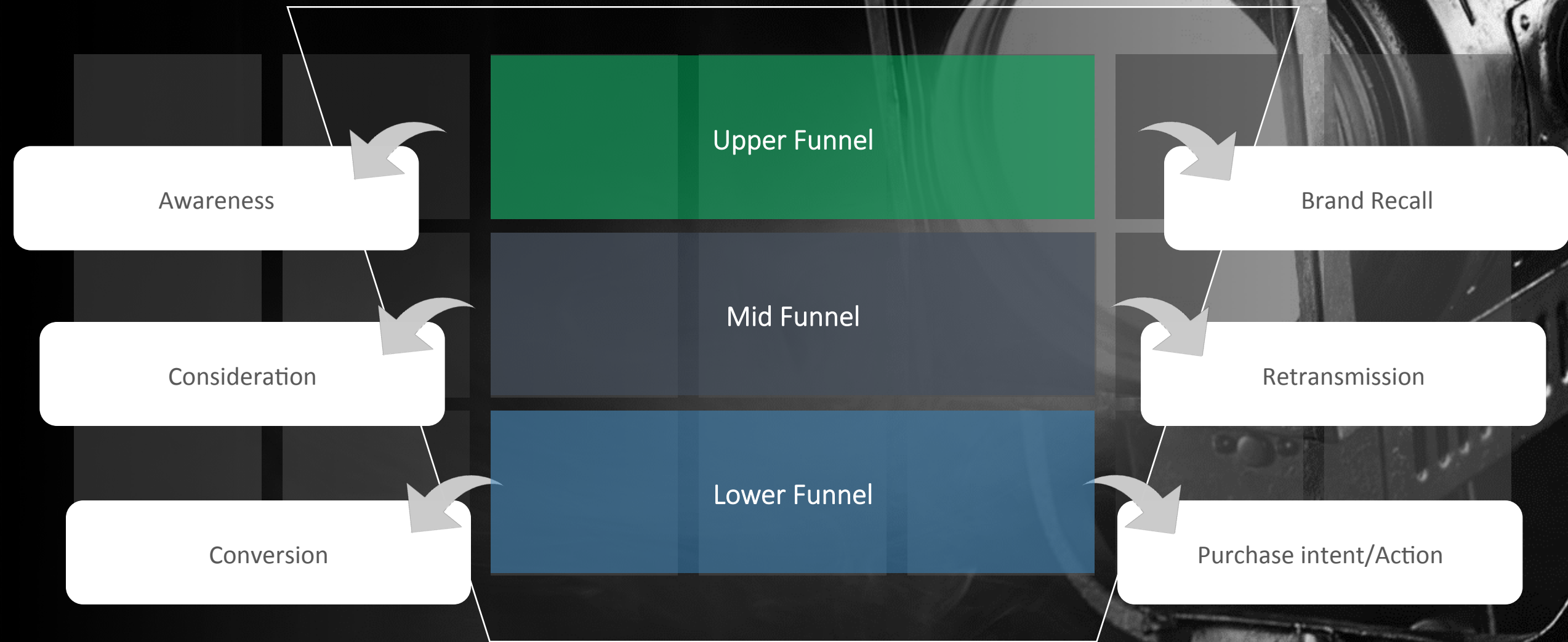
More engaged
with the news in 2019


#TrustBarometer



When to use Native Advertising?

NATIVE ADVERTISING | Publishers help brands create content at each stage of the funnel



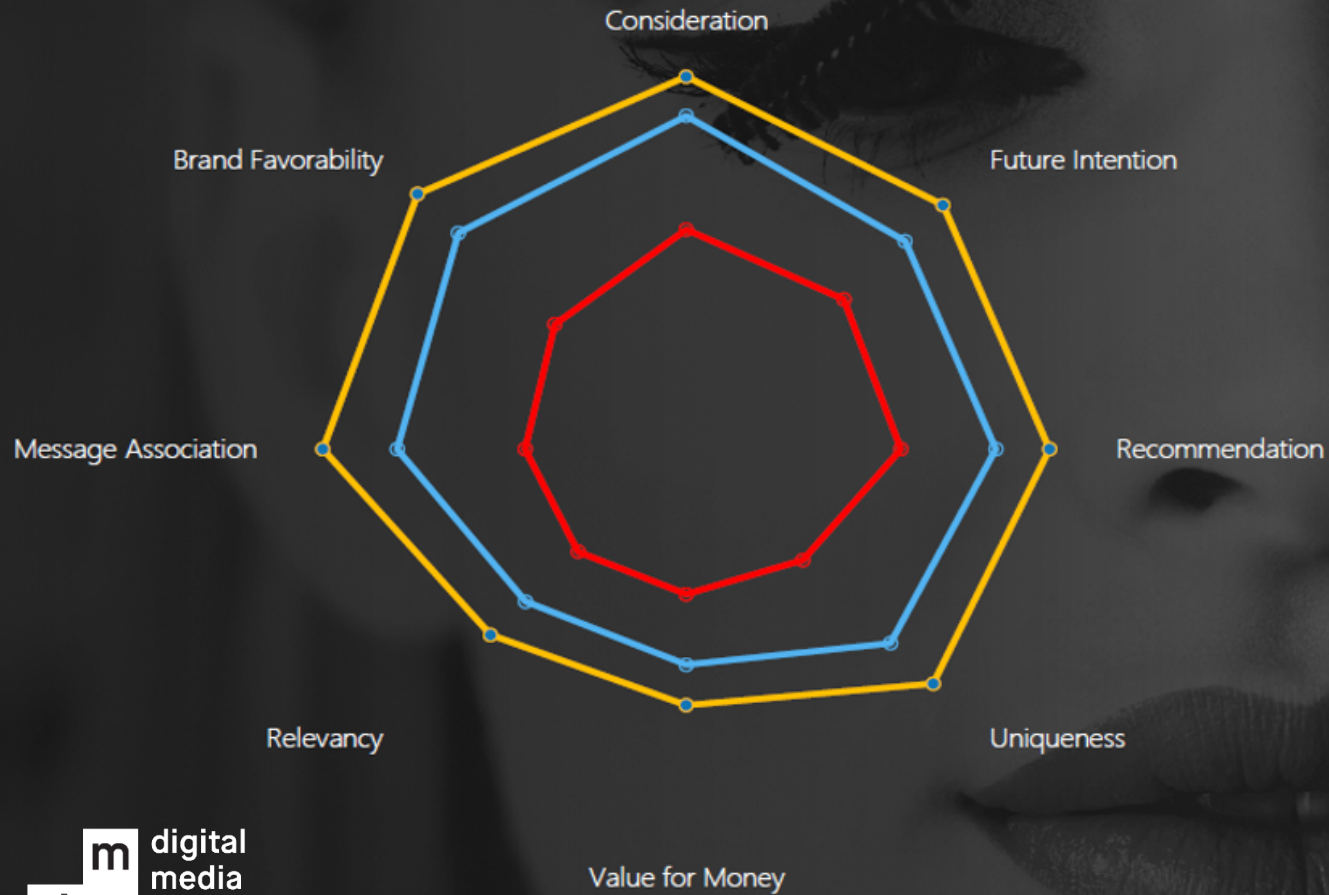


Why use Native Advertising?

Native ad content does work | The value of native as a standalone solution

BRAND FUNNEL METRICS

—●— Non-Exposed —●— Exposed 'All' —●— Exposed 'Liked'



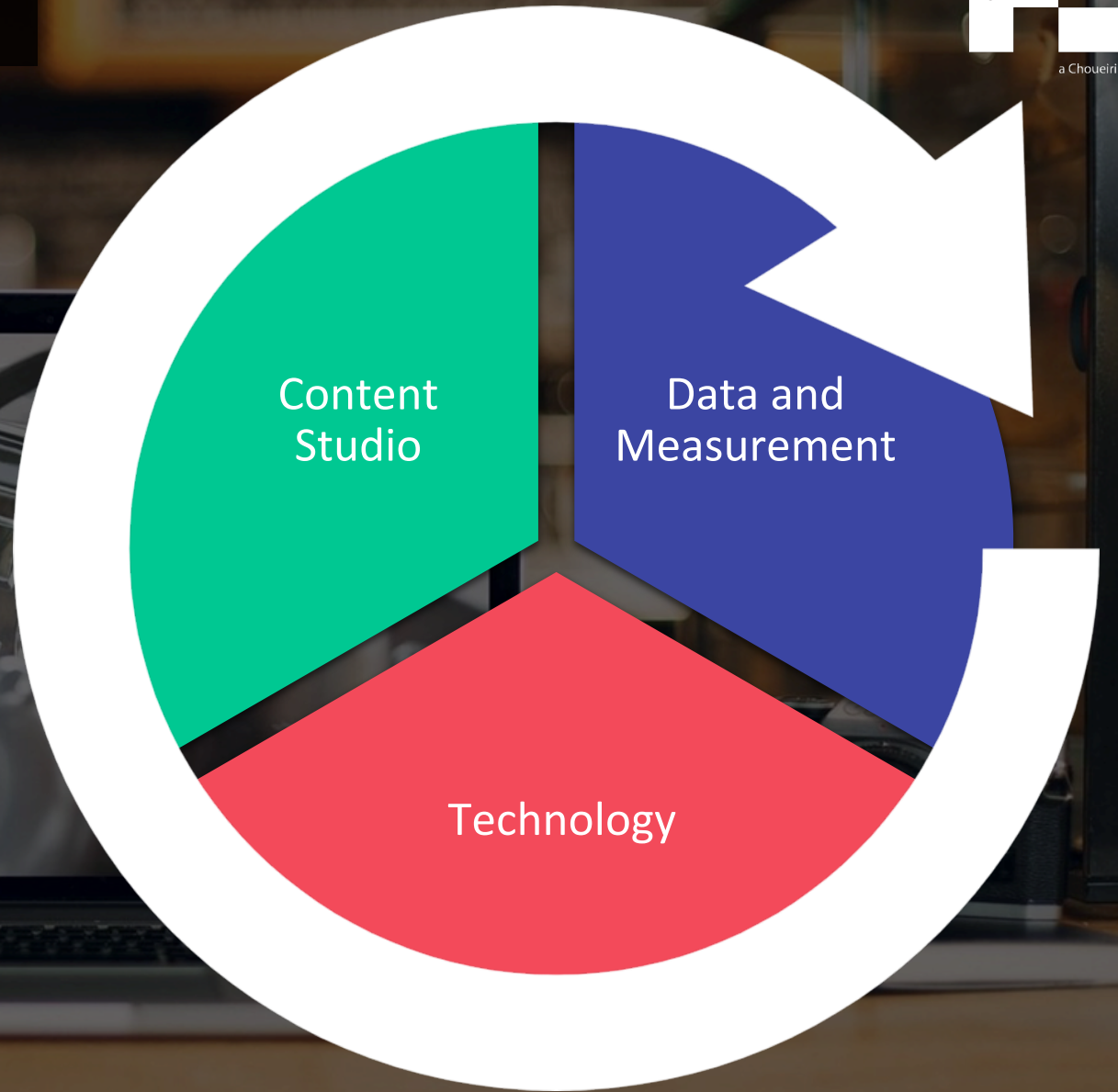
Unaided Awareness **+69%**

Purchase Intent **+51%**



What should publishers invest in?

NATIVE ADVERTISING | 3 Key pillars for publishers



5 Key Takeaways

1. Unified terminology (On-site Vs Off-site)
2. Premium Publishers remain the source of truth to brands and tap onto users' loyalty
3. Native Advertising can be used across the entire marketing funnel
4. Native Advertising drives high impact on brand funnel metrics when done right
5. Publishers to have the perfect triangle: Right content, data and technologies in place



**“Content builds relationships.
Relationships are built on trust.
Trust drives revenue.”**

-Andrew Davis