

CONTENTS

Dedication xi

About the author xii

Acknowledgements xiii

PART ONE What is native advertising? 1

01 What is native advertising? 3

A definition 3

02 Introduction 4

My story 4

Native advertising: digital's indigenous ad format 5

Evolution not revolution 7

03 Why native advertising matters 9

The rise of content marketing 9

A mobile-first world 11

The importance of feeds 11

The power of stories 12

The modern-day collective campfire 15

Technology and creativity combine 17

Video advertising 17

Display advertising and programmatic 18

Ad blocking 18

Millennials and the value exchange 23

04 A brief history of native advertising 32

The yin and yang of publishing 32

Advertorials 35

The Guinness Guide to Oysters 36

Where the phrase came from 37

2012: The native advertising buzz builds 38

05 The global native advertising market 40

Digital trends signal native ad growth 40

The global native advertising market by 2020 41

North America 42

Asia and the Pacific 43

Europe 45

Central and Latin America 48

Africa 51

PART TWO How can native advertising impact your business? 53

06 The different types of native advertising 55

Branded differentiators and digital marketing 55

The Internet Advertising Bureau (IAB) playbook 60

The Content and Native Definitions Framework 63

Simplifying the native advertising landscape 64

The main categories of native advertising you need to understand 67

1 Branded content publisher partnerships 68

2 In-feed native distribution 73

3 Content recommendation 78

07 Who can benefit from native advertising? 86

Why native advertising? 86

Convey complex information easily 87

Build your brand personality 89

Experiment at scale, cheaply 89

What type of native advertising should you try out for your business? 91

Brand advertisers 91

SME businesses 91

Start-ups 93

Native advertising and search engine optimization 94

Affiliates 97

Native advertising and the PR industry 98

08 Measuring native advertising: does it work? 103

The first steps to success 103

Tracking advertiser performance 105

Measuring native advertising with Google Analytics 106

What should native advertising be measuring? 109

Conclusion 112

PART THREE A practical guide to running native advertising 117

09 Getting started with native advertising 119

What assets do you have? 119

The power of mobile 125

Creating your native advertising 128

The importance of headlines 128

How to come up with native headlines 129

Images 131

Image rights and native advertising 133

Descriptions: supporting your headline 135

Native advertising copy 135

Video creative 136

Testing creative 137

Get your creative juices flowing 140

An exercise in generating ideas for a native advertising brief 141

10 Building a team for native advertising success 144

Outsourcing expertise: get the most from an agency 144

The changing shape of digital marketing 145

T-shaped marketers 150

II-shaped marketers 151

The pitchfork team structure 152

The model for native advertising success 155

11 The seven habits of highly effective native advertisers 158

1 They have a start-up attitude 158

2 They understand the feed 158

- 3 They get content 159
- 4 They get advertising 159
- 5 They know what success looks like 159
- 6 They get technology and data 160
- 7 They know it's a team effort 160

PART FOUR Native advertising in a wider business context 163

12 The business of digital 165

- The advertiser, agency, ad tech, publisher matrix 165
- How is digital advertising bought? 168
- Publisher arbitrage 169
- Clickbait 173
- Fake news 174
- Advertising fraud and bot traffic 177
- Brand safety 178
- The native advertising challenge 180

13 The rise of the content studio 184

- Dedicated commercial content teams 185
- Scaling the content studio 185
- Extending content reach 186
- The changing economics of the content studio 186

14 Objections to native advertising 190

- Why do they object to native advertising? 190
- John Oliver and native advertising 192
- Is native advertising a convenient term to use to bash modern publishing? 192
- What are the main objections to native advertising among publishers? 194
- The value of publishers 197

PART FIVE The future of native advertising 199

- 15 Programmatic native advertising 201**
 - What is programmatic advertising? 201
 - Native advertising goes programmatic 202
 - 10 ways programmatic native advertising will change advertising 204
 - Summary 207

- 16 The next generation of native advertising 208**
 - Enter the gold rush: native advertising booms 209
 - The growth in artificial intelligence 211
 - Chatbots, AI and content recommendation 211
 - Native advertising targeting and AI 212
 - IBM Watson and AI 212
 - 2030: A glimpse of native advertising in the future 214
 - Virtual reality and augmented reality become reality 215
 - The rise of immersive media experiences 215
 - The VR brand environment of the future 217

- 17 Conclusion: A call to arms 220**