Buying Native on Xandr Invest

Native Buying Fundamentals

What Is Native Advertising?

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

Seamless is the key to native advertising.

Look

Native ads match the visual design of the environment they live within and look like natural content.

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Feel

Native ads must behave consistently with the native user experience and feel just like natural content.

Where US Advertisers Are Directing Incremental Native Digital Display Ad Spending, 2019
billions

Mobile	$8.17
Programmatic	$7.64
Social network	$5.68
Nonsocial	$2.98
Video	$2.67
Total	$8.66

Note: includes digital display ads that follow the form, feel and function of the content of the media on which they appear; read as US advertisers will spend an additional $8.17 billion on native mobile display ads in 2019 compared with 2018, out of a total of $8.66 billion in additional native digital display ad spending; figures do not add up to total because of channel overlap.
Source: eMarketer, March 2019
245667   www.**eMarketer**.com

Access Premium Native Inventory At A Scale On Xandr Invest

Across all Devices

Desktops   **Tablets**   **Mobile**

through all Supply Types

Open Exchange   **Deals**

Target Different Types Of Native Formats On The Line Item

Content Ads

Engage your users with ads that fit with the content of the site and app.
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Video Ads

Raise awareness through video ads that mirror the look, feel, and content of the page.

App Install Ads

Increase installs or prompt re-engagement on your mobile apps.

Do

Use high-resolution images or video	✔
Guide users to relevant landing pages	✔
Use catchy headline and call-to-action	✔

Don't

Use too much text on the creative	✘
Use misleading claims or clickbait	✘
Use text that reads like sales copy	✘

https://nativeadvertisinginstitute.com/resources/native-advertising-definition/

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Setup Best Practices

Creative Specs

Xandr Invest

Simplifying access to premium, brand-safe content across all screens.

Activate your campaign now!

Sponsored By Xandr

Asset	Requirement
Logo	• Recommended size: 300 x 300 • Aspect ratio: 1:1 • Formats: JPG, PNG • Max. file size: 200 KB
Image	• Recommended Size: 1200 x 627* • Aspect Ratio: 1.91:1 • Formats: JPG, PNG • Max. file size: 1 MB
Title	Maximum 25 characters
Brand Name	Maximum 25 characters
Body Text (Optional)	Maximum 100 characters
Call-to-Action	Maximum 25 characters
Landing Page URL	The URL your ad will click out to

Campaign Strategies / Recommendations

Define your audience

Identify the people you want to target by utilizing our Data Marketplace and personalize content for them through your campaigns.

Show content tailored to specific customer needs

With Universal Pixel you can find customers who have been to any pages on your website and show a specific content based on where they are in the buying cycle.
.

Start wide and optimise to pinpoint

*Activate Smart Image Adjustment feature that allows you to only provide a single image to access numerous supply partners, enable this under creative settings.

Create seamless retargeting flow based on consumer journey funnel

With Programmable Splits feature, you can easily allocate budget and prioritize users based on their purchase intent and recencies, under one line item set up.
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Test, rinse, and repeat

Use our Native Bulk Template to upload multiple creatives at the same time. This will make it easier for you to do A/B Testing of your creative performance.
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