

Native Video

Overview

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Native videos are in-feed ads designed to match the look and feel of the actual content within the app. Native ads empower marketers to create a high quality, engaging ad experience with a more seamless user experience.

Benefits

Non-intrusive ad experience

Native ads add a layer of contextual relevance to the ad experience by matching the existing look, feel, and function of the apps in which they appear. Because native video ads complement the in-app experience rather than disrupt the flow of consumption, consumers are more likely to read, process, click, and engage.

Unlock more reach

Native is rapidly becoming a keystone ad format for many publishers. Large social media platforms have already proven the success of native, and publishers are increasingly adopting native due to its superior user experience.

Leverage existing assets

Marketers can repurpose their existing VAST videos to run native campaigns by simply adding a native display image. Native video ads can serve in any app that has native display and video ads enabled.

Best Practices

- **Utilize all 5 assets:** Buyers should leverage all 5 creative assets, including a title, text, 2 icons, a CTA and video, to ensure the most scale and creative variety.
- **Optimize your call-to-action:** The call-to-action should be customized to maximize conversions.
- **Target users on wi-fi:** Since native videos are not pre-cached, targeting users on wi-fi ensures that your viewers don't have bandwidth constraints and allows for a seamless view.

