MAPMYAUDIENCE

NATIVE ADS

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NATIVE

Native advertising offers brands a quieter method of communicating with it's audience. Due to its 'less intrusive' formats, native advertising tends to deliver higher engagement rates and brand awareness. Coupled with MMA's ability to overlay highly targeted data sets, this product offers brands a further channel to complete their digital strategy.
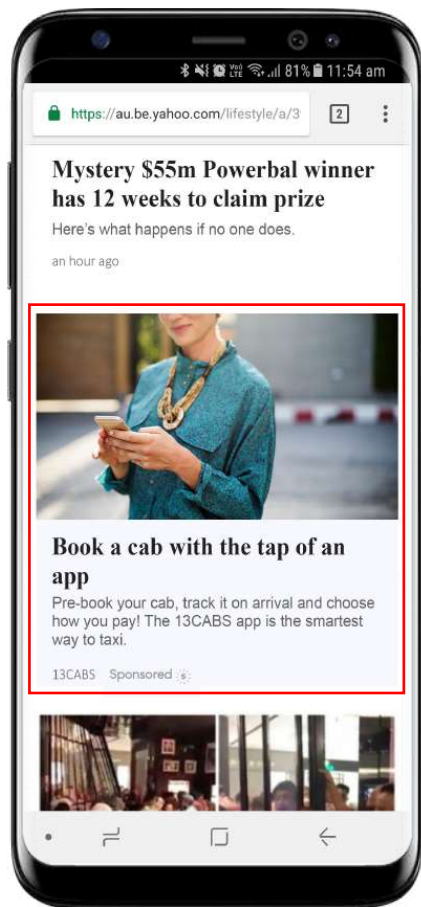
High viewability

Driving engagement and brand recall

Precise targeting options

WHAT IS NATIVE?

- Native advertising is a form of paid media where the ad experience follows the natural form and function of the content it lives within.

- The ad is non intrusive and matches the visual design and layout of the page surrounding it.

- Native ads behave in a consistent manor with the surrounding environment.

WHY USE MMA's NATIVE?

Due to its more subtle, non intrusive user experience, and their extremely high viewable rates, 36's native ads drive higher engagement rates and increase brand recall.

It offers brands another channel to communicate with existing clients or reach a potential new customer base, increasing the depth of a campaigns digital strategy.

MMA Native offers a wide range of targeting options and both image and video formats to ensure you are reaching the most engaged mobile consumer.

TARGETING OPTIONS

36 Native has a rich selection of targeting options to ensure you are reaching the desired audience for your digital campaign.

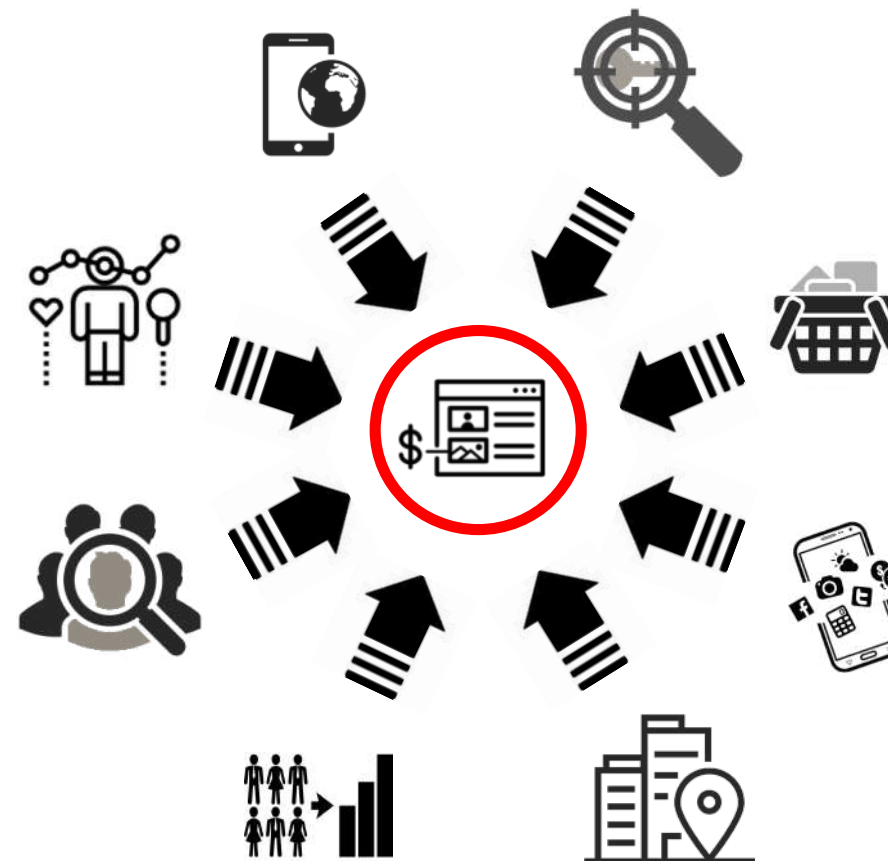| Geo	Behavioral	Interest/ Contextual	Search History	Keyword	Demo

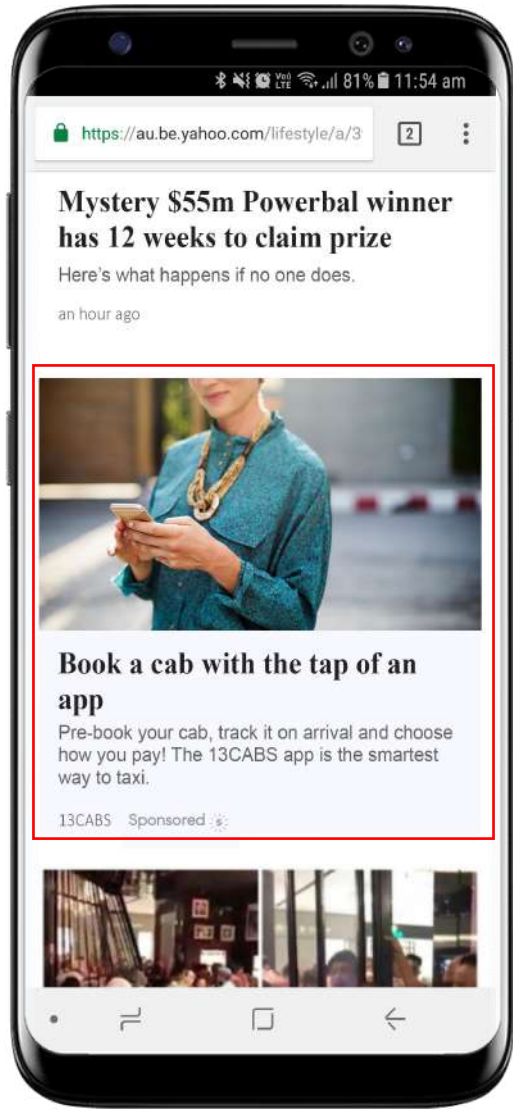## CUSTOM AUDIENCES

MAPMYAUDIENCE Native can also leverage your custom data assets such as **website visitors (cookies)**, **device IDs** and **DMP data.**
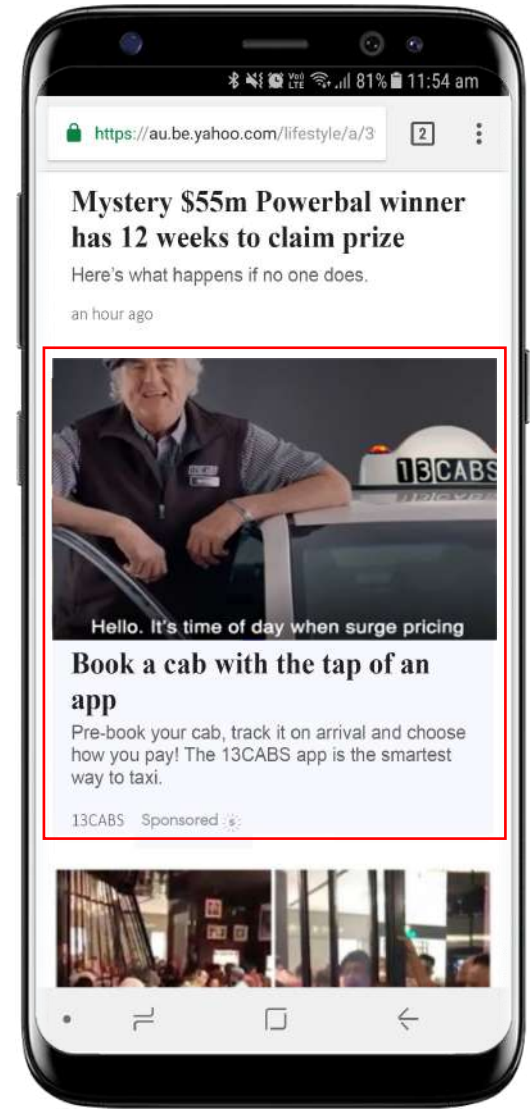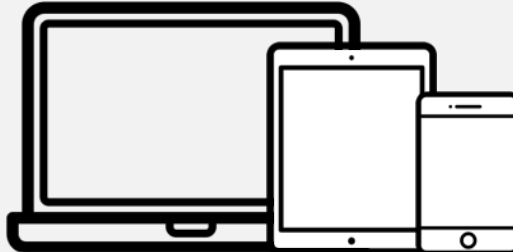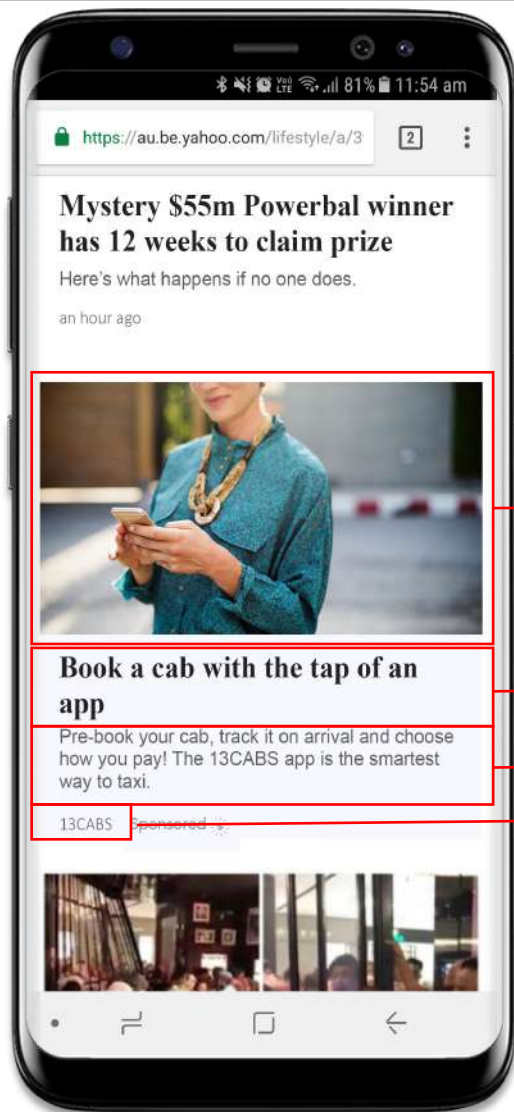
FORMATS

MAPMYAUDIENCE Native offers both image and video formats. Each format automatically resizes to fit the device it is displaying on, creating a seamless transition between mobile, tablet and desktop.

NATIVE DISPLAY

NATIVE VIDEO
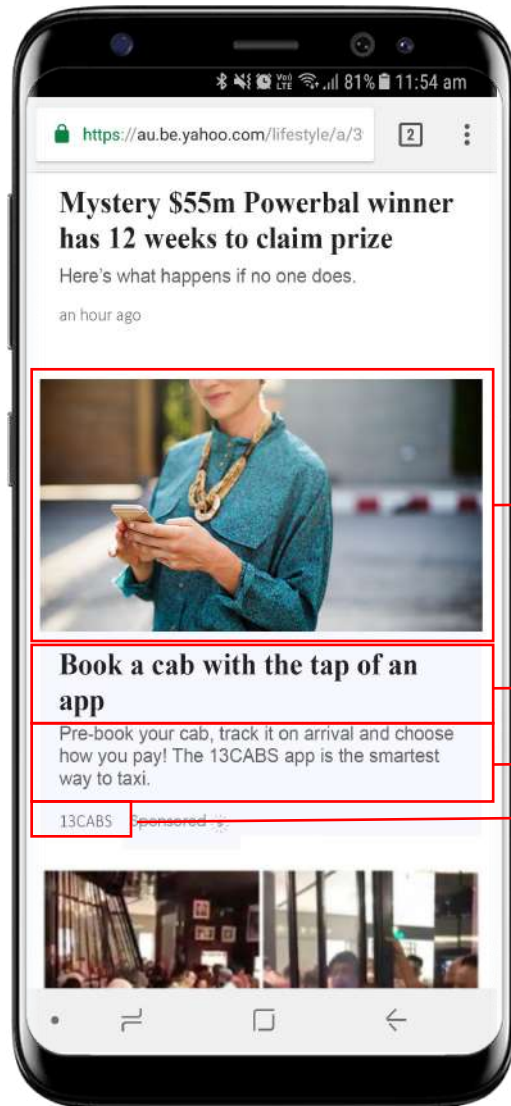
NATIVE –
AD SPECS DISPLAY

- 1200 x 1200px Image (JPEG or PNG)
- 1200 x 627px Image (JPEG or PNG)
- No Text or Copy
- High Quality and Visually Stunning

- Title / Headline (15 –50 Characters)

- Ad Description / Caption (20 –150 Characters)

- Advertiser Name (3 – 25 Characters)

- Landing Page URL (1 -1024 characters)
- 1x1px Standard Impression & Click trackers

NATIVE –
AD SPECS VIDEO

- Formats: .mp4 .m4v or .mov
- File Size: 5mb maximum
- Duration: 5 seconds minimum, 30 seconds maximum for App Install campaigns, 5 minutes maximum for Promote Brand campaigns
- Aspect Ratio: Minimum 480x360p (4:3) or 480x270 (16:9). Recommended 640x480 (4:3) or 640x360 (16:9)
- Video Bitrate: 300kbps. Recommended 500kbps

- Title / Headline (15 –50 Characters)

- Ad Description / Caption (20 –150 Characters)

- Advertiser Name (3 – 25 Characters)

- Landing Page URL (1 -1024 characters)
- 1x1px Standard Impression & Click trackers

Including faces and people increases dwell time and drives higher fixation on your ads

Including your brand logo also increases fixation and drives higher brand awareness

Mentioning your brand's name in the headline drives higher brand awareness and metrics

We found that users find 5 seconds to be the optimal length for native video

LOW FIXATION   HIGH FIXATION

NATIVE – DRIVING HIGHER ENGAGEMENT AND BRAND AWARENESS

CPM
Cost Per 1k Views

CPC
Cost Per Click

COST MODELS

MAPMYAUDIENCE offer both a CPM & CPC model across our Native network. Providing brands with the opportunity to build awareness and consideration or to drive clicks and traffic to their site.

Our performance CPC offering has been developed for advertisers to drive significant and quality traffic to specific webpages. It is a cost efficient way to drive results and conversions.