

## A guide to Native advertising for small businesses

### Introduction to native advertising

Native advertising is a form of paid media where the ad looks and feels like the content it is embedded in. It is relatively easy to create a native ad as all you need is an image and text - rather than the level of design skills that may be required for display or video ads. Native ads typically have higher click-through-rates (CTR) than standard display ads and are a great way to drive performance for your brand.

Digital marketing is an important part of ad plans, with **time spent online reaching record levels** in 2020 and eCommerce trends accelerating. SMEs need to factor in that their target consumer is going to spend more minutes online than offline when thinking about purchasing goods and services. However, targeting users at scale online is not as simple as it seems to be, as everyone is doing it - from your local shop running geo-targeted Facebook ads, to your globally known household name that is running high impact digital ads across your favourite sports site.

A lot has been said recently about the **importance of contextually relevant ads**. Ads that are relevant to the content in which they are viewed ensures better brand recall and association. A native approach can be a good way to create integrated and contextually relevant digital ads.

### What marketing challenges is it best suited to?

Native advertising has typically been used to drive performance KPIs. There are many options for SMEs looking to run native advertising online and it needs to be clear what value each one brings to the table. Setting clear cost-per-action (CPA) targets is a good starting point and ensuring that ads are being served in brand safe environments. Drawing on relevant examples of past campaigns and the KPIs that were achieved is a helpful starting point to understand the uses and possibilities of native advertising.

### Creative considerations

Typically, you would have to pay for creative costs for digital activity, but for some native ads you simply just need text and a high-resolution image. Working with some ad tech companies, creative builds are free of charge and all you would need to provide is a landing page and high-resolution imagery.

## Media budget considerations

Many companies have no minimum spend requirements for programmatic campaigns and the campaign duration can be any number of days. Having said this, there is always a recommendation provided in order to run the campaign in the most optimum way.

## With thanks to the businesses who authored this guide:



**seedtag** was founded in 2014 by two former Googlers with a clear mission: to change how online advertising is done. Today seedtag has a large international presence with over 130 employees across Spain, France, Italy, Netherlands, UK, Mexico and Brazil and is positioned as the leading Visual Media Platform in Europe and LATAM.

seedtag allows brands and publishers to take advantage of visual media in the most responsive, bespoke, and non-intrusive way. Its proprietary technology uses the power of Machine Learning to provide human-like understanding of content, the highest level of brand safety in the industry and unmatched, cookie-less targeting capabilities.