



## Native Advertising

### What is Native Advertising?

Native advertising offers a powerful way to display paid content/ advertising in front of your audience with minimal interruption. Native ads match both the design and editorial style of the site on which they are placed. In addition, native ads are integrated within the website's in-stream content, instead of side banners or overlays like traditional display ads.

Due to their format and placement, native ads offer a great solution to advertise on mobile devices as well as a high viewability and engagement rate. Native ads are generally found on publisher sites, such as news sites, or on social media platforms like Facebook, LinkedIn, Twitter, etc. The biggest platforms and publishers in the world (Time Inc, Forbes, WSJ, New York Times) have universally adopted native advertising.

**83%** of all online publishers offer some form of paid content.

## Native Advertising Benefits:

- Reaches people organically where they spend their time (social medias, news sites, etc...)
- High viewability and engagement rate
- Captures viewers/readers' attention making it a highly efficient form of advertising
- Minimally interruptive
- Works great for mobile advertising
- Cannot be blocked by ad-blocker software

## Why Cybba?

### Cybba will:

- Transform your content into an in-feed native ad
- Define your target audiences and bidding strategy before launching your native advertising campaign
- Serve your in-feed native ads across 45,000 premium publishers worldwide to attract the interest of your target audiences and drive them to your content/site
- Identify the audience attributes of the engaged users and automatically optimize your campaigns to bring you more

## Native Ad Formats

