



Online Publishers
Association

Premium Content Brands Are Native Naturals

July 10, 2013

Conducted in partnership with
Radar Research



Who We Are

We champion the content people love

We help fuel the growth and vitality of high quality news, information and entertainment brands in the digital age.

We elevate the importance of original content by delivering thought leadership, providing a platform for member interaction and advocating for our members among advertisers, policy makers and the press.

2013 OPA Members



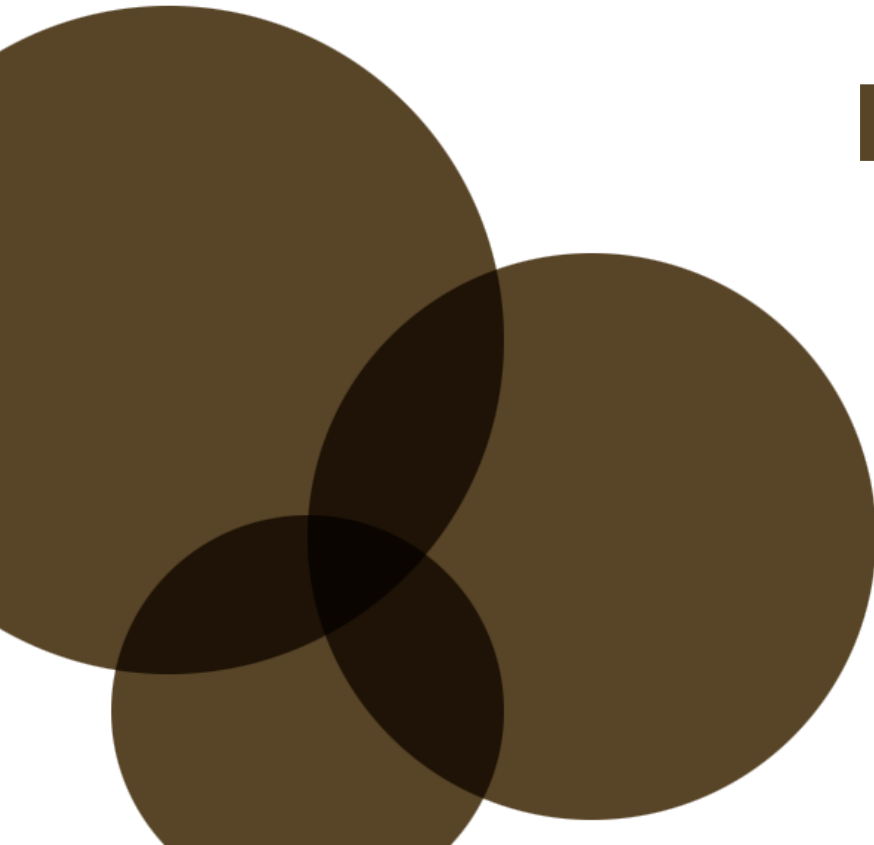


Objective & Methodology

- **Objective:** To understand OPA brands native advertising offerings, marketer goals, metrics for success and surface best practices generated from these programs
- **Methodology:**
 - 29 quantitative surveys of OPA members
 - 12 qualitative interviews of OPA members
 - Surveys and interviews completed May - June 2013
 - All results are aggregated

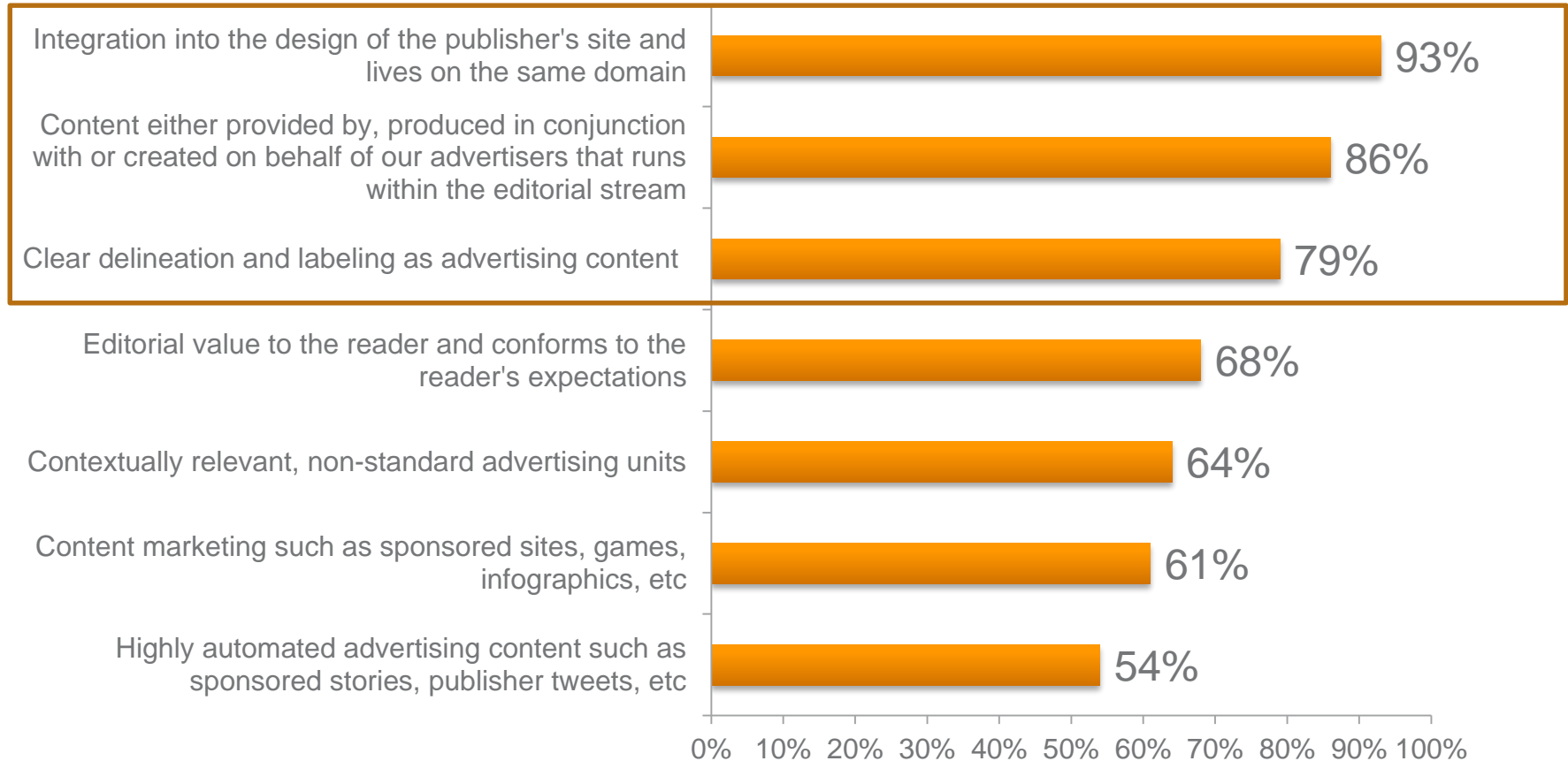


Research Findings



OPA Brands Define Native as Integration into Site Design, Within Editorial Stream, With Clear Labeling

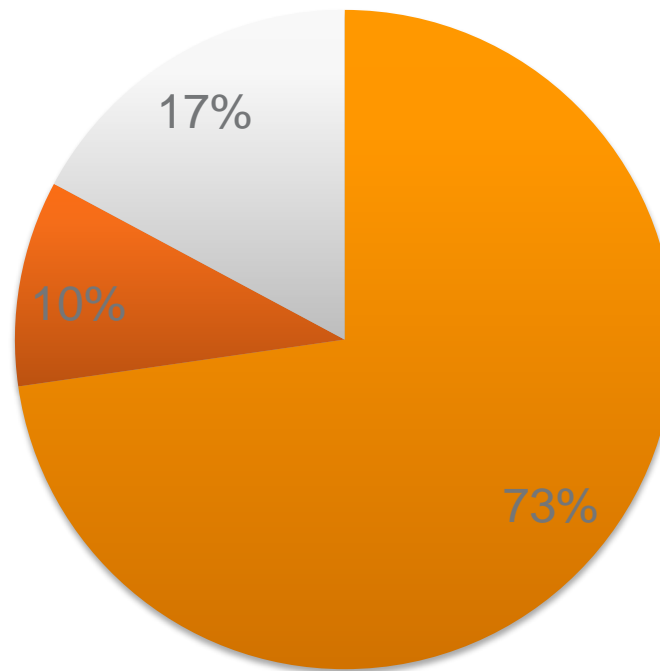
Definition of Native Advertising (Percentage of Respondents, N=28)



Q. "We would like to get a sense of how your organization *DEFINES* native advertising ..." (Select all that apply)"

Three-Quarters of OPA Members Offer Native Advertising Today – Potentially 90% by Year End

OPA Members Offering Native Advertising
(Percentage of Respondents, N=29)

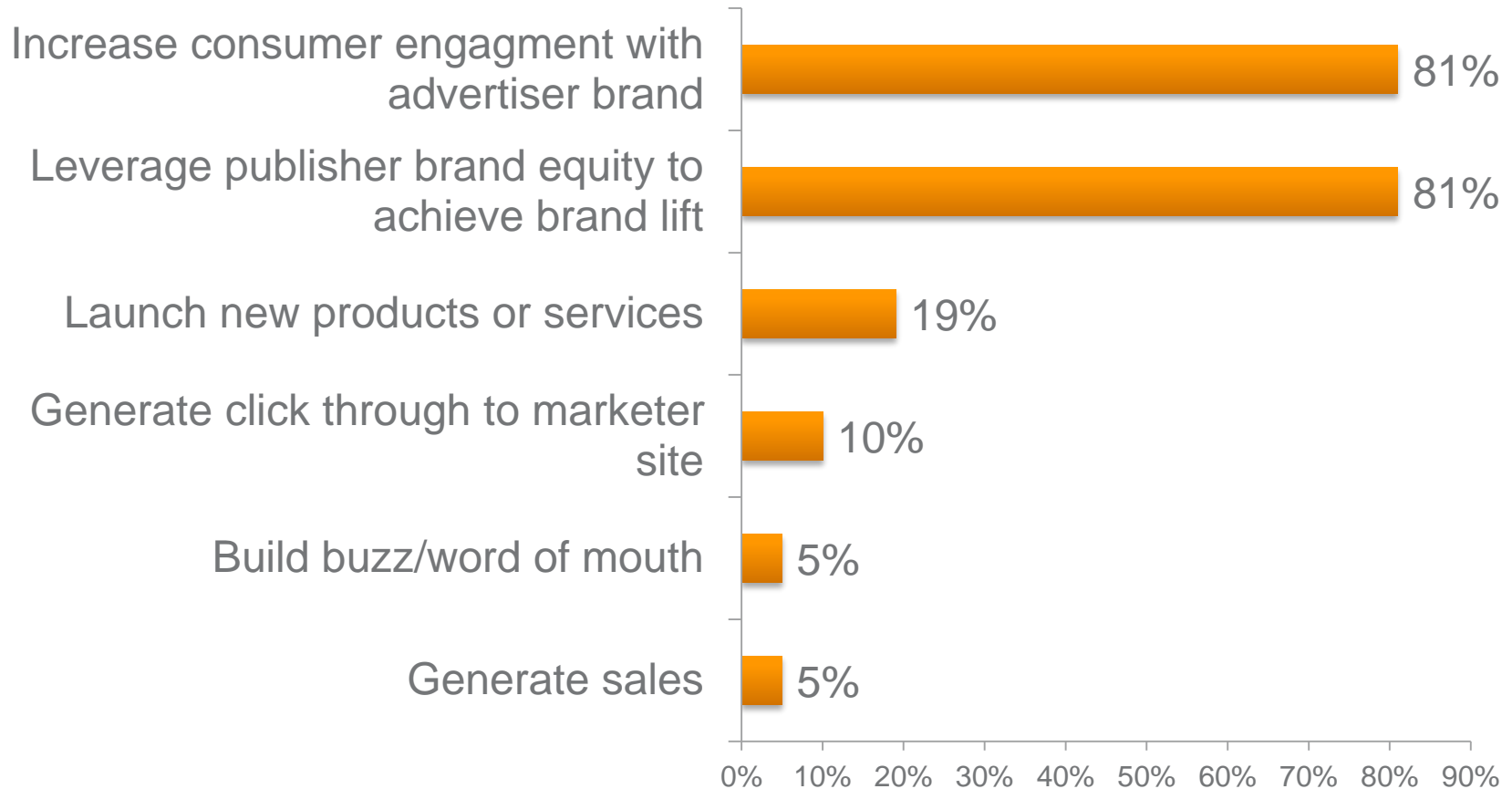


■ Yes, currently ■ No ■ We are considering offering one this year

Q. "Native advertising" has assumed lots of names in its short digital life – advertorial, content integration, advertising content, advertiser-generated content. As you define it, do you offer native advertising opportunities on your site?"

Marketers Partner With OPA Sites to Drive Consumer Engagement, Leverage Publisher Brand Equity

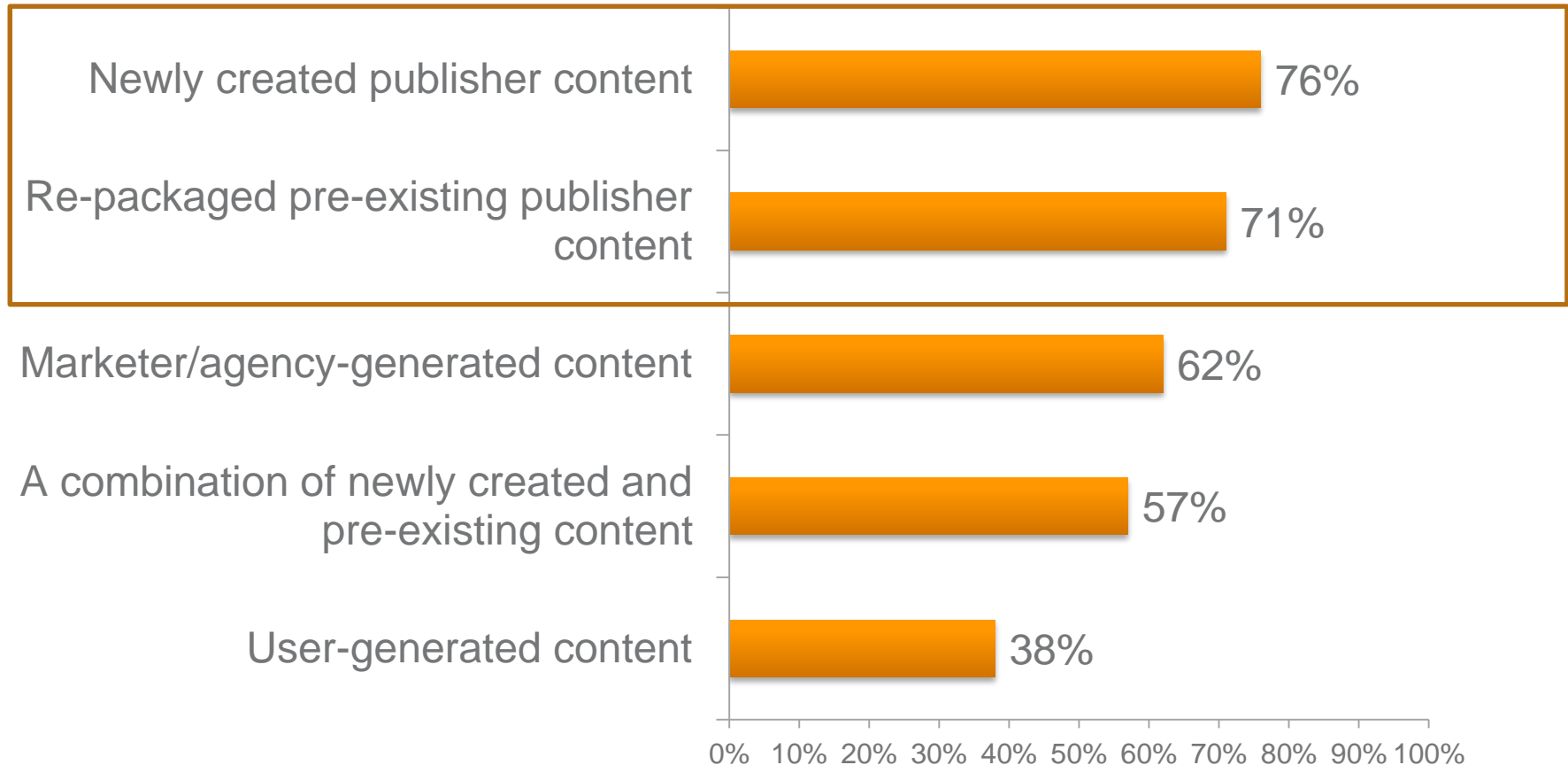
Publisher Perception of Marketer Goals (Percentage of Respondents, N=21)



Q. "Marketers are primarily using native advertising on our site to: [Please check only your top 2]?"

Marketers Value Content Expertise

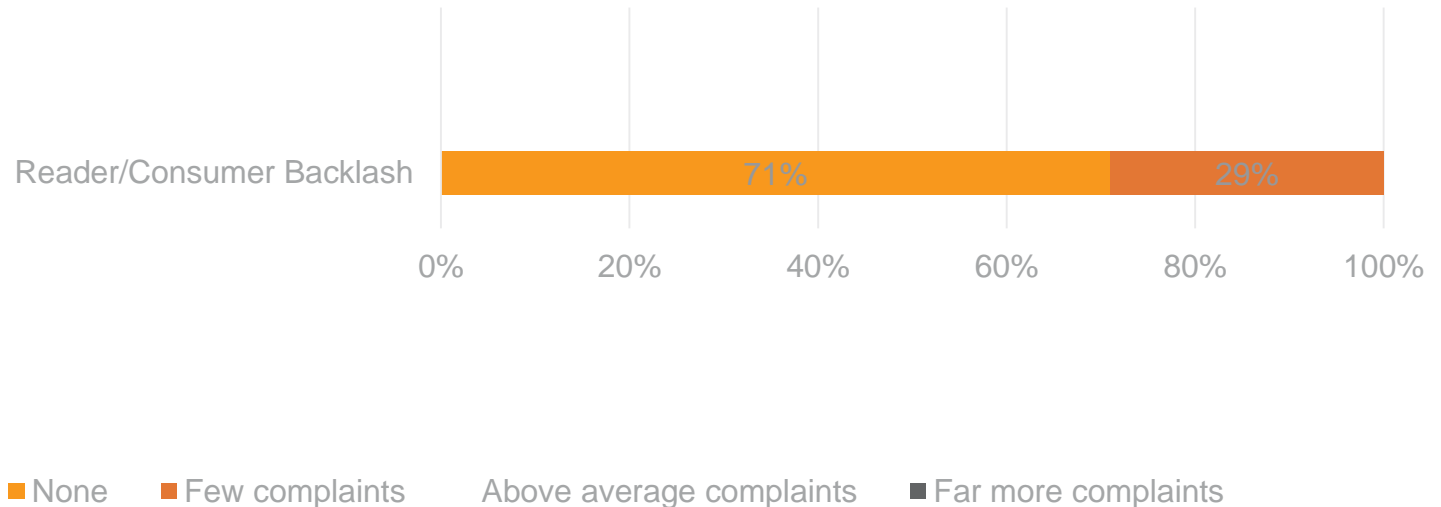
Content Generation Sources for Native Advertising (Percentage of Respondents, N=21)



Q. "Native advertising campaigns on my site primarily include: [Please check all that apply]."

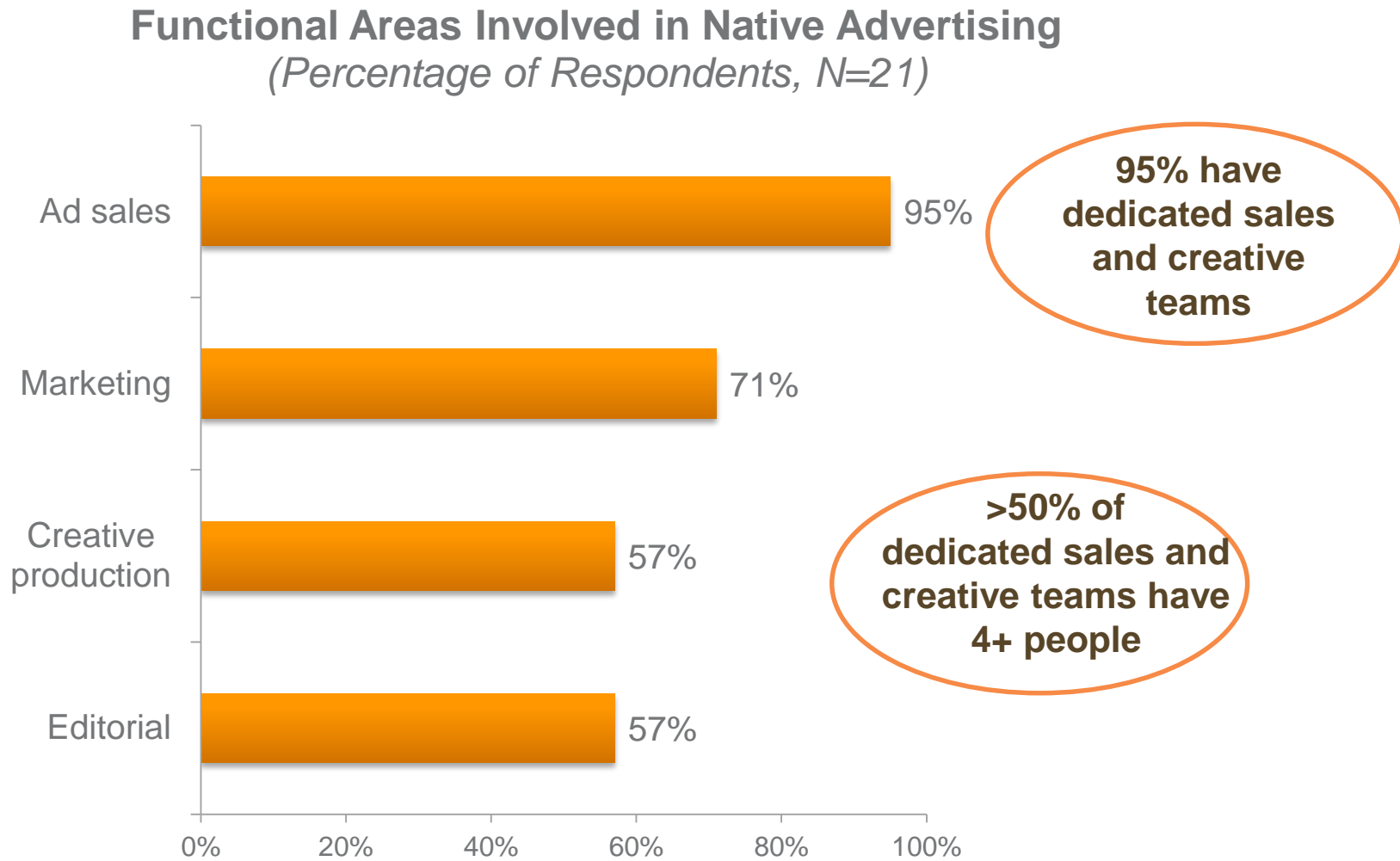
Native Advertising on OPA Sites has Been Well Received by Audiences

Response By Consumers (Percentage of Respondents, N=21)



Q. "Have you experienced any backlash from native advertising?"

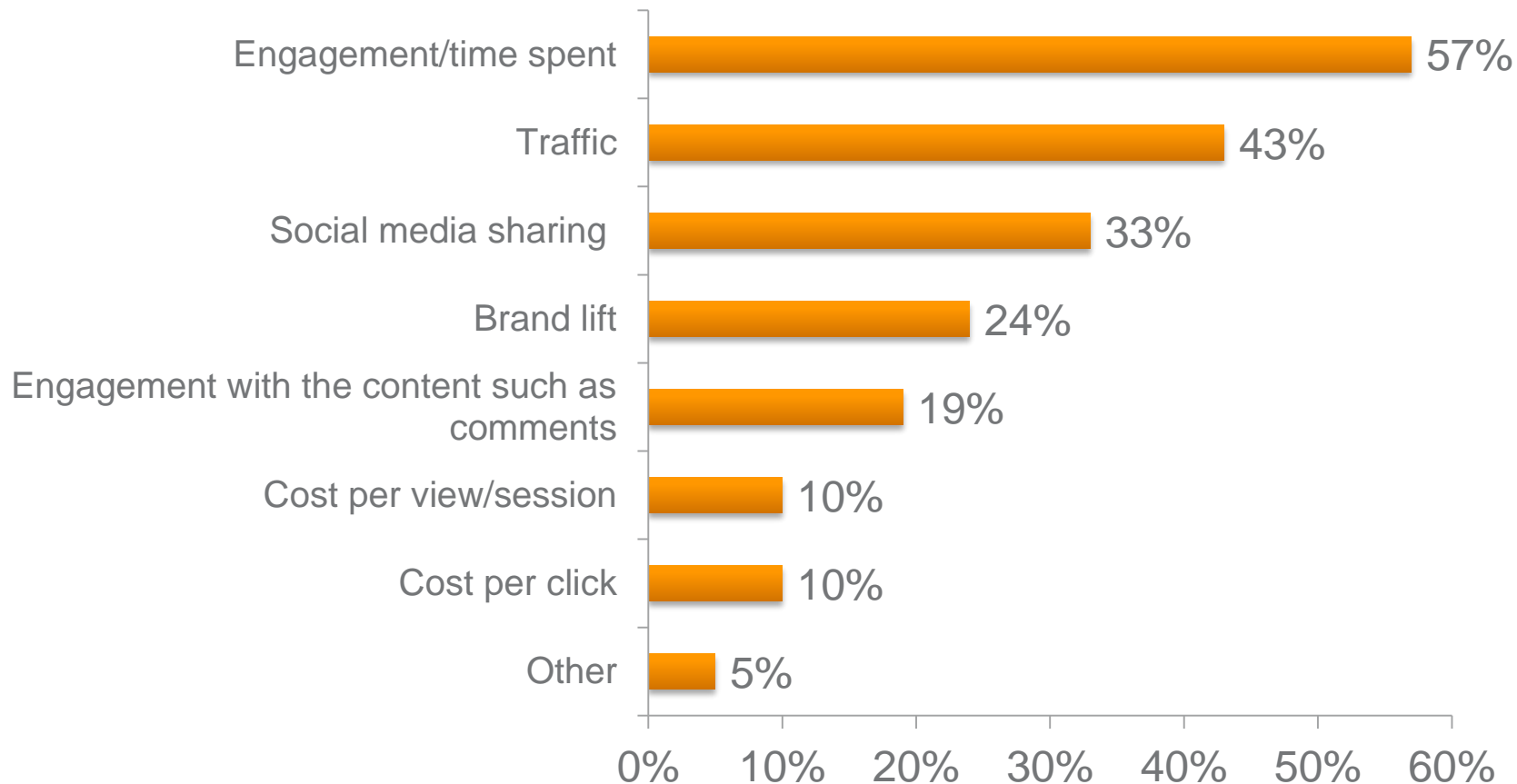
OPA Members Leverage Deep Content Expertise; Most Have Dedicated Sales and Creative Teams



Q. "Which functional areas are most involved in native advertising sales and fulfillment? [Please check all that apply]"

Advertisers Are Adopting Established Publisher Content Metrics

Publisher Perception of Marketer Metrics
(Percentage of Respondents, N=21)



Q. "What are the most important metrics marketers are using to measure the impact of their native advertising campaigns? [Please check only your top 2]"

Best Practices



Best Practices - Editorial & Product

- **Editorial**

- Clearly differentiate native advertisement from editorial content through labeling
- Develop clear editorial standards and practices to help communicate with marketers what type of content serves audiences best, the process for content review and monitoring audience posts

- **Product**

- Make native advertising content discoverable in the same way other content is – through search and social media
- Optimize for mobile, including tablets and smartphones

“Our rule for native advertising is that it has to provide as much value to the reader as our own content.”

- OPA Member





Best Practices – Sales & Marketing

- **Sales**

- Use a consultative sales approach; think about overall communication goals and voice of the marketer
- Define metrics/KPI's upfront with marketer/agency

- **Marketing**

- Amplify native advertising through paid and social media on and off site
- Promote native advertisement throughout site to drive traffic



Best Practices – Staffing & Legal

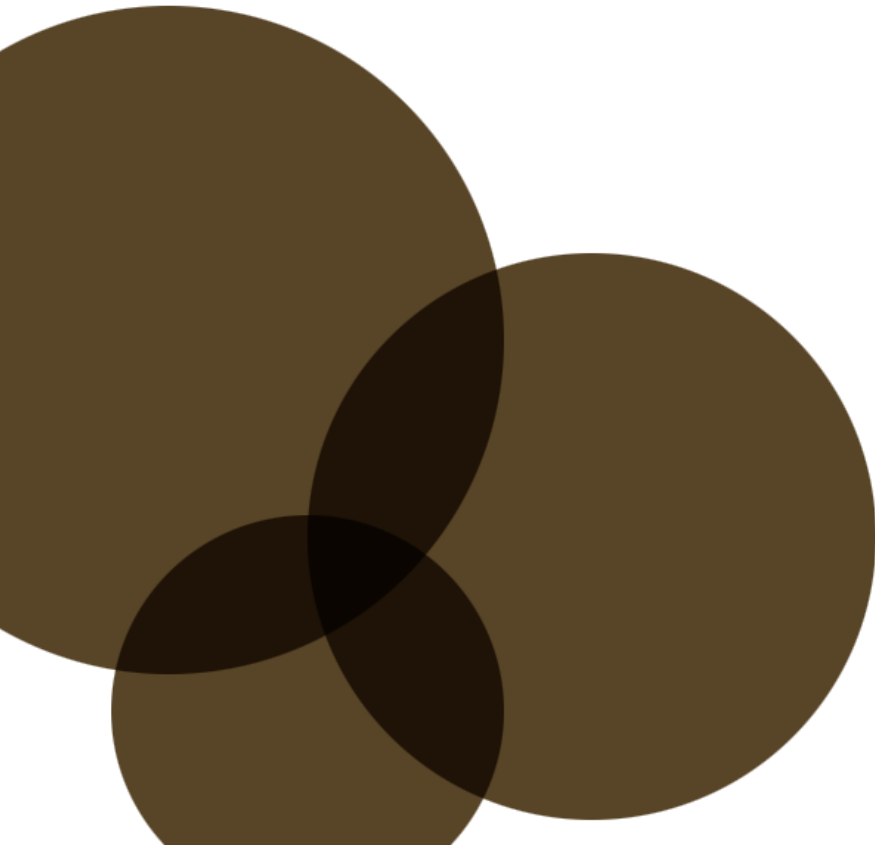
- **Staffing**
 - Train regular sales staff in consultative sales as required
 - Leverage resources/expertise across the organization
- **Legal**
 - Include legal counsel in the discussions related to developing standardized/packaged native advertisement programs
 - Train editorial staff as required in legal issues pertaining to using content in advertising context, including:
 - Stricter liability standards for false or unsubstantiated claims
 - Endorsers need to disclose non-obvious connections to the advertiser (particularly pertinent in social media context)
 - Necessity of clear labeling of native advertising

- **Marketers**

- Pick content partners which resonate with your brand
- Work directly with digital content brands to leverage their content and audience expertise
- Invest in developing relationships with content publishers; develop native programs which can evolve and expand iteratively over time
- Understand that content publishers need to balance your marketing objectives with their editorial and brand requirements
- Decide on KPIs upfront and include content-related KPIs to evaluate campaign success
- Look for ways to augment native campaigns including through social and syndicated integrations
- Look for opportunities to leverage mobile for native campaigns



Case Studies



- **Marketer Objectives:**
 - Reach prospective car buyers during the research process & increase consideration of advertiser's product
 - Extend reach and consideration increases to the mobile channel
- **Solution:**
 - Expand success in native to mobile platform, create inventory that complements uncluttered site look and feel
- **Native Elements:**
 - Placement in content stream – native content surrounded by advertising content
 - Sponsored search results – native results come up when users search for cars
 - Content recommendation stream – native placement is cued from user behavior (You might be interested in...)
 - Mobile – different creative placements are being tested for best user experience and advertiser results



Edmunds (Cont.)

- **Results:**
 - Lifts in consideration from 62% - 96% on average for native ad units
 - Native ads on mobile experienced CTRs 406% higher than banner ads
- **Best Practices:**
 - Native is lined up with user behavior (ie searching for car information)
 - The native content is useful and relevant to the site audience
 - Clearly labeled – “Sponsored Content”
 - Native ads clicks into sponsored content pages
 - Test and learn approach to mobile

Edmunds (Cont.)

17 Vehicles Found

Price	Make	Type	Features
<input checked="" type="checkbox"/> \$15k to \$25k (5)	<input type="checkbox"/> Acura (1)	<input type="checkbox"/> Convertible (5)	<input type="checkbox"/> 4-wheel drive (1)
<input checked="" type="checkbox"/> \$25k to \$35k (12)	<input type="checkbox"/> BMW (1)	<input type="checkbox"/> Coupe (7)	<input type="checkbox"/> All-wheel drive (16)
<input type="checkbox"/> \$35k to \$45k (7)	<input type="checkbox"/> Buick (1)	<input checked="" type="checkbox"/> Crossover (17)	<input type="checkbox"/> Bluetooth (17)
<input type="checkbox"/> \$45k to \$55k (5)	<input type="checkbox"/> Chevrolet (2)	<input type="checkbox"/> Diesel (2)	<input type="checkbox"/> DVD Player (13)
<input type="checkbox"/> \$55k to \$85k (3)	<input type="checkbox"/> Dodge (2)	<input type="checkbox"/> Electric (1)	<input type="checkbox"/> iPod Input (17)
<input type="checkbox"/> Over \$85k (2)	<input type="checkbox"/> Ford (5)	<input type="checkbox"/> Hatchback (10)	<input type="checkbox"/> MPG greater than 20 (17)
	<input type="checkbox"/> GMC (2)	<input type="checkbox"/> Hybrid (14)	<input type="checkbox"/> Navigation System

You Selected: [Clear all selections](#)

☒ Crossover ☒ \$15k to \$25k ☒ \$25k to \$35k

Select up to four vehicles [COMPARE](#) Sort by [A to Z](#)

☐  [Acura RDX SUV](#) MSRP from \$34,520
20 city/28 hwy mpg Consumer review: ★★★★★
[View Photos](#)

☐  [BMW X1 SUV](#) MSRP from \$30,800
24 city/34 hwy mpg Consumer review: ★★★★★
[View Photos](#)

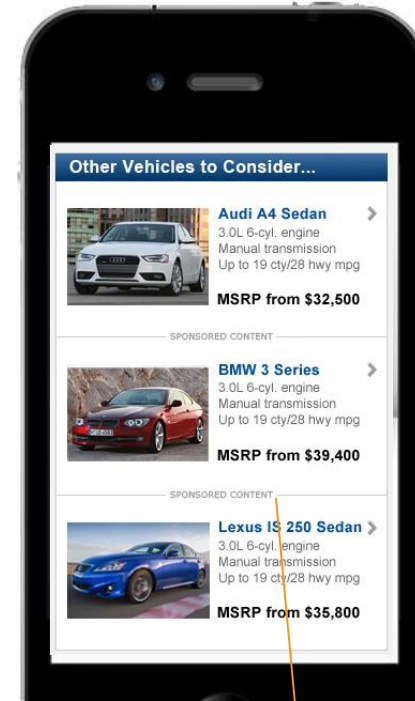
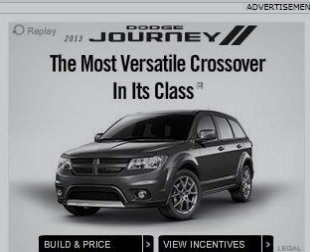
☒  [Mazda CX-5](#) MSRP from \$21,195
26 city/35 hwy mpg [LEARN MORE](#)

☐  [Buick Encore SUV](#) MSRP from \$24,200
25 city/33 hwy mpg Consumer review: ★★★★★
[View Photos](#)



New Car Resources

[10 Steps to Buying a New Car](#)
[Incentives and Rebates](#)
[New Car Buying Guides](#)
[Model Year Changes](#)
[Search Inventory](#)
[Car Finder](#)
[Guide for First-Time New-Car Buyers](#)
[Calculate Monthly Payment](#)



Inclusion in sponsored search results leverages sites core functionality. Clear labeling included

Mobile creative integrates native into suggested vehicles listing



Time, Inc.: PEOPLE.com

- **Marketer Objectives:**
 - Raise awareness, support premier of new cable network program
- **Solution:**
 - Tap PEOPLE.com's entertainment loving audience
- **Native Elements:**
 - Branded article with show character guide
 - Placement in high traffic content areas
- **Results:**
 - Avg. time spent on native articles nearly 3x higher above avg. PEOPLE.com news article
 - 10x lift in engagement with native ads as opposed to traditional display advertising
 - Social interaction rate was 3x higher than average PEOPLE.com news article



Time, Inc.: PEOPLE.com (Cont.)

- **Best Practices:**
 - Clearly labeled – “Sponsored Content”
 - Designed for easy social sharing
 - Measured with typical content metrics such as time spent, engagement, social shares

Time, Inc.: PEOPLE.com (Cont.)

The screenshot shows the PEOPLE.com homepage. At the top is the 'People' logo, followed by social media links for 'Like' (1.7m) and 'Follow' (4.8M), and a search bar. A navigation bar includes links for HOME, NEWS, PHOTOS, STYLE, RED CARPET, ROYALS, TV WATCH, BABIES, PETS, YOUR TURN, CELEBS, VIDEO, and MAGAZINE. Below this is a 'Top Stories' section with three featured articles: 'Meet the Parents! Ashton & Milla Hang with Her Folks in London', 'How Brad Helped Angelina Heal', and 'Katie Pickler Wins Dancing!'. A 'SPONSORED CONTENT' banner is visible. The main article is titled 'The Players of Tyler Perry's The Haves and the Have Nots on OWN', with 'Content Presented By OWN'. It features a large video player for the show's premiere. To the right of the article is a 'Stay Connected' section with a Facebook plugin for 'OWN: Oprah Winfrey Network' showing 1,814,590 likes, and a 'Tweets' section featuring tweets from Lenny Kravitz and Oprah Winfrey Network. Below the video player is a short paragraph about the show's premise and a section titled 'The Ambitious Patriarch' about Jim Cryer.

Page layout mirrors a PEOPLE.com article

Social plug-ins create a richer, engaging experience

Native Creative from PEOPLE.com

Time, Inc.: PEOPLE.com (Cont.)

MORE HEADLINES






PHOTO SPECIAL
Thar She Shows!
Star Wardrobe Malfunctions
Miranda, Eva, Khloé and more do their best to avoid overexposure
[SEE PHOTO >](#)



STYLE WATCH POLL
Fashion Faceoff: Katharine vs. Cobie and More!
One dress, a whole lotta jaws on the floor – plus even more style standoffs!
[SEE PHOTO >](#)







PHOTO SPECIAL
Bikini Bodies at Every Age
See stars in their 20s, 30s, 40s and 50s show off their body confidence in sexy swimwear
[SEE PHOTO >](#)



Sponsored content by OWN
The Players of Tyler Perry's The Haves and the Have Nots on Own
Sex! Greed! Lies! Temptation! The characters on this new scandal-filled drama want it all—and they want it now. Get to know them here.
[SEE ARTICLE >](#)



STYLE 080
Vote! What's Isla's Best Side?
Check out the celeb every angle – then d poses!
[SEE PHOTO >](#)



CHATTER 01:13
Amy Grant: The 'Nasty' Way Vince Gill
[Watch Now >](#)

Traffic driven from typical on-site discover paths

Native Creative for Tyler Perry

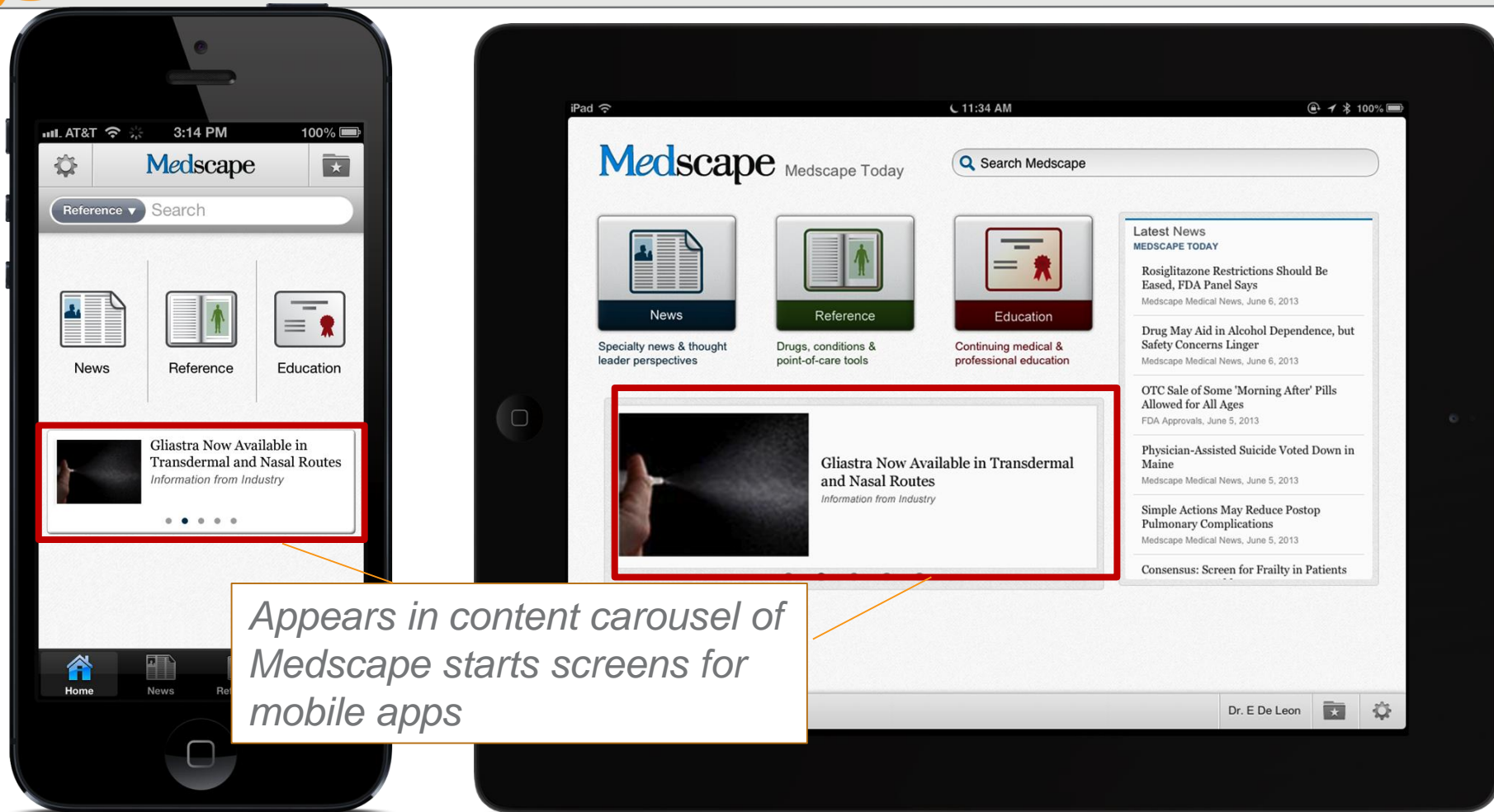
- **Marketer Objectives:**
 - Pharmaceutical brands looking to increase doctor awareness and use of new products
- **Solution:**
 - Replicate existing pharmaceutical “industry news” mailings to doctors in digital
- **Native Elements:**
 - Placement in many different highly visible content streams
 - Smartphone and tablet
- **Results:**
 - Effectiveness is measured throughout entire sales funnel process



WebMD: Medscape (Cont.)

- **Best Practices:**
 - Clearly labelled – “News From Industry”
 - Optimized for smartphone, tablet and desktop usage
 - Content vetted for newsworthiness, meeting audience expectations
 - Ad units replicate content look and feel to drive traffic to sponsored content
 - Usually part of a larger buy that can include e-mails

WebMD: Medscape (Cont.)



Medscape App Start Screens on iPhone, iPad

WebMD: Medscape (Cont.)



Medscape App News Screens

WebMD: Medscape (Cont.)

The screenshot shows the Medscape Family Medicine homepage. At the top is the Medscape logo and 'FAMILY MEDICINE' with a dropdown arrow. A search bar labeled 'Search Medscape' is on the right. Below this is a navigation bar with 'Today', 'News', 'Reference', and 'Education'. To the right of these are 'Invitations' (with a notification icon), 'Dr. De Leon (Not you?)', and a settings gear icon. A secondary navigation bar lists medical specialties: EHR, Geriatrics, Immunization, Lipids/CV Risk, Obesity, Sports Medicine, and a 'More' dropdown.

The main content area features a grid of article thumbnails. The first row includes: 'AUA Issues New Guidelines on PSA Screening' (with an image of a syringe), 'Do Patients Need to Know They Are Terminally Ill?' (with an image of a patient in bed), 'Safe Upper Limit of Vitamin D Identified for First Time' (with an image of pills), and 'Social Media Guidelines: Defriend Yourself' (with an image of a doctor at a computer). To the right of this grid is a 'BUSINESS OF MEDICINE' section with the headline 'Physician Earnings: Income Is Up, Morale Is Split' and a 'New Feature' badge.

Below the main grid is a 'FAMILY MEDICINE NEWS' section. It contains several article teasers. One article, 'Alert FDA...', is partially visible. Another article, 'by American Academy of Pediatrics', is followed by a paragraph: 'Presentation, differential diagnosis, and association of acne with systemic pathology differ by age, according to new guidelines for the management of pediatric acne.' Below this is a red-bordered box containing an article titled 'Gliastra Now Available in Transdermal and Nasal Routes' with the subtext 'Information from Industry'. To the right of this box is an article titled 'ASAM Childhood Anxiety Disorder Linked to Earlier Drug Use' with '4 comments'. Further right is an article titled 'IMFAR Females Better Protected Against ASD Risk Factors' with '4 comments'. Below that is an article titled 'Infantile Hemangiomas: Daily Timolol Maleate Slows Growth'.

On the right side of the page, there is a 'JOURNAL ARTICLES' section with headlines: 'Cancer Drugs and the Heart' (from European Heart Journal), 'Ultrasound in Children With Juvenile Idiopathic Arthritis' (from Rheumatology), and 'Indicators for Patient-centeredness in Fertility Care' (from Human Reproduction). A 'New Feature' badge is also present next to an advertisement for a mobile app: 'A Better App Experience Has Arrived. Clinical updates are now out of sight. LEARN MORE'.

At the bottom of the page, there is a 'MORE' link and a small image of a doctor in a lab coat.

Native placement within editorial on desktop

Medscape Specialty Homepage

WebMD: Medscape (Cont.)



Landing environment from native placements is clearly branded

Full Native Ad Article, iPad view



Future US: MaximumPC

- **Marketer Objectives:**
 - Overall product awareness for Sapphire Duel-X technology among hard-core gamers and technology fans
- **Solution:**
 - Offer native video to create engaged experience through sound, site and motion
- **Native Elements:**
 - Sponsored video within content stream
 - Sponsored content consistent with site look and feel
- **Results:**
 - Sponsored posts for Q1 have seen above average CTRs ranging between 0.30% - 0.76%



Future US: MaximumPC (Cont.)

- **Best Practices:**
 - Clearly labelled – “Sponsored Video”, “Sponsored”
 - Most engaging part of site is leveraged for native content
 - Native video is easy to share and for bloggers to embed
 - Native content offers value that lines up with interests of sites audience

Future US: MaximumPC (Cont.)

The screenshot displays the MaximumPC website layout. On the left is a large vertical banner for 'FELICITY STRONG NEVERWINTER'. The main content area features several articles and promotional elements:

- Ultrabooks and tablets are fine for what they're intended to do...** - An article about MSI's new GX70 laptop, highlighting its integrated graphics and powerful Radeon HD 6970M GPU. A 'Read More' button is present.
- Sponsored Video: Learn about SAPPHIRE's Dual-X Technology!** - A video player showing a close-up of a Sapphire graphics card. Below the video is a description of the Dual-X technology and a 'Read More' button.
- Sony Launches Line of Affordable Vaio Fit Laptops Starting at \$549** - A news article dated 05/07/2013 by Paul Lilly. It discusses Sony's Vaio line and its pricing. Social media sharing buttons for Facebook, Twitter, and Google+ are visible.
- IN THE MAGAZINE** - A section featuring the current issue of MaximumPC, listing features like 'Best Free Software', 'Feature: Win7's GTX Titan', and 'How To: Investigate System Hang-ups with Process Explorer'.
- \$0.99 PER MONTH!** - A promotional banner for a subscription service, showing a 'SAVE 89%' discount.
- Now in OPEN BETA! PLAY NOW!** - A banner for a game or application in beta testing.

On the right side of the page, there is a contact form with fields for Email, Name, Address, Address 2, City, State (a dropdown menu), and Zip. An orange arrow points from the text 'Video is shareable and embeddable' to the video player. Another orange arrow points from the text 'Native video within content stream' to the video player.



Summary

- Three-quarters of OPA brands offer native advertising today with a potential of 90% by year end
- Marketers are leveraging OPA brands deep content expertise with the majority requesting programs featuring newly created or repackaged publisher content
- Marketers seek the brand equity publishers have amassed and their ability to drive consumer engagement through great content
- Marketers are adopting established publishing content metrics including engagement and traffic to measure native advertising programs
- OPA brands are deploying dedicated sales and creative resources to assist marketers and their agencies with native advertising programs



Summary (cont.)

- Best practices for native advertising include:
 - Transparency: native advertising assets should be clearly labelled
 - Discoverability: native should be discoverable as any other content
 - Value: native advertising should provide the same value as any other content