

# NATIVE ADVERTISING

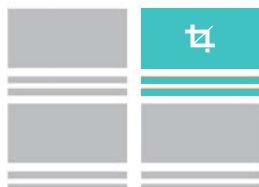
Programmatic Native Advertising seamlessly integrates a brand's most engaging images and content into contextually relevant editorial using a single creative that dynamically adapts to match font and format.



## DETAILS

Native advertising aligns itself with the look and feel of its environment. Native is essentially the modern advertorial utilizing more robust content targeting.

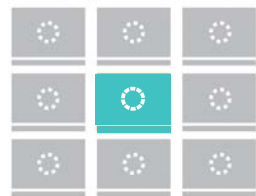
**Aesthetics:** Formatted like its surroundings



**Location:** Located within the feed of content



**Value:** Provides helpful information



**Content targeting options include:**

Auto, Business, Entertainment, Food, Home, Men's Fashion, News, Sports, Travel, Women's Fashion and Technology.

## BENEFITS

### Direct Response

Drive sales from your native ad campaigns with increased brand recall and likelihood to buy.

### Engagement

Place your content front and center on the world's best sites to get higher engagement.

### Awareness

When using a brand lift study, native ads drive **3x** higher brand awareness and purchase intent.

Reach **92%** of the online population and **86%** of mobile users. Native advertising drives Millennials to make purchases.

It's recommended to send 5-10 images for consideration. Recommended images requirement: 1200x1200 pixels with a file size under 1 MB. See full specs at <https://go.ui.marketing/product-specs>