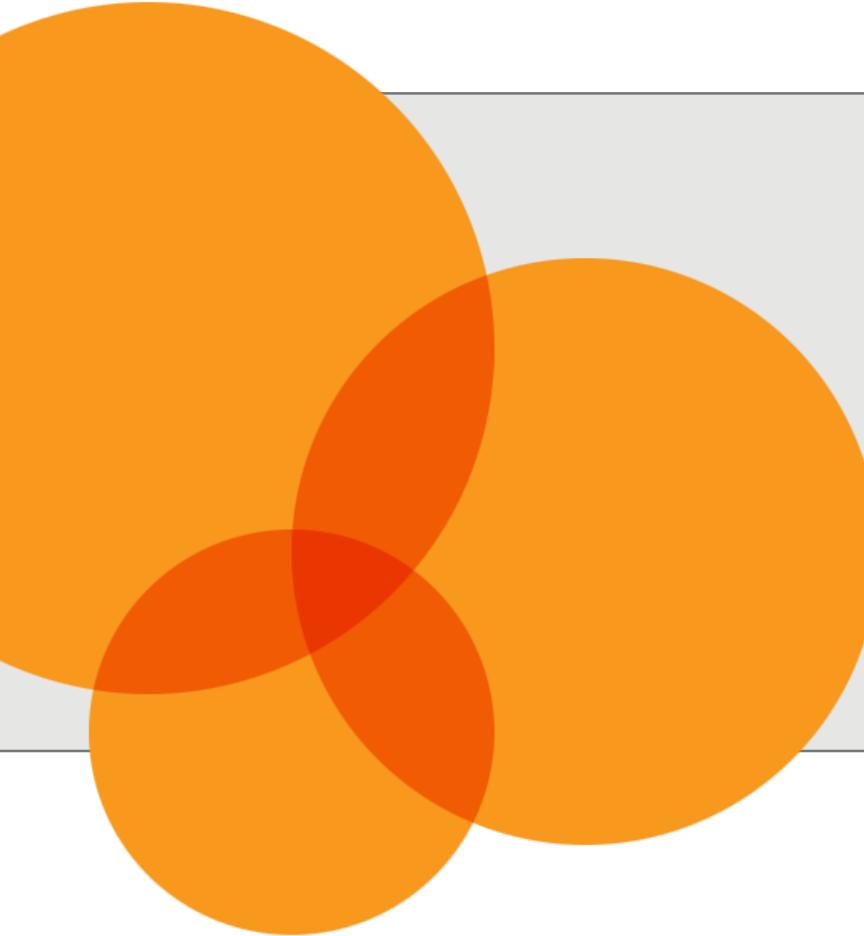




Online Publishers  
Association

A decorative graphic in the bottom-left corner consists of four overlapping circles. The circles are colored in varying shades of orange, from light to dark. They overlap in a way that suggests a sense of depth or connection.

Premium Content  
Brands Are  
Native Naturals

July 10, 2013

*Conducted in partnership with*  
**Radar Research**

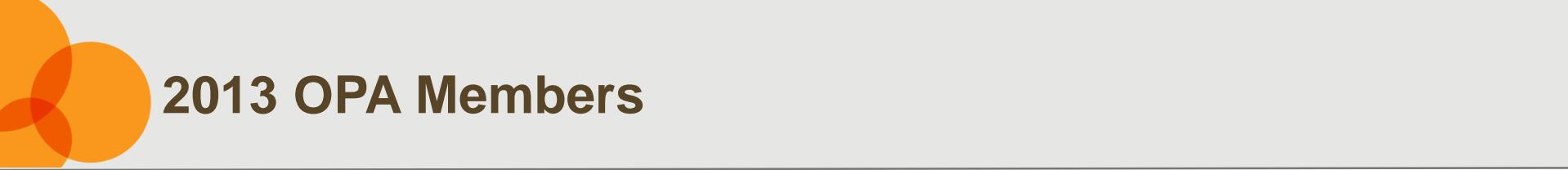


## Who We Are

### **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.



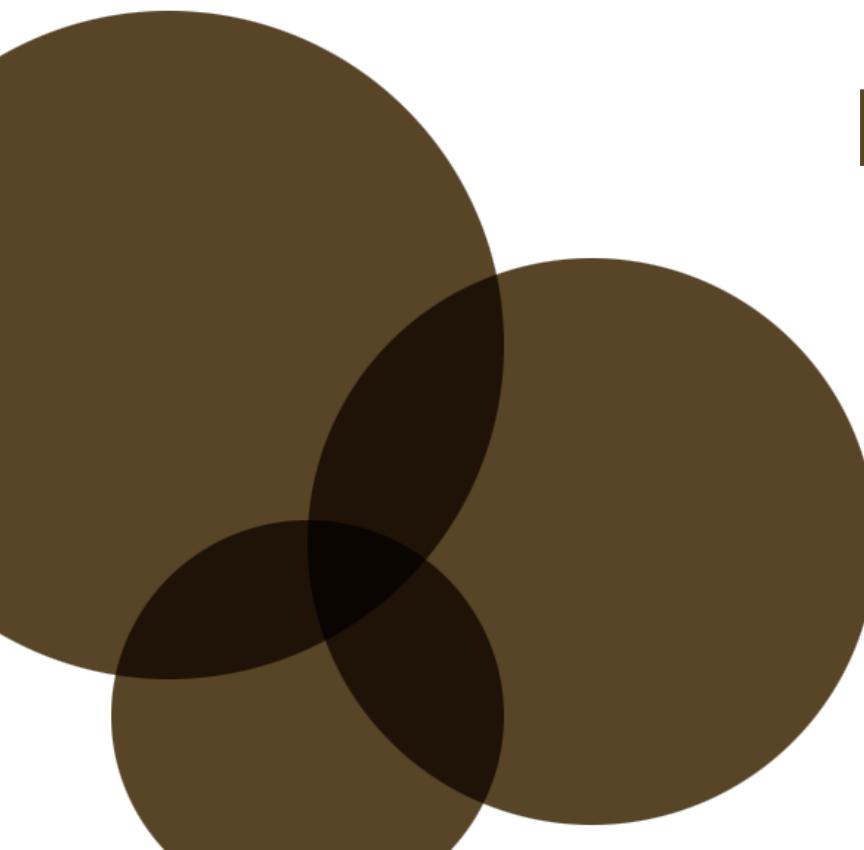
# 2013 OPA Members





# Objective & Methodology

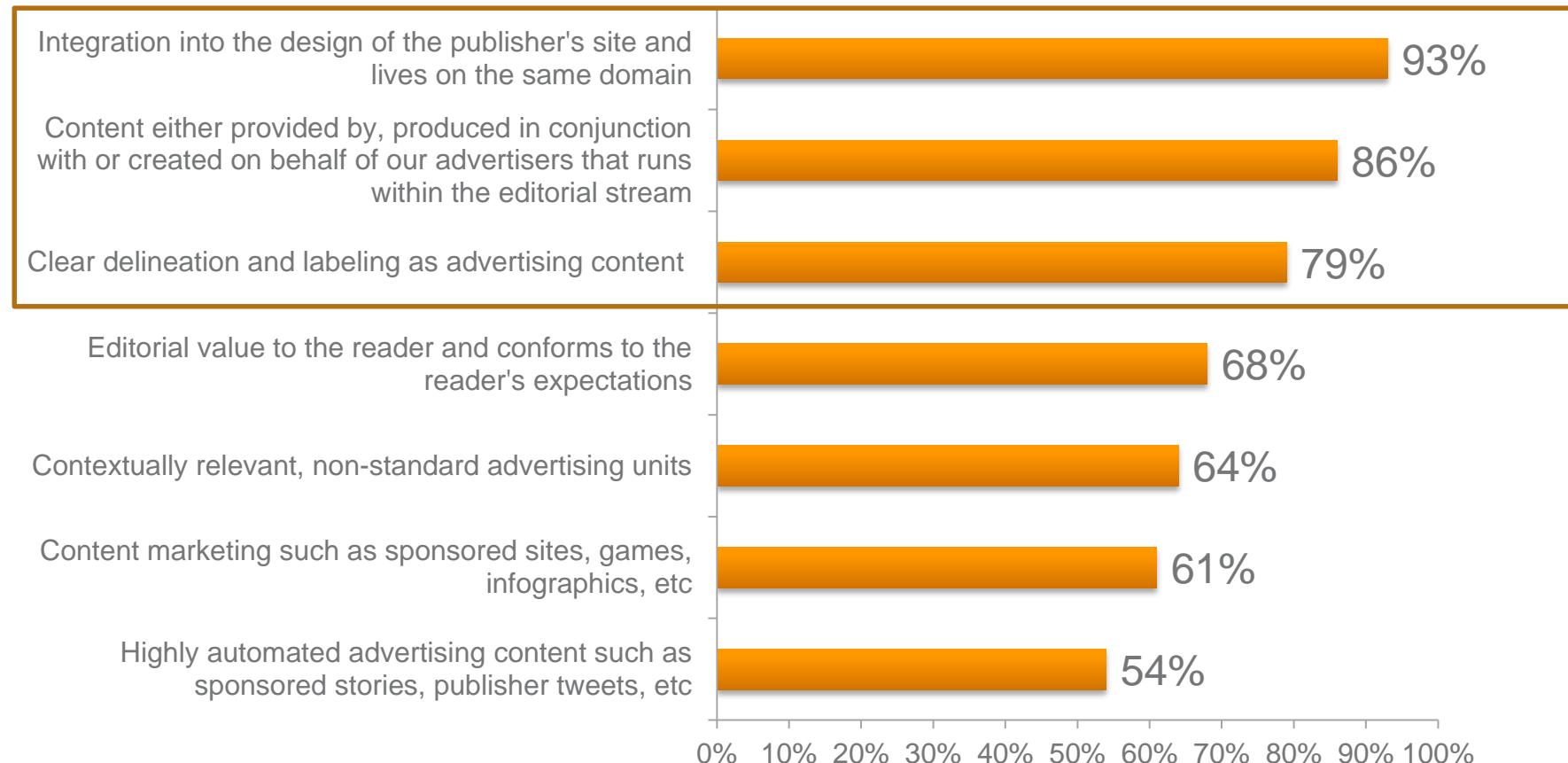
- **Objective:** To understand OPA brands native advertising offerings, marketer goals, metrics for success and surface best practices generated from these programs
- **Methodology:**
  - 29 quantitative surveys of OPA members
  - 12 qualitative interviews of OPA members
  - Surveys and interviews completed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

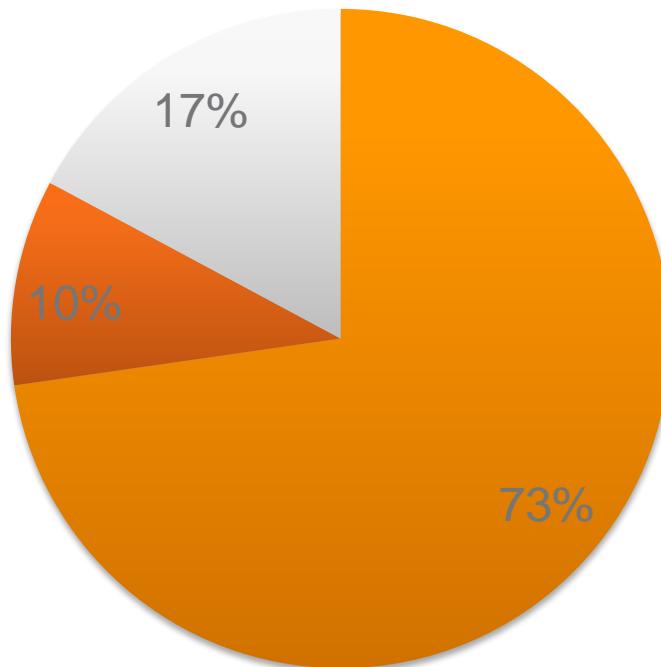


Q. "We would like to get a sense of how your organization **DEFINES** native advertising ..." (Select all that apply)"



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

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



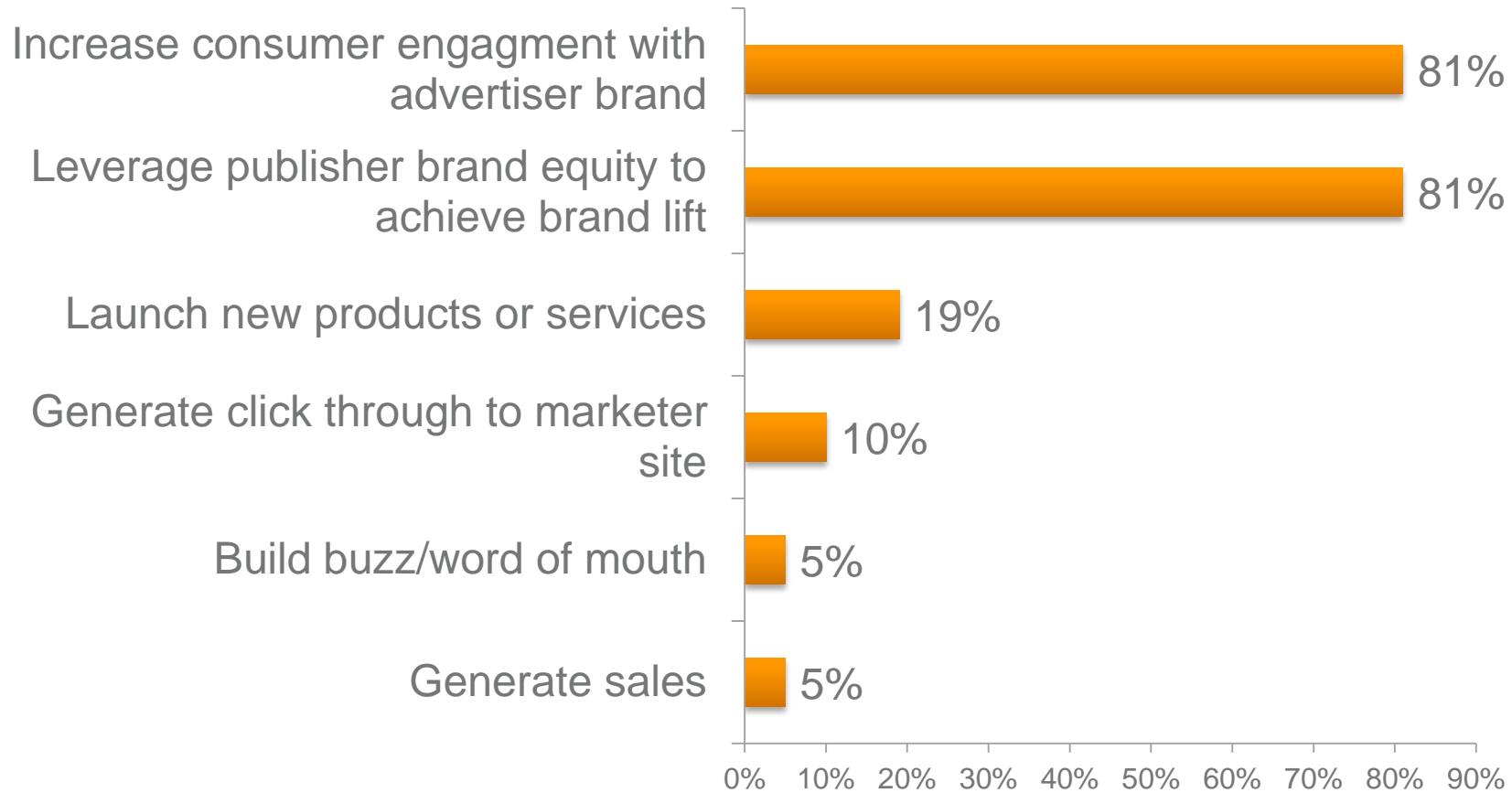
■ Yes, currently   ■ No   ■ We are considering offering one this year

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)

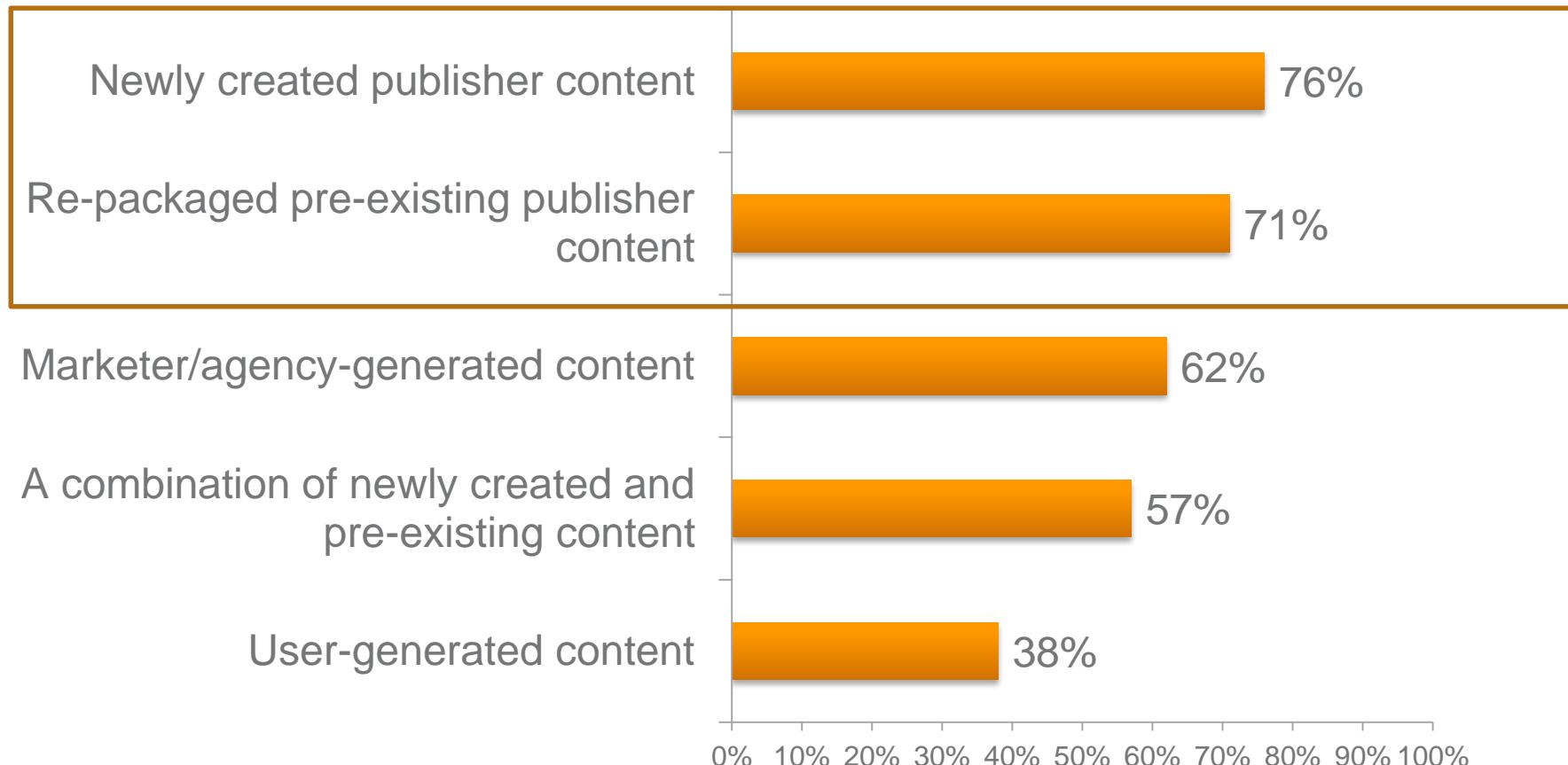


Q. "Marketers are primarily using native advertising on our site to: [Please check only your top 2]?"



# Marketers Value Content Expertise

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

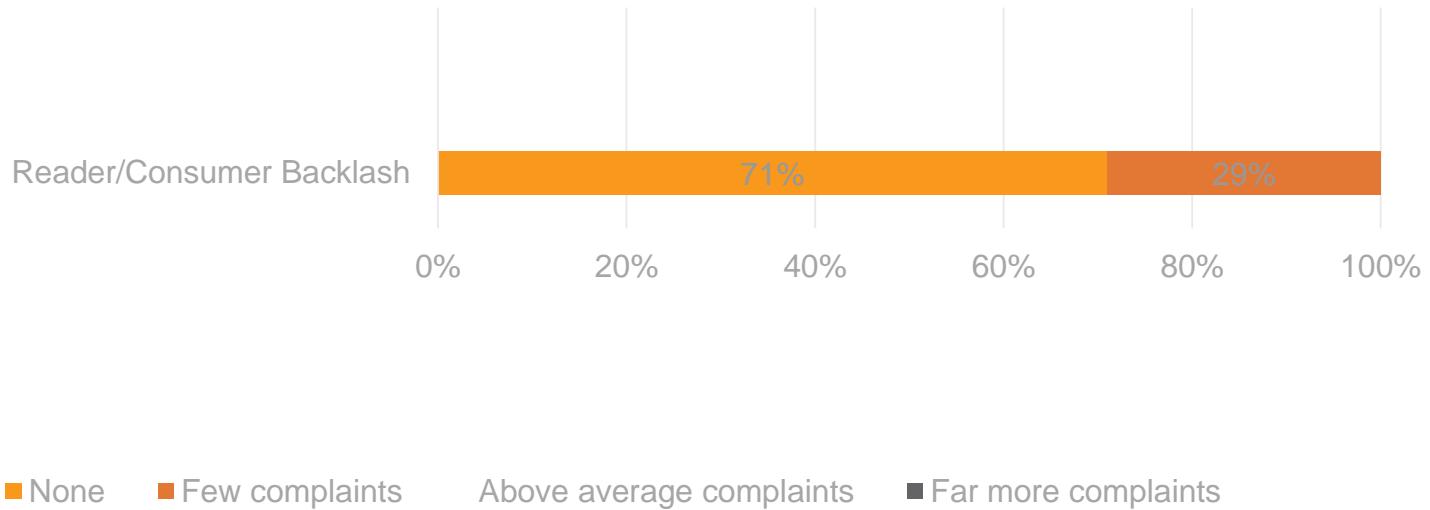


Q. "Native advertising campaigns on my site primarily include: [Please check all that apply]:"



# Native Advertising on OPA Sites has Been Well Received by Audiences

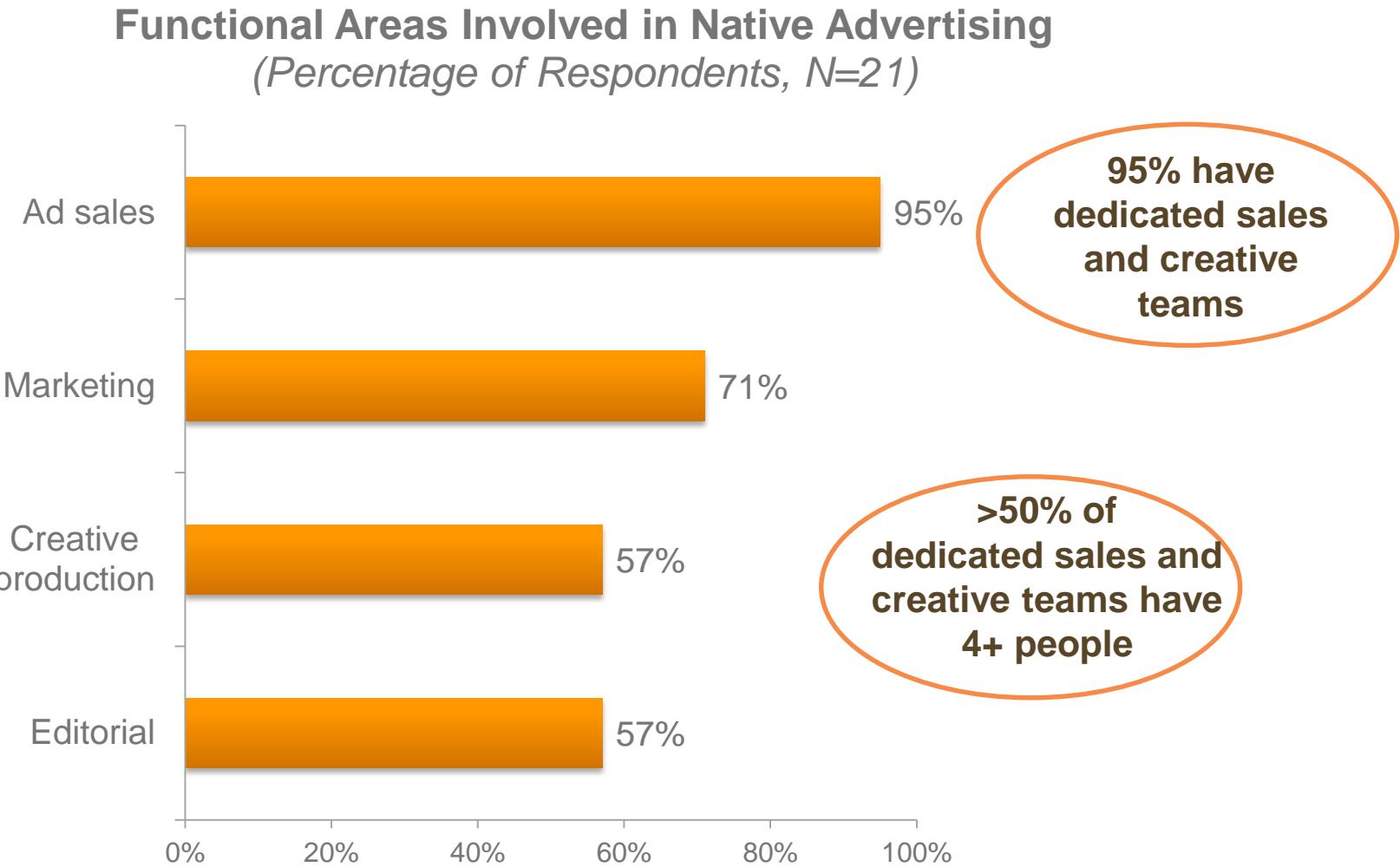
**Response By Consumers**  
(Percentage of Respondents, N=21)



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



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

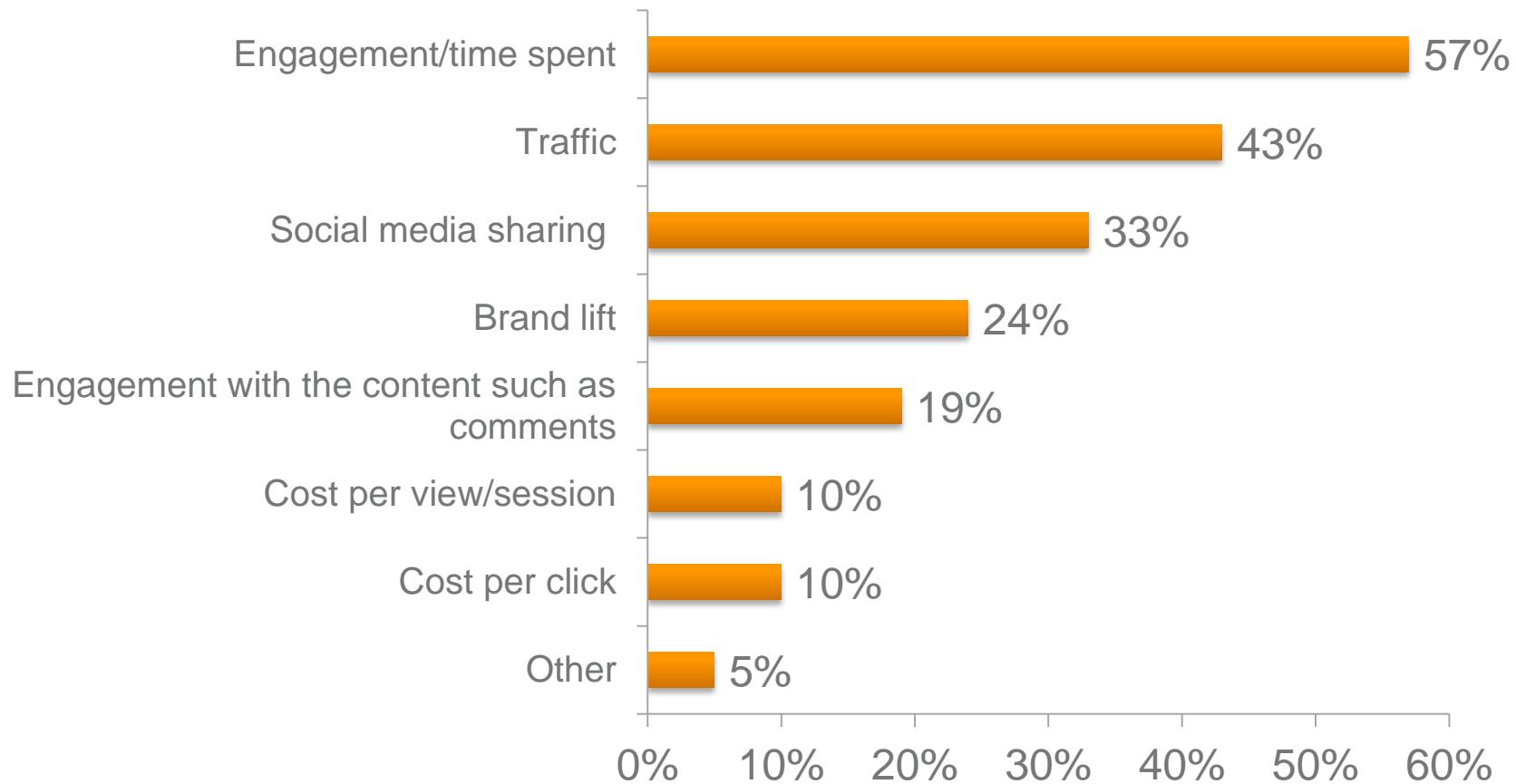


Q. "Which functional areas are most involved in native advertising sales and fulfillment? [Please check all that apply]"



# Advertisers Are Adopting Established Publisher Content Metrics

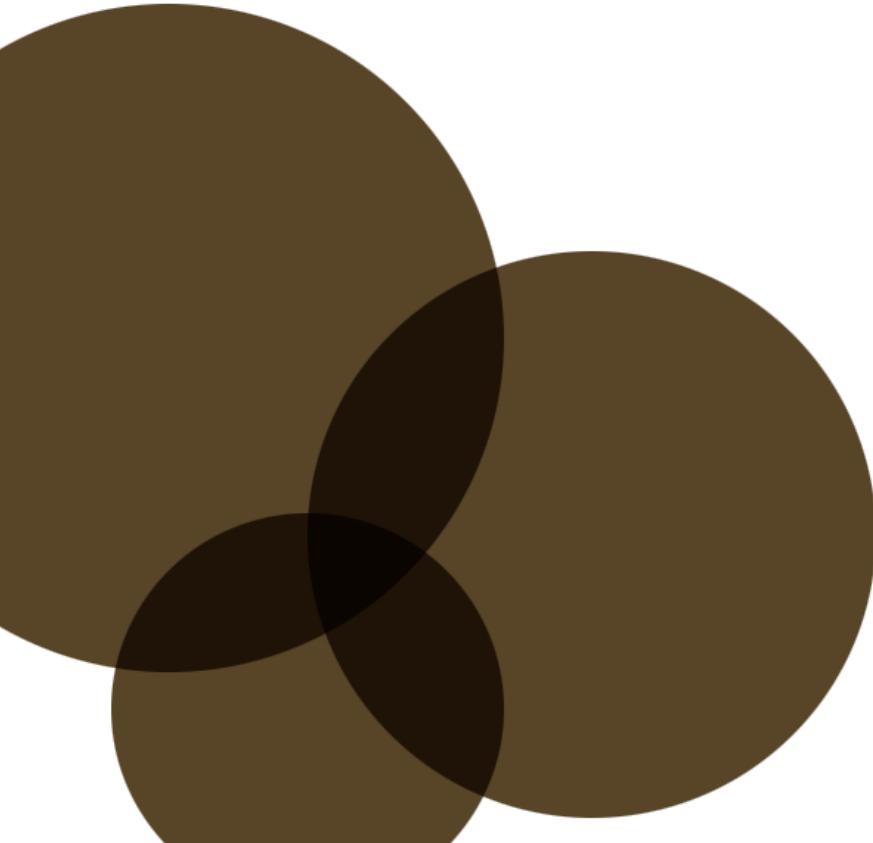
**Publisher Perception of Marketer Metrics**  
(Percentage of Respondents, N=21)



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]?"



OPA



# 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

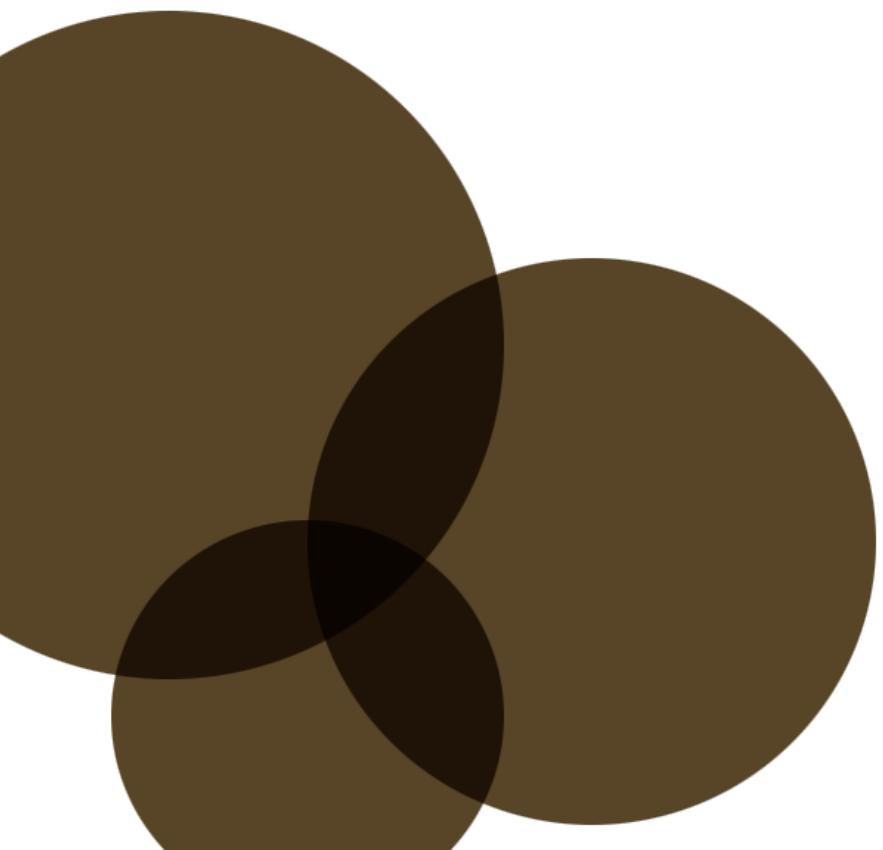
- **Staffing**
  - Train regular sales staff in consultative sales as required
  - Leverage resources/expertise across the organization
- **Legal**
  - Include legal counsel in the discussions related to developing standardized/packaged native advertisement programs
  - Train editorial staff as required 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



# Best Practices – Marketers

- **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

A large, abstract graphic in the bottom left corner features three overlapping circles. One circle is orange at the top left, and two are brown, one on the left and one on the right, partially overlapping each other.

# 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

- \$15k to \$25k (5)
- \$25k to \$35k (12)
- \$35k to \$45k (7)
- \$45k to \$55k (5)
- \$55k to \$85k (3)
- Over \$85k (2)

Make

- Acura (1)
- BMW (1)
- Buick (1)
- Chevrolet (2)
- Dodge (2)
- Ford (5)
- GMC (2)

Type

- Convertible (5)
- Coupe (7)
- Crossover (17)
- Diesel (2)
- Electric (1)
- Hatchback (10)
- Hybrid (14)

Features

- 4-wheel drive (1)
- All-wheel drive (16)
- Bluetooth (17)
- DVD Player (13)
- iPod Input (17)
- Navigation System (17)

You Selected:

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

Select up to four vehicles [COMPARE](#)

Sort by [A to Z](#)

	<a href="#">Acura RDX SUV</a>	MSRP from <b>\$34,520</b>
	<a href="#">BMW X1 SUV</a>	MSRP from <b>\$30,800</b>
	<a href="#">Mazda CX-5</a>	MSRP from <b>\$21,195</b>
	<a href="#">Buick Encore SUV</a>	MSRP from <b>\$24,200</b>

Replay THE 2014 JEEP COMPASS



LEGAL

[BUILD & PRICE](#) [GET A QUOTE](#)

[FIND A DEALER](#) [VIEW INVENTORY](#)

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](#)

ADVERTISEMENT

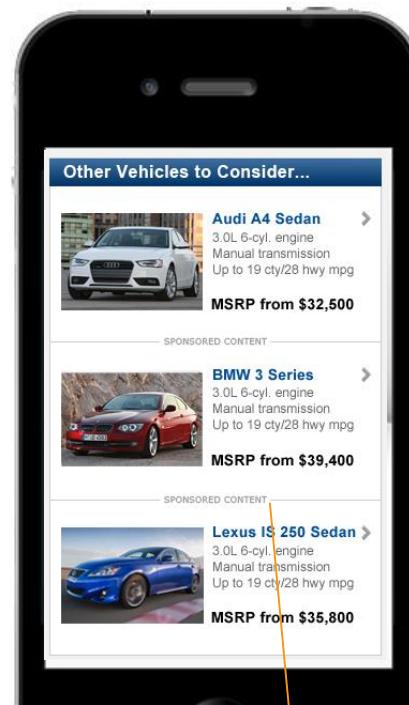
Replay 2013 DODGE JOURNEY

The Most Versatile Crossover In Its Class<sup>®</sup>



[BUILD & PRICE](#) [VIEW INCENTIVES](#) [LEGAL](#)

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



*Mobile creative integrates native into suggested vehicles listing*

- **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, there's a navigation bar with links for HOME, NEWS, PHOTOS, STYLE, RED CARPET, ROYALS, TV WATCH, BABIES, PETS, YOUR TURN, CELEBS, VIDEO, and MAGAZINE. A 'Top Stories' section is on the left with images of Ashton Kutcher and Mila Kunis, and Brad Pitt. A banner for 'Kellie Pickler Wins Dancing!' is also present. A 'GET 4 FREE ISSUES!' or 'GIVE THE GIFT OF PEOPLE' offer is at the top right. Below the navigation, there's a 'SPONSORED CONTENT' section for 'The Players of Tyler Perry's The Haves and the Have Nots on OWN'. The main content features a large video player for 'The Haves and the Have Nots' with a cast photo and a play button. Below the video, there's a caption: 'A look at Tyler Perry's, The Haves and the Have Nots.' and 'COURTESY OF OWN'. To the right of the video, there's a 'Stay Connected' section with a Facebook plugin for 'OWN: Oprah Winfrey Network' showing 1,814,390 likes. Below that is a 'Tweets' section with a tweet from Lenny Kravitz (@LennyKravitz) and another from the 'Oprah Winfrey Network' (@OWNTV) featuring a photo of the show's cast.

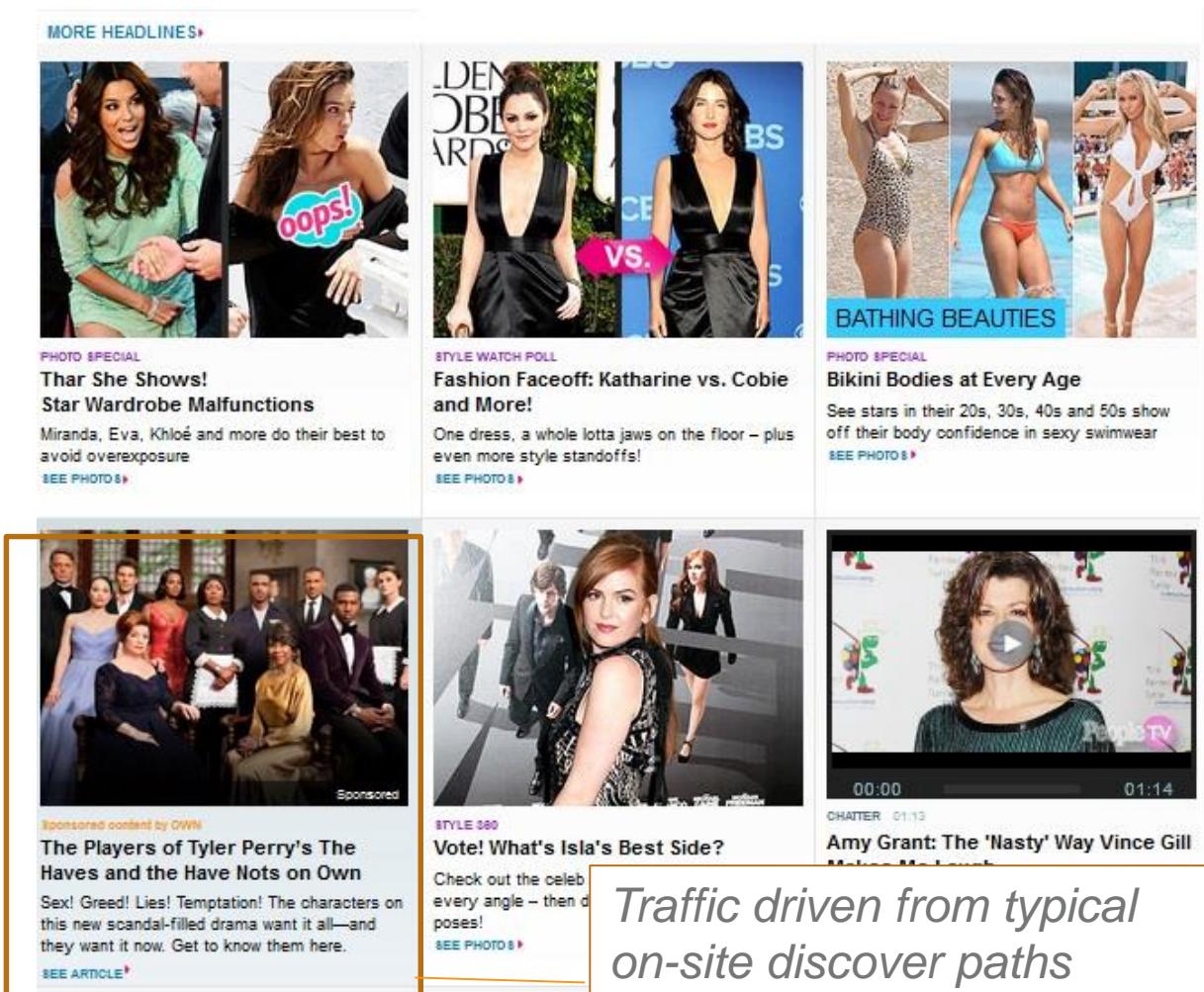
*Page layout mirrors a  
PEOPLE.com article*

*Social plug-ins create a  
richer, engaging experience*

Native Creative from PEOPLE.com  
23

OPA

# 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 PHOTOS ▾](#)



**BATHING BEAUTIES**  
**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 PHOTOS ▾](#)



**Sponsored**  
**I'm a Celebrity... Get Me Out of Here!**  
**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 360**  
**Vote! What's Isla's Best Side?**  
Check out the celeb every angle – then d poses!  
[SEE PHOTOS ▾](#)



00:00 01:14  
CHATTER 01/13  
Amy Grant: The 'Nasty' Way Vince Gill

*Traffic driven from typical on-site discover paths*

Native Creative for Tyler Perry



# WebMD: Medscape

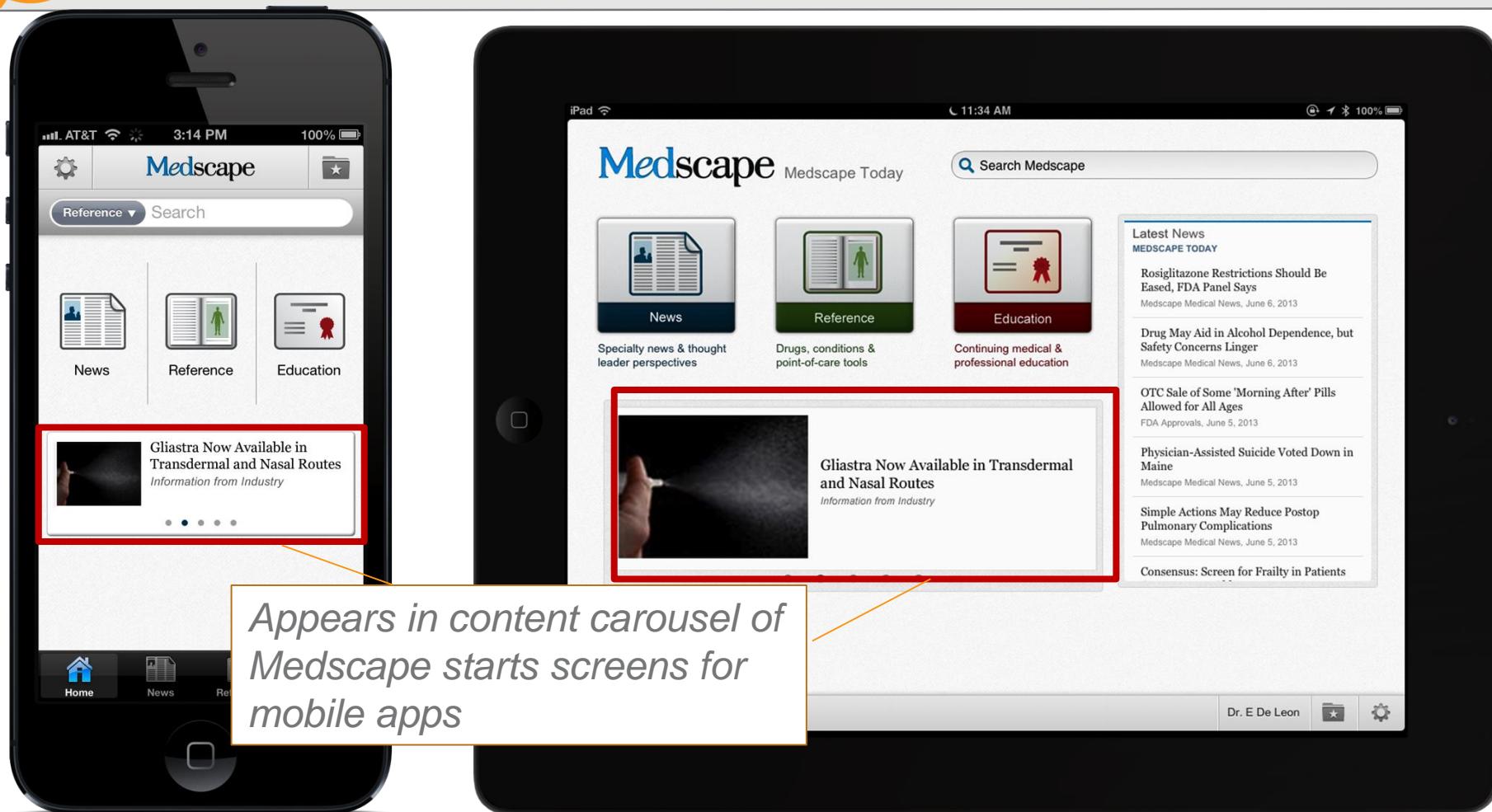
- **Marketer Objectives:**
  - Pharmaceutical brands looking to increase doctor awareness and use of new products
- **Solution:**
  - Replicate existing pharmaceutical “industry news” mailings to doctors in digital
- **Native Elements:**
  - Placement in many different highly visible content streams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



# WebMD: Medscape (Cont.)

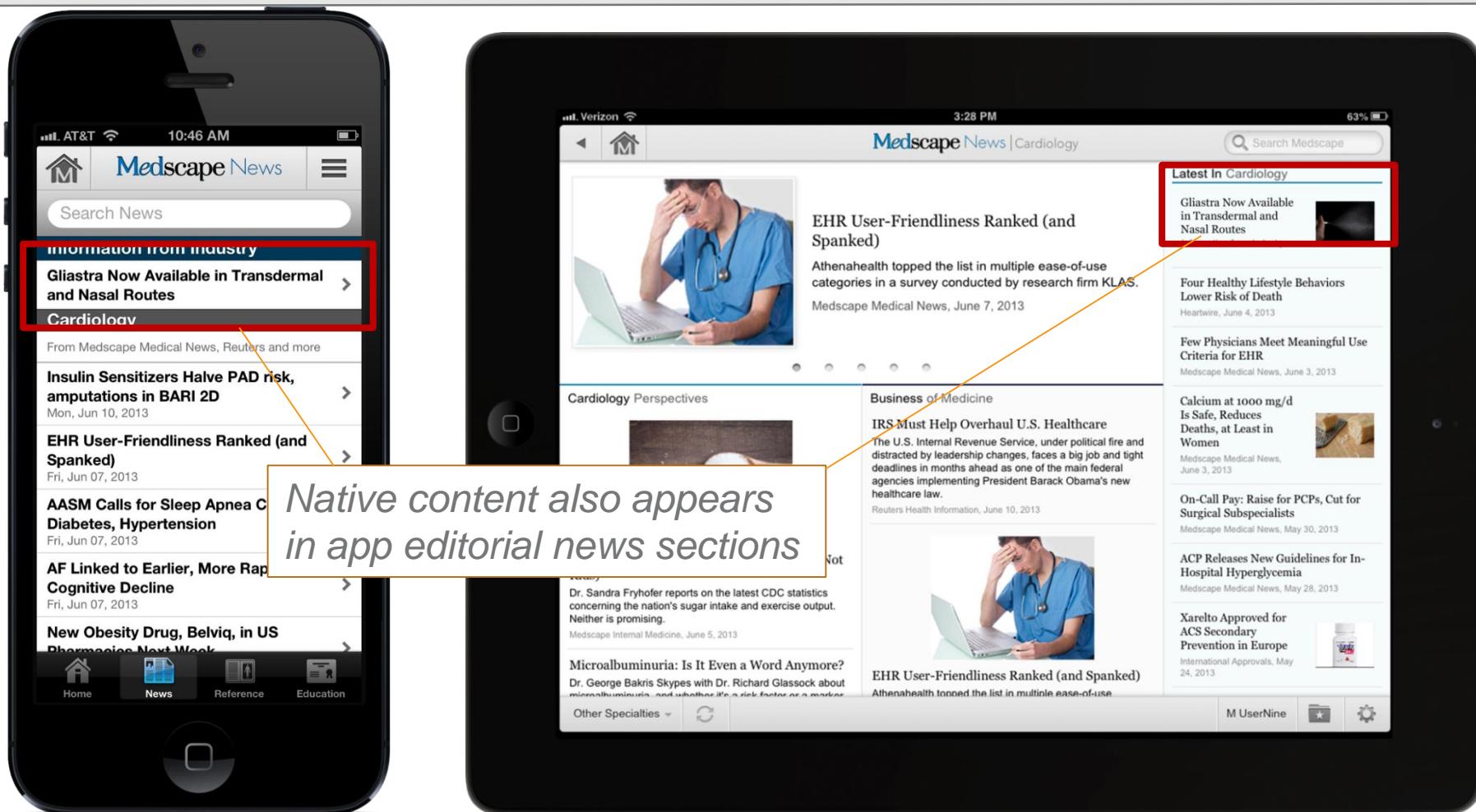
- **Best Practices:**
  - Clearly labelled – “News From Industry”
  - Optimized for smartphone, tablet and desktop usage
  - Content vetted for newsworthiness, meeting audience expectations
  - Ad units replicate content look and feel to drive traffic to sponsored content
  - Usually part of a larger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

# WebMD: Medscape (Cont.)



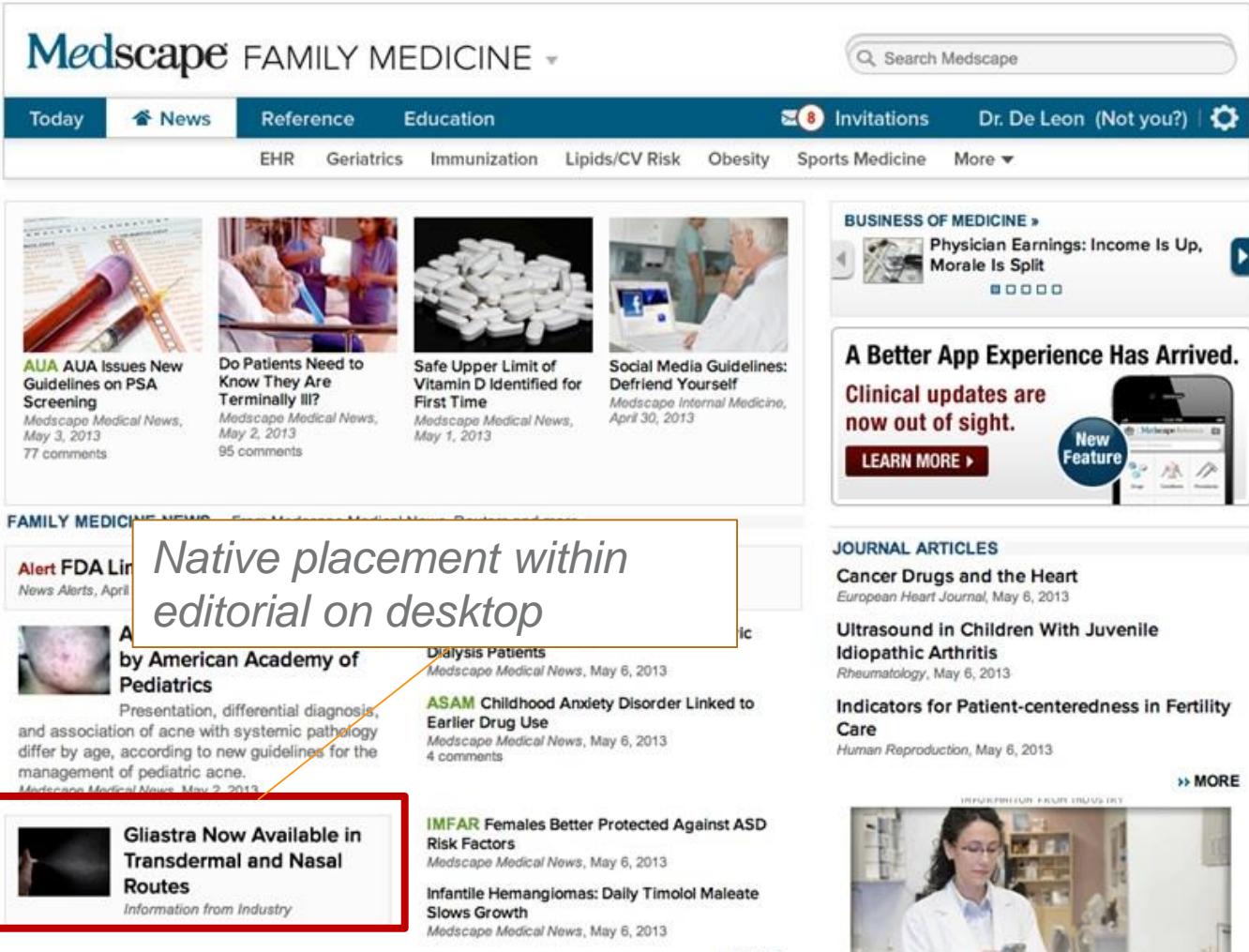
Medscape App Start Screens on iPhone, iPad

# WebMD: Medscape (Cont.)



Medscape App News Screens

# WebMD: Medscape (Cont.)



The screenshot shows the Medscape Family Medicine homepage. At the top, there is a navigation bar with links for Today, News, Reference, Education, EHR, Geriatrics, Immunization, Lipids/CV Risk, Obesity, Sports Medicine, and More. A search bar is also present. Below the navigation, there are several news articles and a sidebar for 'BUSINESS OF MEDICINE' and a 'New Feature' for the app.

**Native placement within editorial on desktop:** A box highlights an article titled 'Gliastra Now Available in Transdermal and Nasal Routes' with a sub-headline 'Information from Industry'. An orange line points from this box to a larger box containing the text 'Native placement within editorial on desktop'.

**Article Content:**

**Gliastra Now Available in Transdermal and Nasal Routes**  
Information from Industry

**IMFAR Females Better Protected Against ASD Risk Factors**  
Medscape Medical News, May 6, 2013

**Infantile Hemangiomas: Daily Timolol Maleate Slows Growth**  
Medscape Medical News, May 6, 2013

**More:** >> MORE

**Journal Articles:**

- Cancer Drugs and the Heart**  
European Heart Journal, May 6, 2013
- Ultrasound in Children With Juvenile Idiopathic Arthritis**  
Rheumatology, May 6, 2013
- Indicators for Patient-centeredness in Fertility Care**  
Human Reproduction, May 6, 2013

**More:** >> MORE

Medscape Specialty Homepage

# WebMD: Medscape (Cont.)



Information from Industry

Developed under the direction and sponsorship of Pharma Co.

**Glastra** Now Available in Transdermal and Nasal Routes

Prescribing Information • Important Safety Information •

**Cras fringilla magna non tempor sollicitudin risus enim auctor est at molestie dui turpis quis ipsum**

Morbi in nunc justo, non vehicula dolor. Vivamus nec enim turpis, at porta odio. Cras fringilla, magna non tempor sollicitudin, risus enim auctor est, at molestie dui turpis quis ipsum. Curabitur sem massa, interdum sit amet vestibulum quis, sollicitudin a elit.

**GRAVIDA CONVALLIS NEQUE A PREMIUM**

Patients (%)<sup>a</sup>

Group	Patients (%) <sup>a</sup>
Placebo (n=40)	12.3%
Glastra 0.31 mg (n=70)	62.9% <sup>b</sup>
Glastra 0.63 mg (n=70)	56.5% <sup>b</sup>
Albuterol 1.25 mg (n=67)	41.8% <sup>b</sup>
Albuterol 2.5 mg (n=66)	54.6% <sup>b</sup>

<sup>a</sup>P < .05 vs placebo.  
<sup>b</sup>P < .05 vs albuterol 1.25 mg.

**Powerful efficacy in difficult-to-treat patients**

- Interdum sit amet vestibulum quis, solli a elit
- Quisque gravida convallis neque a premium
- Curabitur tristique erat a nunc vestibulum ut

**VIEW COMPLETE STUDY RESULTS**

Other Specialties ▾

M UserNine

*Landing environment from native placements is clearly branded*

Full Native Ad Article, iPad view

- **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 a complex web layout for MaximumPC. At the top left is a large, stylized orange graphic. The main content area includes:

- A large image of a female character from the game *Dungeons & Dragons: Neverwinter*.
- A news article about MSI laptops, featuring a photo of an MSI laptop and a Nest Learning Thermostat.
- A "Now in Open Beta" advertisement for a game.
- A "Sponsored video" for SAPPHIRE's Dual-X Technology, which is highlighted with a red box and a callout text: "Video is shareable and embeddable".
- A "Sony Launches Line of Affordable Vaio Fit Laptops Starting at \$549" news article, which is highlighted with a callout text: "Native video within content stream".
- A sidebar with the "IN THE MAGAZINE" heading and a list of articles.
- A sidebar with a "Feature" section and a "Now \$0.99 PER MONTH!" offer.



# 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