

FOR IMMEDIATE RELEASE

Optimism Remains High for Native Content as Majority of Advertisers are Adopting Native Advertising Strategies

Social Media garners leading share of native ads, regarded as effective for engaging audiences and branding.

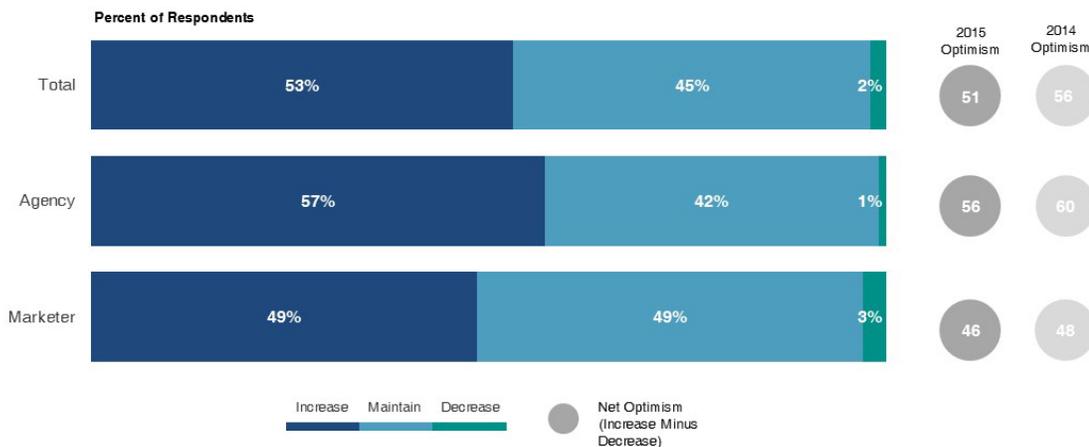
NEW YORK – September 23, 2015 – Advertiser optimism and adoption for Native Advertising remains high, particularly among agencies, according to Wave 2 of the Native Content and Advertising Report released by [Advertiser Perceptions](#). A majority of advertisers have adopted native ads because they are perceived as an effective branding method that creates awareness and elicits a more engaged consumer audience.

More Native Ad spending increases are being planned by agencies (57%) over the next 12 months, as opposed to marketers (49%), while just 2% of survey respondents plan to decrease spending and 45% intend to maintain their current spending. Meanwhile, buying Native Ads via programmatic channels is expected to increase by 8%. Half of agencies and one-third of marketers currently buy Native Ads programmatically.

Among those respondents who are currently involved in Native Advertising, the amount of their total digital budget allocated to Native in 2014 was 18%. This is expected to climb to 22% in the next 12 months. Social media platforms remain the most widely used venue for Native Advertising, chosen by 70% of current users. That will rise to 73% in 2016, with the biggest increase—from 55% currently to 66% next year—coming in the form of publisher generated native content.

Native Advertising Optimism

More Than One in Two Expect Their Native Advertising Spending to Increase in the Next 12 Months | Agencies Are More Optimistic About Increasing Their Native Ad Spend | Equal Amount of Marketers Increasing and Maintaining Spend on Native



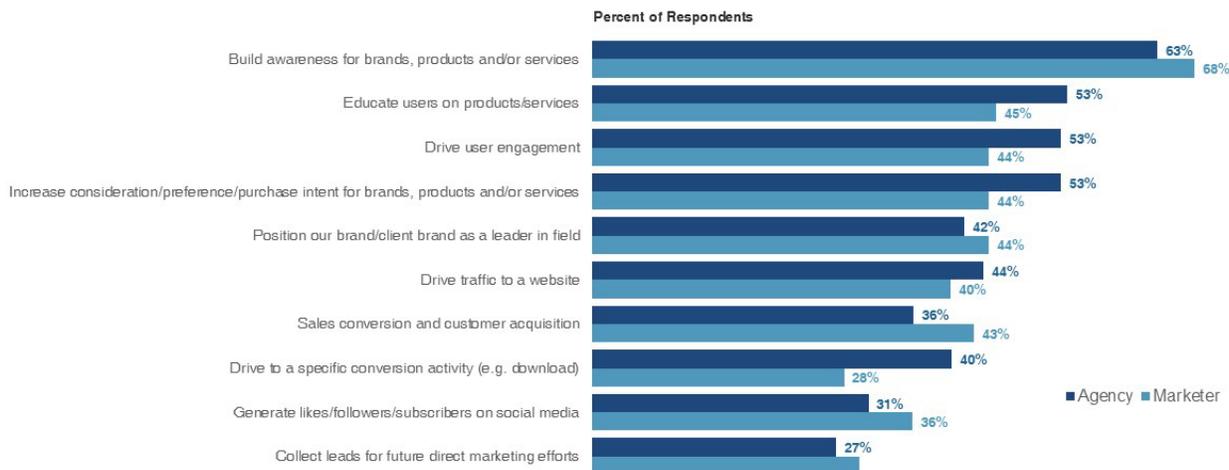
Source: 2015 Native Content and Advertising Report, © 2015 Advertiser Perceptions Base: Involved in Native Advertising

Building Awareness for Brands, Products and/or Services Top Priority of Agencies and Marketers

Among agency respondents who currently buy Native Ads, 63% cite building awareness of brands, products and/or services as their top priorities, compared to 68% of marketers currently using Native Ads. Close behind, at 53% of agencies and 45% of advertisers, is “educate users on products/services,” followed by “drive user engagement” at 53% of agencies and 44% of marketers.

Objectives of Native Advertising

Building Brand Awareness Is Top Priority Among Agencies and Marketers | Educating, Engaging With and Driving Consideration/Intention of Users Is Important, But More with Agencies



Source: 2015 Native Content and Advertising Report, © 2015 Advertiser Perceptions Base: Involved in Native Advertising

Additional report findings are available to the press by contacting Frank Papsadore, Vice President, Marketing, at 508-888-1208 or Frank.Papsadore@PerceptionsGroup.com.

About the Native Content and Advertising Report, Wave Two

The Native Content and Advertising Report is designed to quantify, among other things: what advertisers think of Native Advertising; how they use it; and the methods they employ to buy it and measure results. Survey respondents also shared their views of Native Advertising's biggest benefits, its drawbacks, their commitment to using it, and their choices for the leading media brands. In April 2015, Advertiser Perceptions interviewed a mix of 312 agency and marketer decision makers online to discern their opinions of and plans for Native Advertising.

They included 256 who currently use or plan to use native advertising and 56 who do not use it. Among the respondents, 54% were agency advertising decision makers and 46% were marketers.

About Advertiser Perceptions

When it comes to gaining knowledge and clarity about what advertisers think, nothing compares to what Advertiser Perceptions delivers. We are the world leader in providing media company executives with the research-based advertiser insight and guidance necessary for producing superior advertiser experiences, strengthening media brands, improving advertiser satisfaction and increasing advertising sales. We specialize in determining, analyzing, communicating and applying what advertisers think — their plans, opinions and motivations.

Our proprietary database and panels of media decision makers are large and responsive. The advertiser survey and questionnaire development process that we employ is proven and ensures optimal response. Focus and media industry expertise enables us to effectively analyze and accurately interpret the research that we conduct on behalf of our clients, who represent most of the largest media companies in the world.

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