

Learn How the Growth of Native Advertising Affects Media Brand Sales Strategy



The Native Advertising and Content Report measures over 80 top media brands, providing overall market insights and specific advertiser perceptions of individual media properties and companies. Advertiser opinions, plans and preferences for native advertising in general are also explored in great depth for this report. Our clients use the intelligence from our reports to make better-informed decisions about strengthening their media brands and improving their clients' advertiser experience.

The Native Advertising and Content Report Includes Insights On...

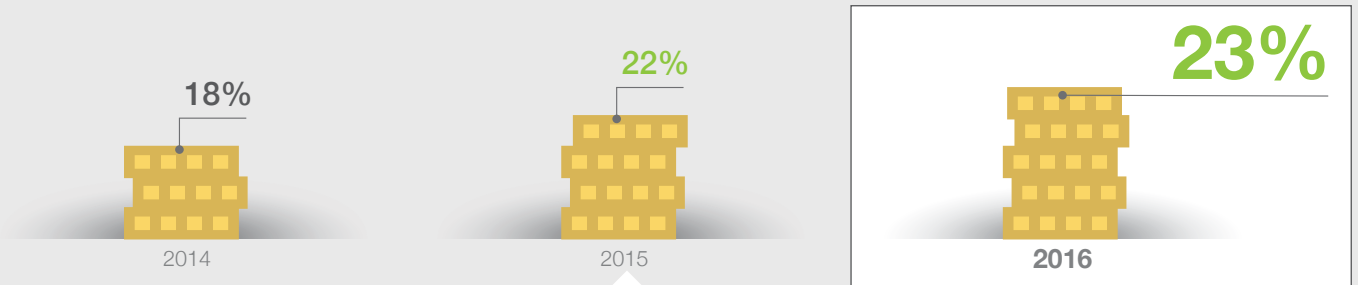
- Market Adoption of Native Advertising
- Main Goals When Using Native Advertising
- Native Advertising Most Important Benefits
- Percent of Digital Ad Budget Allocated to Native Advertising
- Types of Native Advertising Currently Use / Plan to Use
- Native Ad Formats Most Likely to Use in the Next 12 Months
- How Advertisers Buy Native Advertising
- Most Important Metrics When Evaluating Native Advertising
- Top Media Brands Used for Native Advertising
- Obstacles to Using Native Advertising
- Roles in Native Advertising Decision-Making Process
- Specific Insights and Rankings of Media Brands
- And much more...

Find out where your media brand stands at every stage along the way. Specific insights are available now for your brand* – and your competition

Contact us now for a complimentary briefing at 212.626.6683 or Media@PerceptionsGroup.com

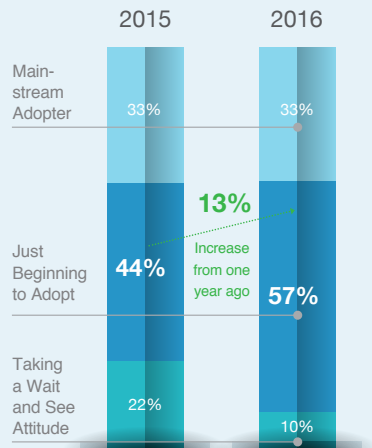
Nearly One-Quarter of Digital Ad Budgets Are Going Towards Native Advertising

Percent of Digital Ad Budget Allocated to Native Advertising | Average Percent



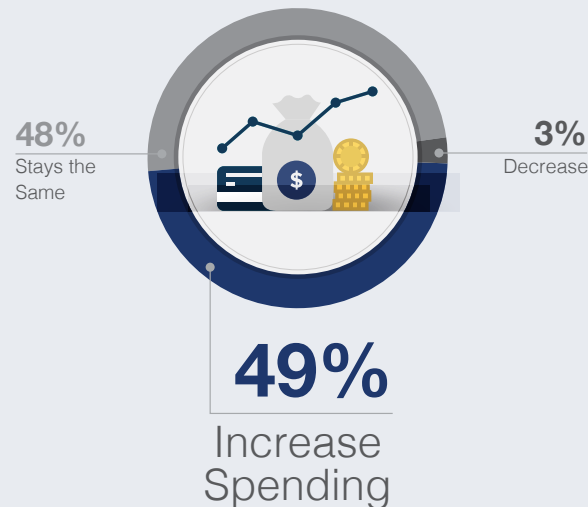
More Marketers Are Beginning to Use Native Advertising

MARKETERS ONLY
Adoption Level of Native Advertising
Percent of Respondents



Half of Advertisers Expect Their Spending on Native Advertising to Increase in the Next Year

Ad Spending on Native, Next 12 Months
Percent of Respondents



Nearly Two-Thirds of Advertisers Buy Native Advertising Directly From Publishers, But Programmatic Buying is Strong

Native Advertising Options Currently Using (six options measured)
Percent of Respondents

