



SOUTH AFRICA
NATIVE ADVERTISING
BENCHMARKS REPORT : 2015

NATIVE ADS PERFORMANCE

Hello and welcome to The Content Vine's first ever Native Advertising Benchmarks Report.

For those who don't know us yet, we're a digital content agency that is focused on native advertising and content marketing. For the past year we have been running native advertising campaigns for our clients who include brands and media agencies alike, using only premium in-feed native ad formats.

This has given us insights into the strength of this new channel and a deep understanding of what does and doesn't work in the native advertising space.

In this report, we aim to share some of our insights and learnings from 2015. We hope that these help you to navigate the forthcoming year to the best of your abilities.

Best Wishes

Athar Naser

Managing Director, The Content Vine



THE BENCHMARKS

Measurement

During 2015 our starting point was the tried and trusted Click Through Rate as the core performance metric. Although ubiquitous and a great indicator of relevance, CTR alone is by no means perfect in gauging content performance. Over the course of 2015 we have evolved our tech and brought on board an increasing number of metrics that allow us to really delve into performance.

For this report however, we have based our results on the CTR metric. This is because, whereas we have the tools to report on different findings, the CTR figure is the only one that is constant in every campaign that we have run thus far.

Future reports will see a number of new metrics introduced that will help to tell the performance story from many new and revealing angles.

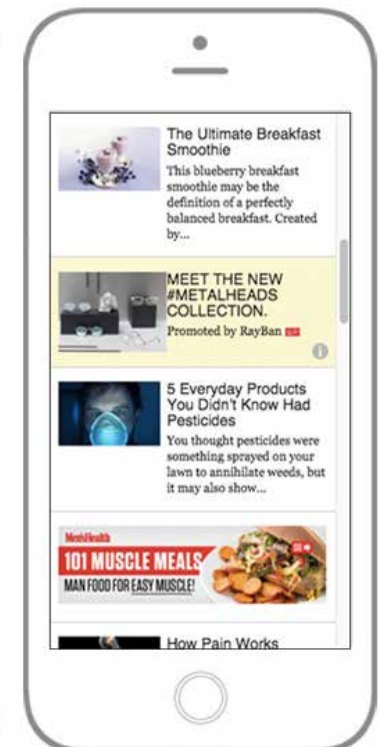
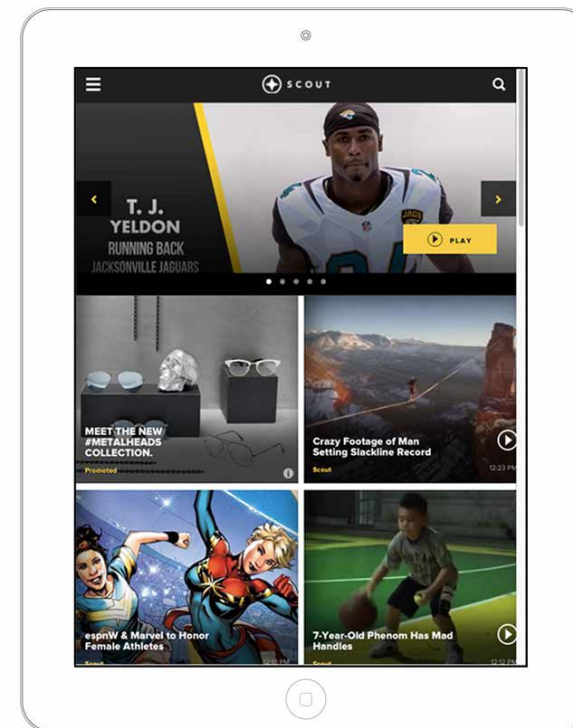
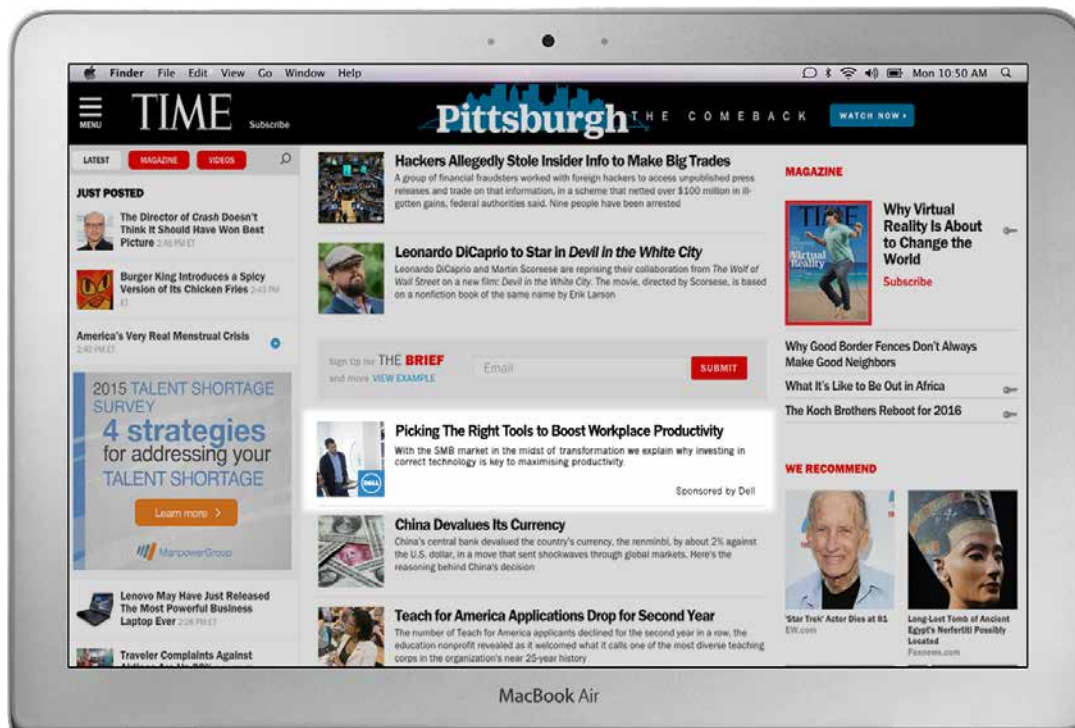


Formats

HIGH END, PREMIUM

At The Content Vine we are resolved to work with, and offer, best-in-class content solutions. As such, our primary native formats are premium by design, and premium by experience.

We focus on in-feed native formats, which means that our ads are not surrounded by spam, integrate seamlessly within publisher editorial, and hence offer an entirely non-intrusive experience for the consumer. All our ads are labelled accordingly, and all the sites we reach are IAB approved. The best way to demonstrate this is to show you examples:



THE BENCHMARKS

Benchmarks

An overall verticals view is an interesting indication of the range of performance. It is worth noting that these are the verticals of our various clients, some used different messaging to communicate however, which impacts results.

For clarity, the categories are:

- Mother & Baby
- Insurance
- Autos
- Retail
- Telecoms
- Finance
- Food & Beverage
- Technology

VERTICALS



0.86%



1.06%



0.69%



0.68%



0.56%



0.42%

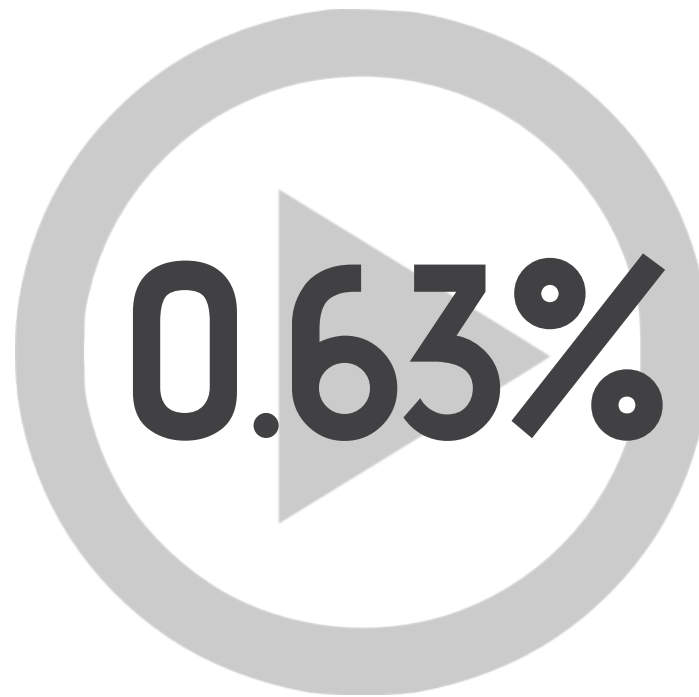
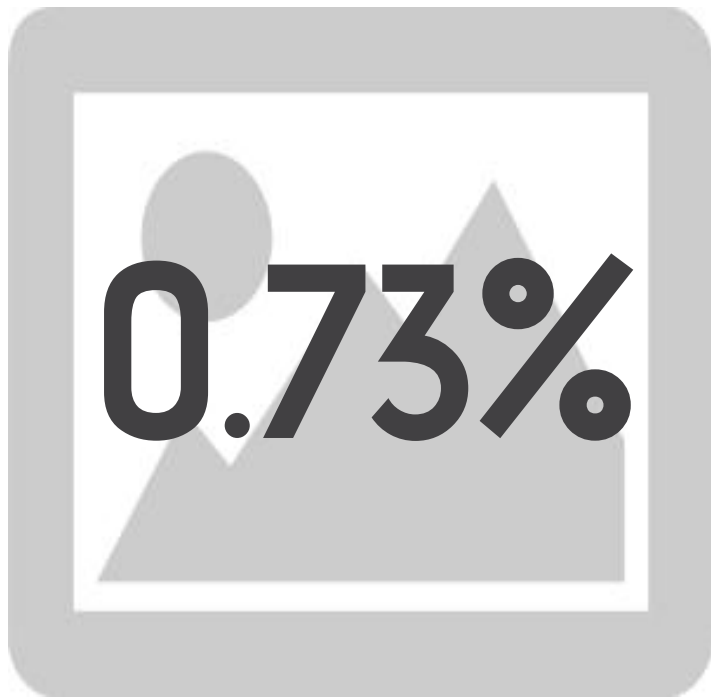


0.58%



0.95%

FORMATS



Benchmarks

Our inventory is split into either still creatives (left) or video ads (right).

These refer to what the reader sees as they are served the content, and still creatives can incorporate images, articles, infographics etc.

Video ads play in-feed or click out to site.

Benchmarks

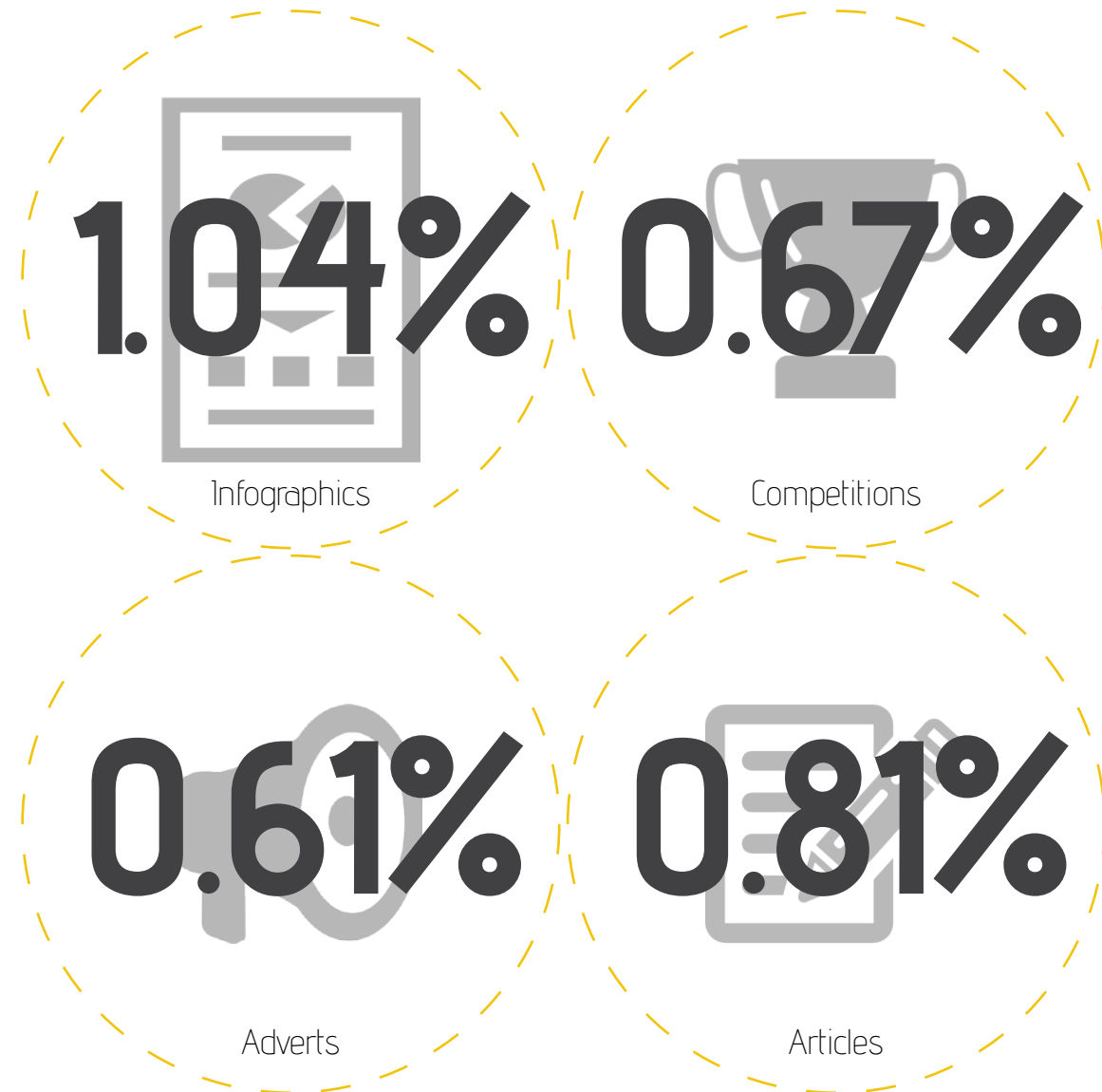
Native advertising is built on the premise of distributing content that is valuable to your audience.

This can be done using a variety of creative strategies, so far we have seen:

- Infographics
- Competitions
- Adverts
- Articles

With unique content outperforming traditional advert content by up to 70%, it's clear that audiences prefer good, consumable content.

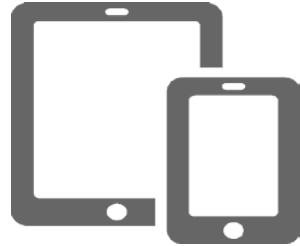
CREATIVE TYPES



PLATFORMS



0.63%



0.85%



0.32%

Benchmarks

We have included combined Desktop & Mobile campaigns in this comparison. The reason for this is that when we buy across all platforms, we are able to optimise based on best performance across the board.

Regardless however, mobile is still the clear winner by a margin of over 30%.

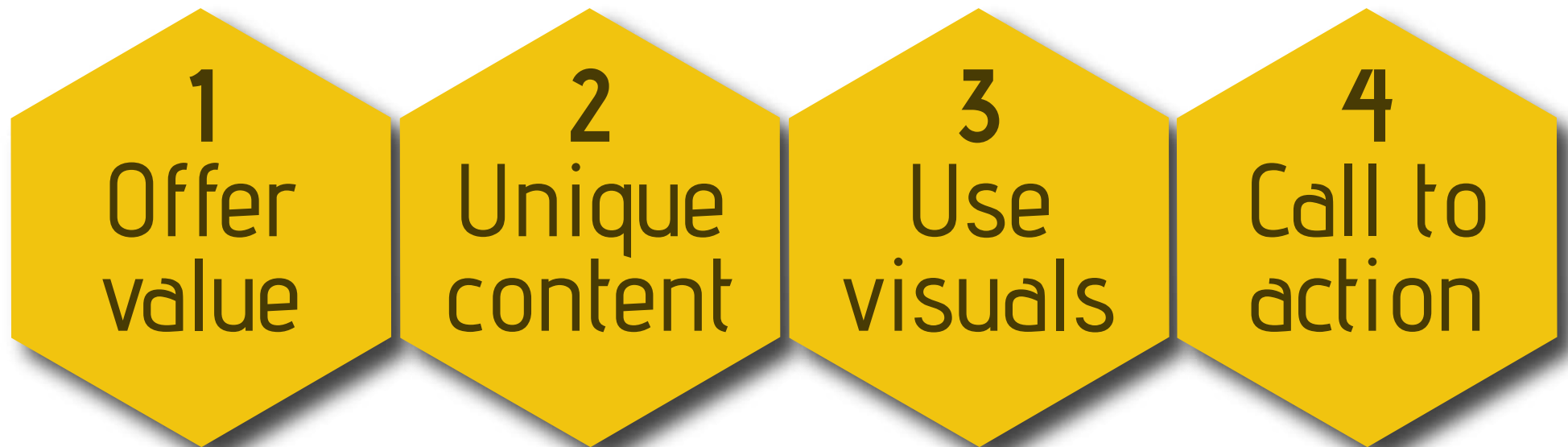
Conclusion

KEY LEARNINGS

Advertisers understand the need for deeper engagement with their consumers, but the challenge is figuring out how. In-feed native advertising offers an opportunity to emotionally connect with readers, and advertisers are slowly shifting creative strategies in order to make the most of these new innovative channels.

Our results confirm that content wins the CTR race, with unique content both visually and editorially coming out trumps. It is no surprise that with today's short attention spans readers enjoy visual content, but they also still need a call to action to prompt behavioural reactions.

In conclusion, we sum up with these 4 key take outs:



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