AccuData
INTEGRATED MARKETING

FAQ

Native Advertising: Promote Your Content on Sites Relevant to Your Desired Audience

Q. **What is Native Advertising?**

Native Advertising is a digital display service in which ads match the look, feel, and function of the media format where they appear. Native ads are often found in social media feeds or as recommended content on a web page.

Q. **What does Native Advertising look like?**

The key to Native Advertising is that it is non-disruptive — Native ads look like part of the editorial flow of the page. This type of content is typically labeled as "sponsored."

Q. **Who will see my Native Ads?**

Consumers or business buyers who you elect to target will see your ads. AccuData can use your postal file to reach your customers or your direct mail prospect audience. Our team can help you acquire a targeted prospect list if you don't have one of your own. We can also create a custom audience based on your geographic and demographic criteria.

Q. **How are my ads delivered?**

AccuData works with top tier Demand Side Platforms (DSPs) to deliver ads to your intended audience. DSPs are automated platforms that bring together online advertising buyers and sellers and is where bidding for advertising space from buyers takes place.

Q. **Where will my ads appear?**

With our DSP partnerships, AccuData can place ads on over one million websites featuring 30 - 50 billion advertising impressions per day. This accounts for approximately 90% of the available daily ad inventory on the Internet! Popular sites where ads may be placed include CNN, Fox News, MSN, and Yahoo. By default, your ads are never served on "vice" or adult-focused sites. We eliminate sites with a history of fraudulent traffic as well as the top 200 most popular children's sites.

Q. **How long does a Native Advertising campaign last?**

In most cases, we recommend a minimum of 30 days; however, we understand that each campaign is unique, and our recommendation may change based on your specific campaign goals and budget.

Q. **What ad sizes do I need?**

Native ads are customized based on the advertising inventory that is available. Please provide an image that is 1200x800 and a headline that is 50 characters or less. Please note that the minimum image size we can accept is 400x260. Your file should be less than 2.5MB in size. We accept JPEG and PNG file formats.

Q. **Can I use animation in my ads?**

No. Native ads are static and do not support animation.

Q. **What if I don't have creative?**

AccuData can help! Simply inform your Account Representative that you are interested in utilizing our creative services. We can assist you with image identification and headline copywriting.

Q. **What do I need to get started?**

Getting started is easy! Once we have the following assets in place, we can begin your campaign: a signed Statement of Work (SOW), ad image, ad headline, and your landing page URL.

Q. **How quickly can my campaign begin?**

Your campaign will go live 2 - 3 business days from receiving all assets mentioned above.

Q. **What will I learn about how my campaign performed?**

At the conclusion of a Native Advertising campaign, you will receive a performance report that includes the total number of impressions served, total number of clicks, click-through-rate (CTR), time and day trends, a sample of the websites on which your ad may have appeared, the top performing creative, and behavioral insights.

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