

# FAQ

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

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### 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 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?

A target audience that you define will see your ads in the news feeds of their favorite websites. We can help you develop a custom audience based on geographic, demographic, psychographic, lifestyle, and behavioral data. For geographic targeting, we can define our target at the ZIP code-level.

### Q. Where will my ads appear?

Your ads will appear on related websites. For example, if your ad content is health-focused, we will bid on ad placements on related websites, such as Women’s Health.

### 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. The maximum image size is 1200x800 and the minimum image size is 400x260. Multiple images are highly recommended, along with multiple variations of headline copy of 50 characters or less. We will also need your logo file and the links to the content being promoted.



**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.