

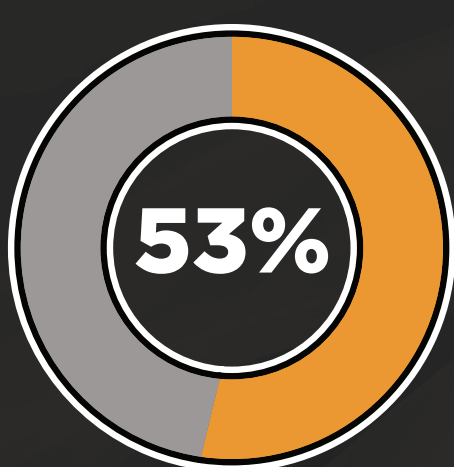


Why Go Native?

8 Reasons to Add Native Advertising to your Multichannel Marketing Mix.

Native Advertising

Reach new customers or business buyers with relevant content, advertorial-style. Native Ads engage audiences with unique editorial content. These discreet ads are often found in social media feeds or as recommended content on a web page.



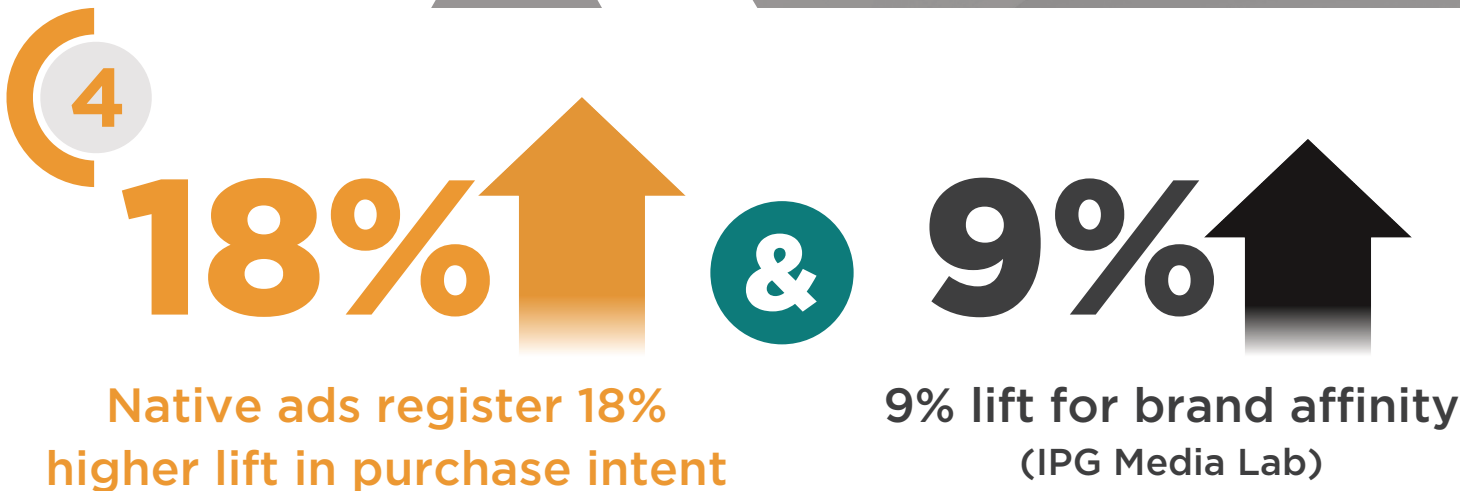
1 Native ads are viewed 53% more than banner ads (HubSpot)



2 Consumers 70% of consumers would prefer to learn about a product or service through content than traditional advertising (Content Marketing Institute)

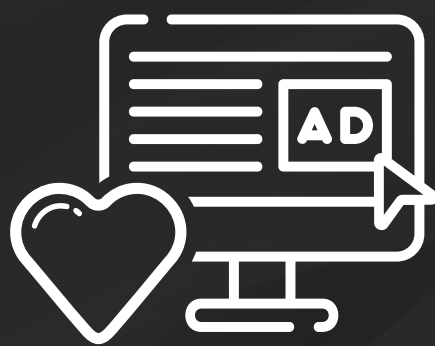


3 Consumers look at native ads 2x more than editorial content (IPG Media Lab)

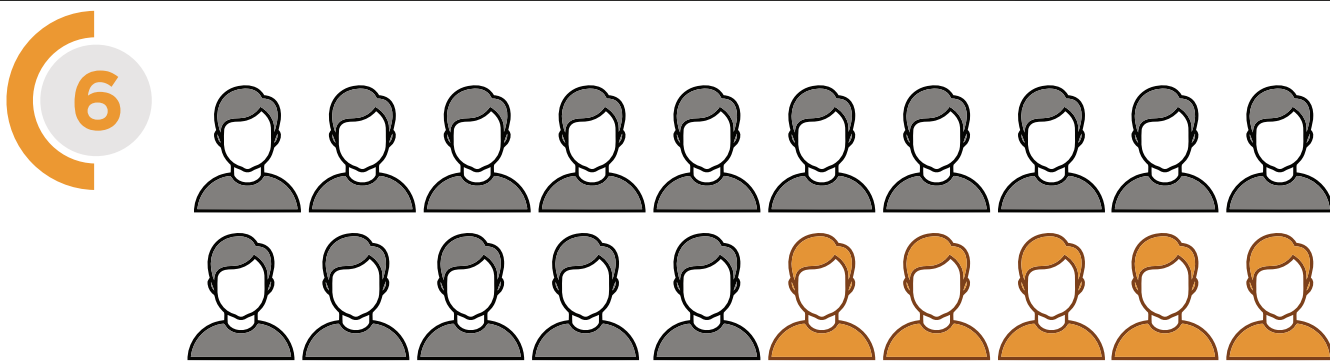


4 Native ads register 18% higher lift in purchase intent

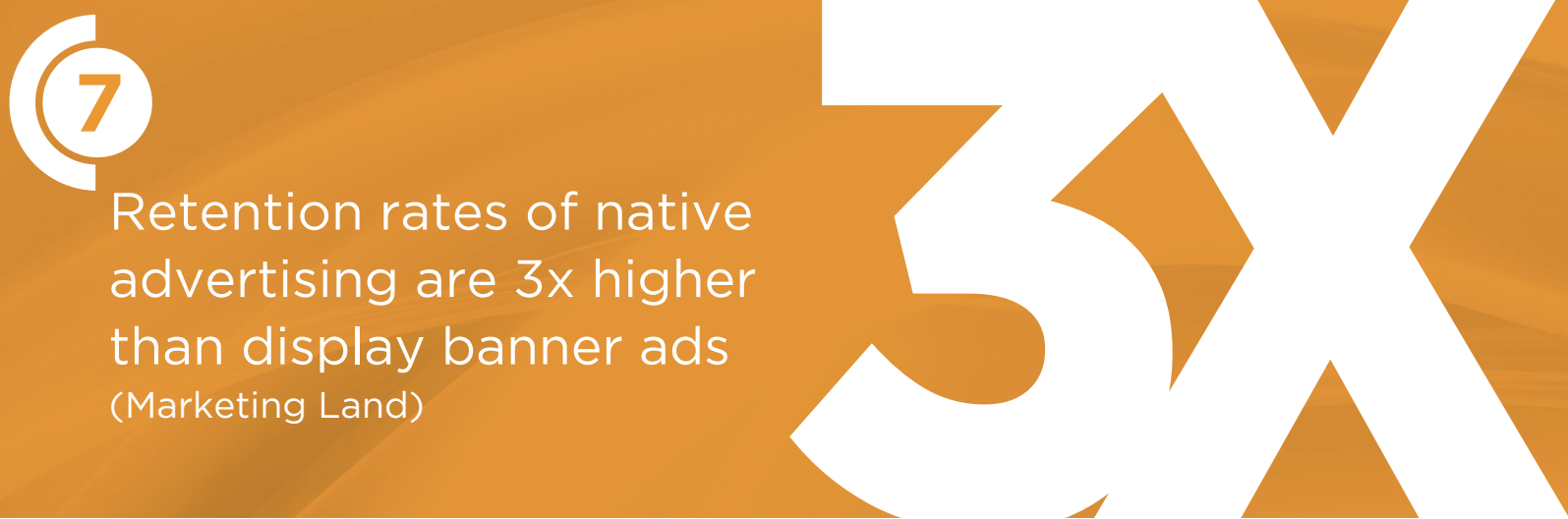
9% lift for brand affinity (IPG Media Lab)



5 Native ads evoke a 55% stronger emotional response than traditional ads (Yahoo)



6 25% more consumers look at in-feed native ad placements than display ad units (Sharethrough)



7 Retention rates of native advertising are 3x higher than display banner ads (Marketing Land)



8 US native ad spend is expected to increase by 21% in 2021 to a value of \$57B (eMarketer)

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