Native Advertising

Go beyond the banner ad with personalized, relevant content

Native advertisements match the look, feel, and function of the media format in which they appear. These discreet ads provide a unique way for brands to interact with their audience, by providing the content they are looking for.

Benefits

Target your ideal audience with content, not ads, to increase brand exposure.

Deliver highly relevant, personalized content in real time.

Obtain higher response rates with this consumer-friendly advertising tactic.

Reach current and prospective customers in the news feeds of their favorite sites and platforms. Native ads are great components of multichannel marketing campaigns as they build brand awareness with unobtrusive, consumer-focused content. Native ads are ideal ways to promote editorial content, company news, and informational videos.

Why Go Native?

Due to their consumer-friendly, non-disruptive nature, native ads generally obtain higher response rates than traditional display advertisements. Native ads deliver personalized, relevant content in real time and are available across all digital media types, including mobile browser, in-app, and desktop. Native ads also follow the LEAN principles developed by the Interactive Advertising Bureau (IAB), which are guidelines that support the next phase of technical standards for the advertising industry.

Check out these statistics:

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

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

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

- Native ads register 18% higher lift in purchase intent and 9% lift for brand affinity (IPG Media Lab)

Expansive Audience Targeting Capabilities

AccuData offers the following targeting capabilities for your native ad campaigns:

- Geographical Location
- Lookalike Audiences that Resemble Your Best Customers
- Custom Online Audiences based on Demographic, Psychographic, Lifestyle, and Behavioral Data

Additional Digital Display Advertising Services

🖥 Addressable GeoFence

Like Direct Mail delivered digitally. Serve engaging display advertising to the specific households or businesses in your Direct Mail Campaign. Reach all connected devices with precision and accuracy.

🔍 NextGen Behavioral Targeting

Utilize advanced online behavioral targeting to serve engaging visual ads within seconds of a consumer performing a relevant keyword search.

📍 Mobile GeoFence & GeoFollow

Leverage the latest in geofencing technologies to reach consumers based on where they are: at work, on the go, at events, or even at competing locations.

🌐 Site Retargeting

Convert website visitors into purchasers by re-engaging them with relevant banner advertising as they move about the web. Continue the conversation with consumers for up to 30 days.