



NATIVE

DIRECTOR OF BUSINESS INTELLIGENCE

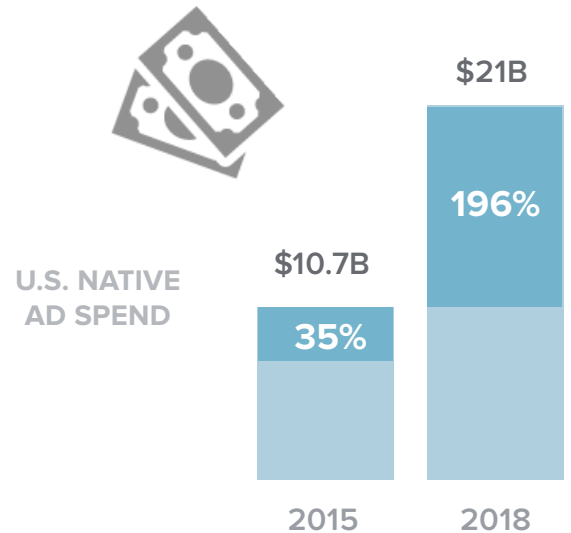
Alexander Vicksen alex@emerginginsider.com

THE ART OF USING CONTENT TO BUILD TRUST & FOSTER ENGAGEMENT

A subset of the catchall content marketing, meaning the practice of carefully embedding brand messaging into relevant content to build trust and accelerate engagement with would-be customers

Native ads are viewed for the same amount of time as editorial content

More Transparent Than Print - Superior Shareability Over Display



MIXED ATTITUDES

- **22%** of consumers find branded content to be an interesting way to learn about a topic or subject
- **68%** of consumers have neutral feelings toward branded content
- **43%** of consumers have felt disappointed or deceived by branded content

NATIVE IN THE NEWS



- How Automation Will Change Content and Native Ads
- Native: Effective, but Is It Accepted by Consumers?
- How Digital-Native Publishers Are Dealing With Ad Blocking
- Native Ads Drive 3.6x Lift In Branded Search vs Display

NATIVE EVENTS



- **Native Advertising Summit**
San Francisco
- **Native Advertising Days**
Copenhagen
- **Content Marketing Summit**
Half Moon Bay