



FRANCISCO DIAZ-MITOMA JR.

DIAZ@REVENUE.COM

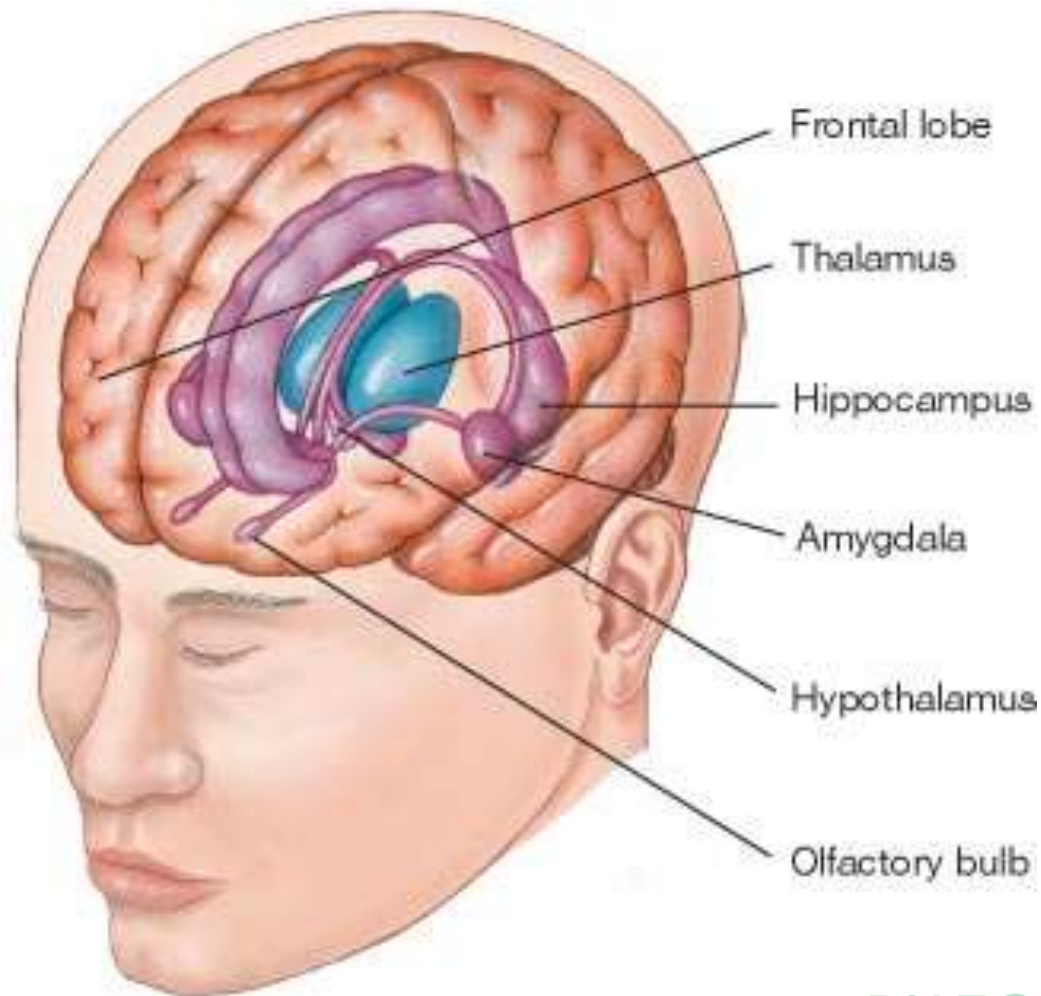
1. AN EXPERIMENT
2. YOUR BRAIN
3. THE FALL OF ONLINE BANNER ADS
4. THE PERFECT NATIVE AD
5. BEST PRACTICES
6. TOOLS TO IMPROVE YOUR NETWORK
7. HOW THIS CHANGES YOUR TEAM
8. CONCLUSION

# AN EXPERIMENT

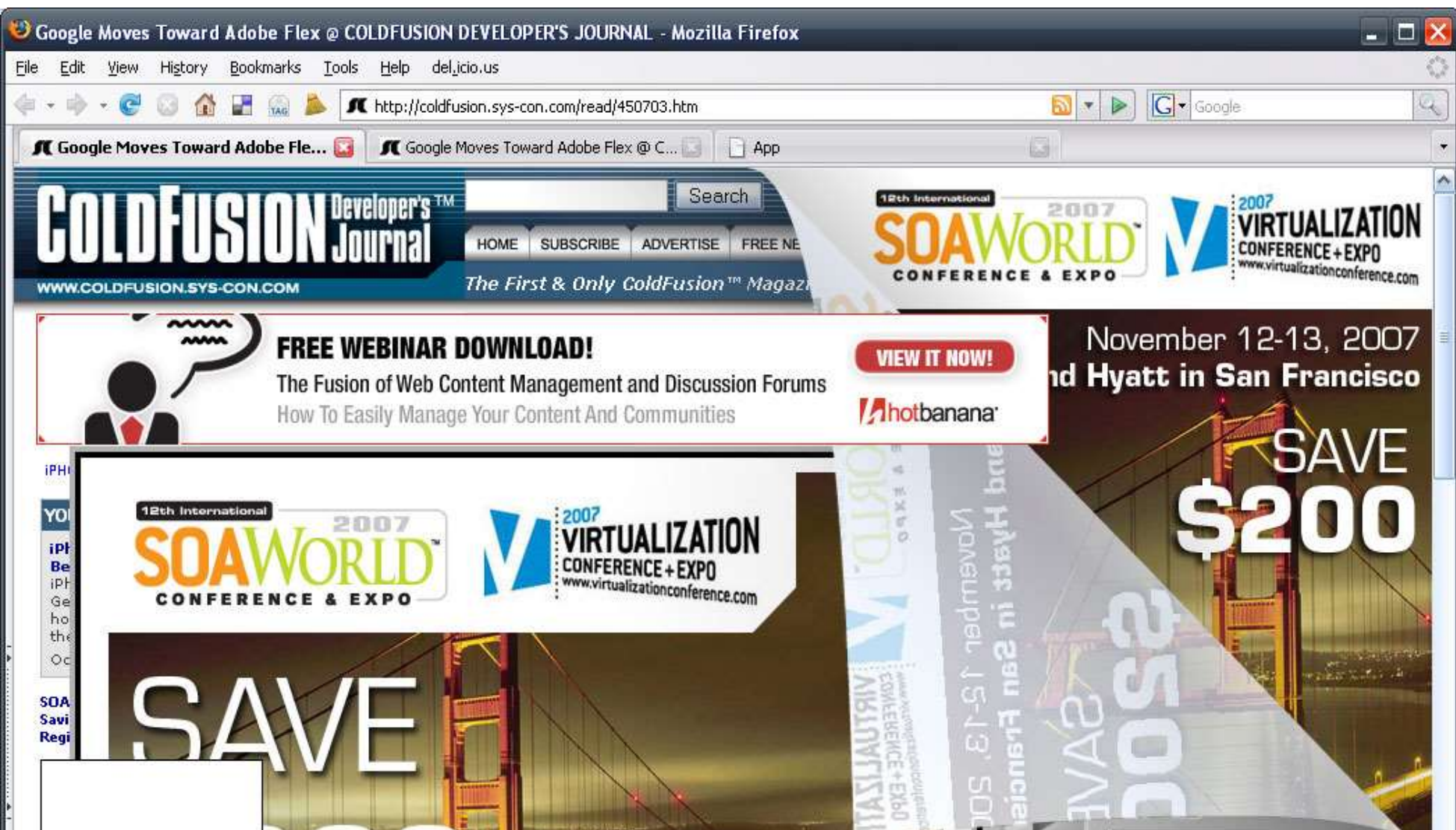
#underwaterbasketweaving

# WHAT JUST HAPPENED

# YOUR THALAMUS CONTROLS WHAT YOU TRUST ...



# PEOPLE DON'T TRUST BANNER ADS



# BRAIN TELLS EYES TO IGNORE



Every year,

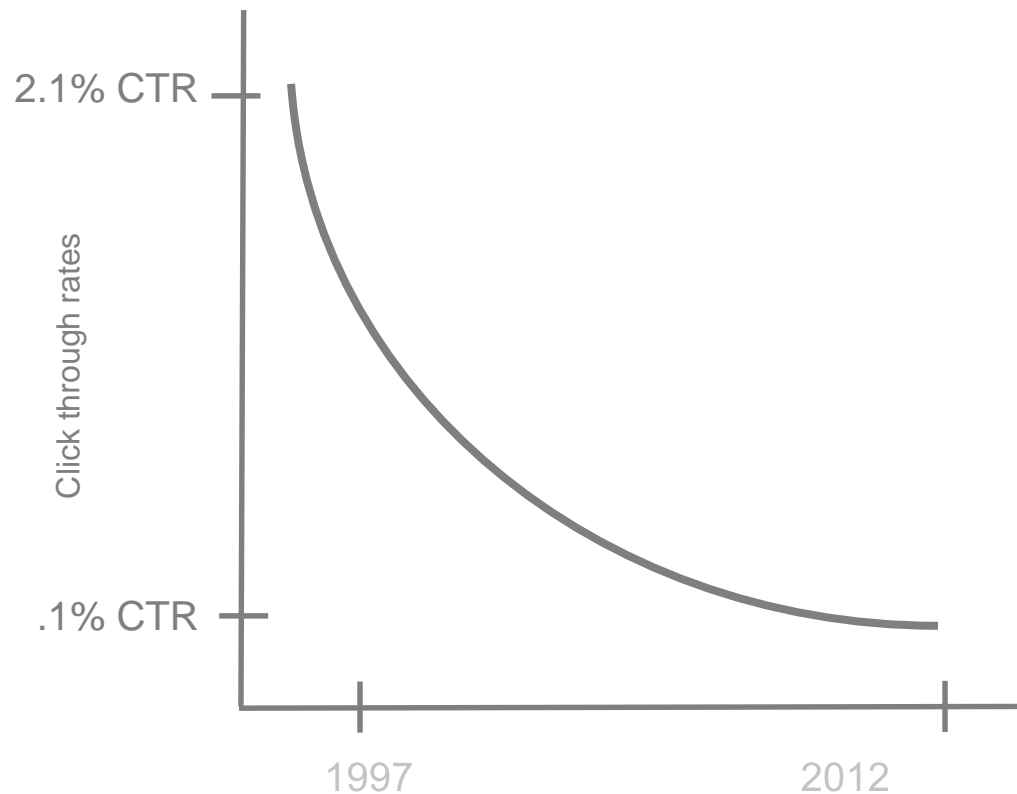
**ADVERTISERS**

spend over

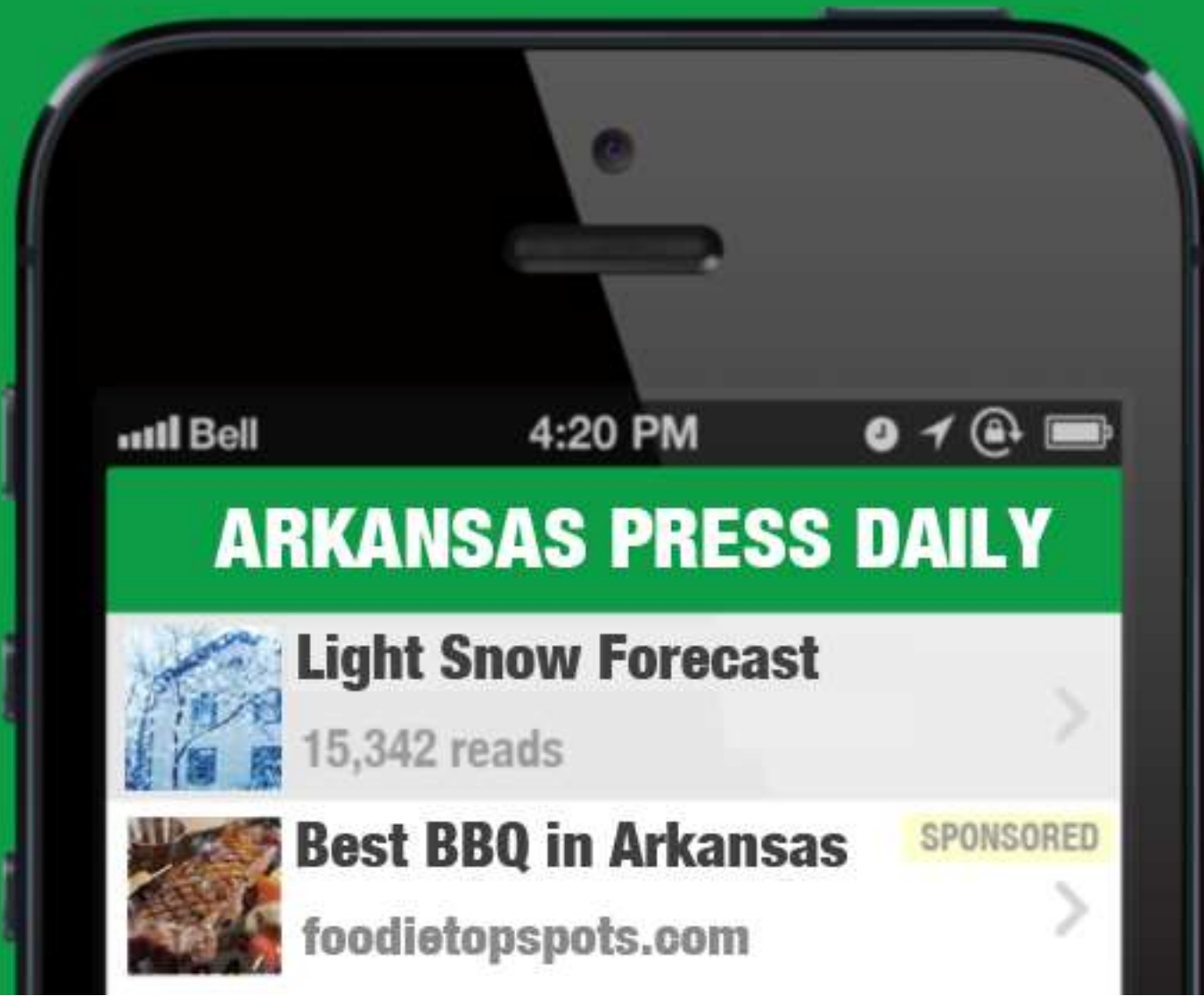
**\$40 BILLION**

on online banner ads.

AS A RESULT, BANNER AD CLICK THROUGH RATES ARE DECLINING RAPIDLY.



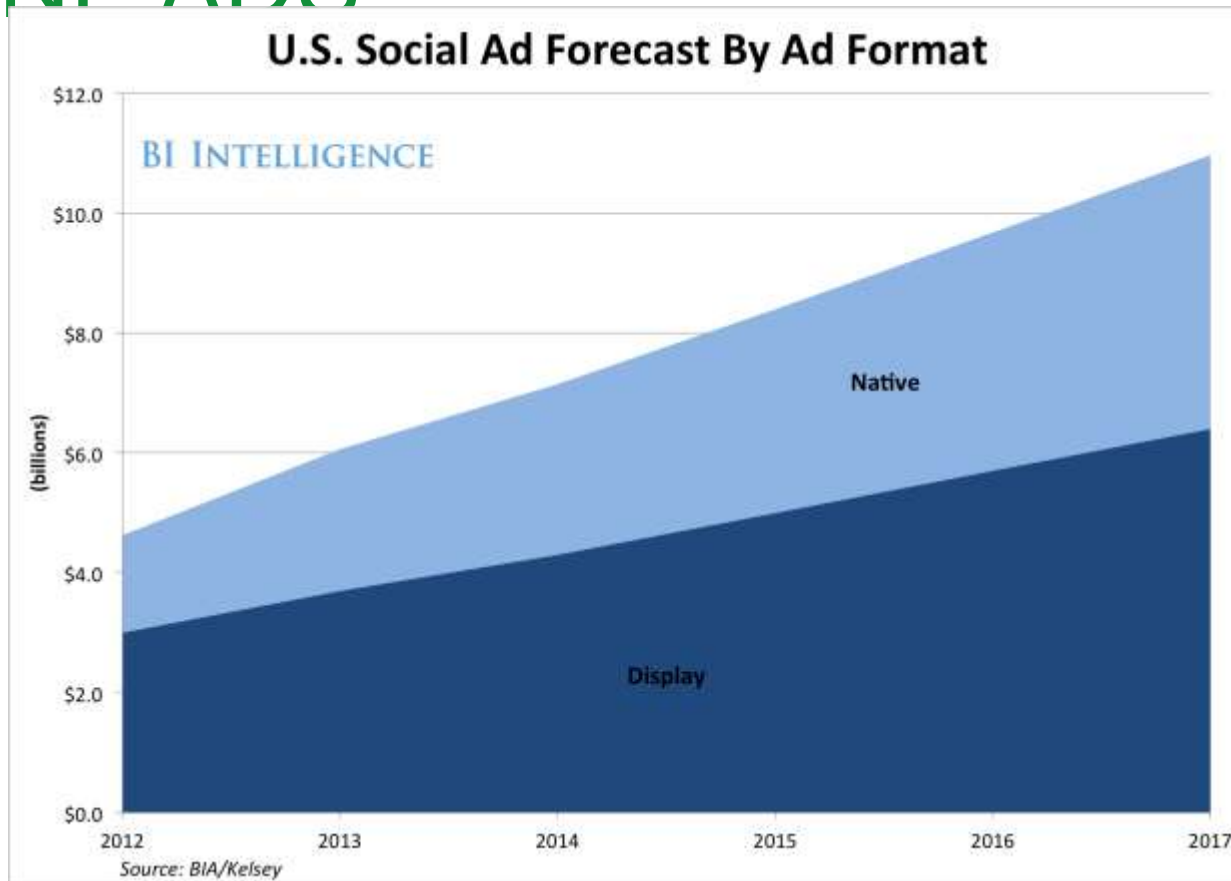
# NATIVE ADVERTISING PRESENTS AN OPPORTUNITY TO ENGAGE READERS



NATIVE ADS ARE NOT NEW.  
THESE PEOPLE INVENTED NATIVE  
ADS.



# THE NATIVE AD MARKET IS THE FASTEST GROWING SEGMENT OF ONLINE ADS



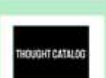
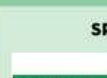
# THE PERFECT NATIVE AD

Our technology has created thousands of campaigns for agencies, brands and online publishers.



TECHNOLOGY

PUBLISHERS

SPONSORED  
IMAGESSPONSORED  
STORY / POSTSPONSORED  
VIDEOSPONSORED  
LINKSSPONSORED  
LISTINGSPONSORED  
PLAYLISTSPONSORED IMAGES &  
STORY / POST

SPONSORED VIDEO &amp; STORY/POST

SPONSORED IMAGE,  
VIDEO & STORY/POST

# NATIVE ADVERTISING LANDSCAPE



JULY 2013

# NATIVE ADS LOOK LIKE THE REST OF THE PLATFORM



The screenshot shows a Twitter interface with a yellow header. The Twitter logo is in the top left, and navigation links 'Home', 'Profile', and 'F' are in the top right. Below the header, the search results are titled 'Real-time results for coffee'. A green '+ Save this search' button is on the right. The first tweet is from Starbucks, featuring their logo and text about coffee quality, with a link to a website. It is marked as 'Promoted by Starbucks Coffee' and has 14 retweets. The second tweet is from LTLobudget, featuring a piggy bank icon and text about inexpensive coffee beverages, with a link to a website. The third tweet is from zebritrose @kingcaveat, featuring a profile picture of a woman and text about coffee being bad.

twitter

Home Profile F

Real-time results for **coffee** [+ Save this search](#)

 **Starbucks** Another day in the cupping room ... Our coffee quality team tastes thousands of cups a year to ensure quality.  
<http://yfrog.com/2gbb6xj>  
3:01 PM Apr 9th via Tweetie from Industrial District East, Seattle   
Promoted by Starbucks Coffee  14 Retweets

 **LTLobudget** Great, inexpensive **coffee** beverages. I told y'all about it ages ago: [www.livingthelifeonabudget.com](http://www.livingthelifeonabudget.com) (@ ING Café)  
<http://4sq.com/9n1o3V>  
less than 10 seconds ago from foursquare

 **zebritrose @kingcaveat** IT'S GOIN FAIR **coffee** is bad :( but it's almost lunch time?  
less than 20 seconds ago from HootSuite

# NATIVE ADS LOOK LIKE THE REST OF THE PLATFORM (cont.)

The screenshot displays a Facebook homepage with a blue header bar. The left sidebar contains navigation links for '3d Friend wheel', 'Create App...', 'FRIENDS' (listing Titan Gaming Inc. and Stealth), 'APPS' (listing Games, Games Feed, and TubeHero), 'GROUPS' (listing Ashbury College C... and Ashbury College cl...), and 'INTERESTS' (listing Pages and Public Figures and Add Interests...). The main content area features a post from 'Health1st' titled '88 Year Old Yoga Teacher Shares Her Secret To Limitless Energy' with a link to 'www.bit.ly/1csmeyl'. The post includes a photo of an elderly woman performing a yoga pose and a text overlay: 'Shocking New Discovery health1st.com An "Amazing Discovery" Are What Some People Are Calling This Clever Energy Boosting Secret'. The post has 3,262 likes, 355 comments, and 1,909 shares, and is marked as 'Sponsored'. The right sidebar contains several ads: 'Let's Get Digital' (generalassemb.ly), 'Live . Work . Play .Study' (1010wilshire.com), 'BONOBOS SALE' (bonobos.com) with a 'Up To 65% Off' badge, and 'DoubleDown Slot!' (DoubleDown Casino Slots & ...).

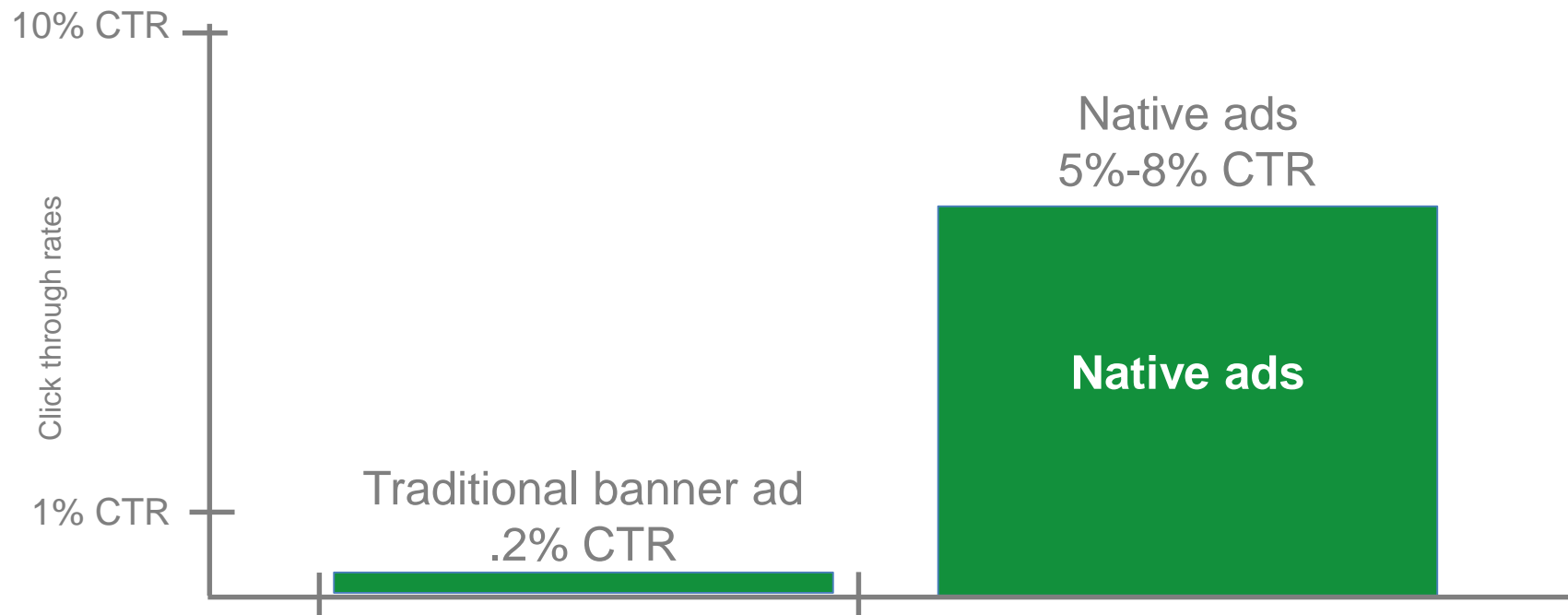
# NATIVE ADS ARE EFFECTIVE

“We believe native ads are quickly becoming the de facto ad format on mobile and increasingly moving into desktop. We think native ads also have significantly higher click-through rates than traditional display ads, which leads to higher pricing over time.”

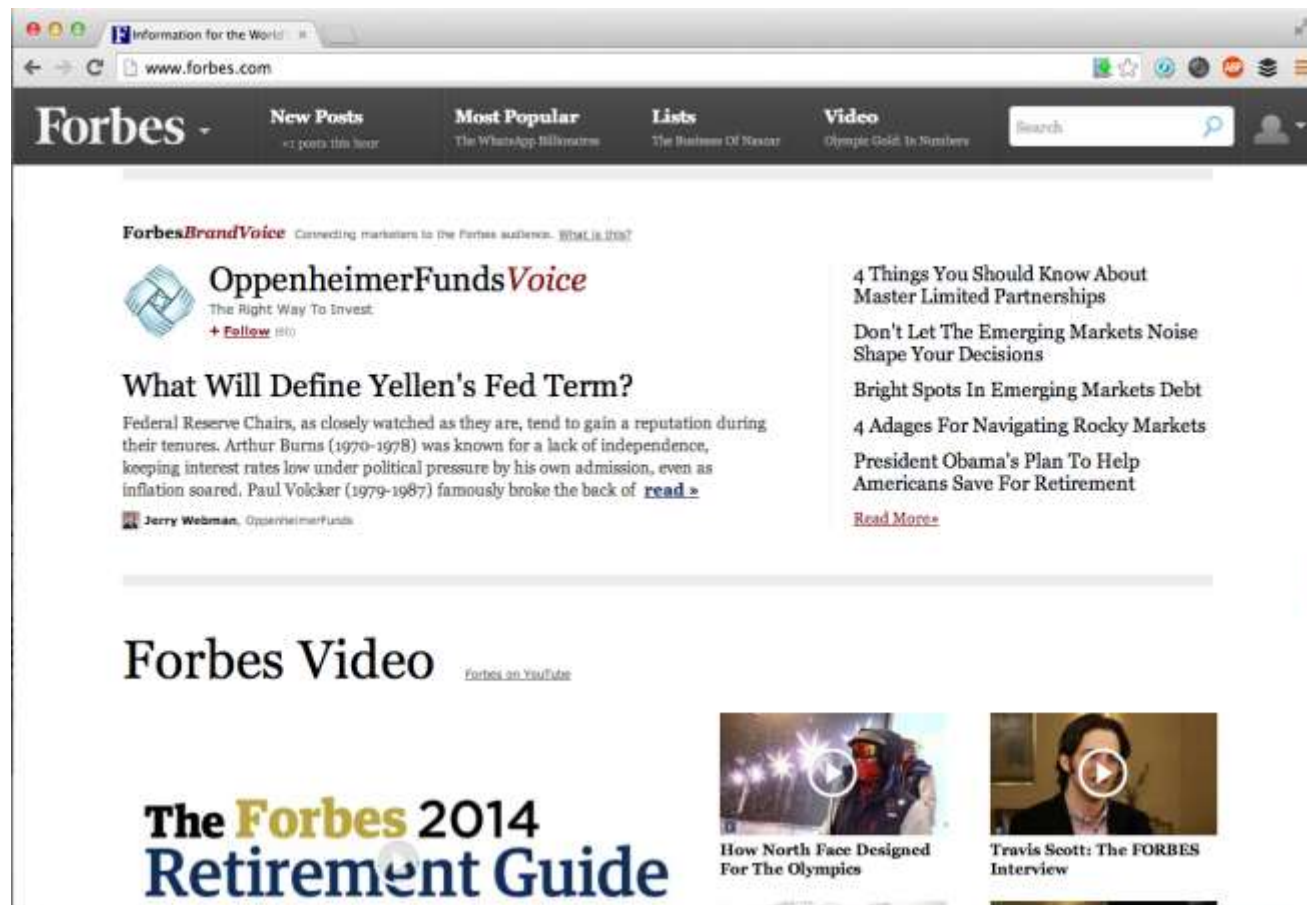
Doug Anmuth, Lead Analyst



Click through rates on traditional banners versus native ads



# NATIVE ADS LOOK LIKE THE REST OF THE PLATFORM (cont.)



## in Stable Condition as Police Search for Gunman

By MARC SANTORA and MICHAEL SCHWIRTZ 1:56 PM ET

The police continue to look for clues in the attack on Gary Melius, a prominent political patron who was shot in the head on Monday.



Christopher Gregory for The New York Times

Gary Melius, a prominent Long Island developer and political donor, was shot Monday at his opulent Long Island estate, Oheka Castle.

## Casino Bid Newcomers Weigh Site Closer to New York City

By CHARLES V. BAGLI 1:43 PM ET

As developers focus on Orange County, which critics say needs an economic boost less than other parts of the state, competition and tension are mounting.

## New York Today: Biking Through the Snow (Sponsored)

By ANDY NEWMAN

What you need to know for Tuesday: Citi Bikers keep pedaling, nippy weather continues, and Spike Lee speaks.



## Tenants Living Amid Rubble in Rent-Regulated Apartment War

By MIREYA NAVARRO

Real estate disputes are a fact of life in New York City, but who wins and who loses has acquired new urgency amid rising rents that are putting some neighborhoods out of reach for lower-income residents.

236 Comments



## Prosecutors Talk to Mayor of Fort Lee

## Knicks' Raymond Felton Is Arrested on Gun Charges

By SCOTT CACCIOLA and J. DAVID GOODMAN  
33 Minutes Ago



Felton turned himself in early Tuesday after his wife's lawyer turned in a handgun to the police, saying that it belonged to Felton and that he had threatened his wife with it.

Comments

• Mavericks 110, Knicks 108: Nowitzki's Last-Second Shot Deflates Knicks

## Coming Soon: Heroes of the Higgs

By DENNIS OVERBYE  
12:52 PM ET



The documentary "Particle Fever" tracks the ultimately successful search at CERN for a linchpin of modern theories about the universe.

## METROPOLITAN DIARY

Subway Show Time Confession  
FEBRUARY 23, 2014

Commissioner Bratton on a Threat to Pedestrians  
FEBRUARY 21, 2014

When a Wig Parts Ways With Its Scalp  
FEBRUARY 20, 2014

More Reader Tales From the City »

Metropolitan

KAYAK

COMPARE  
HUNDREDS  
OF TRAVEL SITES  
AT ONCE.



Search



## The Scoop

A free mobile guide to our favorite things in New York City, including restaurants, bars, coffee shops, music and events.

• Download the iPhone App | Get the Web App

## Arts & Entertainment Guide

Noteworthy cultural events in New York City and beyond.

ART

Simon Dinnerstein: 'The Fulbright Triptych' at German Consulate

JAZZ

Roy Haynes Fountain of Youth with Ron Carter at Blue Note

DANCE

New York City Ballet at David H. Koch Theater, Lincoln Center

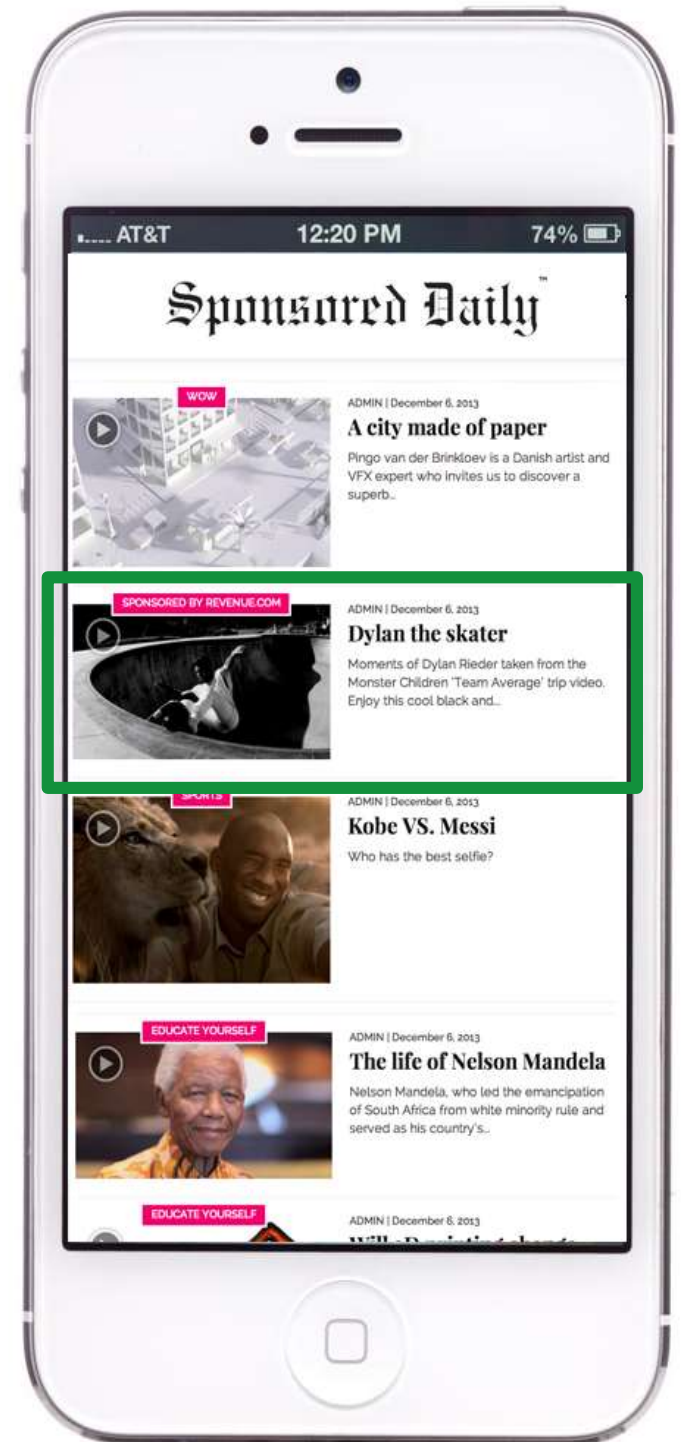
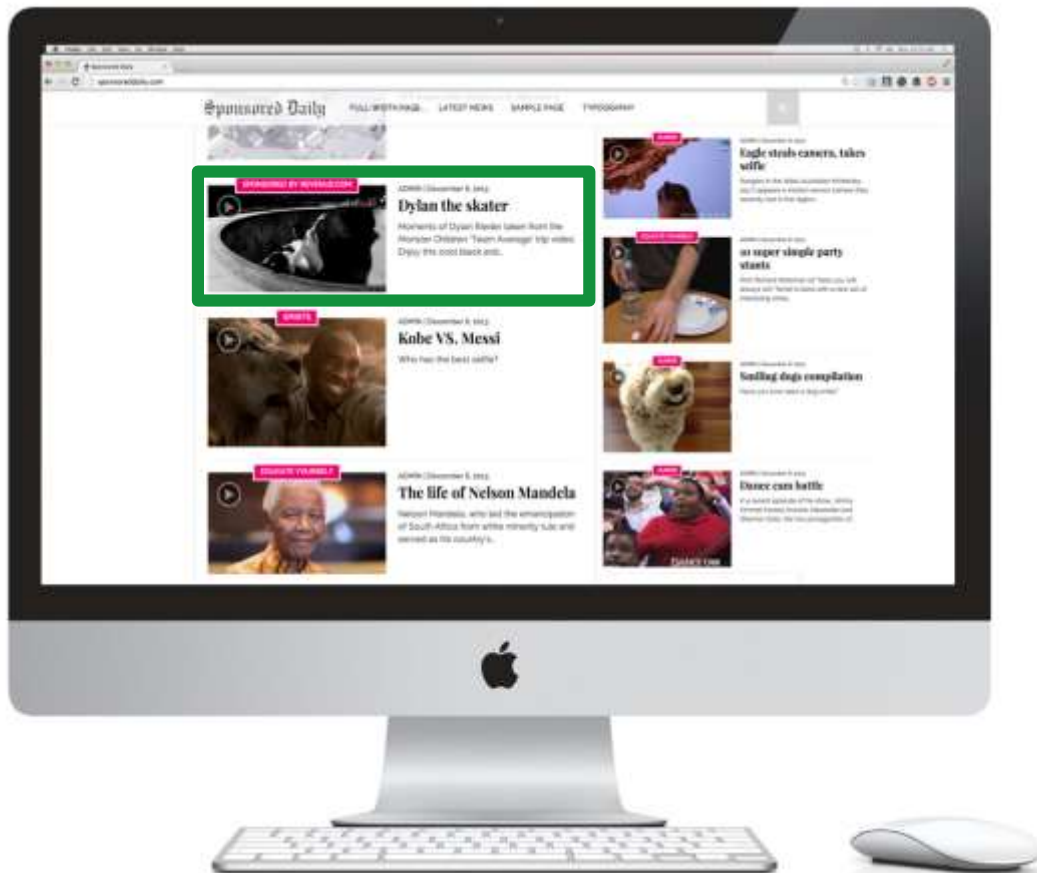
See all event listings »



MOST EMAILED

MOST VIEWED

# IN STREAM ADS





# BEST PRACTICES

# SATURATION CAUSING DESPERATION

JP Russians, Chechens worry x

www.jpost.com/International/Russians-Chechens-Worry-About-Boston-Fallout-310432

**From Our Partners**

**Billionaire Tells Americans to Prepare For "Financial Ruin"**  
Moneynews

**These 5 Things Will Destroy Your Retirement**  
Newsmax

**Do These 7 Things and You'll Get Alzheimer's**  
Newsmax Health

**Jim Rogers: The One Lie That Will Bring Down America**  
Money Morning

**4.28.13 JERUSALEM POST ANNUAL CONFERENCE**  
ONLY 8 DAYS LEFT

**VIDEO: Conan O'Brien calls it "Hilarious!". Watch Burning Love Now.**  
Yahoo!

**Nicest Cars in 2013**  
Consumer Car Reviews

**The One Thing You Should Do For Your Prostate Every Morning**  
Medix Select

**Are Annuities "Safe"?**  
Senior Annuity Alert

**Book now and enjoy your trip!**

**From Around the Web**

**Billionaire Tells Americans to Prepare For "Financial Ruin"** (Moneynews)

**These 5 Things Will Destroy Your Retirement** (Newsmax)

**Do These 7 Things and You'll Get Alzheimer's** (Newsmax Health)

**Jim Rogers: The One Lie That Will Bring Down America** (Money Morning)

**VIDEO: Conan O'Brien calls it "Hilarious!". Watch Burning Love Now.** (Yahoo!)

**Nicest Cars in 2013** (Consumer Car Reviews)

**The One Thing You Should Do For Your Prostate Every Morning** (Medix Select)

**Are Annuities "Safe"?** (Senior Annuity Alert)

**Celebrities Look Much Different In Real Life Than In The Magazines (24 Photos)** (Webbest)

**Billionaire Tells Americans to Prepare For "Financial Ruin"**  
Moneynews

**These 5 Things Will Destroy Your Retirement**  
Newsmax

**Do These 7 Things and You'll Get Alzheimer's**  
Newsmax Health

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Get to Know the Green

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WESTERN UNION WU  
moving money for better  
Learn More »

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**BLUEFLY.COM**

**Diesel blue distressed denim slim carrot leg ...**  
\$-298  
SH-CP NCW

**Diesel dark blue distressed denim ...**  
\$-268  
SHOP NOW

**Hickey Freeman sky blue cotton-silk blend...**  
\$ 103.99  
SHOP NOW

**Book now**  
Book by 5/16/2013

HOME

INVESTING

NEWS

MY PORTFOLIOS

PERSONAL FINANCE

THE GOOD LIFE

INVESTMENT

CAREER &amp; EDUCATION

INSURANCE

LOANS

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SAVING &amp; SPENDING

SMALL BUSINESS

Enter Symbol

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Wed, 26 Feb 2014, 6:33 SGT - Singapore Markets open in 2 hrs and 27 mins



## Zuckerberg says Philippine telco's initiative is a model for more connected communities

By Phoebe Magdirila | Tech in Asia – 9 hours ago

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[Recommend](#) 123
 [Tweet](#)
[Share](#)
[Print](#)

Companies: Facebook, Inc.

### RELATED QUOTES

Symbol	Price	Change
FB	69.85	-0.93
FB	25 Feb 12:51 EST	71.0

At [Mobile World Congress](#) in Barcelona yesterday, Facebook founder [Mark Zuckerberg](#) stated that the number of people in the Philippines using mobile web connections has doubled since Facebook's partnership with local telco [Globe Telecom](#) started.

### TOP STORIES

- [Geithner memoir to be called 'Stress Test'](#) AP
- [Live Nation shares jump on improved performance](#) AP
- [Climate: Geo-engineering no Holy Grail - study](#) AFP
- [TiVo founders try to reprogram Internet video](#) AP
- [Stocks little changed as investors weigh earnings](#) Associated Press

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**"How To Fake A Face Lift"**  
Surgeons show how you can fake a face lift & reduce your wrinkles.  
[Health-Lifestyles.org](#)



**Mortgage Rates Hit 2.6%**  
\$150K Mortgage \$612mo. Mo



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SPONSOR CONTENT

[What's This?](#)

## David Miscavige Leads Scientology to Milestone Year

*Under ecclesiastical leader David Miscavige, the Scientology religion expanded more in 2012 than in any 12 months of its 60-year history.*

[f Recommend](#) 1.5k

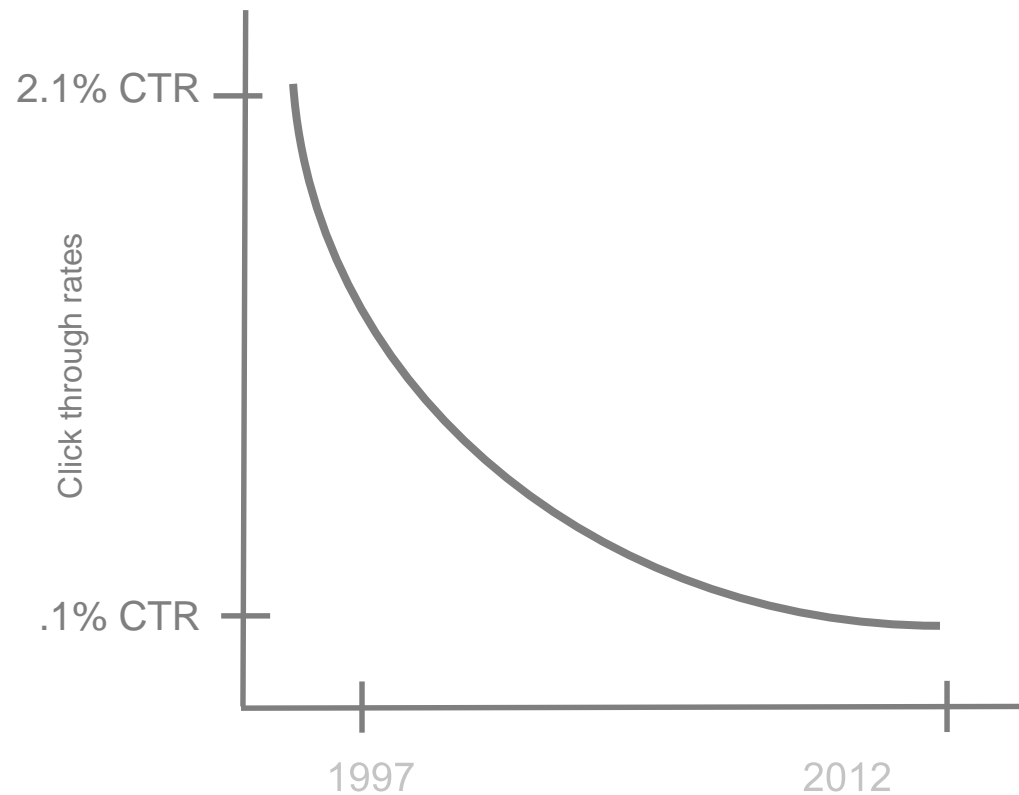
[in Share](#) 5

[t Tweet](#) 2,024

12:25 PM ET



# CAN YOU GUESS WHAT HAPPENS NEXT?



# TO THIS

ADVERTISEMENT



A switch to solar power could have a profound effect on homeowners' monthly utility bills.



Santa Monica Resident: Claim a Samsung 65" TV or another brand-name prize. Participation Required.



15 Good Looking Celebrities Who Destroyed Themselves with Plastic Surgery



Headaches, Pain, & Fatigue? You May Have Heavy Metals In Your Body.

## Comments on: Samsung announces Galaxy S5 with fingerprint scanner

To report abuse or misuse of this area please hit the "Suggest Removal" link in the comment to alert our online managers. [Read our Terms of Use policy.](#)

You must login to make comments.

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# TO THIS


ADVERTISEMENT




A switch to solar power could have a profound effect on homeowners' monthly utility bills.



Santa Monica Resident: Claim a Samsung 65" TV or another brand-name prize. Participation Required.



15 Good Looking Celebrities Who Destroyed Themselves with Plastic Surgery



Headaches, Pain, & Fatigue? You May Have Heavy Metals In Your Body.

## Comments on: Samsung announces Galaxy S5 with fingerprint scanner

To report abuse or misuse of this area please hit the "Suggest Removal" link in the comment to alert our online managers. [Read our Terms of Use policy.](#)

You must login to make comments.

[Login](#)[Register](#)[Subscribe Now](#)

PlasmaNet Inc.  
P.O. BOX 4562,  
NEW YORK, NY 10163



Respond by: February 25th, 2014

201312

## CERTIFIED WINNER CLAIM FORM

- Samsung 65" 3D LED Smart TV
- Dell Inspiron Laptop Computer
- Apple iPad Mini
- \$50.00 SkyAuction Savings Certificate

Use the form below to claim your prize. You are a guaranteed winner of one of the prizes listed to the left.

Authorized by:

*B. Killeen*



Code No. PSN20121205

### Section A: Grand Prize Value Disclosure

You have been directed to this prize claim form because you are a verified and confirmed winner of one of the prizes listed above. The Grand Prize value is:

**\$3,500.00**

### Section B: Claim Information

Note: You are a guaranteed winner of one of the prizes listed above. Fill out the form below to claim your prize.

Failure to complete this form in its entirety may result in forfeiture of your prize.

a First Name

b Last Name

c Address1

d Address2

e City

FROM THIS



TO THIS





PAID TRAFFIC



ORGANIC TRAFFIC



# GuardianUnlimited

October 5 2007 | Last updated less than one minute ago

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## Br

4

**Chancellor's statement on budget**

Chancellor Gordon Brown has delivered his pre-budget statement on Wednesday night, outlining his plans for the coming financial year. The statement was widely expected to include a new tax on high earners, a reduction in the top rate of income tax, and a new tax on luxury goods. Brown also announced that he would be making a pause in his style - and substance - and would be stepping back from the public eye for a period of time.

## Daily growth will hit growth

Chancellor Gordon Brown has said that the UK's economic growth has been hit by the global financial turmoil. He said that the UK's growth would be slower than in previous years, but that it would still be positive.

## Pakistan's Bhutto deal

Approaching a deal between Musharraf and former president Pervez Musharraf has been a key factor in the outcome of the presidential vote. Analysts say that the deal was a key factor in the outcome of the vote.

## US envoy to meet Burma's leaders

Most senior US diplomat in Burma due to deliver robust message over crackdown on protesters.

## More news

[UN: Climate change disaster is upon us](#)

[Nepal election postponed after deadlock](#)

[Kidnapped British oil worker freed in Nigeria](#)

[North Korea insists it is off US blacklist](#)

[Marines could avoid murder charges](#)



## Over 'Crowngate'

Chancellor Gordon Brown has said that the UK's economic growth has been hit by the global financial turmoil. He said that the UK's growth would be slower than in previous years, but that it would still be positive.

## Lebanese separatists arrested

Spanish police arrest entire alleged leadership of banned party Batasuna.

## Bill Clinton reveals world mission

If his wife wins the US presidency, Bill Clinton will be asked to repair America's damaged international reputation, the former president tells the Guardian.

- Read the full interview
- Hear highlights of the interview

## Latest videos

[Diana inquest: week one footage](#)

[Simon Hoggart: Goodbye Blackpool](#)

[South Korean leader watches mass games](#)

[Alex James's Cheese Diaries](#)

[Emma Thompson on sex trafficking](#)



## The Tudors



## Halloween



## Newsdesk



## Music review

Sweet enough

## Webfeed

## guardianjobs

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Upload your CV and get jobs by email

## Find a date

Guardian Soulmates  
 over 65,000 members  
 online

## Buy one get one FREE

Luxury Le Creuset for only  
 £94.99

See all offers

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# CONCLUSION

NATIVE IS HERE TO STAY

**Like It  
Or Not  
I'm Here  
To Stay**



# DISCLOSURE IS IMPORTANT



# KEEP *LOCAL* IN MIND

Do your local advertisers want native?



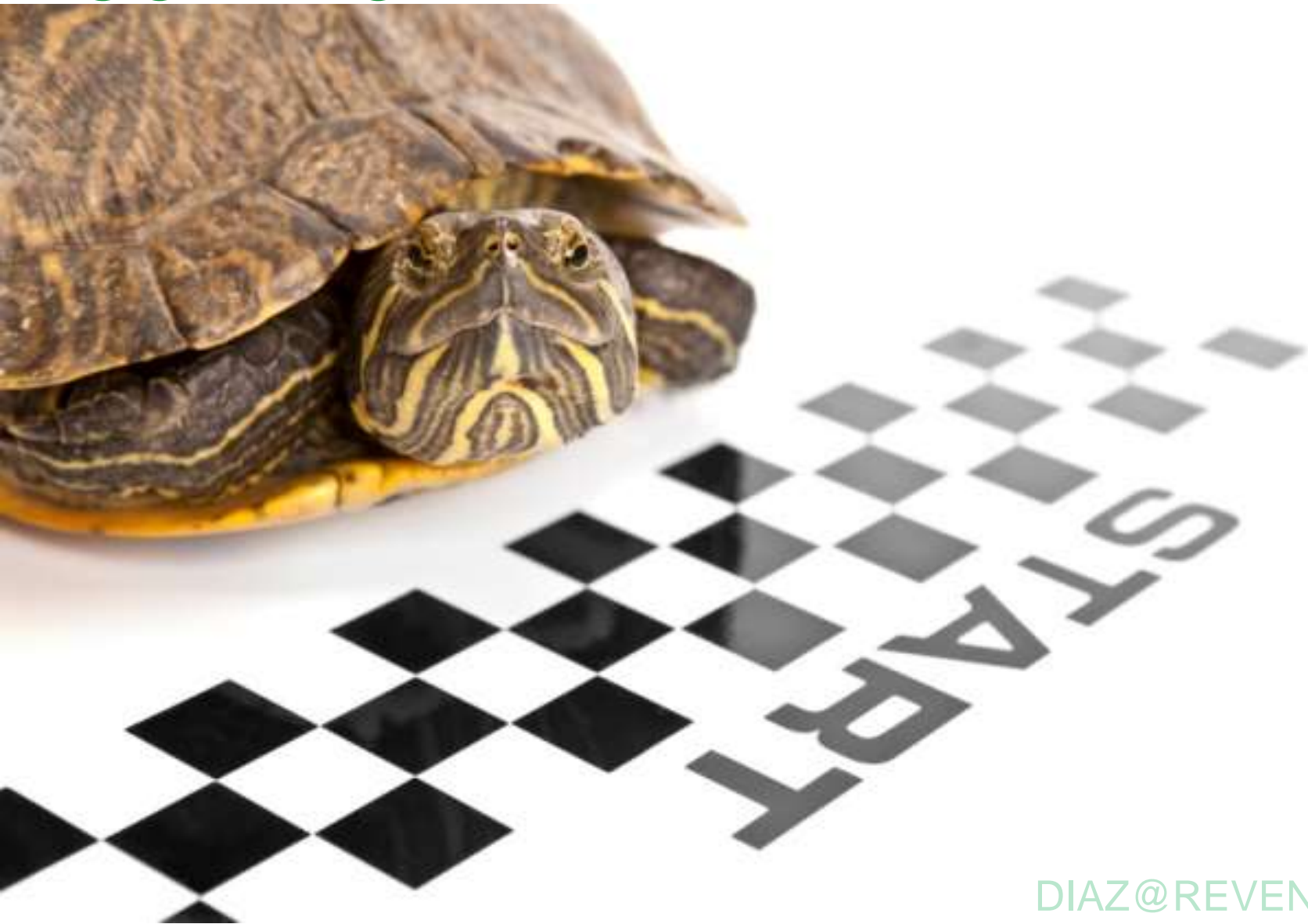
# CREATE CONVERSION GOALS



SPLIT TEST YOUR USERS,  
TEST THEIR LOYALTY WITH NATIVE



# START SLOW WITH TOTAL CONTROL



THANK YOU.

diaz@revenue.com