Native Advertising Research

The Millennial Perspective on Native Ads And The Mobile Content Experience
The Challenge:
Uncover Millennial Perceptions, Attitudes And Interaction With Native Advertising
Methodology

Panelist Overview
- Participants were recruited from a Qualtrics panel with a focus on Millennials ages 18-34
- Final sample size of 300 was recruited to participate in the survey

Quantitative Phase
- Panelists were served with general online content questions to develop a baseline of attitudes and behaviors
- Panelists were then exposed to an in-feed native ad and asked a series of behavioral and attitudinal questions
- Panelists were also exposed to autoplay video within a content feed to uncover their perceptions and attitudes toward video
Participant Stimulus:

IN-FEED NATIVE AD

CONTENT RECOMMENDATION WIDGET
Feeds And The Essential Role Of Headlines
The Vast Majority Of Millennials Consume Their Content Via Discovery In Feed

- Browsing a Social or Content Feed: 91%
- Search: 8%
- Shared (directly via email, text): 2%

NATIVE ADVERTISING PERCEPTIONS
For Millennials, The Headline Is The Content

1 in 5 of Millennials say that they exclusively read headlines.
Headlines Alone Can Drive Brand Results

44 Percent Of Millennials Admit To Visiting A Brand’s Website Or Social Media Site After Reading Only A Headline
Ad Perceptions
User Experience Is Essential To Millennials, Disruptive Ad Experiences Will Be Blocked

OF THOSE THAT USE AD BLOCKING, 64 PERCENT OF MILLENNIALS STATE THEY USE IT BECAUSE THE ADS WERE DISRUPTIVE AND/OR MADE THE SITE LOOK CLUTTERED.
Millennials Consider In-Feed Native Ads To Be A Good User Experience

80 percent of Millennials say in-feed native ads are a good user experience.
When Asked About Ad Preference, 58% Of Millennials Think Publishers Should Only Use Native Ads
Native Ad Format Breakdown

14 percent more millennials prefer in-feed native ads to recommendation widgets.
Importance Of Staying In The Feed

Of those that don’t engage with native ads, 43 percent Millennials say it’s due to a fear of being redirected to another site.
In-Feed Ad Quality Seen on Par with Editorial

85% of millennials say in-feed native ads are the same or better than the other content on the page.

Question: How would you expect the quality of the sponsored content from a native ad to differ from other content on the page?
- I expect the quality of sponsored content to be... compared to other content on the page.
- Answer choices: 7pt scale - much worse to much better.
Opinions On Autoplay Video
79% of millennials say a video that plays automatically in the feed is convenient.
Headlines Are A Core Part of the Video Experience

70% of Millennials acknowledge reading the headline while watching the video.
Purchasing Behavior

Source: Sharethrough Native Advertising Perception & Attitudes November 2015
Millennials Believe Online Content Is Very Useful In Helping Them Make Purchasing Decisions
In-Feed Native Ads Impact Future Purchase Behavior

38% of Millennials say in-feed native ads make them more likely to purchase the brand featured in the content.
Thank You