# UNDERSTANDING THE EFFECTIVENESS OF NATIVE ADVERTISING

## Developing Best Practices in an Increasingly Complex Digital Landscape

### THE CHALLENGE

Yahoo! wanted to understand engagement with native advertising given the increased proliferation of cross-device usage among consumers. In digital advertising, there are several options for ad formats, with native advertising emerging as a new alternative. Yahoo! wanted to determine how consumers engage with native advertising across different platforms in order to develop creative best practices.

### THE SOLUTION

Nielsen Consumer Neuroscience* was able to measure engagement with both static and video digital native advertising by using a combination of eye tracking, biometrics, and self-report surveys:

- Traditional surveys were used for 800 participants, ages 18-54, to determine brand recall, affinity, and action intent.

- Biometrics and eye tracking was used to determine visual attention with 40 participants, split evenly between PC and mobile.

### THE RESULTS

Nielsen's findings allowed Yahoo! to develop creative best practices for native advertising on digital platforms:

1. People-based images deliver higher fixation on PC and mobile.

2. Larger logos deliver higher recall, action, and longer fixation on ads.

3. Native video units benefit from clear labels.

4. :15 second native videos drive greater recall and purchase intent than longer videos.

5. Auto-start ads have higher recall and fixation.

6. Brand mentions do not have as high of an impact as logos.

7. Users tend to fixate on the "more" button on mobile ads.

\* Study conducted by Innerscope Research, now Nielsen Consumer Neuroscience.

### DIGITAL ADVERTISING CASE STUDY





*An eye tracking heat map showed consumers displayed higher fixation on ads with "$" labels than those with "sponsored" labls. Traditional surveying showed higher affinity and intent among consumers for these ads.*



+33%
+16%
+12%

Affinity Increase | Click Intent | Share Intent

PERCENT DIFFERENCE: "$" VS. "SPONSORED"
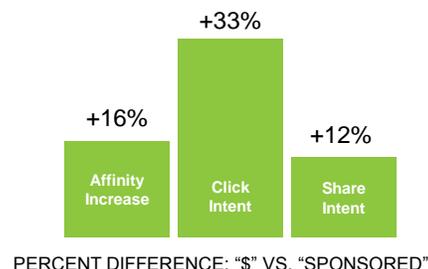
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