Native Advertising

With Native Rich Media, learn how you can capture impressions and improve engagement with minimal effort. Plus, learn more about our Native Video offering.

Native ads complement their context. By matching the format, look/feel, and function of the surrounding organic content, they fit seamlessly into their environment.

The result? Publishers deliver a cohesive experience and unobtrusive ads to their users, while marketers reach highly engaged audiences who are more likely to interact with their content.
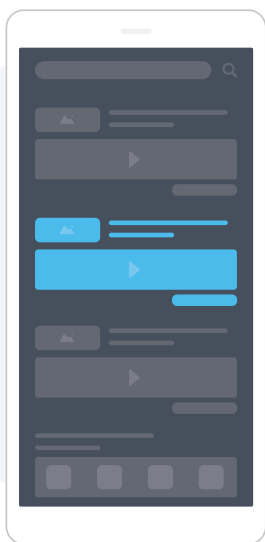
Native ads can enhance the user's experience while delivering stronger KPIs for marketers and better eCPMs for publishers.

Publishers

Better Fill + Higher eCPMs = Higher Revenue

Marketers

Greater Reach + Higher CTR = Stronger Engagement Rates

Native Rich Media

What is Native Rich Media?

"Native rich media" simply refers to a native ad placement where the main creative element is rich media (HTML, javascript, or MRAID), rather than a static image (.jpeg, jpg, .png).

> At Smaato, we make it simple, straightforward, and free to convert static native placements into eye-catching, engaging native rich media ads.

What does this mean? Essentially, publishers with native inventory can enjoy additional monetization and fill opportunities with more creative formats.

By enhancing native image inventory with the opportunity for a native rich media placements, publishers can deliver positive user experiences. Plus, they can increase fill rates as these placements can serve more than one type of creative.

Meanwhile, marketers get to deliver high-performing, engaging ads. Each placement becomes an opportunity to serve multiple types of creative and to reach a wider audience.

The Smaato Advantage

Our platform is designed to help you reduce complexity and increase control.

Publishers Get More Control

Define exactly what creative you want in each format, and improve eCPMs with high performing, native rich media ads.

Marketers Get Greater Reach

Reach a wider audience by increasing the number of available placements for your creative, and deliver engaging, eye-catching creative.

More Fluid, More Flexible

Our native rich media capability is completely omnichannel, and can be done across all integration types and environments.

One Placement – Many Formats

Smaato's Native Rich Media is agnostic to existing native placement formats, so you can take advantage of a new format without developing a new placement.

In SPX (Smaato's Publisher Platform), we give publishers the ability to choose which ad formats they want to serve. Publishers can reach a wider range of marketers, increasing fill. Native advertising is inherently integrated. Publishers can ensure that the creative that appears is in line with their look/feel. Sometimes, this means allowing only static image creative, and sometimes that means an opportunity for more movement or elaborate design elements. Either way, the choice is yours to make.

Plus, not all ad formats are created equal. We make it easy for publishers to create two separate native ad spaces within SPX (one for native image, one for native rich media) and set differing floor prices for each.
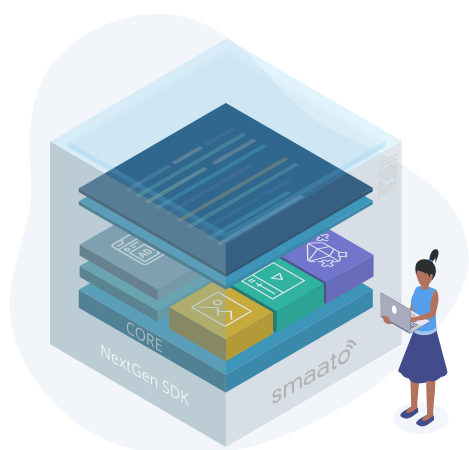
In SDX (Smaato's Demand/Marketer Platform), marketers get the chance to target native rich media inventory and increase their reach.

Getting Started with Native Rich Media
For Publishers

NextGen SDK

For publishers using NextGen SDK, with version 21.6.15 or newer, you're all set. Simply define your ad spaces, select more than one ad format, and watch your revenue increase.

By selecting that you'll accept more than one ad format, your bid request automatically becomes a multi-ad format request.

Filler.

API

In order to enable native rich media for publishers using API, there are a few quick steps to take to get started:

1. To ensure agnostic support, switch the main creative view from an image view to a web view. This will make sure that you can support image, rich media, and native video placements.

2. Next, set up your inventory in SPX – define your native placements and formats.

3. Lastly, you'll need to read the bid responses and handle the parsing. Unlike in image responses, the bid response will have placeholder text for the image element value. Elements like title, description, and CTA wil include generic values provided by Smaato. Instead of looking at native.assets.image as you would for an image ad, you'll need to look at native.asset.ext.adm, which is where the rich media ad markup will appear.

When you pass the native.asset.ext.adm to the web view, the native rich media ad will render, and you can pass the rest of the elements (title, CTA, etc.) to your usual UI elements.

That's it!

For Marketers

For marketers, getting started with native rich media is also easy. Simply bid on inventory you want, and enjoy the opportunity to run rich media creative. Smaato can also pass along a transparent native object signal, BidRequest.imp.banner.ext.d2n, which can help DSPs more quickly identify native rich media opportunities.

*Learn how the Smaato Platform can make monetization simples. **Get in touch**.*
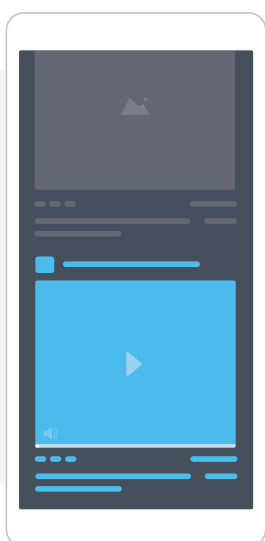
Native Video

What is Native Video?

You can think of native video as an outstream video with a title, description, and call to action (CTA). By wrapping an outstream video with a native element, we enable video insertion into native placements, improving engagement rates for marketers and driving fill and eCPMs for publishers.

At Smaato, we support native image, rich media, and video.

As with native rich media placements, these ads offer higher engagement rates and are more likely to captivate audiences.
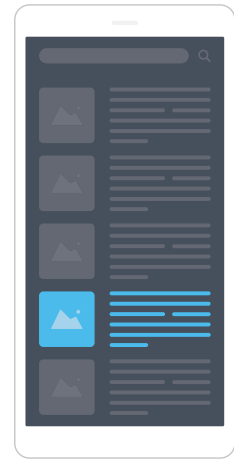
Native Advertising Environments

In order to be successful, native ad units must mimic the context and layout of their surrounding organic content. These layouts can include:
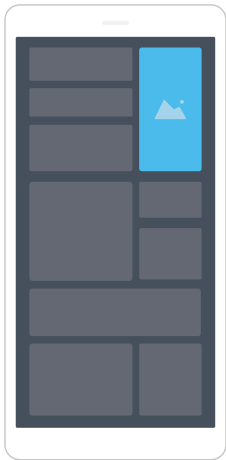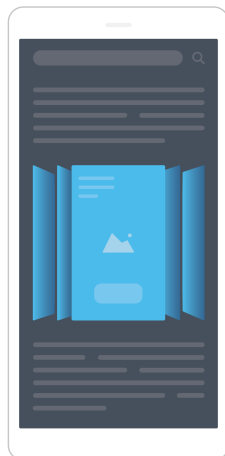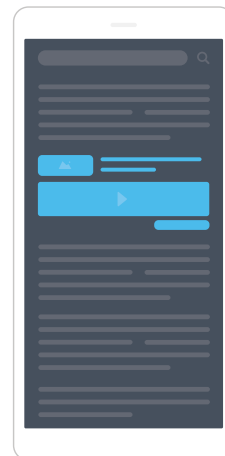
Content Wall
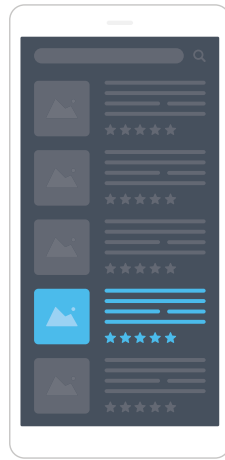
App Wall

News Feed

Carousel

Content Stream

In recent years, native advertising has become one of the top-performing digital advertising formats – and it's no wonder. With its seamless integration, native ads help elevate advertisers' messages while delivering a cohesive user experience.

Learn more!

To learn more about native ad formats, visit our website.