



NATIVE

Programmatic Native Advertising seamlessly integrates a brand's most engaging images and content into contextually relevant editorial using a single creative that dynamically adapts to match font and format.

DETAILS

Native advertising aligns itself with the look and feel of its environment. Native is essentially the modern advertorial utilizing more robust content targeting.

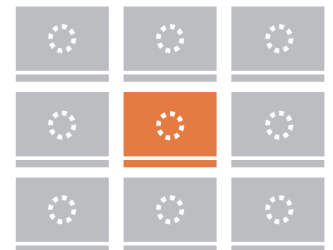
Aesthetics: Formatted like its surroundings



Location: Located within the feed of content



Value: Provides helpful information



BENEFITS

Direct Response Drive increased sales from your native ad campaigns with increased return on ad spend.

Engagement Place your content front and center on the world's best sites to get higher engagement.

Awareness When using a brand lift study, TripleLift's ads drive 3X higher brand awareness and purchase intent.

Reach 92% of the online population and 86% of mobile users

Content targeting options include: Auto, Business, Entertainment, Food, Home, Men's Fashion, News, Sports, Travel, Women's Fashion and Technology.