

Native advertising promises to defeat the disadvantages of classical online advertising such as banner blindness and to be more effective than display advertising.

To prove the advantages, plista conducted a **survey about the advertising effect of plista's Native Recommendation Ads** in collaboration with eye square.

Online In-Context-Testing with live-ad replacement, webcam eye tracking and an interview on the advertising effect could verify that **Native Recommendation Ads have a positive impact on the perception of ads and brands.**

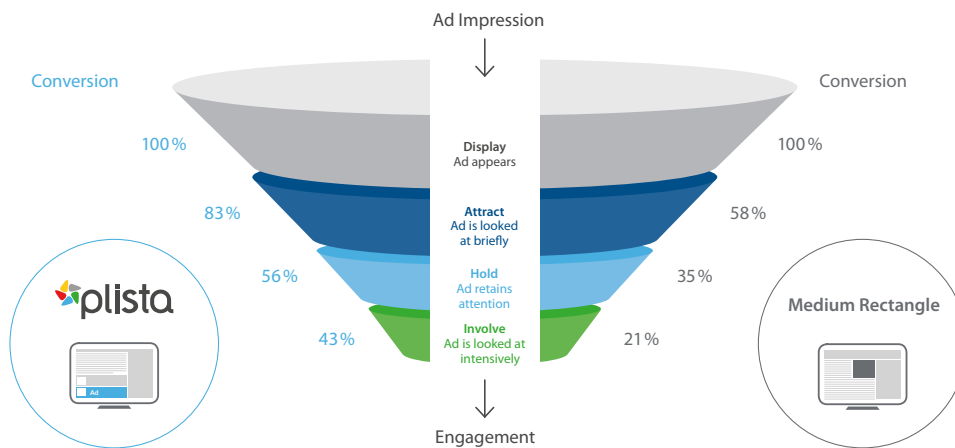
Key facts of the survey

Objectives	· Examination of the advertising effect of plista Native Recommendation Ads · Identifying the attention performance of the ad
Advertising format	plista Native Recommendation Ad
Method	Online In-Context-Testing with live-ad replacement, webcam eye tracking and interview on the advertising effect
Client	Telekom
Sample	Test group: n=106 / Reference group: n=59 / Age: 18 - 65 years
Survey period	26.05. - 27.07.2016
Implementation	eye square GmbH



1. Native Recommendation Ads Achieve High User Engagement

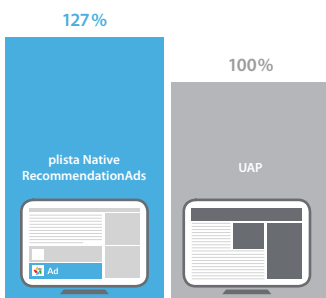
Native Recommendation Ads retain the attention of up to 83% of all users whose field of vision they enter. 43% of the users reach the 'involve' level and show a deep interest in the ad.



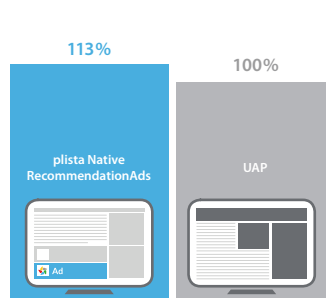
In comparison, the standard display format Medium Rectangle engages less attention from the beginning (58%). Only one fifth of the users consider the ad in-depth and reach the 'involve' level.

2. Native Recommendation Ads Lead to an Intensive Consideration and Higher Brand Awareness *

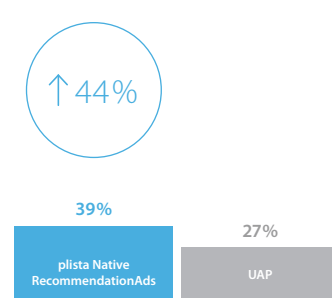
Viewing frequency by comparison



Viewing duration by comparison



Awareness by comparison



* Test group N=106, Universal Ad Package/UAP; Medium Rectangle: 142 creations, Skyscraper: 58 creations, Supperbanner: 62 creations
Test // Awareness (mean value from free and aided brand recall, free brand awareness, recognition)

plista Native Recommendation Ads have therefore have the following:

+ Intensive perception of ads

+ Higher conversion

+ Increase of brand awareness, impact and image