

# RADIUMONE™ Native Advertising

## *Boost attention, interest and engagement with native advertising*

Consumers have learned to ignore advertising that looks unnatural or marginal to the publisher content they're engaging with. Even if it's well-targeted, messages that don't fit in tend to get tuned out, making it tougher for marketers to engage with customers and prospects using traditional display ads.

Enter native advertising. It's your message customized to the look and feel of the adjacent content -- like it's meant to be there. Native ads resemble their surroundings in terms of key style choices such as font, colors, background, placement, language, and other attributes. RadiumOne can deliver native advertising by accessing thousands of publishers globally that have mobilized to improve the user experience of their apps.

## *Why RadiumOne for native advertising?*

Native campaigns have demonstrated engagement, brand recall and purchase intent significantly in excess of those for comparable campaigns delivered through standard display.



### **Context and Placement**

Ads appear naturally within publisher content, increasing awareness and engagement and can easily be found in content feeds



### **Relevance**

Using 1st and 3rd party data allows marketers to run custom audiences and better target their campaigns



### **Persistence**

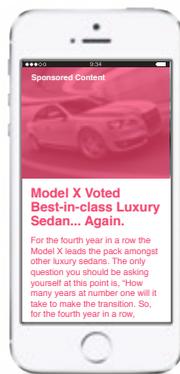
Refresh rates are within 1-2 minutes versus standard banner ads, which refresh every 30-60 seconds and they can't be blocked by 3rd party ad-blocking tools

## Types of native ads



**Desktop Web\***

\*Only available in EU via Smart Ads partnership



**Sponsored Content**



**Mobile In-App**

## RadiumOne's Guidelines for Native Ads

<i>Asset</i>	<i>Definition</i>	<i>Spec Detail</i>
<b>Title/Headline</b>	The ad header	Text: 25 character max
<b>Body/Text</b>	The ad content/ description	Text: 90 character max
<b>Image/Main Image/ Large Image</b>	The ad's primary image	Image: 1200x627 px Max Size Phones: 100kb, Max Size Tablets: 150kb
<b>Icon Image/Small Image/ Basic Image/Logo</b>	The ad's smaller, secondary image	Image: Must be 1:1 ratio, 128x128 px recommended
<b>Destination URL/ Clickthrough URL/LP URL</b>	The link used when the call to action is clicked	
<b>Advertiser Name</b>	The text that identifies the advertiser or brand	Text: 25 character max
<b>Call To Action</b>	The user's desired action, example: "Learn More"	Text: 15 character max

## RadiumOne works with the following exchanges to run native ads



\*\*Smart Ad Server only available in EU

To learn more about RadiumOne's native advertising solutions, contact us at:

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**RADIUMONE™**

San Francisco, Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York City, Sunnyvale, Copenhagen,  
London, Milan, Oslo, Paris, Singapore, Sydney, Toronto