AdSense Native Products
In-feed, In-article, Matched Content
Suggestions and best practices provided in this deck are not guaranteed to lead to a particular increase in your ad revenues and/or overall account performance, and your individual results may vary.

Please check with your Optimization specialist and/or check our Help Center articles for more help in relation to implementing AdSense Native ads for your site.

Also, note that the material in this deck is in accordance to available data and information as per July 2017.

Please make sure to visit our Help Center to keep up to date with product changes and/or updates.
Agenda

- Native trends in online advertising
- AdSense Native ads
  - How to implement
  - Implementation best practices
  - Examples
- Q&A
So what is Native? 1/2

- **Native ads** come in various sizes and shapes, from a growing number of ad networks.
- Although Native ads are visually different from one advertising source to the other, these formats all have in common the **natural look and feel** with the surrounding page content.
- The **IAB Native Advertising Task Force** established six core native ad formats.
According to Business Insider, global spending on Native will reach $7.9bn in 2017 and grow beyond $20bn in 2018.

Around 50% of the advertising spent is on Native ads in the US only, and growing rapidly beyond social advertising.
Why go Native?

- Increased Viewability
- Better User Experience Viewed as Editorial
- Mobile Branding
New AdSense native offering

A new family of native products for publishers who want a faster and more efficient way to create and implement native ads across their mobile, tablet and desktop websites.
Native ad formats from AdSense

Value proposition

- Matched the look and feel of the site providing a better user experience
- Are one of the fastest growing segment of ad formats and advertisers are allocating more of their ad spend to native ad formats
On the homepage within the editorial content

Richard Dawkins and Other Prominent Scientists React to Trump’s Win

What the election results mean for science, its role was just announced this month.
On product listing pages

**Nikon D810**


**Canon EOS 5D Mark III**


**Nikon D750**

Die Nikon D750 ist eine Vollformat-DSLR mit einem 24,3-Megapixel-CMOS-Sensor und 100 Prozent-Sucher. Das Autofokusmodul hat 51 Messfelder und die maximale Serienbildgeschwindigkeit beträgt 6,5 Bilder pro Sekunde. Video zeichnet D750 mit 1080p bei einer maximalen Bitrate von bis zu 60 Bildern pro Sekunde. Es ist die erste Vollformat-DSLR mit Klappfunktion.

**Canon EOS 7D Mark II**

AdSense Native Family
AdSense Native ad formats are part of the user flow

**Browsing**

**Immersion**

**Continued engagement**

Families are welcome to join the free, fun, starry-eyed public, if the sky is clear and weather permitting. You can view stars, planets, the Moon, and other astronomical phenomena. You can tour inside the observatory, and participate in astronomy-related activities; knowledgeable staff will lead the families in this workshop. There would be hands-on fun astronomy activities and indoor discussion. The event is free and open to all.
AdSense Native Product Offering

- **In-feed**: Suitable for all AdSense publishers.
- **In-article**: Suitable for all AdSense publishers.
- **Matched content**: Eligible only for AdSense publishers.

Confidential and Proprietary
AdSense In-feed Native

Benefits

- New ad placement (incremental inventory for pubs)
- Better experience for user and more effective ads for advertiser
- Highly customizable with visual editing
AdSense In-article Native

Benefits

- Optimized by Google to ensure that they perform well on your article pages
- Additional opportunity to monetize your longer form content
Benefits

● Provides a way for eligible pubs to promote articles from other pages of their website

● Earn revenue through natively styled ads and from incremental pageviews

● Improve reader retention by increasing page views and time spent on your site
Implementation Steps

#1

#2

#3
Configure AdSense Native ads in 3 simple steps

What type of ad would you like to create?

- **Text & display ads**
  A simple way to get ads on your page. Choose the size, placement, and style you want to display. Learn more

- **Matched content**
  Promote your content to visitors, and potentially increase page views and time spent on site. Learn more

- **InArticle ads BETA**
  Ads that blend seamlessly in between the paragraphs of your pages for an enhanced reading experience. Learn more
#1 Choose from predefined and common templates

The template should have the same structure as the content on your feed
#2 Configure ad

Configure your ad to match the look and feel of your feed

Here’s your ad. Style it to match your content

Use the controls to style your ad and make it fit your feed. Learn more

The Sunloose Summer Collection
From mid-century modern to lounge, find the right fit for your home interior design style

Sunloose.com
Visit Site
#3 Copy and implement ad code

### Almost there! Now place the ad

#### Tips on placement

Make sure you place the ad inside your feed. You can place it in between the content of your feed, or where the feed begins or ends. However, don’t place the ad in the sidebar as this can negatively affect performance.

**Important:** The container you place your ad in should have variable height. Fixed height containers might result in distorted ads.

#### Copy and paste this code on your site

```
<
<script async src='//pagead2.googlesyndication.com/js.js' style='display:block; text-align:right; font-family:helvetica; margin:0; padding:0; width:auto; max-width:310px; height:auto;'><a style='display:block; text-align:right; font-family:helvetica; margin:0; padding:0; width:auto; max-width:310px; height:auto;'></a></script>
```

- On pages you want ads to appear, place the ad code in between the HTML of your content feed.
- You can add the same code multiple times within the same feed, and on different feeds on your page.
- It can take 20-30 minutes for the ad to appear on the page. At first, the ad might show as a normal text and image ad, but it will soon be replaced by a native ad.

For more help, see our [general guidelines](#). Or search Google for specific instructions for your CMS.

**COPY CODE SNIPPET**
Implemented examples
Best practices
In-feed Best Practices

- Use In-feed native ads to supplement existing ad units

- In-feed native ads work best when placed within feeds

- You can place more than one ad units in the feed but we recommend that these have at least 3 feed content blocks in between

- The “Allow selected display ads” feature enables AdSense selectively show display ads when they maximize revenues
Advanced features for In-feed

Setting the height

- AdSense automatically adjusts the height of In-feed ads to ensure they fit well in the available space. This automatic sizing means that most publishers don't need to make any changes to the height of their In-feed ads.

- If you do have specific requirements for the height of your In-feed ad you can modify the In-feed ad code and either set a fixed height or a variable height.
Almost there! Now place the ad

Tips on placement

Make sure you place the ad inside your feed. You can place it in between the content of your feed, or where the feed begins or ends. However, don’t place the ad in the sidebar as this can negatively affect performance.

Important: the container you place your ad in should have variable height. Fixed height containers might result in distorted ads.

Almost there! Now place the ad

This example shows an InFeed ad with a fixed height of 120px:

```
<script async
src="/pagead2.g.doubleclick.net/pagead/js/adsbygoogle.js"></script>

<ins class="adsbygoogle"
style="display:block;height:120px"
data-ad-format="fluid"
data-ad-layout="image-top"
data-ad-layout-key="xxxxxxxxx"
data-ad-client="ca-pub-123456"
data-ad-slot="123456"></ins>

<script>
(adsbygoogle = window.adsbygoogle || []).push({});
</script>
```

Non-responsive sites (screen independent width)

Setting the height of your In-feed ad on non-responsive sites
Setting the height of your In-feed ad on responsive sites

```
@media (min-width: 350px) {
  .infed {
    height: 180px;
  }
}
@media (min-width: 500px) {
  .infed {
    height: 130px;
  }
}
@media (min-width: 800px) {
  .infed {
    height: 200px;
  }
}
```

Responsive site (screen dependant width)
In-Article Best Practices

- In-article is best placed 2 paragraphs below the start of your article content

- Make sure your article is at least 3 paragraphs to fit neatly an In-article ad

- The “Allow selected display ads” feature enables AdSense selectively show display ads when they maximize revenues
Additional Resources

- **In-feed ads**
  - How to place your In-feed ad code
  - Setting the height of your In-feed ad
  - Tracking the performance of In-feed ad units
  - In-feed ad FAQs

- **In-article ads**
  - What does Google optimized mean
  - Tracking the performance of In-article ad units
  - In-article ad FAQs

- **Matched content ads**
  - Check if your site is eligible for Matched content
  - Tracking the performance of Matched content units
Thank you!