Getting Started with Native Ads

Better experiences for users, better performance for advertisers

A "native ad" is a paid advertisement that fits the look, feel and function of a publisher's content. It assimilates seamlessly into the design so that it feels like it belongs on the page or in the app.

Improved user experience

Ads that blend with and complement the user's content experience are less likely to feel disruptive.

Enhanced storytelling canvas

Flexible, component-based ads allow you to tell a captivating brand story that incorporates different screens and different types of publisher content.

Ideal for mobile

Native ads work well on every device, especially on mobile, where they align naturally with mobile-optimized content layouts.

2x Users are more than **2x** as likely to click on a native ad than a traditional banner.[1]

Native ads in Google Display & Video 360

Programmatic native allows brands to reach ideal audiences with relevant, engaging native ads — efficiently and at scale.

Four benefits of native ads

Precise audiences

Advertisers can customize native ads based on their understanding of user interests and intent, and they can use precise delivery to reach the right audience.
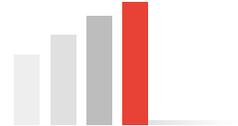
Scalable

Display & Video 360 gives advertisers access to hundreds of billions of native impressions each month across web and app inventory, including premium publishers.[1]

Easy to build

Advertisers simply upload their assets and align them with the right audiences. Then publishers render the components to create beautiful, unified ad experiences.

Efficient

Select advertisers have seen up to a 2x increase in operational efficiency when consolidating their native ads with other campaigns in Display & Video 360.[2]

Integrated digital strategy

Break down silos

Run native campaigns alongside standard display, video, and other campaigns to understand how they work together to drive your brand's goals.

Measure and optimize

Measure and optimize campaigns for all environments and formats to understand what messages resonate best for different audiences on different devices.

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[1] Display & Video 360 Internal Data April 2017

[2] Saudi Telecom Display & Video 360 case study, 2017

Make native ads in Display & Video 360 work for you

Display & Video 360's flexible, component-based solution brings beautiful, immersive native experiences to audiences for all screens and publishers, at scale.

Three native ad formats in Display & Video 360

Content ads
Engage your audience with simple-to-build ads that fit with the organic site and app content.

App install ads
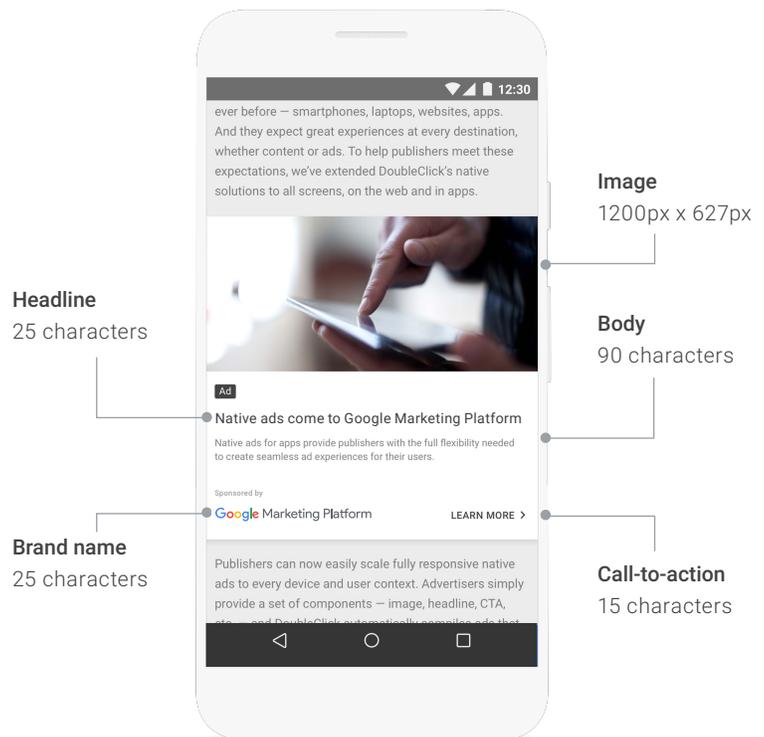Inspire action and increase installs on mobile apps and mobile web.

Video
Capture attention with video ads that mirror the look, feel, and context of the page.

Do

✓ Use beautiful, high-resolution photographic images

✓ Guide users to rich editorial content on relevant landing pages

✓ Offer publishers as many assets as possible for the largest reach

Don't

✗ Use images with too much text

✗ Use banner-ad creative

✗ Use text that reads like sales copy with offers or too many product names

Headline
25 characters

Image
1200px x 627px

Body
90 characters

Brand name
25 characters

Call-to-action
15 characters

ever before — smartphones, laptops, websites, apps. And they expect great experiences at every destination, whether content or ads. To help publishers meet these expectations, we've extended DoubleClick's native solutions to all screens, on the web and in apps.

Ad

Native ads come to Google Marketing Platform

Native ads for apps provide publishers with the full flexibility needed to create seamless ad experiences for their users.

Sponsored by
Google Marketing Platform   LEARN MORE >

Publishers can now easily scale fully responsive native ads to every device and user context. Advertisers simply provide a set of components — image, headline, CTA,

Explore what's possible with native ads using our interactive native demo tool at nativeads.withgoogle.com