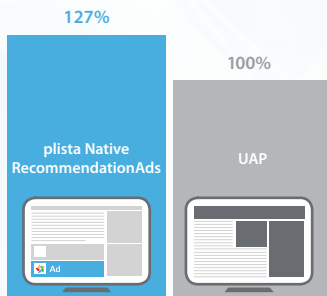


Achieve 2x Stronger User Involvement with Native Ads

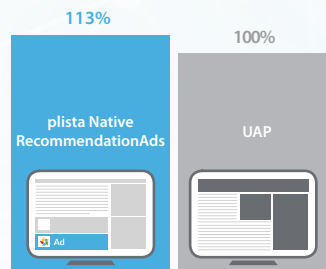
Market survey results at a glance: Native RecommendationAds vs. Universal Ad Package*

Native Ads achieve ...

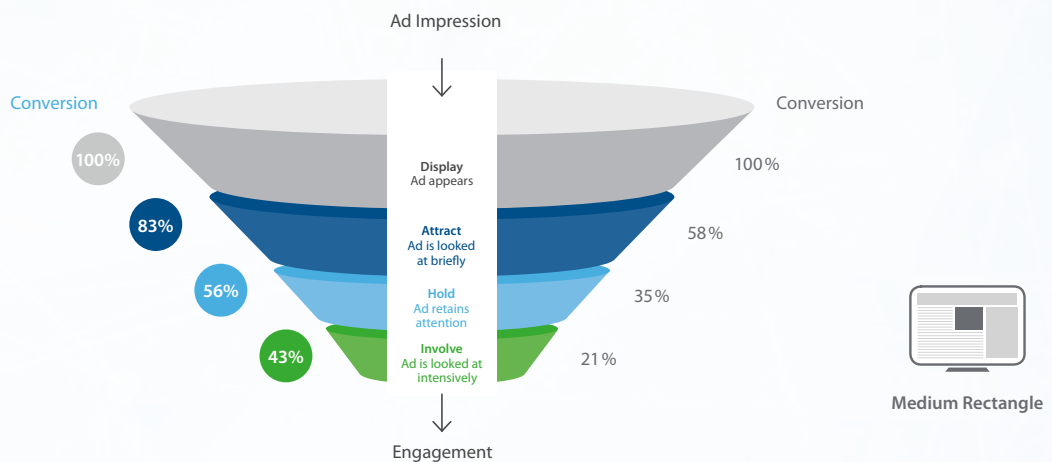
27%
Higher Viewing Frequency



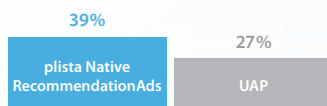
13%
Longer Viewing Duration



2x
Stronger User Involvement**



44%
Higher Brand Awareness



* The Universal Ad Package is a benchmark conducted from eye square: Medium Rectangle: 142 creations, Skyscraper: 58 creations, Superbanner: 62 creations

** along the Ad Engagement Funnel compared to Medium Rectangle

Key Facts of the Survey

Objectives

- Examination of the advertising effect of plista Native RecommendationAds
- Identifying the attention performance of the ad

Advertising format plista Native RecommendationAd

Method Online In-Context-Testing with live-ad replacement, webcam eye tracking and interview on the advertising effect

Client Deutsche 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

Source
 Eye Square study „Advertising Effect of Native RecommendationAds“ (2016) on behalf of plista.
 Detailed study results can be found here <https://www.plista.com/native-advertising-survey-2016>