

5 STEPS TO MANAGE NATIVE ADVERTISING DEMAND SOURCES

Optimize yield with the world's first responsive native tag manager.

Step 1

Create native ad placements.



in-feed



end-of-post

Step 2

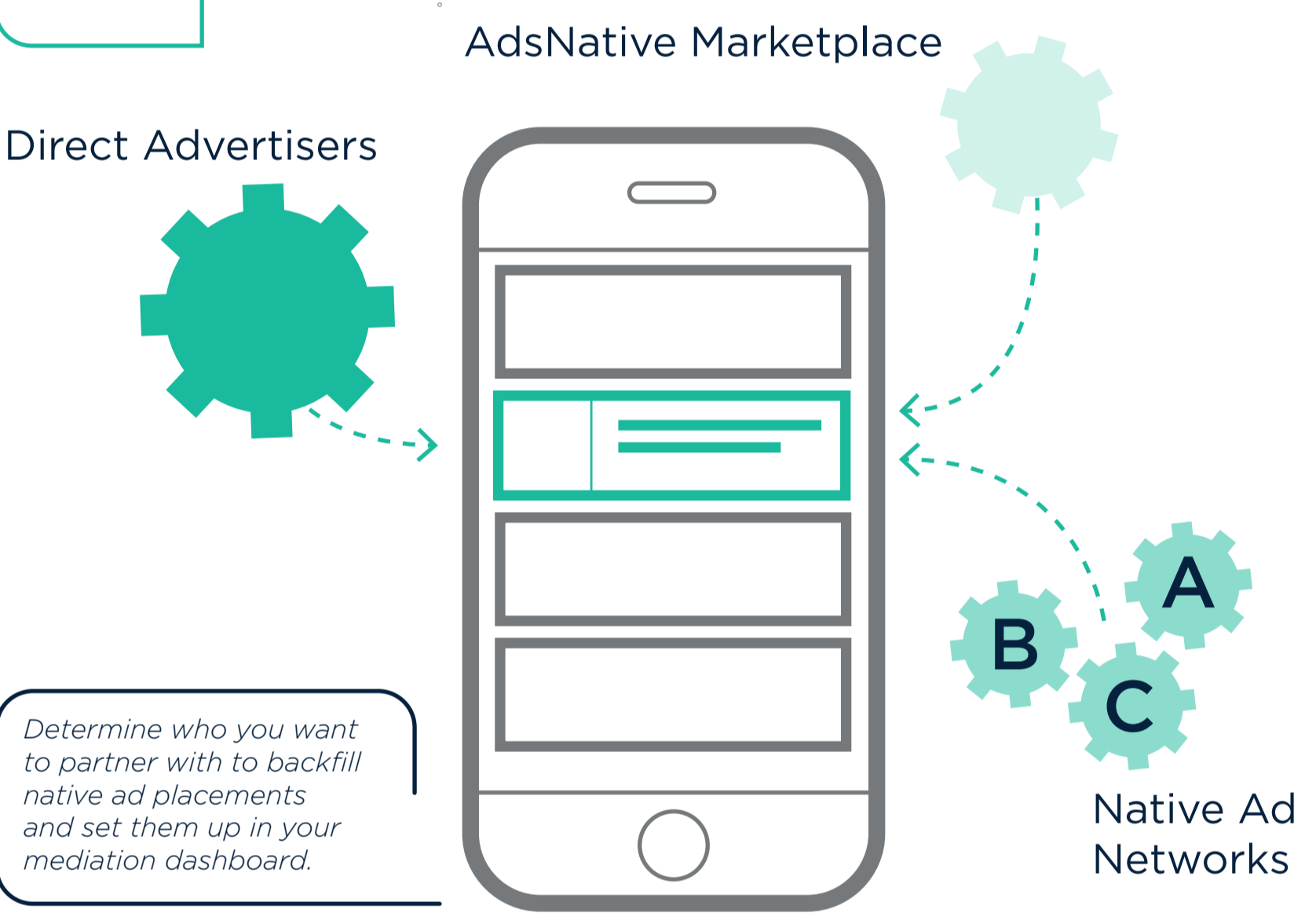
(Optional) Charge premiums on direct sold campaigns.



Train your sales team to sell native placements to advertisers. Publishers always earn higher CPM's, when they sell direct.

Step 3

Integrate native demand sources.



Step 4

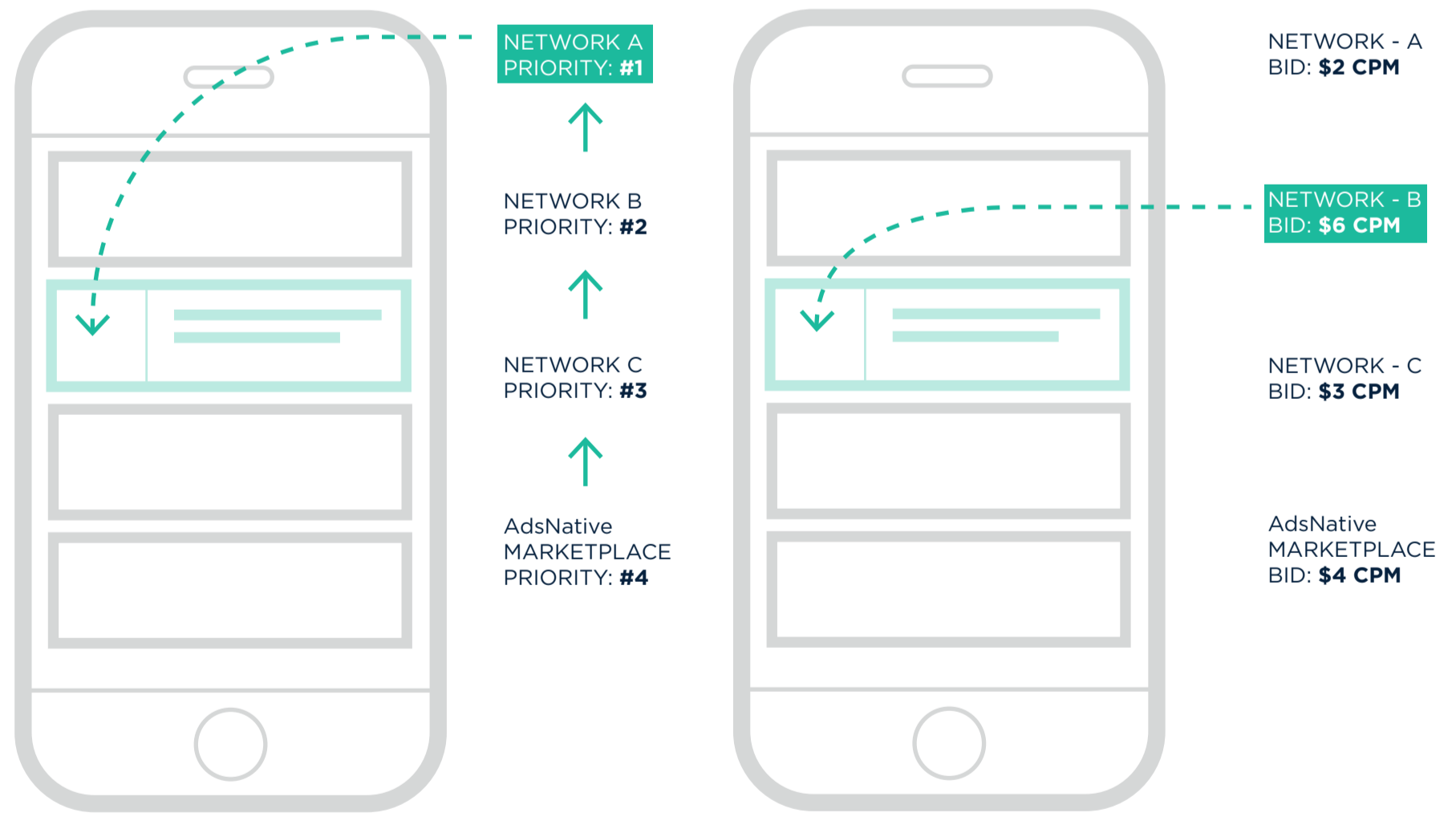
Select your demand optimization methodology.

Manual Waterfall

- Manually prioritize indirect native partners - who should get a first look, a second look, and so on...

Automatic Mediation

- Allow the AdsNative real-time optimizer to select the best native demand partner based on eCPM and/or fill-rates.



Step 5

Analyze the native placements' performance results.

Make adjustments from the dashboard based on this data (i.e. add/remove native networks from the mediation platform or adjust the manual prioritization settings).

NETWORK	IMPRESSIONS	CLICKS	CTR	REVENUE
Network A	102,745	1,875	1.84%	\$ 421.64
Network B	290,894	674	0.23%	\$ 1254.47
AdsNative Marketplace	1,156,074	1,388	0.12%	\$ 116,320.84