

How to Supercharge Your Search Program With Native Ads

Speakers



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NEW MiNDSET



NEW RESULTS

Search
&
Native?



Adapt
or
Lose



Full Funnel Search

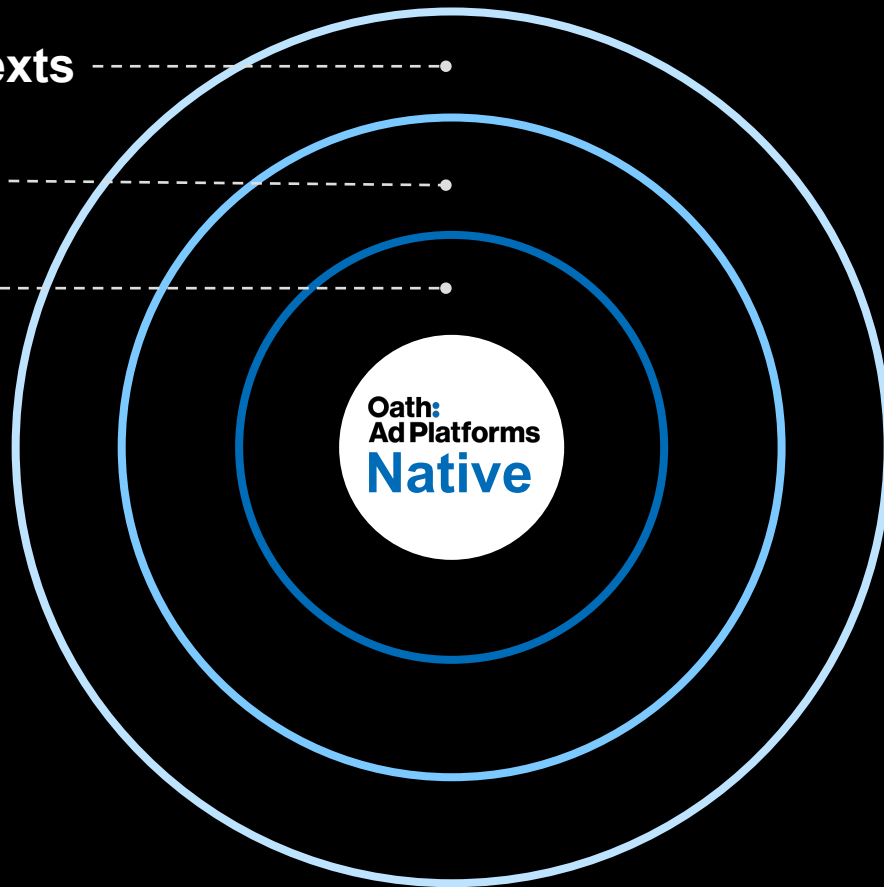


Engage
&
Inspire

What is Oath native?

Native ads achieve better results by precisely targeting audiences with a wide variety of adaptive in-stream ads in a wide variety of premium contexts.

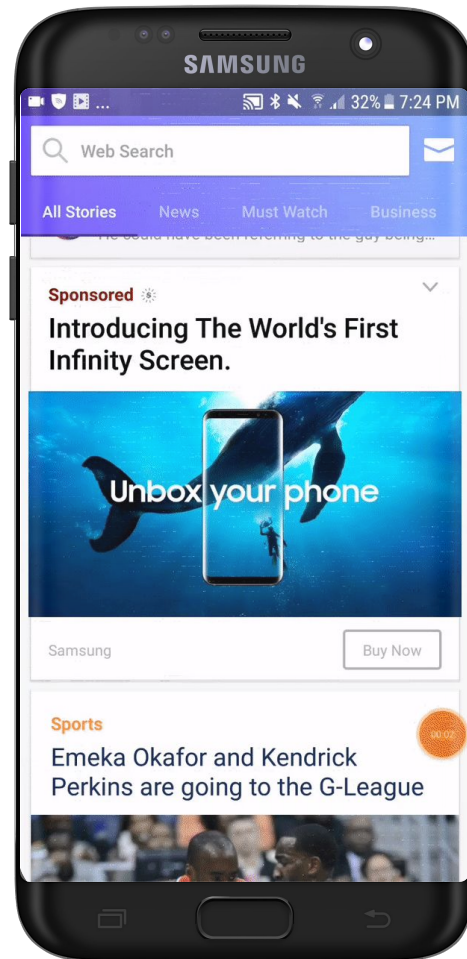
Premium contexts
Innovative,
adaptable ad formats
Intent driven data



Oath:
Ad Platforms

Native advertising

Oath native ads are in-stream image and video ads that seamlessly integrate into Oath's quality O&O and premium publisher partners -- from search, social and mail to websites and apps.



A black and white photograph of a woman with blonde hair and glasses, wearing a striped shirt, looking down at a smartphone she is holding in her left hand. Her right hand is near the phone, with her index finger pointing towards the screen.

How do you reach today's multi-taskers?

Meet them **where they are**

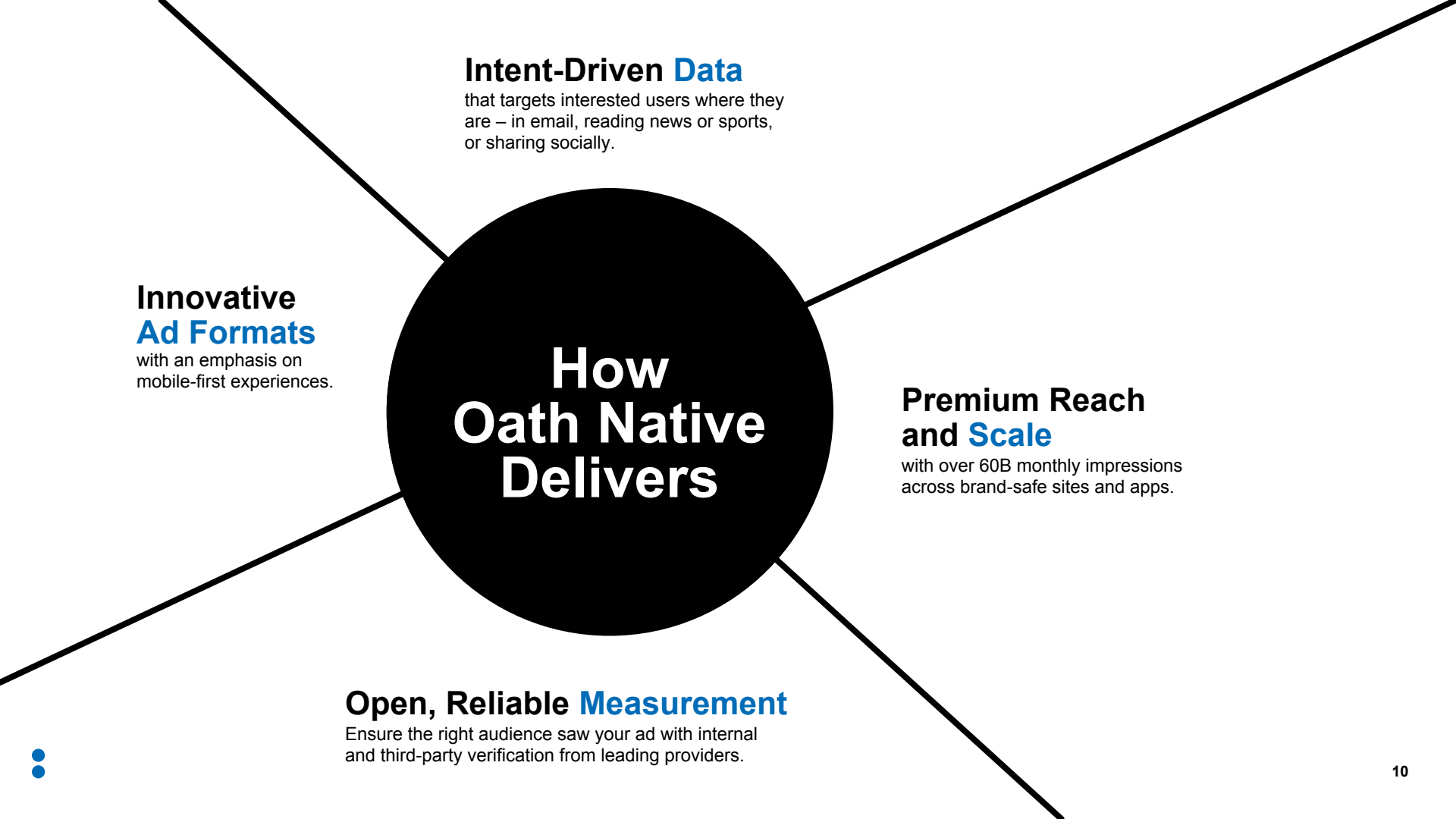
Our native advertising platform reaches users across their entire digital journey – in apps, on premium sites, in their email inbox, while searching, on social, on mobile web and more.

...with an **experience they expect**

Our native ad experiences naturally follow the look and feel of the environment where they exist, so no banner blindness.

...when they are **most likely to convert**

Oath's proprietary data signals allow you to target the most likely users, exactly when they are in a specific digital experience where they are the most likely to respond.



Intent-Driven Data

that targets interested users where they are – in email, reading news or sports, or sharing socially.

Innovative Ad Formats

with an emphasis on mobile-first experiences.

How Oath Native Delivers

Premium Reach and Scale

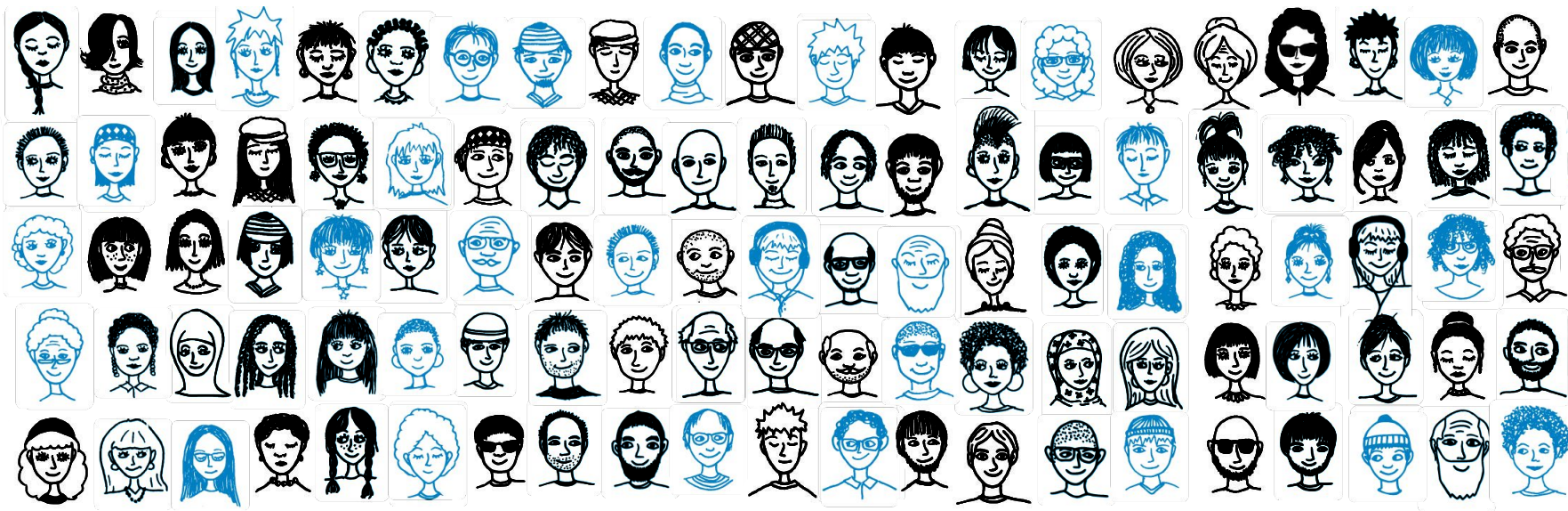
with over 60B monthly impressions across brand-safe sites and apps.

Open, Reliable Measurement

Ensure the right audience saw your ad with internal and third-party verification from leading providers.

Oath native & search marketplace translates **proprietary data** from 1B users into intent signals

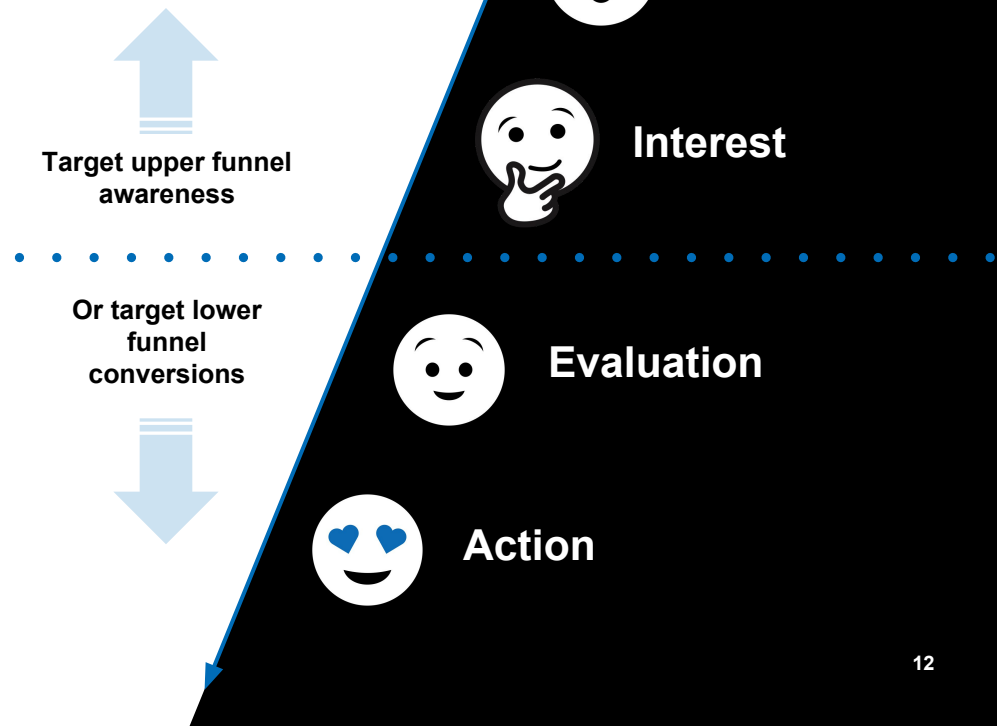
Our powerful intent signals come from search queries, mail purchase receipts and Flurry mobile actions



Strategic, full-funnel targeting with intent-driven data

Our native and search marketplace enables you to target your best customers through:

- User intent signals from **Oath proprietary data** sources
- **First-party data**, like custom audiences
- **Third-party data**



Scale and reach across premium content

60B monthly impressions across Oath O&O properties & our publisher partners

Oath O&O Properties

Our native ads are served across leading Oath apps and properties including Yahoo homepage, Yahoo Mail, Tumblr, AOL Mail, Huff Po and others.

YAHOO! MAIL

Aol.

YAHOO! SPORTS

tumblr.

YAHOO! FINANCE

TC

TechCrunch
Coming Soon

HUFFPOST

YAHOO! NEWS



Native ads on premium sites earn up to 3X more attention than display ads.

Scale and reach across premium content

60B monthly impressions across Oath O&O properties & our publisher partners

Our 3rd Party Publisher Network

Our native ads are also served across a premium 3rd party publishing network giving you massive reach across a wide variety of apps and sites.



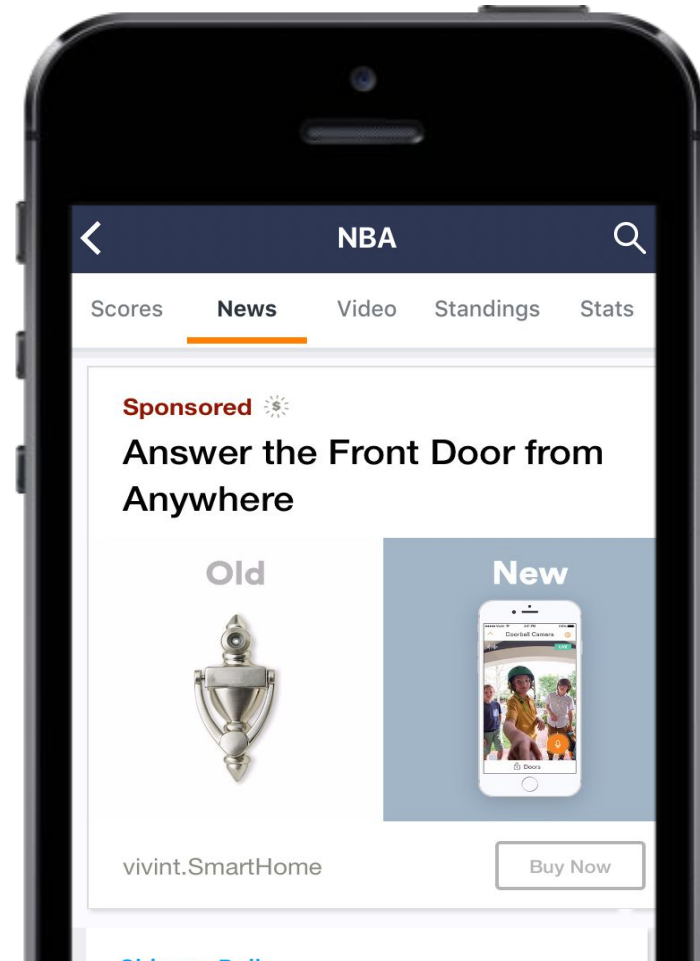
1000+

Native
publisher
partners

Most Effective Native Ad Formats

Carousel ads:

Tell a story with images in mobile apps using Carousel Ads



*Animated
Example*

*Press
"Enter"
to play.*

Ad formats that perform

Did you know?

Multiple-image Carousel Ads can drive **2X– 3X higher CTR** compared to single image ads.



Drive more traffic with search on native

Add an image to your search campaigns to maximize your impact and campaign performance. Extend your reach and target customers that searched for your products on native supply with **search on native**.

50%

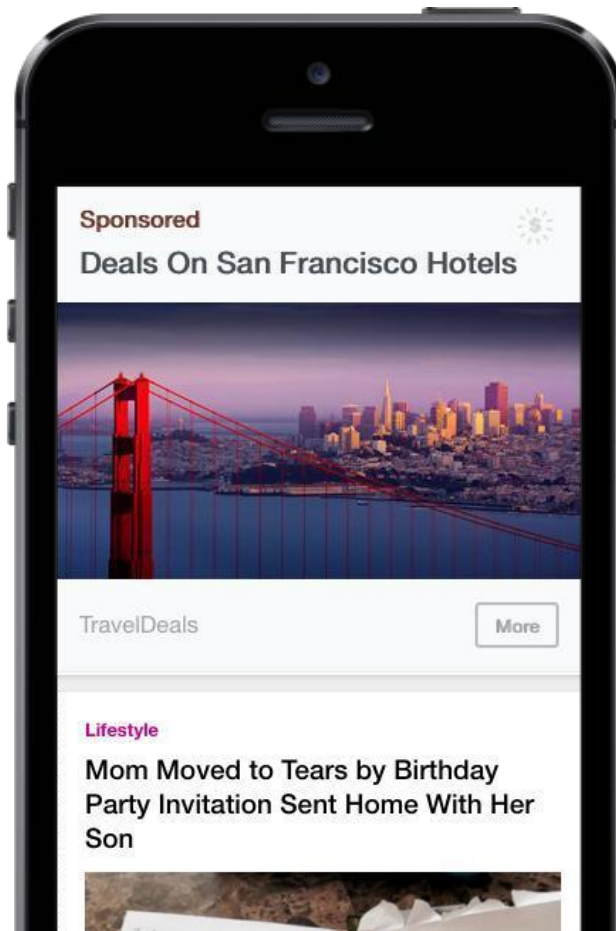


CPC

20%



CLICKS



Ad formats that perform

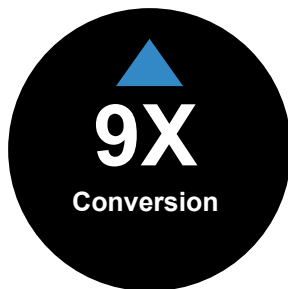
Did you know?

Adding a Search on Native image **drives 16% increase in CTR** compared to search ads without images.

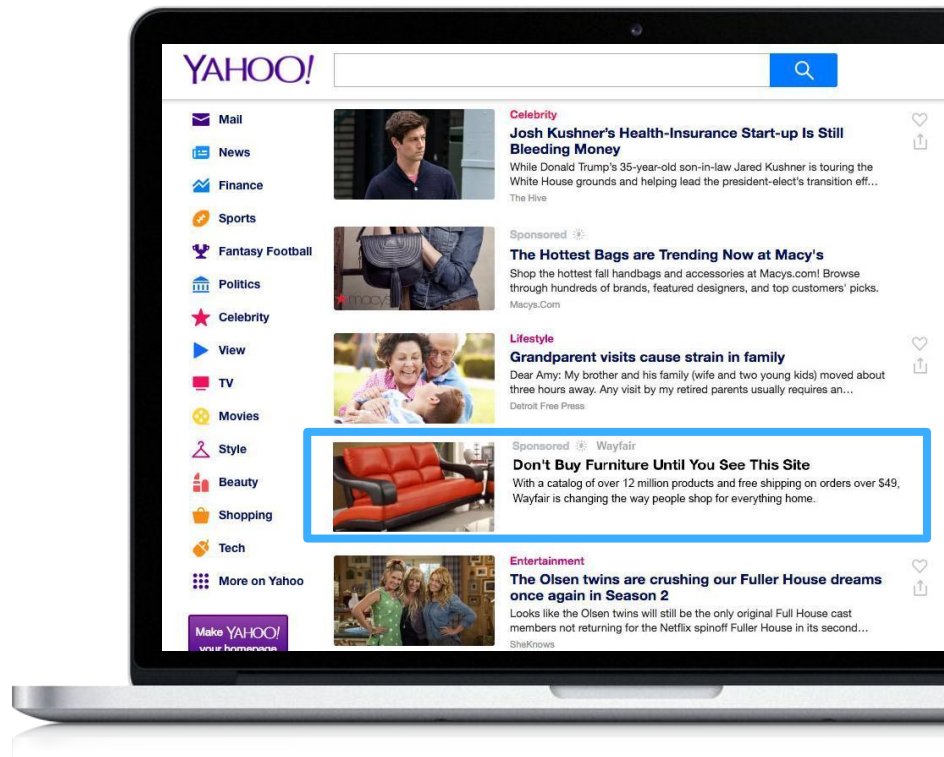


Dynamic product ads

Automatically promote your products at scale to users who have visited your site with targeted creative based on user's interest.



Users exposed to DPA and Native ads are up to 9x more likely to convert compared to Native only.



Ad formats that perform

Did you know?

Using Dynamic Product Ads along with Native Ads can drive **9X conversions** compared to Native Ads alone.



Oath Native & Kenshoo

Leverage Kenshoo to scale Oath native advertising



+



Get full support from Oath

Simple and powerful user interface

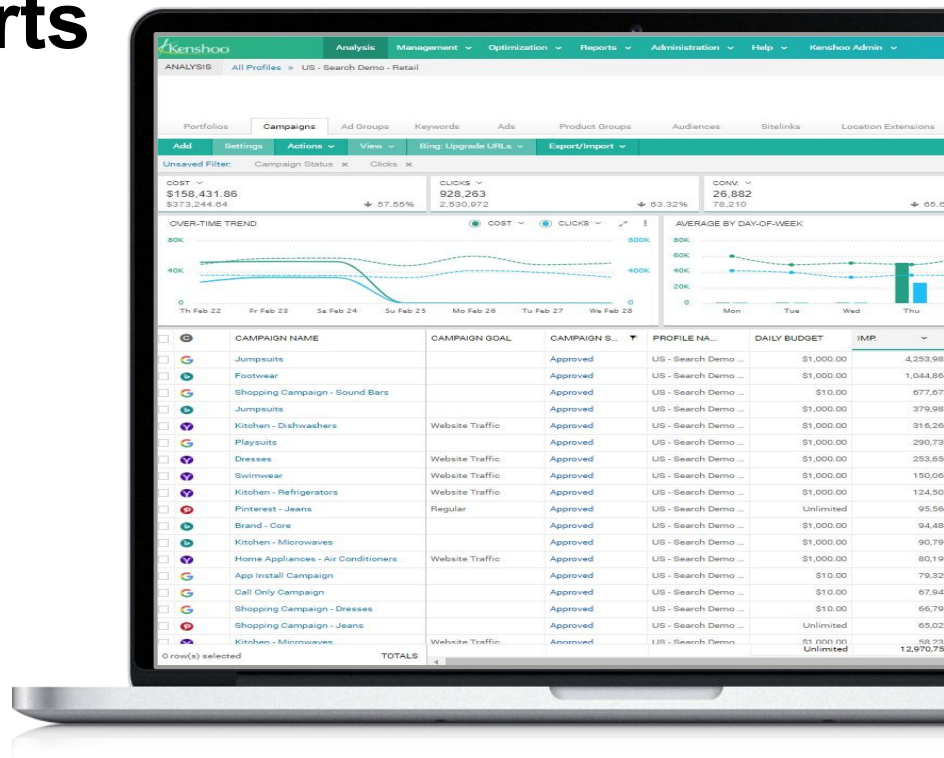
More control over your Oath campaigns

Cross channel insights

And much more!

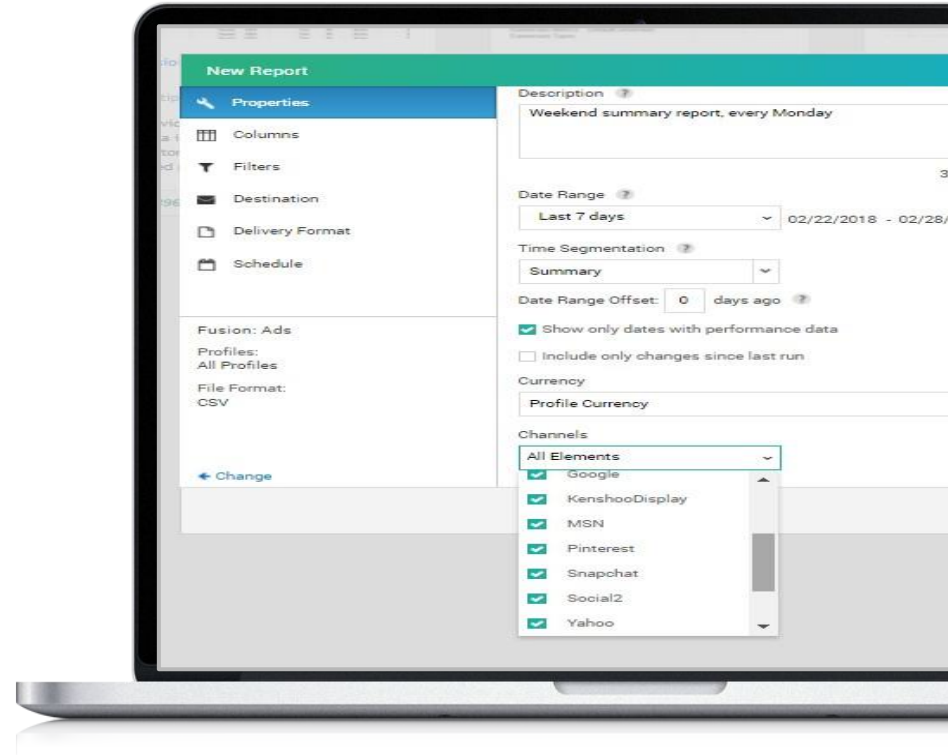
Cross Channel Reports

Review Oath native performance alongside other channels



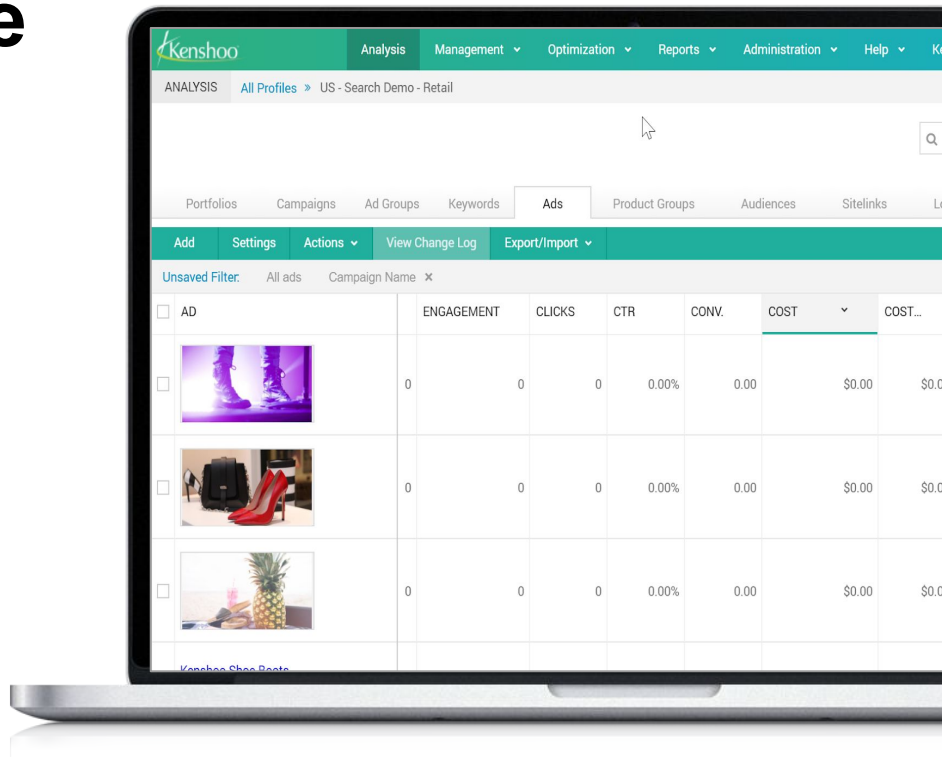
Scheduled Reports

Schedule reports to be delivered to your inbox



Creative Performance

See all your creative performance and previews directly within Kenshoo

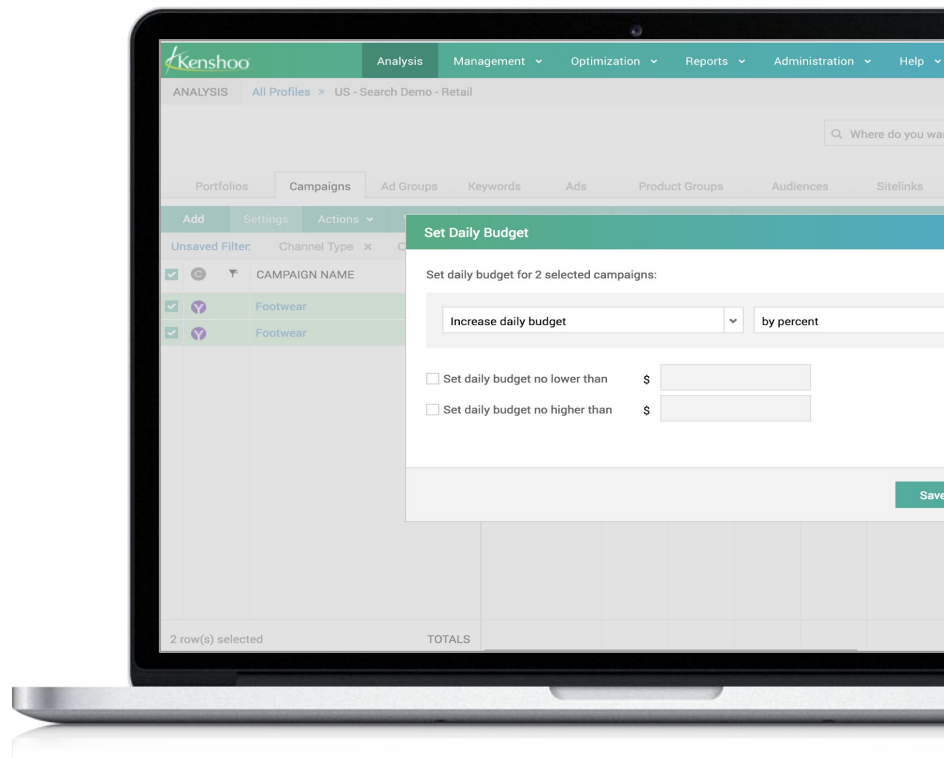


The screenshot displays the Kenshoo Ads interface. The top navigation bar includes tabs for Analysis, Management, Optimization, Reports, Administration, and Help. The main header shows the current view: ANALYSIS > All Profiles > US - Search Demo - Retail. Below this, a secondary navigation bar includes Portfolios, Campaigns, Ad Groups, Keywords, Ads (selected), Product Groups, Audiences, and Sitelinks. The 'Ads' tab is active, showing a table of creative performance data. The table has columns for AD, ENGAGEMENT, CLICKS, CTR, CONV., COST, and COST... The table lists three ads, each with a preview image and corresponding performance metrics.

AD	ENGAGEMENT	CLICKS	CTR	CONV.	COST	COST...
☐ 	0	0	0	0.00%	0.00	\$0.00
☐ 	0	0	0	0.00%	0.00	\$0.00
☐ 	0	0	0	0.00%	0.00	\$0.00

Bidding & Budgeting

Flexibility and control with automated bidding and budget management



CLIENT SUCCESS WITH KENSHOO SEARCH



GOALS FOR AUTO DEALERSHIP CLIENTS

- Drive incremental traffic with Oath native ads
- Maintain traffic quality
- Improve metrics vs Search Ads

Kenshoo integration with Oath's native ads gave Click Here Publishing access to more inventory that is less competitive, while allowing for easy management of all campaigns within a single platform.

APPROACH

**KENSHOO SEARCH - OATH NATIVE INTEGRATION - CUSTOM
ENHANCEMENTS - BUDGET PACING - AUTOMATED ACTIONS**

Oath Native Ads vs Search Publisher #1

- ↓ **56%** lower average CPL
- ↑ **12%** more conversions
- ↓ **20%** lower average CPC

Oath Native Ads vs Search Publisher #2

- ↓ **35%** lower average CPL
- ↑ **38%** more conversions
- ↓ **10%** lower average CPC

The Power of Kenshoo for Oath Native

Value

Cross channel Insights

Current Capabilities

- Import all current Oath native ads into Kenshoo platform
- Review performance for Oath native ads alongside Oath text ads, GDN, Pinterest, Facebook etc.
- Access to granular ad reports such as creative performance
- Schedule reports to get it delivered to your inbox

Operational Efficiency

- Bulk enable Kenshoo tracking for Oath native ads
 - Bulk bid updates with scheduling
 - Bulk budget updates with scheduling
 - Rule based optimization of bids and budgets
-

White Glove Service from Oath

Free* Reporting and Insights from Kenshoo

*Kenshoo service fees for Oath Native
placements are free throughout 2018



Oath:
A Verizon company

+
KenshooTM



To Get Started Today...

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