

# A Native Advertising Snapshot

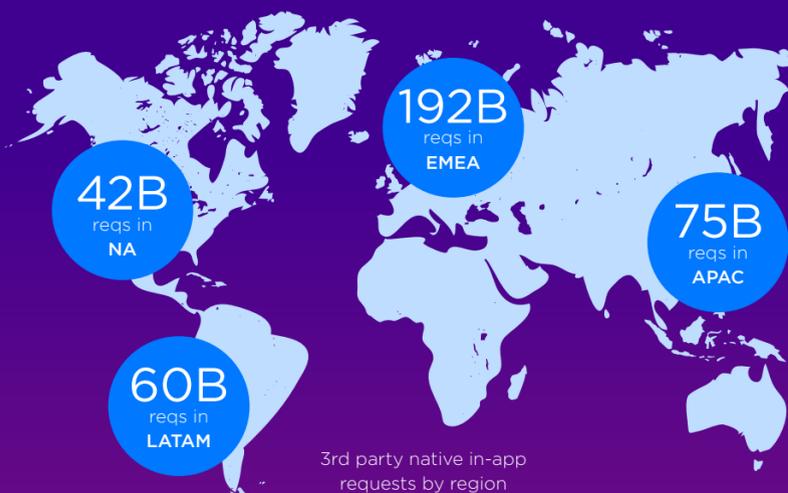


With the addition of third-party in-app mobile native inventory on Yahoo Gemini, native ad requests received by Yahoo have exploded. Native advertising—particularly in mobile apps—is a massive piece of the programmatic pie. How big of a piece? Let's let the data do the talking:

## Explosive Growth for 3P In-App Native in 2015

Q4 of 2015 saw 350 billion native ad requests for third-party mobile app inventory on Yahoo Gemini, accounting for more than 50% of Yahoo Gemini impressions.

2015 Yahoo Gemini Global Ad Requests

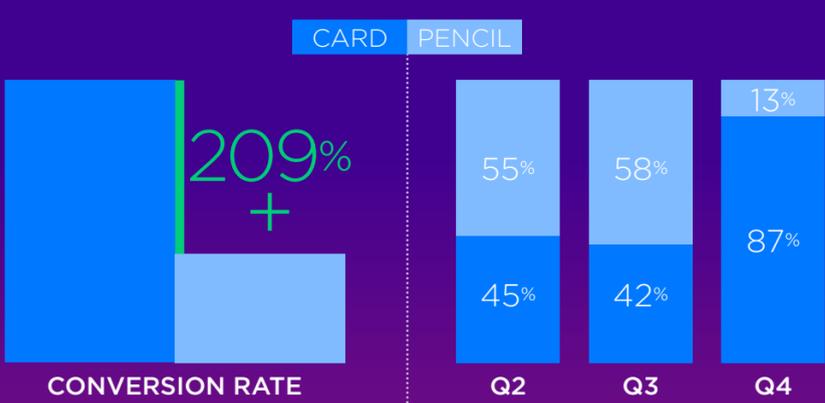


## Native is global

With the recent announcement of the availability of Yahoo Gemini 3rd-party native supply to DSP partners plugged into the BrightRoll Exchange, native ad requests are available worldwide at an enormous scale.

## Native delivers superior CPMs

Despite the exponential growth in requests, native ad performance remains outstanding. eCPMs for third-party native apps were in the \$3.50 to \$4.00 range in the US, and greater than \$2.00 in the rest of the world.

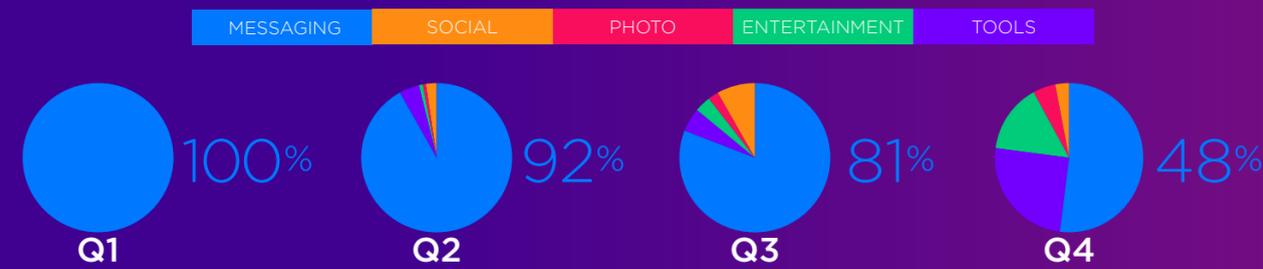


## Card Conversion Rates Outperform Pencil

Of the two main native ad formats, cards are converting 209% better than pencils, thanks to their larger, richer ad experience. As a result, publishers are moving more of their native placements to cards.

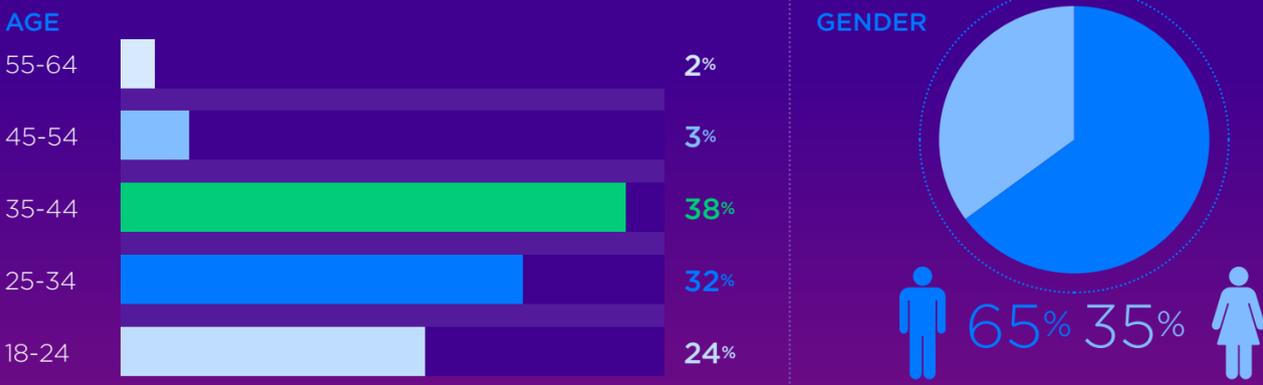
## Native Ads Cut Across All Publisher Verticals

The earliest adopters of Yahoo Gemini native advertising were messaging apps. Throughout 2015, other publisher verticals discovered the appeal of content streams and adopted native ads. As a result, in Q4 2015, Utility, Entertainment, Photo and Social verticals accounted for more than 50% of native ad requests inside third-party apps.



## Native ads reach all demographics

As more verticals introduce native ads, the diversity of users reached by native ads grows.



## Native Advertisers: Think Outside The Box

Many advertisers are seeing strong performance from unexpected verticals.

ADVERTISER VERT	TOP CONVERTING PUBLISHER APP CATEGORY
Financial Services & Insurance	WEATHER, UTILITIES, MESSAGING, GAMES, NEWS
Autos	NEWS, SOCIAL, GAMES, MUSIC, SPORTS
CPG / Health & Wellness	UTILITIES, NEWS, EDU, WEATHER, MESSAGING

## Implications for Publishers and Advertisers

FOR PUBLISHERS	FOR ADVERTISERS
Fit native ads inside your app. Think cards, not pencils.	Expand your native ads both on Yahoo O&O and across 3P apps. Make sure your ads are optimized for mobile devices.

Mobile native is establishing itself as one of the most effective forms of digital advertising available today—take advantage of the power and reach of native with Yahoo Gemini and the BrightRoll Exchange.