



The power of native advertising

European Research, October 2019, by

 **Outbrain** & 

Introduction

Outbrain, in partnership with research agency Lumen, surveyed **900** consumers, across **3 markets** (UK, France and Germany) to reveal **how online shoppers behaviours is impacted by online environments and ad formats.**



The study takes a in-depth look at **how Native vs Social formats impacts E-commerce brands.**

900

Consumers

3

Markets

Overview

The study looks at the differences between Social vs Native ad formats in relation to:

- The overall impact on trust, clicks and purchases
- The impact of ad formats
- The impact of premium publisher environment compared to social environments
- Variations by e-commerce verticals
- Variations by markets
- The impact of online advertising on purchasing behaviour during sales periods

Key learnings

Environment

Ads shown on premium news sites are much more likely to be trusted (+44%), clicked on (+21%) and lead to future purchases (+24%) than ads shown on social media platforms.

This is true across all markets and across key e-commerce verticals.

Seasonal Impact

Purchasing behaviours during online sales periods such as Black Friday

Perceptions

When comparing perceptions about sponsored recommendations with social media ads and banner ads we find that sponsored recommendations came out strongest across nearly all the metrics including being easy to understand, trustworthy and not being annoying or intrusive.

Key learnings



Environment

How does the same ad perform on premium news site vs social media platforms ?



Seasonal Impact

What are the purchasing behaviours during online sales periods such as Black Friday ?



Perceptions

What are the differences in perception between sponsored recommendations, social media ads and banner ads?

KEY LEARNING

#1 Environnement



#1

KEY LEARNING

Environment



Compared to ads shown on social media platforms, ads shown on premium news sites are:

+ 44 %



more likely to be **trusted**

+ 21 %



more likely to be **clicked**

+ 24 %



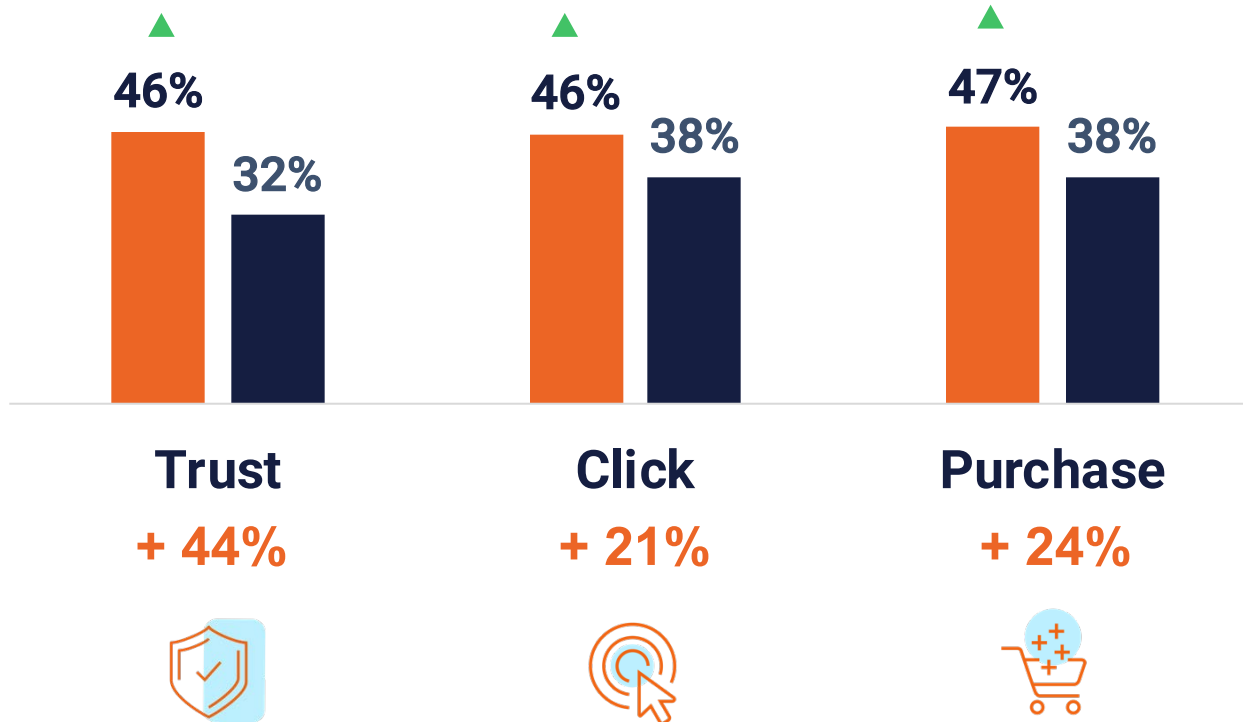
more likely to lead to **future purchases**

This is true across all markets and key e-commerce verticals.

Ad environment influences trust, clicks and future purchases

Impact of environment on ad trust, clicks and future purchases

■ Premium news sites
■ Social media platforms



Around half of respondents

agreed that they would trust, click and purchase from a brand after seeing an ad shown on a premium publisher site

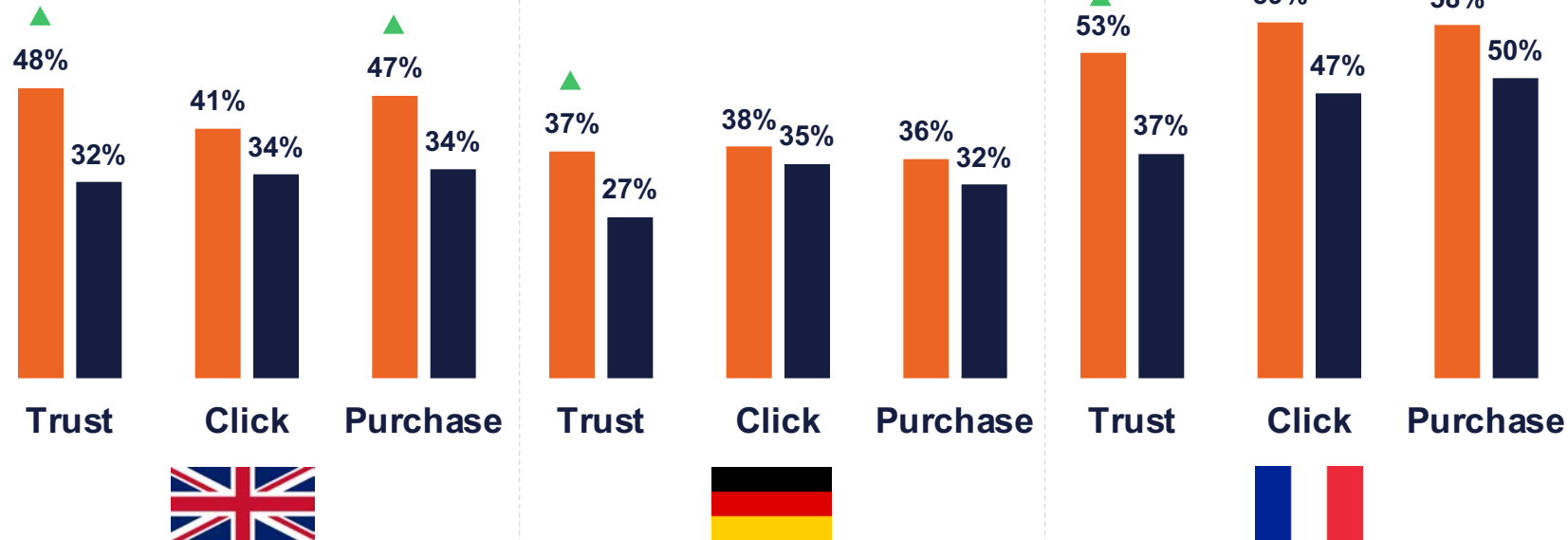
A far smaller percentage

agreed that they would do the same when an ad is shown on a social media platform

Premium vs social across all markets

By Market: Impact of environment on ad trust, clicks and future purchases

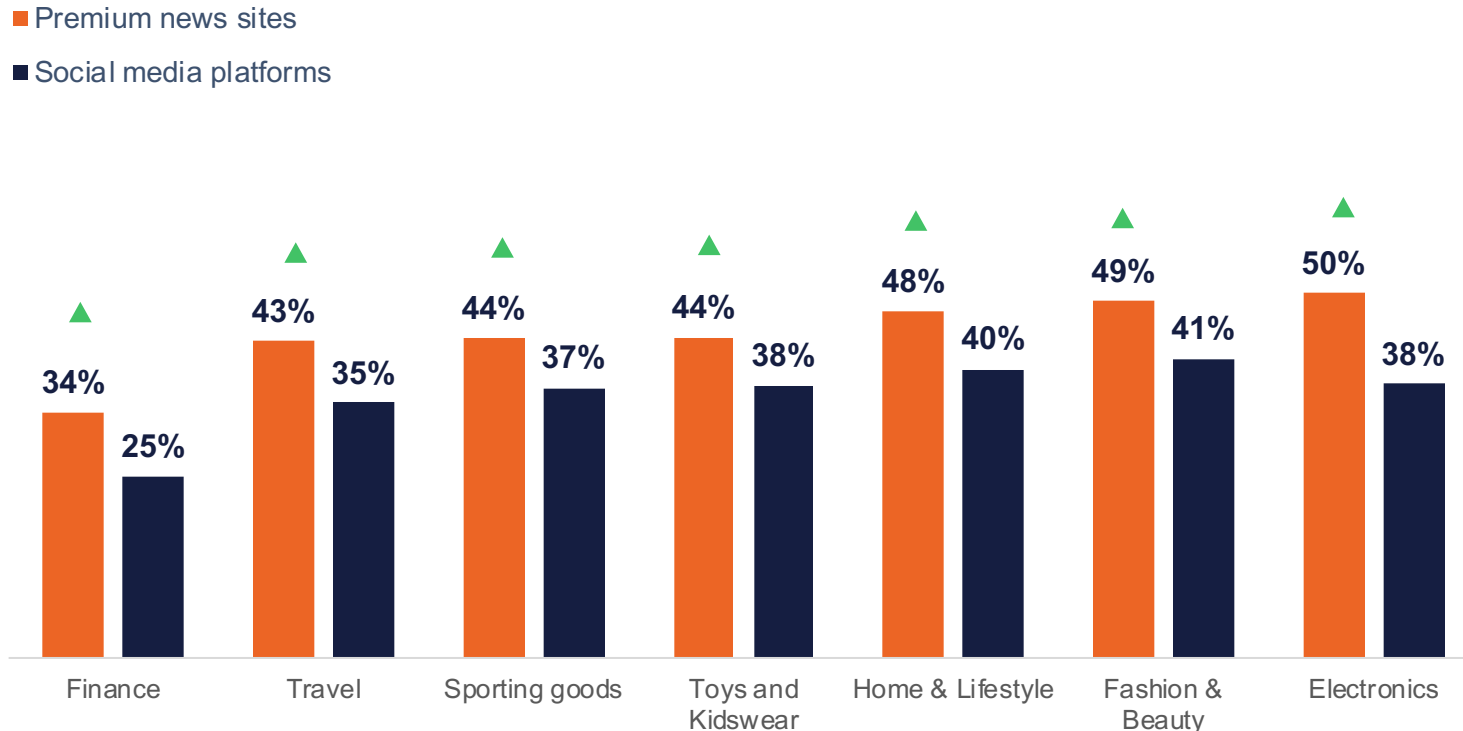
- Premium news sites
- Social media platforms



Across all markets
people are significantly more likely to trust ads shown on premium news sites

Trust during online sales event

Impact of site environment on trust for different verticals during online sales events



During online sales events

people are consistently more trusting of ads shown on premium news sites across a number of key e-commerce categories



Trust across verticals (UK)

	Premium news sites	Social media platforms
Finance	*42%	30%
Travel	*47%	34%
Sporting goods	*45%	37%
Toys and Kidswear	*45%	36%
Home & Lifestyle	*49%	38%
Fashion & Beauty	*48%	38%
Electronics	*51%	36%



The UK are much more trusting of premium sites across all verticals.

Trust for online sales ads was higher for all verticals when shown on a premium news site.

* Significant difference at 95% against social media platforms



Trust across verticals (Germany)

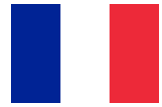
	Premium news sites	Social media platforms
Finance	*30%	18%
Travel	36%	30%
Sporting goods	39%	34%
Toys and Kidswear	35%	31%
Home & Lifestyle	40%	35%
Fashion & Beauty	42%	36%
Electronics	*45%	33%



In Germany they are much more trusting of premium sites across all verticals.

Trust for online sales ads was higher for all verticals when shown on a premium news site.

* Significant difference at 95% against social media platforms



Trust across verticals (France)

	Premium news sites	Social media platforms
Finance	28%	27%
Travel	48%	41%
Sporting goods	47%	40%
Toys and Kidswear	52%	46%
Home & Lifestyle	54%	47%
Fashion & Beauty	57%	50%
Electronics	*54%	43%



In France, they are much more trusting of premium sites across all verticals.

Trust for online sales ads was higher for all verticals when shown on a premium news site.

* Significant difference at 95% against social media platforms

KEY LEARNING

#2 Seasonal Impact



#2

KEY LEARNING

Seasonal Impact

Purchasing behaviours during online sales periods such as Black Friday



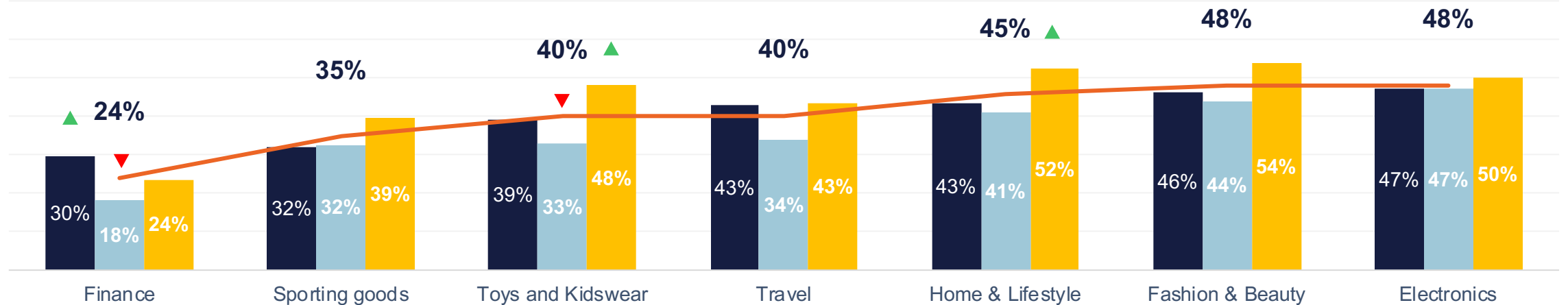


Seasonal Impact

Clicks on online sales ads vary by vertical

Impact of vertical on ad clicks
during online sales events, by market

■ UK ■ DE ■ FR — Average



During major sales seasons, people are more likely to click on **Fashion, Beauty or Electronics** ads, and less likely to click on **Finance** ads.

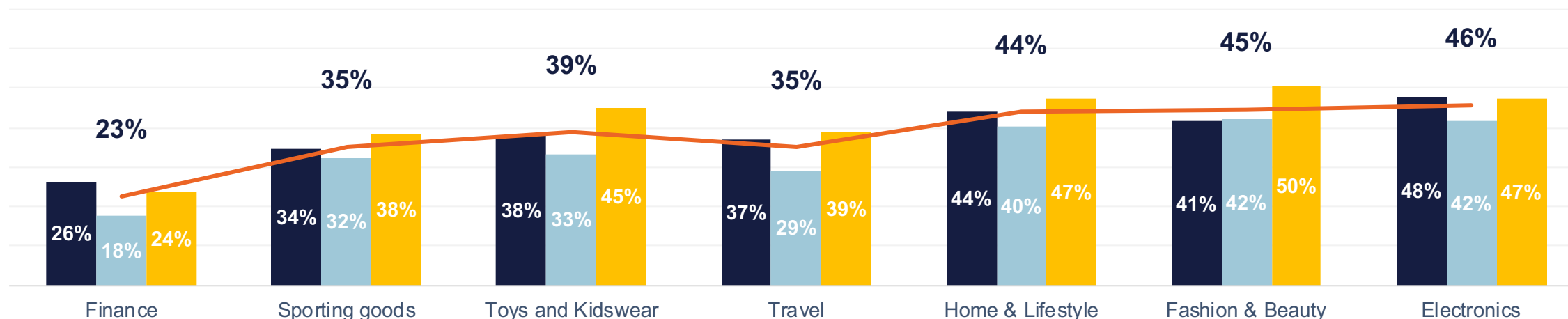


Seasonal Impact

A similar trend is seen on purchases

Impact of vertical on future purchases during online sales events, by market

■ UK ■ DE ■ FR — Average



Across markets, the most and least likely vertical to be clicked on during an online sales event was also the most or least likely to drive purchases

KEY LEARNING

#3 Perceptions



#3

KEY LEARNING

Perceptions

Compared to social media ads and banner ads, sponsored recommendations came out strongest across nearly all the metrics including:



Being easy to understand



Being trustworthy



Not being annoying or intrusive

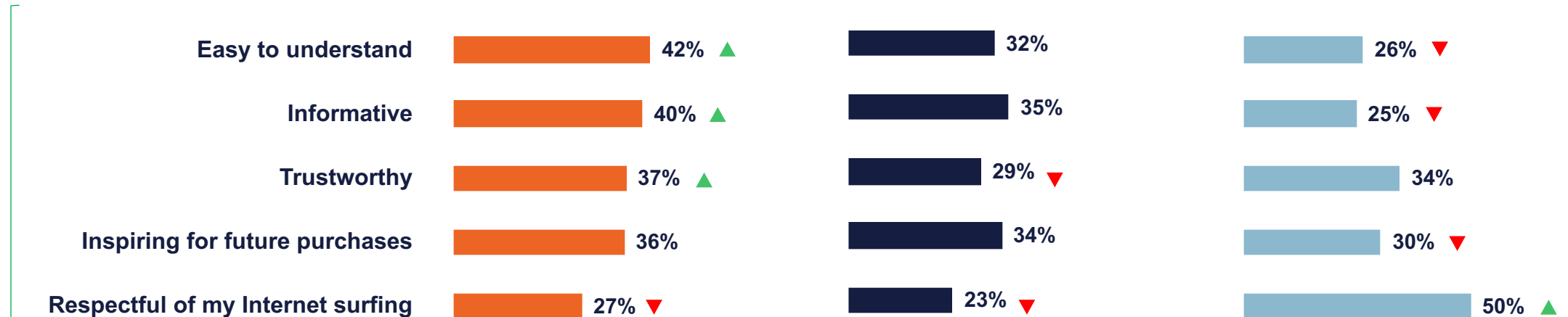
Influence of ad types on perception



Sponsored recs

Social media ad

Banner ad



Influence of ad types on future actions



Sponsored recs

Social media ad

Banner ad

Likely to make me feel positively a brand or product



Likely to make me click



Likely to make me purchase





Case Study

Outbrain E-commerce Case Study

CBR Fashion Group, is one of the largest fashion retail and E-commerce groups in Germany and is also active in 19 countries across Europe.

Using Outbrain's premium publisher network, CBR Fashion Group targeted users interested in fashion content to spark interest in their brands and direct traffic to their websites.

A month before the decisive weekend, CBR retargeted online visitors from Street One and Cecil's websites with Outbrain's Custom Audiences Retargeting.

During the Black Friday weekend, these users were targeted with specific sales campaigns to drive increased sales.

Results

- ◉ **66% More Sales** through Retargeting During Black Friday
- ◉ **37% lower eCPC** in comparison to social media ads (-23% in comparison to display ads)
- ◉ **Cost/revenue ratio improved by 65% and 43%**
The higher conversion rate and the reduced eCPC ultimately improved both brands' cost/revenue ratio by 65% (Street One) and 43% (CECIL) respectively.



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