



LIGATUS

Real Time #Native

Native is shifting from Performance to Awareness

- Focus on storytelling
- Impactful formats
- Premium placements



Let's talk about branding!

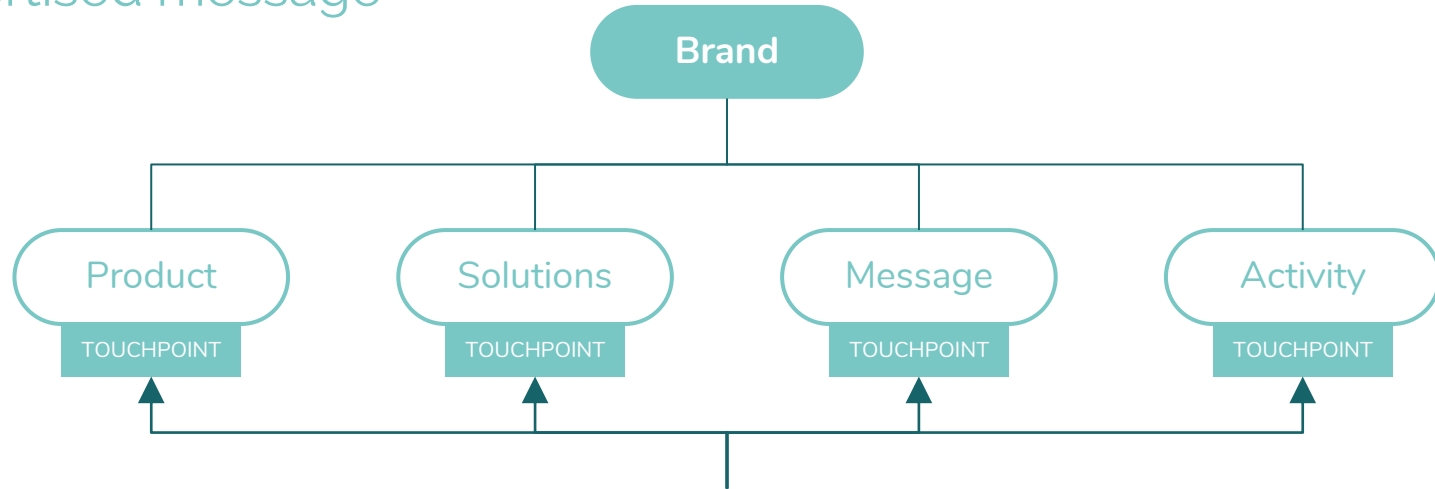
Native ads as branding opportunities

Native as **middle
funnel** contributor



Is Native designed **only** for awareness?

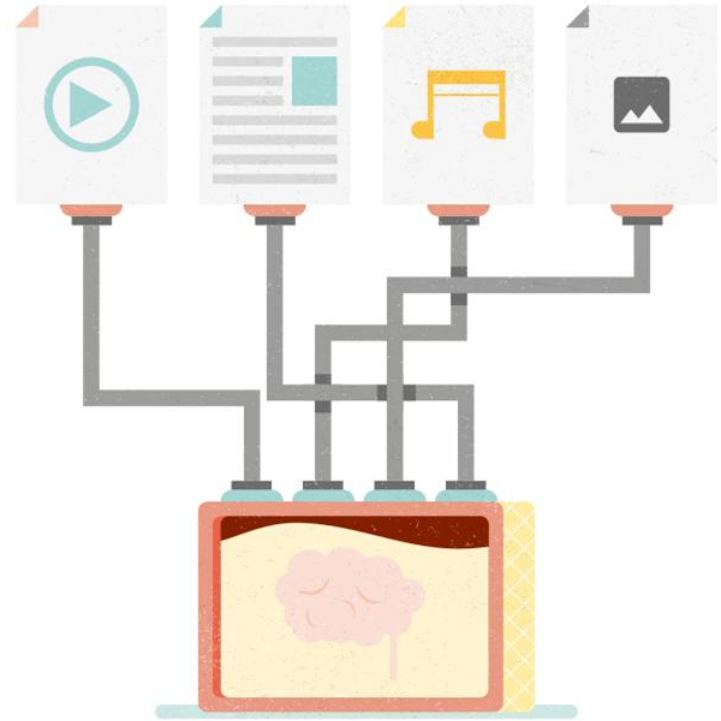
The touchpoints in which the communication between brand and customer takes place heavily influence the perception of the advertised message





How should I **target** those touchpoints?

Programmatic is
the answer!



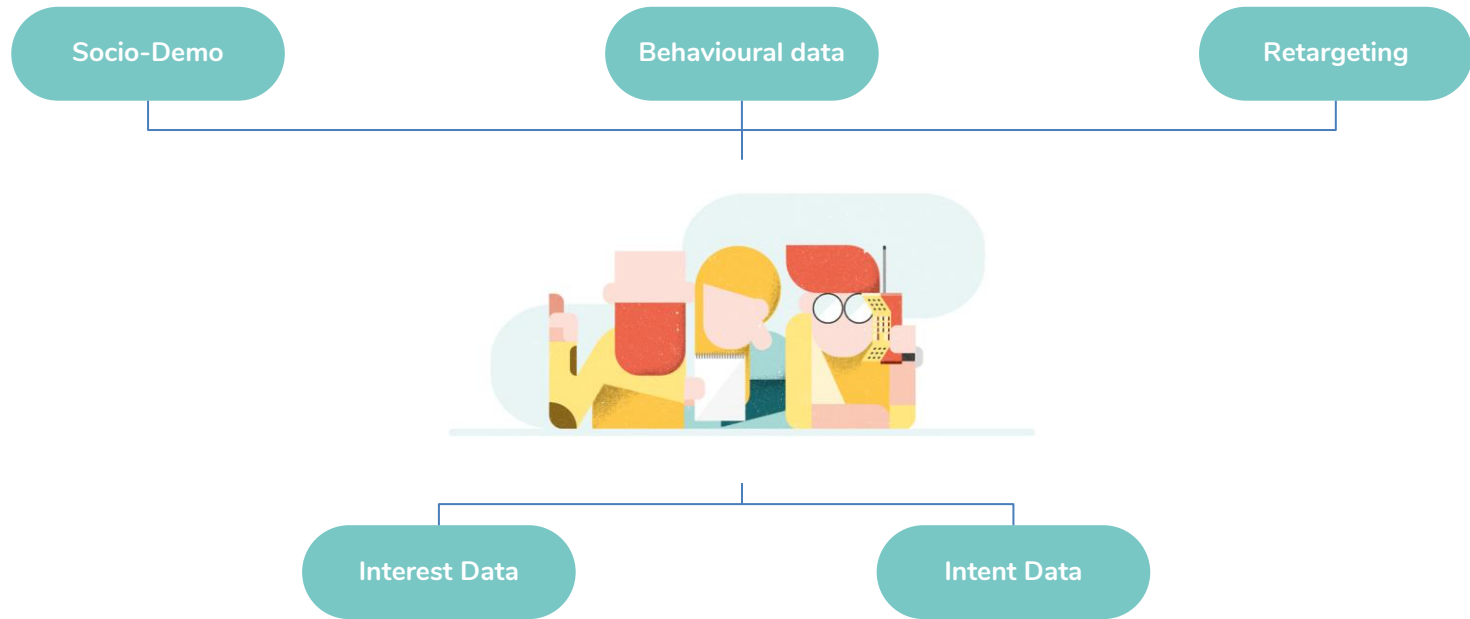
With **OpenRTB 2.3**
now trading of
native
advertisements is
feasible

47% of US marketers and
agencies that used native
advertising utilized programmatic,
and allocated **19% of their native
ad budget to it***

Ligatus

- Average growth EU + 86%
- Average growth IT + 89%

Data Points




Behavioural data
don't know
editorial context

New Tab
http://www.newsmagazine.com

Anzeigen im TV-Menü Philips-Fernseher bekommen bald mehr Werbung

26.01.2017, 14:26 Uhr | yba, t-online.de




Werbung auf Fernsehern der Marke Philips sollen auch für den Hersteller lukrativ werden. (Quelle: STPP/Imago)


[f TEILEN](#) [TWITTERN](#) [DRUCKEN](#) [MAILEN](#) [REDAKTION](#)

Der TV-Hersteller TP-Vision will auf seinen smarten Fernsehern der Marke Philips künftig mehr Werbung anzeigen. In den TV-Menüs sollen Anzeigen erscheinen, die auf die Nutzer zugeschnitten sind. Die notwendige Software ist auf den meisten Geräten bereits vorhanden.


DAS KÖNNTE SIE AUCH INTERESSIEREN



Unglaublicher Trick beim Treppenliftkauf
Deutsche-Treppenlif... Anzeige

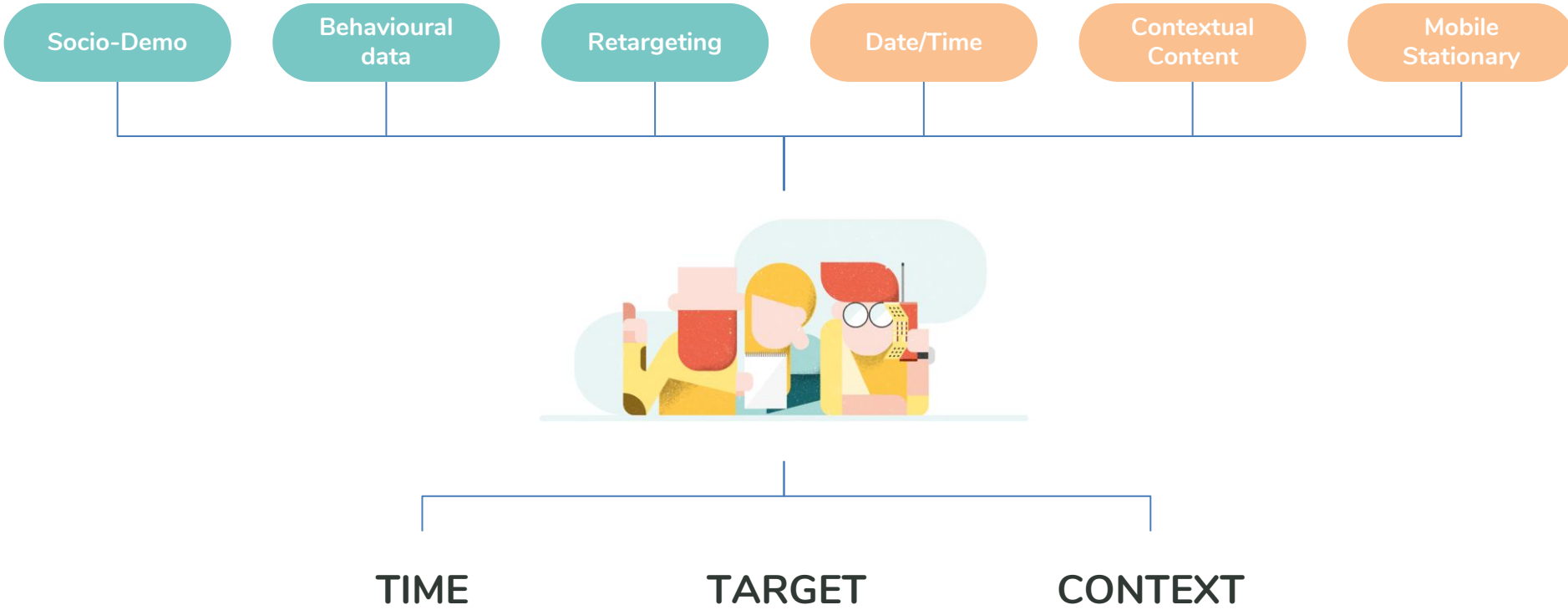


Heißes Video: Nach den Oscars geht Halle Berry nackt baden



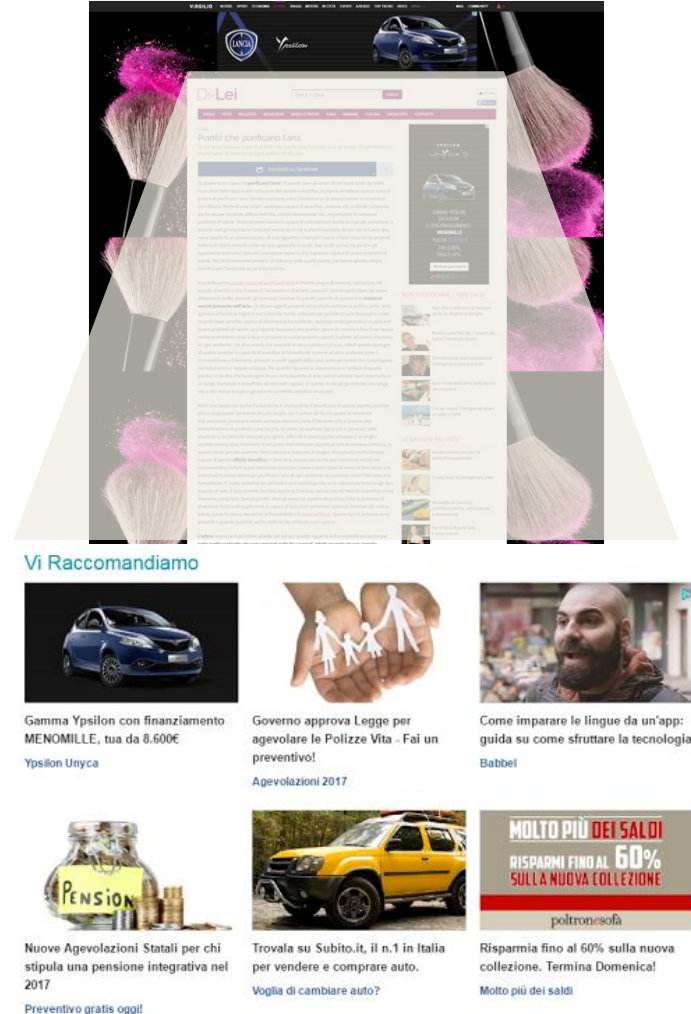
Hausverkauf? In 92% der Fälle erzielt diese Metho...
realbest.de Anzeige

Data Points & Contextual Marketing



Use the **right targeting approach** to harness
the power of native!

The customer is in
the **right frame of
mind** to **interact**
and **engage** with
the brand



Di-Lei

Piante che purificano l'aria

Vi Raccomandiamo

Gamma Ypsilon con finanziamento MENOMILLE, tua da 8.600€
Ypsilon Unyca

Governo approva Legge per agevolare le Polizze Vita - Fai un preventivo!
Agevolazioni 2017

Come imparare le lingue da un'app: guida su come sfruttare la tecnologia Babbel

Nuove Agevolazioni Statali per chi stipula una pensione integrativa nel 2017
Preventivo gratis oggi!

Trovala su Subito.it, il n.1 in Italia per vendere e comprare auto.
Voglia di cambiare auto?

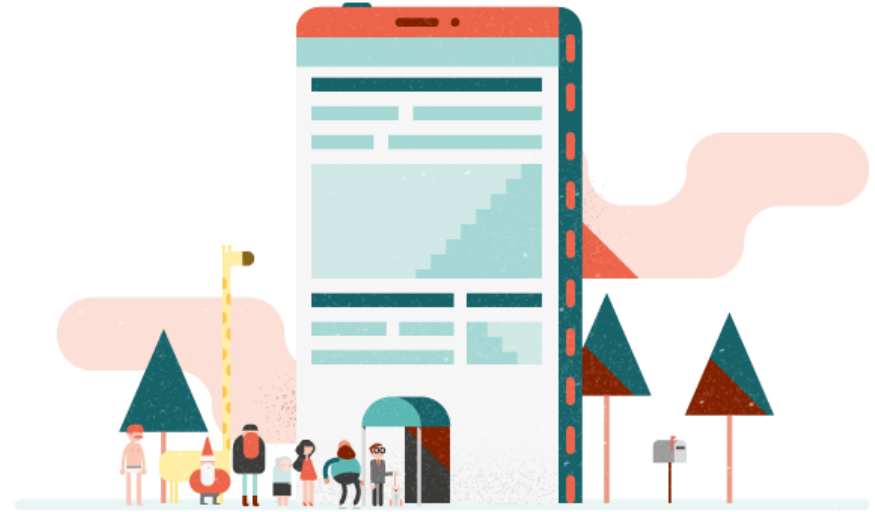
Risparmia fino al 60% sulla nuova collezione. Termina Domenica!
Molto più dei saldi

MOLTO PIÙ DEI SALDI
RISPARMI FINO AL 60% SULLA NUOVA COLLEZIONE
poltronasofa

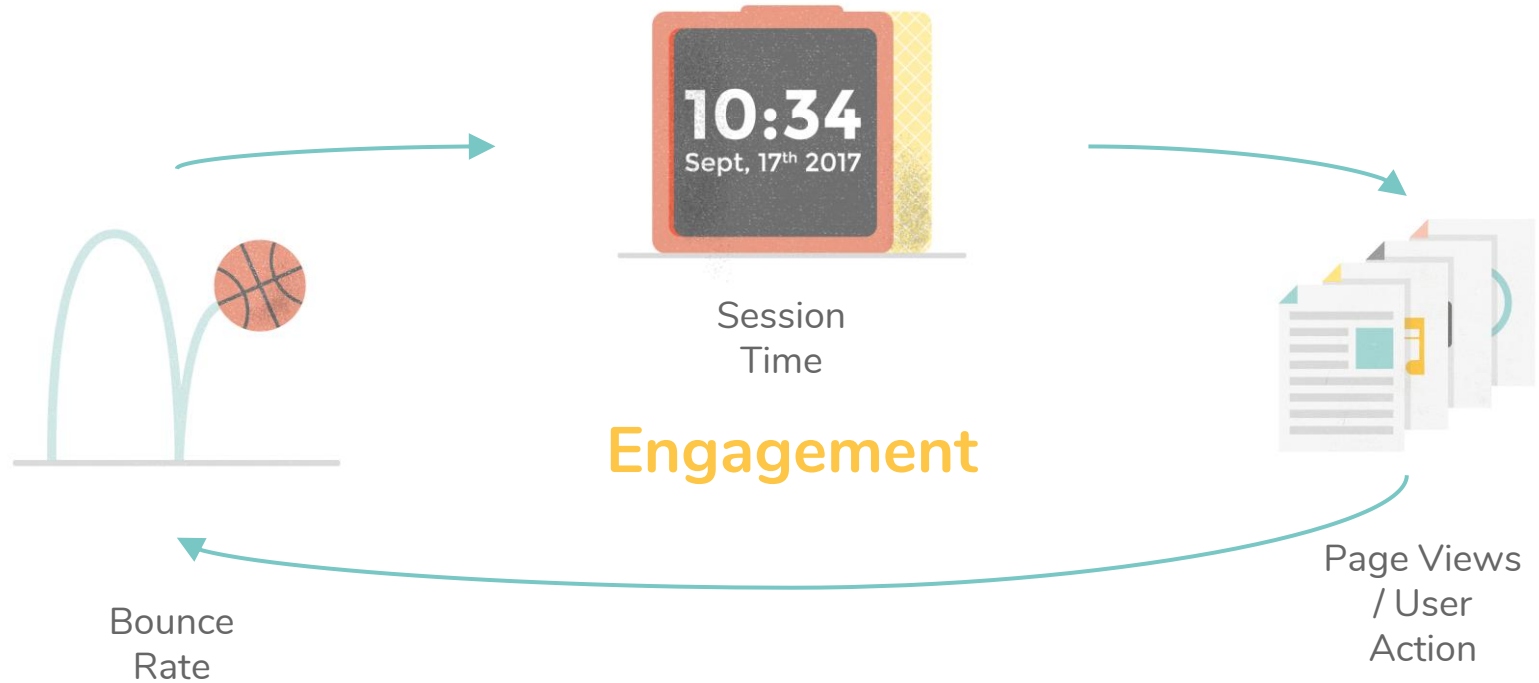
Relevant **Context** Matters

- **20%** of users feel more positive about the advertiser.
- **23%** deem the advertisement to be relevant for them individually.
- **10%** pick up additional information.

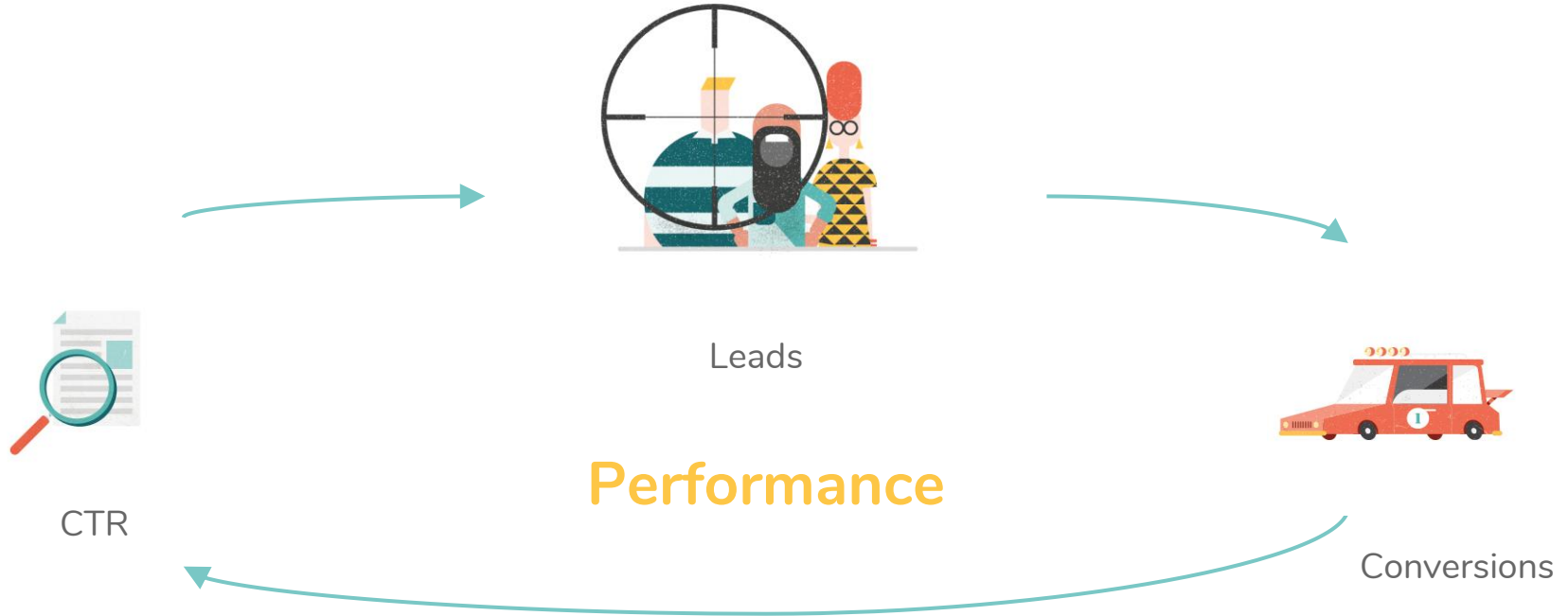
KPIs



Engagement measures branding success

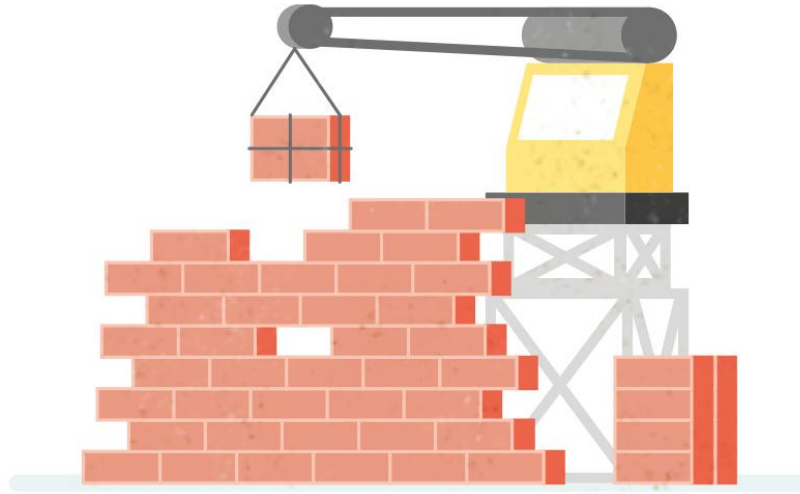


...while paying attention also to performances



Native as **middle**
& **final funnel**
contributor



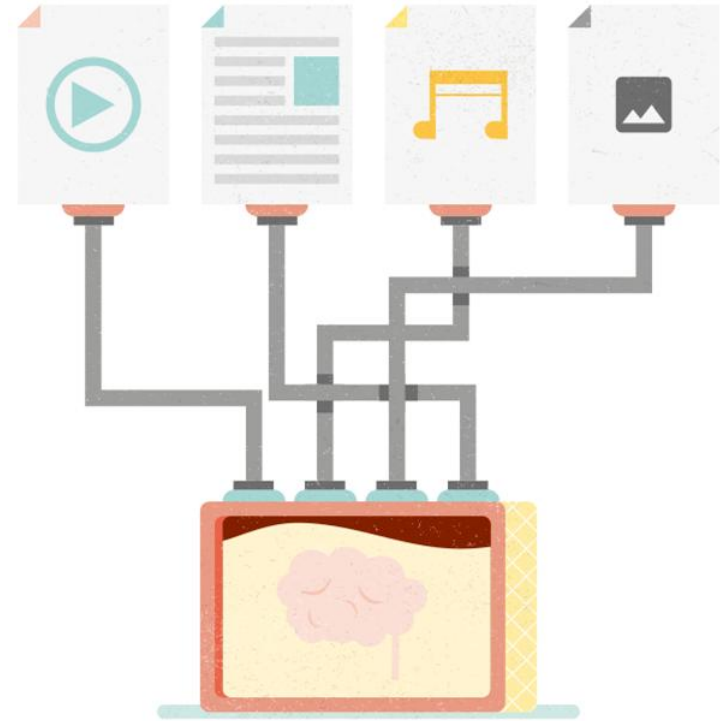


Possible Obstacles

Everchanging Online Landscape



Each Impression is
Different



Brand safety



How to make the difference with Ligatus



Proprietary SSP +
Integration only with
powerful DSP



Identification and
distribution of / to target
audience



Only approved top
publisher in the network



Only approved top
clients in the network

Ligatus Programmatic Offer

Managed Service

Ligatus DSP



Trading Desk
DSP

Trading Desk
DSP

3rd party
Retargeter

Appnexus + Bidswitch



CPM MODEL

Ligatus SSP

Ligatus Premium Network

Thank you!

