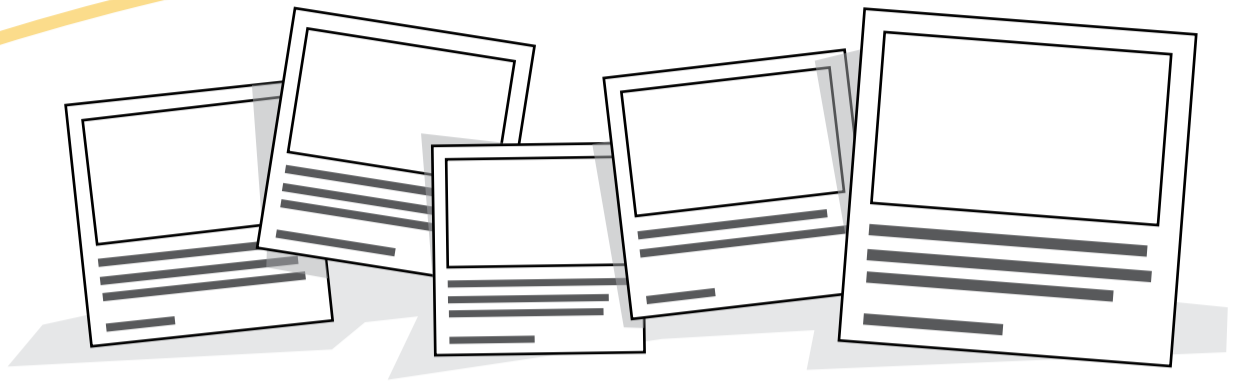


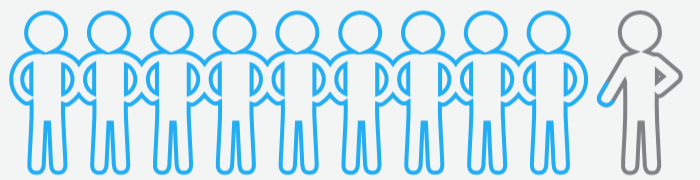
Don't Miss Out on Native



It's the new sensation.

Native ads—**ads that look and feel like publisher content**—are now the third most common ad format¹ and will make up 74% of all ad revenue in less than 5 years.²

92.3% of publishers are growing their native ad businesses.³
Are you sure you want to be left behind?



70% of consumers would rather learn about products through content than traditional ads.⁴

Consumers are getting savvier; **only spending time on things that have real value.** With native advertising, you provide what consumers crave and introduce them to your offering.



It's really easy with AdRoll.

You don't need to study up or go out of your way to win with native ads. We help you bring all the pieces together, like titles and descriptions, to create a living, breathing native ad—within minutes.

Sources:

- <https://www.entrepreneur.com/article/290186>
- <http://www.businessinsider.com/the-native-ad-report-forecasts-2016-5>
- <https://nativeadvertisinginstitute.com/blog/native-ad-revenue/>
- <http://www.adweek.com/digital/james-jorner-effective-inbound-marketing-guest-post-native-advertising/>