TRUE NATIVE AT SCALE | OVERVIEW
TRUE NATIVE

NATIVO IS NON-INTERRUPTIVE AND OPTIMIZED FOR ENGAGEMENT
100% NON-INTERRUPTIVE AUTHENTIC CONTENT EXPERIENCES
A TRUE NATIVE CONTENT EXPERIENCE DRIVES AUTHENTIC ATTENTION

- 5% Adjusted Bounce Rate
- 90sec Attention Time
- 70% Prefer getting to know a company via articles rather than ads
WE ADD TECHNOLOGY AND DATA TO YOUR BRAND CONTENT

Any Content Format

Companion Assets

3rd Party Tracking & DMP/Retargeting Support

Brand Voiced with Multiple CTAs
WE ADD TECHNOLOGY AND DATA TO YOUR BRAND CONTENT

Any Content Format

Companion Assets

3rd Party Tracking & DMP/Retargeting Support

Brand Voiced with Multiple CTAs

Display Banner

Brand's Facebook Widget

Brand's Twitter Widget
WE ADD TECHNOLOGY AND DATA TO YOUR BRAND CONTENT

Any Content Format

Companion Assets

3rd Party Tracking & DMP/Retargeting Support

Brand Voiced with Multiple CTAs

3rd Party Tracking

DMP/Retargeting Integration Support
WE ADD TECHNOLOGY AND DATA TO YOUR BRAND CONTENT

- Any Content Format
- Companion Assets
- 3rd Party Tracking & DMP/Retargeting Support
- Brand Voiced with Multiple CTAs
“Nativo stood out dramatically from In-Feed Click-Out and Content Recommendation in creating meaningful engagement around Miami content and doing so with far greater efficiency.”

CASE STUDY: **True Native vs. Click-Out**

The most efficient path to engagement

4X
MORE ENGAGEMENTS
More people read the content

15X
MORE ATTENTION TIME
And they spent more time with it
Weekend Family Excursions: Your Guide to Downtown Disney

World-class restaurants, dazzling entertainment and unique shops line the waterfront at the Downtown Disney area, a fun-filled district that includes The Landing, West Side and Marketplace!

Promoted By Walt Disney World
NATIVO HAS THE HIGHEST QUALITY SCALE

- Guaranteed Viewable
- Guaranteed Human
- Guaranteed Publisher-Direct
- Across all devices
NATIVO CAN REACH ENDEMIC AUDIENCES

- Guaranteed Viewable
- Guaranteed Human
- Guaranteed Publisher-Direct
- Across all devices
MAXIMIZE YOUR BUDGETS
OPTIMIZE TOWARDS HIGH PERFORMERS

TOP

**The 9 Puerto Rican Foods and Drinks You Need to Know**
Puerto Rico is a vacation wonderland of palm trees, Bacardi, and bioluminescent bays, but it’s also home to some of the most hearty eats in the entire Caribbean.

**9 Distinctly Puerto Rican Dishes**
Puerto Rico is a vacation wonderland of palm trees, Bacardi, and bioluminescent bays, but it’s also home to some of the most hearty eats in the entire Caribbean.

**Puerto Rico History & Culture: What to See In These 3 Cities**
Puerto Rico’s culture is as rich as its history. For hundreds of years, the Caribbean island has experienced an influx of change.

BOTTOM

**Colonial Buildings, Tropical Scenery: Discover Puerto Rico**
Puerto Rico’s culture is as rich as its history. For hundreds of years, the Caribbean island has experienced an influx of change.

**Swanky Hotels, Swaying Palms & More: Puerto Rico’s Ultimate Beach Destinations**
Any island hot enough to produce salsa, rum, La Bomba, and Joan Smalls probably has some pretty sweet beaches.

**Ultimate Beach Retreat: 5 Puerto Rico Beaches**
Any island hot enough to produce salsa, rum, La Bomba, and Joan Smalls probably has some pretty sweet beaches.
MORE DETAILED REPORTING. MORE INSIGHTS. MORE ACTIONABLE.

TOP PERFORMING NATIVE AD

Sponsored Paid Content

The 9 Puerto Rican Foods and Drinks You Need to Know

Puerto Rico is a vacation wonderland of palm trees, Bacardi, and bioluminescent bays — but it’s also home to some of the most hearty eats in the entire Caribbean.

TOP PERFORMING NATIVE LANDING PAGE

Foodie Travel: 9 Must-Try Puerto Rican Delicacies

Puerto Rico is a vacation wonderland of palm trees, Bacardi, and bioluminescent bays — but it’s also home to some of the most hearty and instaligible eats in the entire Caribbean. From whole roasted pigs, to colorful sides, to some of the best rum in the world, PR’s food and drink are reasons enough to explore — and given that it’s basically the 51st state despite being
ROBUST TARGETING OPTIONS FOR MAXIMUM USER ENGAGEMENT

CONTEXTUAL

SEMANTIC MATCHING

GEO

DEVICE

DAYPART

CARRIER-NETWORK

CATEGORY TAKEOVER

Women's Lifestyle

Food & Drinks

Entertainment

Men's Lifestyle

Women's Lifestyle

Business & Finance
NATIVO: DRIVING ENGAGEMENT WITH CONTENT AT SCALE

100% Non-Interruptive
MORE ENGAGEMENT & LONGER ATTENTION TIMES

Most Advanced Technology
IMPROVES PERFORMANCE 5X

Highest Quality Scale
VIEWABLE AND PUBLISHER-DIRECT

Connecting Content To Conversion
2X LIFT ON CONVERSIONS
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