

# In-Feed Native Ads

Drive prospects to your rich content. Simple. Smart. Effective.



**3x higher retention rates than banners \***

**20-60% higher engagement than banners \***

You've made the investment to create high-value content. But, are you getting that content in front of the right prospects? In-Feed Native Ads do just that by placing a compelling headline, image and link back to your content seamlessly into a site's content flow. Native ads can be placed on Informa websites, across the web or on social platforms. When placed across the web or on social, Informa's first-party data powers your campaign to help target prospects with precision.

## PLACEMENT OPTIONS

- **BRAND In-Feed Native Ad** placement on an Informa brand site
- **NATIVE AX In-Feed Native Ad** placement on thousands of sites across web
- **SOCIAL AX In-Feed Native Ad** placement on social (LinkedIn and Facebook)

*"The Future of Mobile Advertising is Native" research study by IHS Technology and Facebook, April 2016*

# In-Feed Native Ads

## Brand In-Feed Native Ads

In-Feed Native Ads integrate seamlessly within our high-value editorial environments via ROS in-feed spots. More than ever, users are turning to trusted brands for news and information. A perfect way to get your rich content placed in front of the industry.

## Network AX In-Feed Native Ads

It's all about audience and targeting. Using the power of Informa's first-party data, you can target In-Feed Native Ads to your selected audience on the respected websites across the web. A perfect way to reach prospects multiple times per week.

## Social AX In-Feed Native Ads

Put the social giants to work for you. Your content promoted directly in-feed on Facebook and/or LinkedIn, powered by Informa's first-party data. You pick the target segment and that's who will receive your content post in their feed. Premium location, large image or video, engagement options, social sharing, and more.

