

Lukas Lohmann

Native Advertising. Chancen und Herausforderungen im Online-Marketing

Studienarbeit

Native Advertising Chancen Herausforderungen Online Marketing

David A. Hyman



Native Advertising Chancen Herausforderungen Online Marketing:

Antitrust in Data Driven Markets & Legal Framework for Influencers, Native Advertising and Control over the Use of AI in Marketing Bruce Kilpatrick, Pierre Kobel, Pranvera Këllezi, 2022-12-07 This book gathers contributions from a broad range of jurisdictions written by practitioners and academics alike and offers an unparalleled comparative view of key issues in competition law intellectual property and unfair competition law with a specific focus on the use of personal data The first part focuses on the role of competition law in shaping the digital economy It discusses the use of personal data the market power of platforms the assessment of free services and more broadly the responsibility of dominant companies in the smooth functioning of the digital economy In turn the second part sheds light on how the conduct of influencers native advertising and the use of AI for marketing purposes can be controlled by the law focusing on the use of personal data and the impact of behavioral advertising on consumers In this regard the book brings together the current legal responses across a number of European and other countries all summarized and elaborated on in the form of two international reports The LIDC is a long standing international association that focuses on the interface between competition law and intellectual property law including unfair competition issues

Programmatic Advertising Nina Offierowski, 2017-05-08 Jeder hat eine Meinung ber Werbung Die einen verabscheuen sie die anderen leben von ihr und wieder andere lassen sich gerne von ihr beeinflussen Klar ist allerdings dass Werbung Jeden auf die eine oder andere Art beeinflusst Meist unterbewusst und subtil sodass es der Kunde gar nicht merkt aber spurlos geht Werbung am Menschen nicht vor ber Unternehmen m ssen bestimmte Voraussetzungen erf llen um das Thema angehen zu k nnen Au erdem gibt es sowohl im Markt als auch f r Werbungtreibende und Agenturen selbst Herausforderungen die gemeistert werden m ssen um Programmatic richtig und sinnvoll anwenden zu k nnen Welche das sind und wie sie genommen werden k nnen soll in dieser Arbeit beschrieben werden Ziel soll sein Handlungsempfehlungen und Checklisten abzuleiten die der Mittelstand f r den Einstieg in das Thema Programmatic Advertising nutzen kann

Native Advertising. Chancen und Herausforderungen im Online-Marketing Lukas Lohmann, 2015-07-27 Studienarbeit aus dem Jahr 2015 im Fachbereich Medien Kommunikation Public Relations Werbung Marketing Social Media Note 1 3 Fachhochschule Wedel Master Studium E Commerce Veranstaltung Online Marketing Sprache Deutsch Abstract Klassische Online Werbung ist an einem kritischen Punkt angelangt Nutzer empfinden Bannerwerbung als st rend und ignorieren diese Immer mehr Internetuser installieren AdBlocker die Anzeigen automatisch unterdr cken und den Fokus auf redaktionelle Inhalte legen Aus der Perspektive eines Publishers sind die aktuellen Entwicklungen existenzbedrohend An dieser Problematik kn pft das sogenannte Native Advertising an das auch in Deutschland immer mehr an Bedeutung gewinnt Diese junge aufstrebende Form der Online Werbung ist Thema der vorliegenden Seminararbeit Native Advertising gilt sp testens seit der dmexco 2014 als eines der bestimmenden Marketinginstrumente Die Relevanz dieser Arbeit wird durch aktuelle Meldungen verdeutlicht Am 9 April 2015 hat Facebook

ein Patent angemeldet mit dem sich das soziale Netzwerk einen Vorsprung im Native Advertising Werbesystem verschaffen möchte

Handbuch der Gesundheitskommunikation Constanze Rossmann, Matthias R. Hastall, 2019-11-05
Das Handbuch gibt einen Überblick zum aktuellen Forschungsstand der Gesundheitskommunikation. Im Fokus stehen kommunikationswissenschaftliche Zugänge und Erkenntnisse sowie die Vorteile und Herausforderungen einer stärkeren Evidenzbasierung von Kommunikationsempfehlungen. Die Sektionen des Handbuchs reflektieren einerseits die zentralen Elemente des Kommunikationsprozesses und andererseits die wichtigsten Anwendungskontexte. Das Handbuch richtet sich an Studierende, Wissenschaftlerinnen und Wissenschaftler unterschiedlicher Disziplinen genauso wie an Expertinnen und Experten aus der Praxis.

Native Advertising Dale Lovell, 2017-10-03
Native advertising paid for media that looks and behaves like the content around it. It affects us all. If you own a smartphone, use social media or read content online, you will have been exposed to it, often without realizing. Influenced by digital trends such as mobile advertising, programmatic advertising, ad blocking, fake news, and artificial intelligence, native advertising is a multibillion-dollar industry. It is central to the digital success of many leading brands and companies. This comprehensive study by one of the industry's foremost authorities explores the rise of this exhilarating new channel, its impact on the digital media space, and what marketers and businesses need to know about it. Native Advertising explores the future of digital advertising and explains why its growth is inevitable, using real-life examples and interviews from marketing leaders around the world and a range of case studies, including The New York Times and The Independent. Native Advertising goes beyond sponsored posts on Facebook, promoted tweets, and BuzzFeed-branded articles. It looks at the heart of the matter: audience, budget, content, and success measurement. It is full of first-hand advice for any marketer wanting to make the most of digital innovation.

Native Advertising Dale Lovell, 2017
Understand the exhilarating new multi-billion-dollar marketing channel that is native advertising with this comprehensive and highly practical guide packed with case studies and real-world examples.

15 Questions About Native Advertising Massimo Moruzzi, 2017-08-02
15 questions about native advertising that are seldom asked or answered.

Native Advertising Coskun Tuna, Cevahir Ejder, 2018-08-30
Dieses Buch erklärt kompakt und auf den Punkt, was Native Advertising ist, wie diese neue Werbedisziplin funktioniert und welche Vorteile sie Werbungtreibenden bietet. Die Autoren selber Vorreiter in dieser jungen Branche, geben einen aktuellen Überblick mit wichtigen Daten und Fakten, erklären alle nativen Werbeformate im Detail und beschreiben die Technologien sowie die durchaus kontrovers diskutierte Rolle der einzelnen Player: dabei Publisher, Advertiser und Konsumenten. Ein Praxisleitfaden für alle, die an Online-Werbung jenseits von Bannern und Rectangles interessiert sind, um ihren Produkten mit sensibel gestalteten und gut ausgesteuerten nativen Kampagnen mehr Glaubwürdigkeit und Sympathie zu verleihen.

Zitty, 2006

Native Advertising: Blending in to Stand Out Mayfair Digital Agency, 2023-07-15
Native Advertising: Blending in to Stand Out delves into the dynamic world of modern advertising where seamless integration is the key to capturing audience attention. This insightful book explores how

successful brands artfully combine their promotional messages with the surrounding content to engage consumers without disrupting their online experience. It emphasizes the importance of authenticity and relevance in crafting native ads that resonate with target audiences. By analyzing real world case studies, the book provides practical strategies for marketers to create compelling native campaigns that not only stand out amidst the digital clutter but also build trust and lasting connections with customers. For anyone seeking to master the art of native advertising, this book is an indispensable guide.

Native Advertising Lisa Lynch, 2018. Native Advertising examines the emerging practices and norms around native advertising in US and European news organizations. Over the past five years, native advertising has rapidly become a significant revenue stream for both digital news startups and legacy newspapers and magazines. This book helps scholars and students of journalism and advertising to understand the news industry's investment in native advertising and consider the effects this investment might have on how news is produced, consumed, and understood. It is argued that although they have deep roots in earlier forms of advertising, native ads with a political or advocacy bent have the potential to shift the relationship between news outlets and audiences in new ways, particularly in an era when trust in the media has reached a historic low point. Beyond this, such advertisements have the potential to shift how media systems function in relation to state power by changing the relationship between commercial and non-commercial speech. Drawing on real world examples of native ads and including an in-depth case study contributed by Ava Sirrah, Native Advertising provides an important assessment of the potential consequences of native advertising becoming an even more prominent fixture in the 21st century news feed.

GRASPED Personas in Native Advertising Vol. 11 Steven Brough, 2024-02-21. Immerse yourself in the captivating realm of native advertising where marketing intertwines with the art of storytelling. Unveiling the key personas that drive the triumph of native ads, this book will ignite your passion for blending in seamlessly while captivating attention. Discover the captivating fusion of creativity, strategy, and ethics within native advertising, providing an insider's viewpoint on crafting ads that resonate with audiences all while maintaining transparency and fostering trust. Unleash the potential of native advertising as a formidable tool for marketers, exploring its ability to captivate audiences through seamlessly integrated content that enhances their digital experiences. Let us introduce you to a diverse array of personas that form the backbone of effective native advertising. From strategic masterminds to creative geniuses and analytical experts to compliance officers, these individuals collaborate to ensure campaigns that not only engage but also respect the sanctity of the audience's digital space. Step into the role of an inspirational coach and embark on a transformative journey. Let this content ignite action and drive positive change. Allow it to stir your emotions and propel you towards taking the next bold step. Join us on this exhilarating adventure as we unlock the power of native advertising together. Let's inspire and ignite action, shaping a future where marketing and storytelling intertwine harmoniously.

Black Ops Advertising Mara Einstein, 2016. Examines the rise of native advertising and content marketing which disguise advertising as news or editorial.

content **Native Advertising in Online News** Anocha Aribarg, Eric M. Schwartz, 2019 Native advertising is a type of online advertising matching the form and function of the platform on which it appears In managerial practice the choice between display and in feed native advertising presents brand advertisers and online news publishers with conflicting objectives While advertisers face a tradeoff between ad clicks and brand recognition publishers need to strike a balance between ad clicks and the platform s trustworthiness From a policy perspective the U S Federal Trade Commission FTC has become more concerned about native advertising confusing consumers and hence has imposed guidelines requiring advertisers to clearly disclose their native ads This research aims to understand how consumers respond to native ads versus display ads and to different styles of native ad disclosures We employ a series of randomized online experiments and a field experiment combining clickstream behavioral data eye movement data and survey response data The results show that when we control for the position of an ad on a news page a native ad generates a higher click through rate as it better resembles surrounding editorial content However a display ad garners more visual attention and brand recognition than a native ad Featuring native ads on news sites can also decrease the trustworthiness of the sites Finally with respect to native ad disclosure the findings suggest that advertisers who prominently disclose native ads could benefit from greater brand awareness without sacrificing much in terms of click through rates Following the FTC guidelines closely may therefore be the optimal strategy for native advertising **Know Online Advertising** Avinash Tiwary, 2016-07-30 This book is an extensive resource to demystify online advertising While it walks you through the very basics of digital advertising like media buying media planning tracking and optimization it also discussed the topics much in limelight like programmatic buying real time bidding ad exchanges etc The book is as helpful for beginners as it is to the experienced Once you pick it up it will help clearing all your doubts and will teach you more helping to increase your knowledge Internet once understood is a powerful platform to launch ideas build brands and run successful businesses If you have a business and aspire to scale it up multi fold decoding internet is an essential skill and this book is a must have If you are a marketer this book will help you deepen your understanding of the potent value channel of Internet Unleash its potential by reading through the book and you will hold the capability of finding new revenue streams and new avenues towards scalability Even if you are just an avid reader with no digital or marketing background this book will help you build systematic understanding of Internet marketing which is clearly the way to go It can be a very interesting read and definitely a delightful conversation starter *Going Native* Alexander Charles LaBrecque, 2021 As the use of the Internet has evolved over the past few decades digital advertising has become an increasingly important part of how firms reach their consumers Since 1996 digital advertising spending has increased from 30 million to over 35 billion in 2019 PwC IAB 2020 While digital advertising as a whole has become an omnipresent source of advertising there have been recent shifts in the different types of digital ads that firms utilize Perhaps most notable is the rise of native advertising which is a new form of digital display advertising that has been popularized by major social

networking sites such as Facebook Twitter and Snapchat As a disguised form of advertising much of the research on native advertising has centered around the nature of advertising disclosures However as publishers are increasingly adopting stricter disclosure standards it is important to also explore how advertisers can effectively utilize native advertising Thus the goal of my dissertation is to examine how firms can better utilize this new form of digital advertising to make their advertising campaigns more effective For the first essay of my dissertation I explore how native advertising effectiveness is influenced by the interplay between advertising content and the context in which it is presented In the first study I leverage a unique dataset from one of the largest programmatic buy side agencies in the United States to examine how native ad placement in feed versus in ad interacts with different ad appeals promotion related versus solution related to influence click through rates Then for study two I conduct a field experiment to explore how native ad placements affect consumers post click behaviors I find that while more disguised placements in feed may produce higher click through rates consumers that click on these more disguised ads will exhibit diminished post click performance However I assess if these negative behaviors can be attenuated by developing congruent landing pages As the literature has largely focused on the negative aspects of native advertising Saenger Song 2019 this research provides timely and unique insight into how managers can better develop their native advertising campaigns The second essay of my dissertation focuses on how different sources of congruity affect native advertising effectiveness While the concept of congruity has a long history in advertising research native advertising is a particularly interesting context to study congruity Because native ads are already designed to look congruent with the publisher s content it is important to explore how other forms of congruity affect advertising effectiveness Using data from an iconic retailer s native advertising campaigns I test how these different sources of congruity affect objective measures of native advertising effectiveness More specifically I measure congruity between the publishing domain and the brand i e contextual congruity as well as congruity between the audience and the brand i e targeting variables such as gender and interest category Consistent with the banner advertising literature the results suggest that incongruity can be beneficial for ads delivered in traditional advertising space However I find that for fully embedded native ads presenting ads alongside similar editorial content improves click through rates Furthermore I find that targeting can enhance the effectiveness of contextually congruent advertisements not only from a click based perspective but enhances post click engagement as well

Native Advertising Arbitrage Rob Keast, 2016-06-16 Native Advertising is the Fastest Growing Advertising Format on the Internet and is Predicted to Remain So Until At Least 2020 Probably the Best Introduction to Native Advertising and the New Way People are Driving Traffic and Making a Profit From Blogs Arbitrage is simply buying something for a low price then selling it for a high price Step By Step Native Advertising Explained This book shows you how to do this using Native Advertising to buy visitors to your site and make more money off those visitors with advertising than it cost you to get them to visit This is repeatable scaleable and proven but it MUST be done the right way The pioneer of this

method was Scott DeLong who started his site ViralNova.com in 2013 with a basic Wordpress theme and rapidly scaled it to do 1million revenue within 8 months and all on his own Things have moved on now and whilst that level of growth may be hard to achieve it is still possible to very quickly scale a site using these techniques Make This the Year YOU Create a Money Making Blog Using the Latest Proven Methods This book covers the entire step by step process Niche and branding Creating a site Setting up and optimising your ad placements Creating slideshow posts and why you need these Researching and creating money making content Understanding analytics to find where you are making money and bleeding money Optimising traffic to only send profitable visitors What the competition are doing wrong Rapidly scaling Increasing the value of your blog for a bigger exit You Can Do This Can you create a post to your social feed designed to get the most likes and shares from your friends and followers and learn from which ones bomb and which ones do well If so then you already have most of the skills you need You Just Need a Blueprint to Follow Rob Keast is an entrepreneur who has started and sold several web based businesses and is passionate about optimising and scaling digital businesses and sharing the processes to do so with others Click on Look Inside to See the Proof and Find Out Much More

NATIVE ADVERTISING Esther Ju, 2015-12-22 O estudo prop e a realiza o de uma pesquisa com o prop sito de compreender melhor uma tend ncia dentro do ambiente de Marketing Digital conhecido como Native Advertising Tal tipo de an ncio se trata de um conte do patrocinado que parece ser parte org nica da experi ncia do consumidor imitando o formato e o estilo editorial sendo estes altamente contextualizados com o conte do apresentado A proposta suprir o tema em que s o explorados os motivos pelos quais as empresas est o come ando a adotar este novo modelo de an ncio Sendo assim durante o decorrer do trabalho s o abordadas quest es que procuram entender a evolu o do modelo de publicidade nativa dentro do ambiente de Marketing e a vis o estrat gia do Native Advertising Ap s a revis o bibliogr fica foi realizada uma pesquisa com prop sito qualitativo com profissionais representativos no mercado de marketing digital do Brasil O m todo da pesquisa foram entrevistas em profundidade que procuraram explorar o prop sito do Native Advertising branding ou performance a compara o entre o an ncio nativo e o an ncio tradicional dentro do Marketing Digital e a percep o do consumidor sob a perspectiva de profissionais do mercado As an lises das entrevistas em profundidade mostraram que o foco do Native Ad est muito mais relacionado constru o de marca branding do que a es imediatas e promo es No estudo observamos tamb m que a contextualiza o do an ncio est diretamente relacionada imagem que o consumidor constr i sobre a propaganda e conseqentemente sobre uma marca Assim entendemos com mais profundidade os aspectos que caracterizam o Native Advertising e como as empresas podem direcionar e utilizar determinado tipo de an ncio

Native Advertising: to Deceive Or Not Deceive Mirko Schardt, 2018 **Going Native** David A. Hyman, 2018 Native advertising which matches the look and feel of unpaid news and editorials has exploded online The Federal Trade Commission has long required advertising to be clearly and conspicuously labeled and it recently reiterated that these requirements apply to native advertising We explore whether respondents can distinguish native

advertising and regular ads from unpaid content using 16 native ads 5 regular ads and 8 examples of news editorial content drawn from multiple sources and platforms Overall only 37% of respondents thought that the tested examples of native advertising were paid content compared to 81% for regular advertising with substantial variation by platform advertiser and labeling Modest labeling changes materially increased the number of respondents that correctly recognized that native ads are paid content but even these improved results fell well short of those for regular advertising We also explored labeling preferences and self reported concern about native advertising Our findings indicate that native advertising involves a significant risk of deception which self regulation has not addressed

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