

DAZZLE SALAZAR

AD PRODUCT DESIGNER

Design Process - Page Optimization with Native ads

DESIGN PROCESS

Page Optimization with Native ads

How we started

Collaborate with our VP of Marketing sales, Project Manager and other internal stakeholders for a potential product to offer for our advertisers. For this project, we want a native strategy to connect consumers to brands by optimizing a product review page with native ads to increase performance.

Data-driven design

Our Data and Insights team helped us with the audience analytics and to understand the customer journey. They've also identified the devices they're using to drive conversions and campaign strategies to focus the conversion points and eliminates wasted impressions. After providing us the insights we have concluded that the review page has so much going on, banner ads are allowing interruption on user experience and most of the audiences are viewing it on desktop.

Goals

- Eliminates all non-essential navigation and standard IAB ads
- Features only your brand's promotions, locking out all competitive branding
- Removing Ad fatigue
- Brand exposure cloaked in editorial content, so we don't tire out the audience.
- Multi-platform. Captures your audience wherever they are spending their time online

PAGE OPTIMIZATION WITH NATIVE ADS

01. REVIEW PAGE

02. SKETCH VARIATIONS

03. A/B TEST

04. CHANGING THE COLOR
OF (CTA)

05. CONCLUSION

06. FINAL DESIGN

07. COMPARISON

08. OTHER SAMPLES

ORIGINAL REVIEW PAGE

The screenshot shows a review page for the Microsoft Surface Pro 4. At the top, there's a navigation bar with links for Laptops, Tablets, Windows 10, Ultrabooks, Accessories, Reviews, and News. Below the navigation is a search bar and a social sharing section with icons for Facebook, Twitter, LinkedIn, Google+, and RSS. The main content area features a large headline 'Microsoft Surface Pro 4 Review' by Sam Rutherford on October 21, 2015. The review includes a star rating of 4.5 stars, a 'The Pros' section listing benefits like a Type Cover and PixelSense display, a 'The Cons' section mentioning battery life and price, and a 'Verdict' section concluding it's faster and more useful than previous models. To the right of the review is a sidebar with a 'FIND A REVIEW' search bar, a 'Laptops' category, and a 'SEE SITE FOR DETAILS' button. Below the review is a '3DMark Fire Strike' chart comparing the Surface Pro 4 against other laptops like the MacBook Air and Spectre x360. The chart shows the Surface Pro 4 performing well with a score of 843. At the bottom of the page are sections for 'ASK A QUESTION', 'SUBSCRIBE', and 'FOLLOW US' on social media.

The screenshot shows the final optimized version of the review page. The layout is cleaner, with fewer ads. The Microsoft advertisement at the top has been removed, and the overall page load time appears faster. The review content remains the same, but the sidebar and footer sections have been simplified or removed. The '3DMark Fire Strike' chart is still present. On the right side, there's a large image of the Surface Pro 4 in tablet mode, followed by a section titled 'RELATED REVIEWS' featuring links to reviews for the Lenovo ThinkPad Yoga 260, Vaio Z Flip, Dell XPS 12 (2016), E Fun Nextbook Flexx 9, and Kurio Smart. The overall design is more focused on the product and its performance.

The review page has so much going on and banner ads are interrupting the user experience

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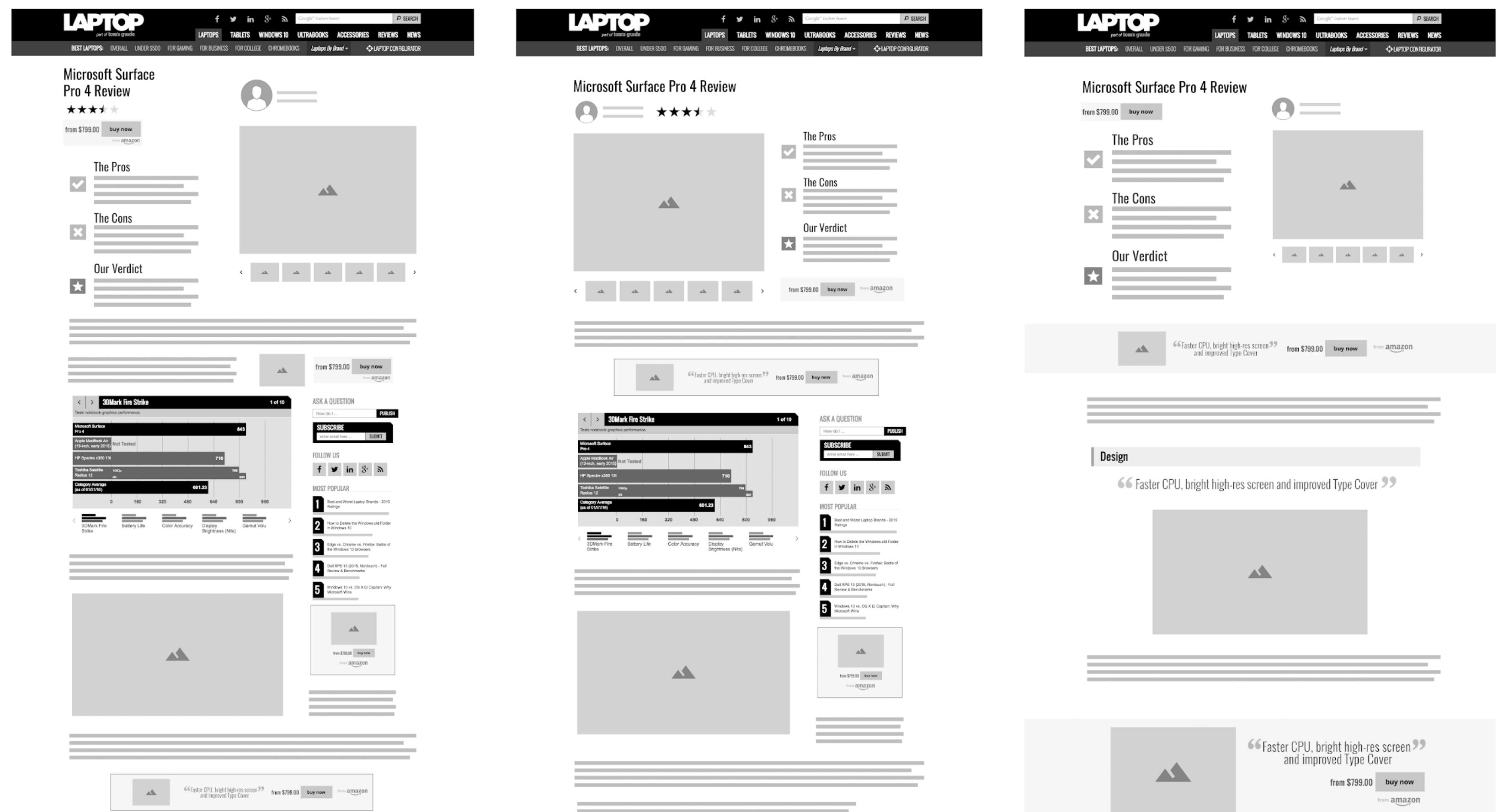
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SKETCH VARIATIONS AND TESTING

We worked on the low-fi (sketches) on how the page layout will look like, our goal is to make it look clean, easy to read for users, as well as experimenting placement of the native ads.



Sketching out new page design and experimenting a cleaner layout with the placement of native ads

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A/B TEST

ConversionRate Officers (A/B testers) are working on experiments and getting the user journeys, heat maps as well as screen records to see what the users are up to and where they scroll, stop and read. They also provided us with a report with actionable recommendations for our native ads to uplift the conversion rate of the new page layout.

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CHANGING THE COLOR OF CALL-TO-ACTION (CTA)

Did some experimenting elements on the native ads, like changing the color of buttons (CTA), changing the headlines, product descriptions, font sizes, and types, images to see what performs best and the once that are engaging to our audience. We've also create a native messaging tailored to meet your campaign goals.

Red (Original color of the button)

ADVERTISEMENT



Microsoft Surface Pro 4

- 6th generation of Intel® Core™ processors.
- Powered by Windows 10, Surface Pro 4
- The 12.3" PixelSense™ display
- More powerful and lighter than ever before

from \$799.00 **buy now**
from amazon

ADVERTISEMENT



“Faster CPU, bright high-res screen and improved Type Cover”

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Blue Button



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ADVERTISEMENT

“Faster CPU, bright high-res screen and improved Type Cover”

Microsoft Surface Pro 4

A Microsoft Surface Pro 4 laptop is shown open, displaying a vibrant image of a coastal town. The laptop has a blue Type Cover keyboard. A white stylus lies next to it on the desk.

★★★★★

- 6th generation of Intel® Core™ processors.
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Yellow Button



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ADVERTISEMENT

This advertisement for the Microsoft Surface Pro 4 includes a quote in quotes: "Faster CPU, bright high-res screen and improved Type Cover". Below the quote is another Microsoft Surface Pro 4 device, this time shown with its blue Type Cover keyboard attached. The screen displays a vibrant image of a coastal town. A silver stylus lies next to the keyboard. At the bottom left, there are five stars with the first four filled blue and the last one grey, indicating a rating. At the bottom right is a yellow call-to-action button with the text "buy now" and a link to "amazon".

“Faster CPU, bright high-res screen and improved Type Cover”

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CTA CONCLUSION

A red call-to-action button is what we usually use on our CTA BUT the yellow variation receives more clicks after the A/B test, so we have changed the default color of our call-to-action buttons to yellow from now on.

FINAL RESULTS

From our tests, the look and feel of the Optimized and Native design offers a powerful advantage for our advertisers to interact with the targeted consumers while generating brand lift. Optimized and Native ads are more persuasive and drive user focus and traffic at nearly twice the rate of branded banner ads.

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FINAL DESIGN

Better user experience - rids of any distractions and clutter with a cleaner layout

LAPTOP part of Tom's GUIDE

Laptops Tablets Smartphones Ultrabooks Software Apps Reviews News Video

Microsoft Surface Pro 4 Review

By Sam Rutherford | October 21, 2015

★★★★★ from \$799.00 buy now from amazon

The Pros
Best Type Cover yet; Bright Pixel Sense display; More sensitive stylus with eraser; Speedy SSD and 6th-gen Intel CPU

The Cons
Below-average battery life; Pricey (especially for Core i7 models); Glichy rear camera

Our Verdict
While it might not look new on the outside, the Surface Pro 4 features a faster CPU, bright high-res screen and improved Type Cover but with much less battery life.

Microsoft Surface Pro 4
6th generation of Intel® Core™ processors.
Powered by Windows 10, Surface Pro 4
The 12.3" PixelSense™ display
More powerful and lighter than ever before

from \$799.00 buy now from amazon

While there are still a lot of traditional notebooks that Microsoft's tablet/laptop hybrid hasn't yet killed, the Surface Pro 3 changed the landscape of mobile computing. Now, the likes of HP, Lenovo, Dell and even Apple are chasing Microsoft's coattails with their own all-purpose devices. But before those machines can hit the shelves, here comes the Surface Pro 4.

Design

“Faster CPU, bright high-res screen and improved Type Cover”

Bottom Line

I want to give the Surface Pro 4 a higher score. The PixelSense display is superb bit of engineering, and the new 6th Gen Intel chip delivers the kind of swift performance I'm looking for, but the 6-hour battery life holds the SP4 back from glory. For stylus aficionados, the increased pressure sensitivity and optional pen tip give more depth to your drawings, but probably won't do much to improve the chicken-scratch notes everyone else is making. Instead of the leap we saw on the Surface Pro 3, the SP4 is an iterative step forward with a sizeable step back on battery life.

Microsoft Surface Pro 4 from \$799.00 buy now from amazon

secure-feeling action. There's a thin vent that runs part of the way around the edge to help cool the system and a new, shiny Microsoft badge on the back. The angled edges are sharp without being painful, and, as before, the Type Cover flips around and lies flat against the back when you put the device in tablet mode.

ADVERTISING

“Faster CPU, bright high-res screen and improved Type Cover”

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Performance

Featuring a 2.4-GHz Intel Core i5-6300U CPU, 8GB of RAM and a 256GB SSD, the Surface Pro 4 has enough oomph to deal with pretty much any non-3D-intensive application. You want to stream multiple 1080p videos with upward of 20 Chrome tabs open in the background? No problem, and there's plenty of speed left over to handle Skype, Photoshop and a few PDFs at the same time, too.

HOW THE MICROSOFT SURFACE PRO 4 STACKS UP

Overall Performance

Continuous Web surfing over wireless until battery drained. Longer is better.

Microsoft Surface Pro 4	Apple MacBook Air (13-inch, early 2015)	HP Spectre x360 13t	Category Average
650	520	520	520
780	650	650	650
0	130	260	390
130	260	390	390
260	390	520	520
390	520	650	650
520	650	780	780
650	780	780	780
780	780	780	780

Graphics Performance Hard Drive Speed Overall Performance Spreadsheet Performance World of Warcraft (autodefect)

Microsoft Surface Pro 4 from \$799.00 buy now from amazon

Visually engaging than traditional display ads, optimized and native ads may cost more upfront, but the difference in CTR for native over banners proves its worth in the investment.

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BEFORE

Microsoft Surface Pro 4 Review
By Sam Rutherford | October 21, 2015

The Pros
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The Cons
Below-average battery life; Pricier (especially for Core i7 models); Glitchy rear camera

Verdict
While it might not look new on the outside, the Surface Pro 4 features a faster CPU, bright high-res screen and improved Type Cover but with much less battery life.

\$799 from Amazon

3DMark Fire Strike
Tests notebook graphics performance.

Model	Score
Microsoft Surface Pro 4	843
Apple MacBook Air (13-inch, early 2015)	Not Tested
HP Spectre x360 13t	710
Toshiba Satellite Radius 12	798
Category Average (as of 01/31/16)	601.23

MOST POPULAR

- 1 Best and Worst Laptop Brands - 2015 Ratings
- 2 How to Delete the Windows.old Folder in Windows 10

AFTER

Microsoft Surface Pro 4 Review
By Sam Rutherford | October 21, 2015

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Design

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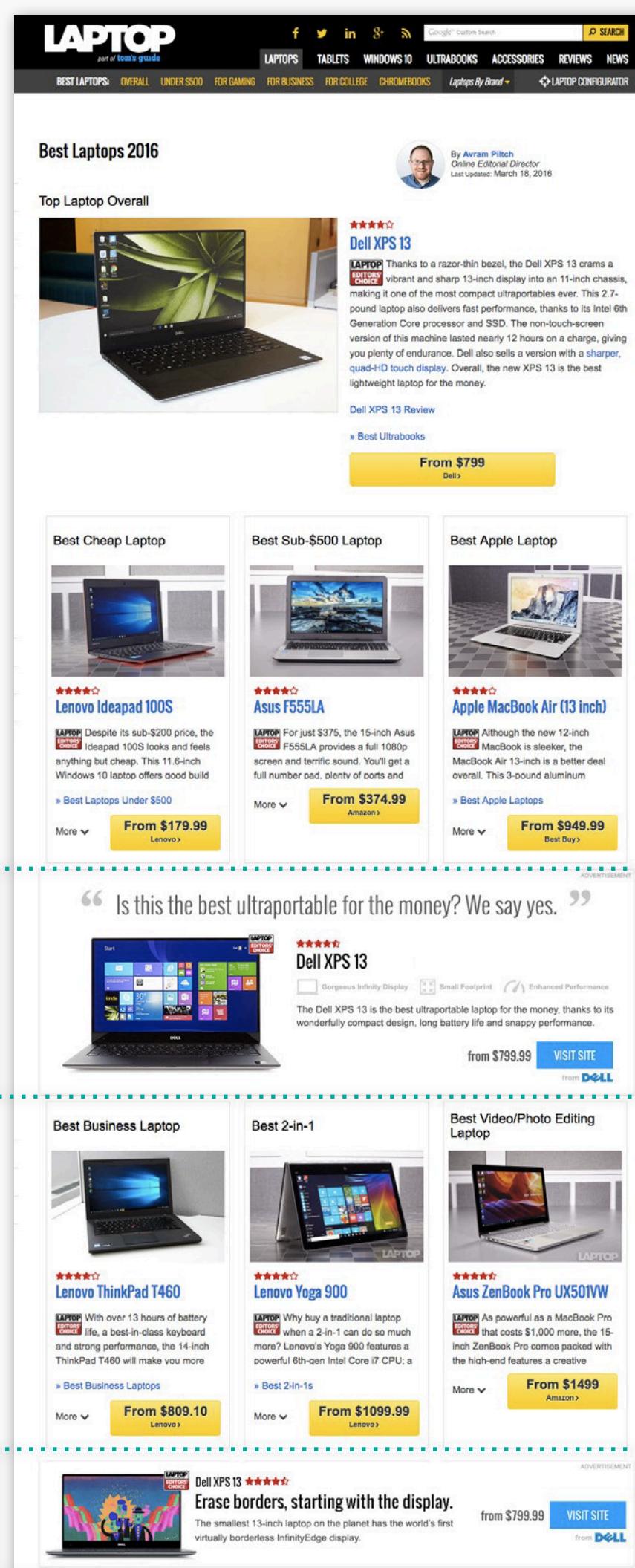
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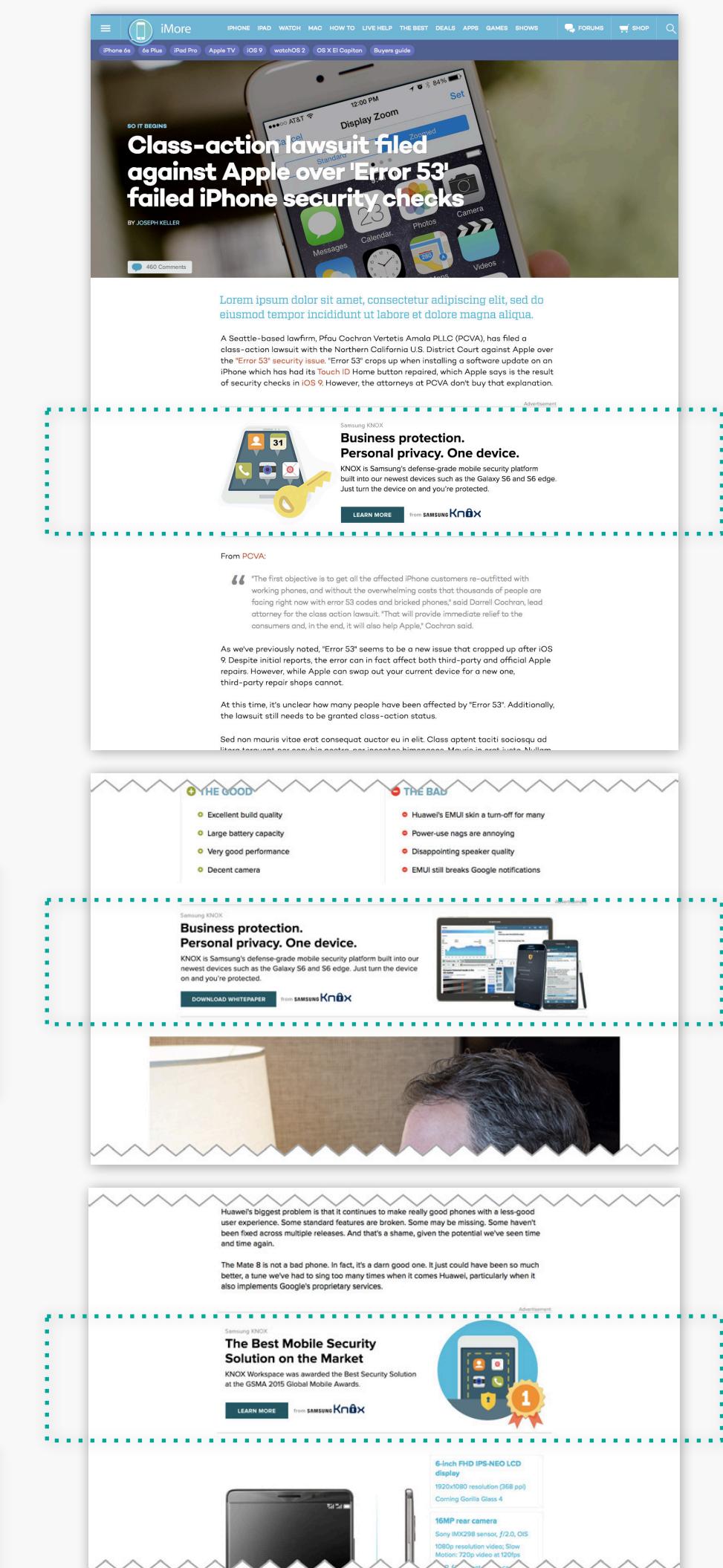
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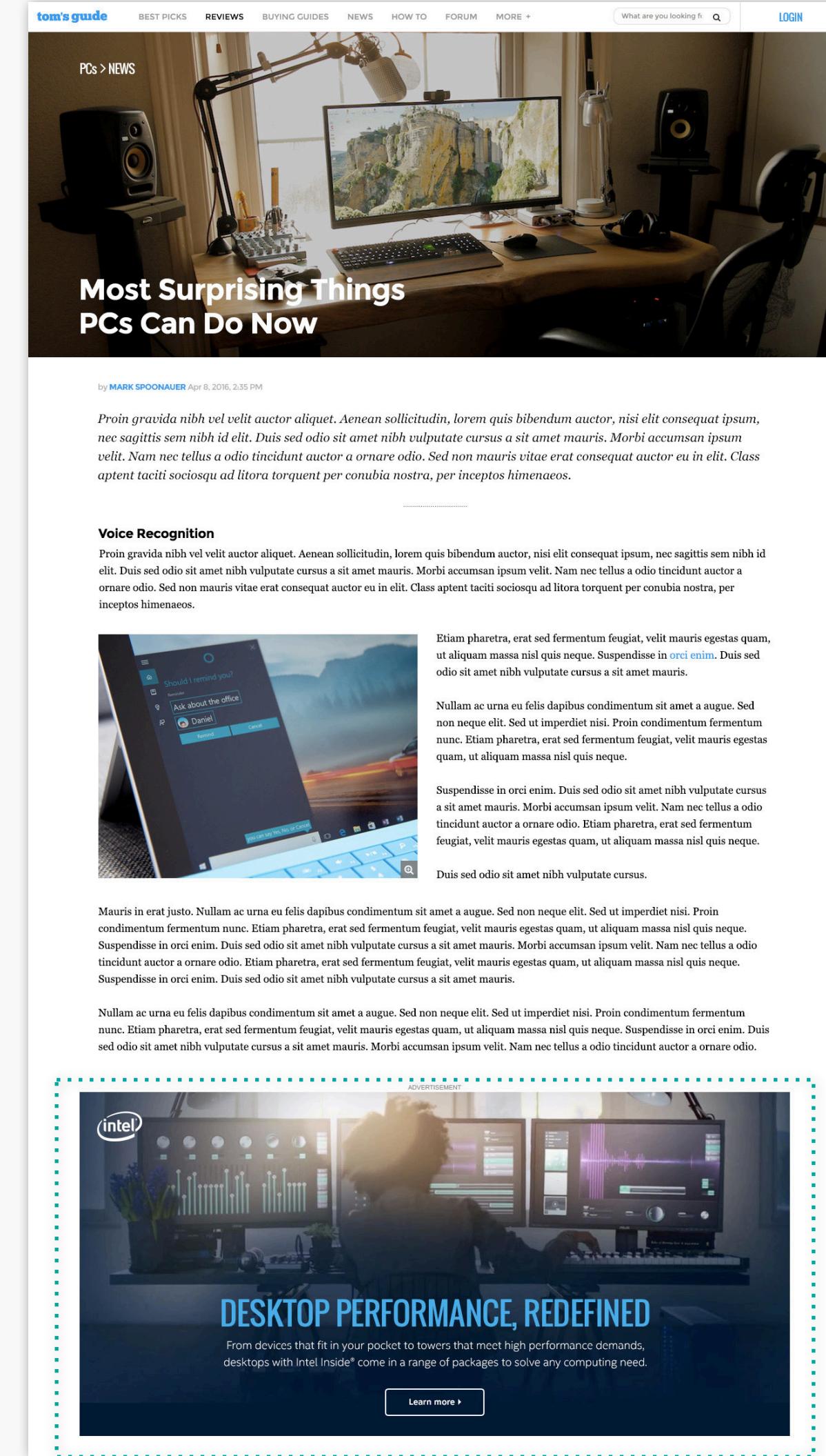
OTHER SAMPLES OF SUCCESSFUL PAGE OPTIMIZATION WITH NATIVE ADS



Drive Sales



Lead Gen



Brand Engagement